

Excellent Operations and Future Challenges for League of Legends and Its Events

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Abstract: League of Legends is one of the most successful games in the world, hosting the largest and most attended events in the world and the largest number of grassroots players. Based on this, we studied why League of Legends events are so much bigger than other games, such as Honor of Kings, Counter-Strike: Global Offensive, and why its game elements and culture are so widely spread. Through the study of nearly 6 years of game videos and the intuitive feeling of the league of Legends elements in the city. We found that League of Legends events can be better and better not only due to the strong support of sponsors, but also due to the diversity of events, and the existence of the game community has greatly promoted the spread of League of Legends, but also buried the hidden danger of the deterioration of the game environment for League of Legends.

Keywords: Diverse competition, Gaming community, Match and game balance

1. Introduction

With the development of The Times, the e-sports industry continues to receive more attention. As the leader in video games, the hot trend of League of Legends events has attracted a lot of people's attention. In this article, we, from the game operation of League of Legends to the game operation, analyze how it has gradually become the world's most concerned event and become the world's largest number of players of the game

2. Basic Survey

From basic reading and analyzing through several articles. We can discover some basic business operations models of the League of Legends series.

A huge number of players is fundamental of a game and it determines whether this game can continue to work. Since 2013, League of Legends players have maintained a rapid growth trend. For this phenomenon, the tournament of League of Legends has launched a variety of events [1]. From regional to global, meanwhile, the addition of sponsors and acquisition of large companies have also provided financial and technical for the event. By comparing the pre-game introductions for 2017 and 2018 and 2023, it is clear that there were many sponsors for League of Legends in 2017 and 2018, and there were various companies for technical support and broadcast. With the continuous maturity of the competition system, the League of Legends games in China in 2023 are steadily sponsored by individual large companies, such as Mercedes-Benz. It can be seen that as the League of Legends

game is paid attention to by more and more people, more funds are invested and more profits are brought

Along with the traditional League of Legends games were held for several years. The market of this domain has shown a characteristic of diversity [2]. Celebrity tournament online game also appeared at that time, which rich the attention of the game and benefit from the entertainment circle.

3. Analysis of Legends' international development

League of Legends' international development began in 2011 when it was promoted in North America. Since then, the international development of League of Legends has been accelerated, and their operators have reached cooperation with many e-sports organizations and companies in Europe, South Korea, China, Southeast Asia, and other regions and launched a series of international competitions -- mid-season championship and World Championship [3]. This essay analyse the data of audiences as follows. Table 1 shows that the number of people who watched the game from year one to year nine.

Table 1: Audience viewing of s1-s9 [3]

	S1	S2	S3	S4	S5	S6	S7	S8	S9
Total viewership	1.6 million	8.28 million	32 million	27 million	334 million	390 million	Missing data	Missing data	Missing data
Concurrent online population (average/peak)	Missing data/ 200 thousand	Missing data/ 1.15 million	Missing data/ 8.85 million	Missing data/ 11.2 million	4.2million/ 14 million	14.7million/ 43 million	Missing data/ 80 million	19.6 million/ 44 million	21.8 million/ 44million
Total viewing time(hour)	Missing data	24.23 million	Missing data	194 million	360 million	370 million	1.2 billion	Missing data	1 billion plus
Average viewing time(minute)	Missing data	Missing data	42	67	60+	Missing data	Missing data	Missing data	Missing data

Since the beginning, League of Legends events have attracted large crowds, and the format of the events has changed over the years.

s1(annual competition): League of Legends created the highest live viewing record in e-sports history - more than 1.6 million viewers watched the event online, and at its peak more than 200,000 people simultaneously watched Dream-hack League of Legends games.

s2: Riot recently gave an estimate of viewership for the S2 World Finals, with a peak of over 1,154,000 people watching the event online, not counting those watching on TV. More than 8,282,000 viewers watched online and on television, including 2,402,225 from South Korea and China. Over 24,230,688 hours were spent watching the entire group stage and finals. These figures make the S2 World Finals the most-watched e-sports event in history.

s3: Riot announced the attendance figures for their League of Legends S3 World Finals. According to the statistics, more than 32 million players watched the S3 World Finals online and on digital TV, which is far more than the 8.2 million people who watched the S2 season record. By another count, more than 8.5 million people watched the game on both Internet and digital TV, almost eight times as many as on S2. It's almost safe to say that Riot's League of Legends' S Series World Finals is the most watched e-sports tournament in the world ever.

s4: Between September 18 and October 19, more than 27 million people tuned in to the S4 Finals, making S4 officially the most watched e-sports event of 2014. The final game between SSW and SH

Royal was watched by 11.2 million fans, beating S3's 8.7 million in 2013 and setting a new e-sports record. During the World Series, viewers logged more than 179 million hours of total viewing time, and during the SSW vs SH Royal showdown, the average online viewing time was 67 minutes, which is also significantly higher than the 42 minutes in 13 years. 2014 was a big year for e-sports, and Riot's World Championship was certainly a high point for LOL and the e-sports community in general. The above numbers also show that e-sports has made great progress.

s5: League of Legends officially released the S5 Finals tournament data, breaking a number of records: the total number of hours of live e-sports games from Paris to Berlin was the highest in history, reaching 360 million hours - nearly double the total number of hours watched in 2014 (194 million hours). The cumulative number of unique daily impressions (the number of unique viewers watching online and on TV channels each day) reached 334 million in four weeks (compared to 288 million in 2014). Across all 73 games, the average number of concurrent online viewers (ACU) was more than 4.2 million, and viewers spent an average of more than one hour watching each game. At the final between SKT and Koo Tigers at the Mercedes Benz Stadium in Berlin, the highest concurrent online viewership (PCU) reached 14 million - another increase on the 2014 figure (11 million); The final was watched by 36 million unique viewers - a figure that broke all e-sports records and surpassed the previous record of 27 million unique viewers at South Korea's Sangam Stadium in 2014 for the match between Samsung White and the Royal Family.

s6: On December 7, the official Weibo account of the League of Legends tournament released the official data about the World Finals. According to statistics, in a total of 49 hours of competition time, the global audience watched a total of 370 million hours of live competition; Over the course of 15 tournament days, the cumulative global unique audience reached 390 million, once again setting a new record for the S5 Finals. The SSG vs SKT championship attracted more than 43 million unique viewers, while the number of online viewers reached 14.7 million, significantly exceeding the S5 finals, which again broke the record for all e-sports competitions.

s7: On December 20, 2017, Beijing time, the official release of the "2017 League of Legends e-sports event data Analysis", in the current S7 finals, a total of 144 players from 28 countries and regions participated; RNG and WE teams from the LPL division made it to the final Four, peaking at 80 million unique viewers in the semi-final SKT VS RNG. In the final, SSG defeated SKT to win the championship trophy, which was witnessed by 57.6 million unique viewers. Over the course of the finals, global viewers watched 1.2 billion hours of e-sports. According to foreign data website e-sports-charts, 96.34 million Chinese people watched live broadcasts

s8: On December 11, 2018, Riot Games announced the official viewing figures for the 2018 League of Legends Global Finals. The top teams from 14 divisions gather in the annual international competition to compete for the Summoner Champion trophy. During the finals in Incheon, South Korea, 99.6 million unique viewers tuned in. At the same time, the number of online viewers peaked at 44 million, and the average minute audience was 19.6 million. Average minute ratings measure the average number of viewers watched in any given minute of a program and are often used to represent television viewership for major sports events.

s9: On December 17, 2019, League of Legends announced that the 2019 World Finals were broadcast on more than 20 platforms in 16 languages, and official data showed that the World Finals had reached a new record audience rating of 21.8 million viewers per minute (AMA). At the same time, the highest online audience reached 44 million people, and fans around the world watched more than 1 billion hours of content during the five-week tournament.

4. Game Model: Universal Content

In addition, League of Legends has launched a series of interesting game modes and features, such as Team-fight Tactics. It has attracted the attention and participation of more users and continuously expanded its market influence.

In addition, the surrounding of the League of Legends is selling well in various regions, such as dolls of various heroes and some shirts featuring the League of Legends. Last year, the entire Hangzhou subway line 4 was filled with the League of Legends element. All these allow the influence of League of Legends to spread among the masses and let more people know about the game.

5. Environment for Users

League of Legends uses the community to create an environment for players to team up, make friends and support each other. Players are free to join a clan and can expand the clan size. Game companies provide more communication channels for players, including forums, QQ, WeChat, Weibo and so on. Through community activities, players can advertise on behalf of game manufacturers, encourage sales, participate in offline activities, etc.

League of Legends as a leader in MOBA games, rich and full of features of the game content, is the key to its success. At the level of game content design, the official consideration of the operation of the game itself is increasingly deep. For example, open an authoring platform, add a language chat function, and launch more personas. More importantly, the addition of these features allows players to play not only on computers but also as a driving force for new modes, such as the League of Legends mobile game, which is a good choice, allowing more players to play the game on different mobile terminals.

According to Tencent's annual report last year and Riot's annual report released in 2020 (no annual report has been released since 2020), League of Legends' sales reached 2.193 billion yuan, an increase of 10.3% year-on-year [4]. Net profit was 715 million yuan, and the growth rate was 32.6% [5]. As the League of Legends events become better and bigger, I believe that the profits brought by the League of Legends game will become bigger and bigger [6].

But League of Legends has faced several problems in recent years. The first problem is that the growing influence of League of Legends events in mainland China has led to major anchors and retired players broadcasting games on their live streams rather than broadcasting them playing League of Legends. This is also a microcosm of the overall gaming environment, as the weight of the event continues to increase in people's minds. Although League of Legends still maintains a large player base, but more and more people will pay more attention to the event than to play the game themselves. This is likely to become an important reason for the League of Legends officials to devote more energy to the operation and promotion of the event in recent years rather than the operation and management of the game itself [7,8].

This has led to the phenomenon of today's League of Legends China server: the game environment is getting worse and worse, and the phenomenon of malicious abuse is endless. What's more, in Ionia, there is even a phenomenon that you have to pay money to play the ranking; otherwise, some small groups will arrange people to make you lose all the time. These situations have become increasingly prevalent under the cover of official reports, crackdowns, and other inaction faced within the game. The recent "819 not online" protest launched by League of Legends Chinese players is an expression of outrage at the official inaction.

For this reason, officials need to strike a balance between game events and game planning, any part of which is now an indispensable and important revenue stream for League of Legends. From the player base to the popularity of the event, League of Legends still occupies a far leading position in the global game. With the passage of time, the gameplay has continued to innovate, and the

consumption of League of Legends has become more and more diverse. From the very beginning, money was spent on skins, and runes. Now you can buy passes, emojis, little heroes, etc. The game has also evolved from a single professional player to a star game and then a commentary game. With this leading advantage of the League of Legends, there are more and more revenue models waiting to be explored by the League of Legends.

6. Conclusion

During this period of research and investigation, we have summarized two key reasons why League of Legends and its games can operate for a long time and a problem that League of Legends needs to solve in China's servers. The rise of League of Legends events not only received the support of big sponsors but also benefited from the continuous development of diversified events. So that it can have an impact not only in the e-sports circle but also in other fields such as entertainment. League of Legends fully develops the advantages of community-based games, condensing small groups of players and becoming a huge game community. However, between the operation of the event and the game itself, the authorities still need to carefully balance the weight of the two to avoid this classic game out of The Times.

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