



Offline & Online working for
Players and Esports



A large esports arena at night, filled with spectators. In the center, a trophy sits on a glowing blue stage. The League of Legends logo is overlaid on the left side of the image.

LEAGUE OF LEGENDS

Global Esports Discipline

**Global community
> 100M active players monthly**

**#1 PC game globally
by audience and Revenue**



August 2016
VTB Ice Palace
9,000 visitors



DISCIPLINES

PRODUCTS

	Community	Marketing	Player Support	Talent Management	Players Insights
Product 1		A	R		R
Product 2	R	R		A	R
Product 3			R		A

R Responsible

A Accountable

 Time load



Marketing Campaign vs Organic Growth?



Start with 70 % of ticket Sales vs Expectations



5K visitors vs 10K expected 30 min before the start



Setting the Merch assortment with no sales track



Making broadcast great with players feedback





Inspiring Vision

Small & Strong Team

Empowerment & Accountability

СПАСИБО!

