



League of Legends Retrospective: One Year Later

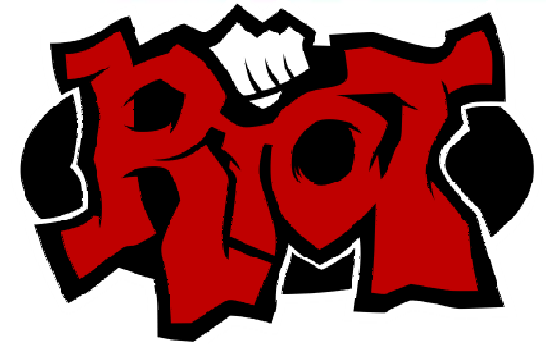


Who am I?

- President & Co-Founder of Riot Games
- Executive Producer of League of Legends



Who is Riot Games?



- > 120 employees
- Offices:
 - Los Angeles
 - Dublin
- World class development team
- Games as a service publishing expertise



LEAGUE of LEGENDS

Game type: Multiplayer Online Battle Arena (MOBA)

Platform: PC

Setting: Fantasy

Business model: Free with virtual goods

Development stage: Commercial Service Oct - 2009
(NA, EU)

Key features:

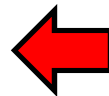
- RPG and persistent elements
- Eye catching stylized art
- 60+ distinct champions to choose
- Built-in community features
- Easy to learn
- Bi-weekly content and features updates



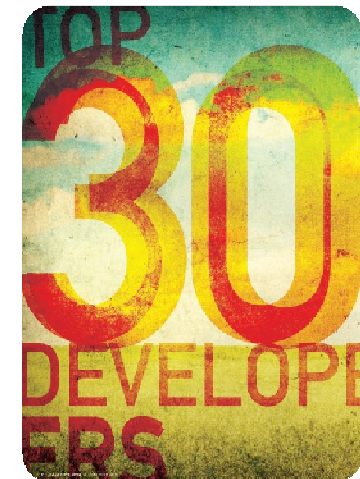
Awards



Title	Hours	Rank
World of Warcraft	250689	#1
Call of Duty 4: Modern Warfare	159536	#2
League of Legends	89553	#3
Call of Duty 2	84511	#4
StarCraft II	51803	#5
Call of Duty: Modern Warfare 2	49287	#6
Battlefield: Bad Company 2	35595	#7
Aion	25527	#8
The Lord of the Rings Online	17924	#9
Counter-Strike: Source	17637	#10



game**developer**



Selected for WCG 2010



Most nominated title for
GDC Online Awards 2010





Retrospective



Biggest Challenges

- Establish credibility with core gamers
- Satisfy the hardcore, while creating a game with broader appeal
- Utilize an unproven business model in the West
- Create a game that would be viable globally
- Build an Games as a Service Platform!
- Had to do it completely ourselves from scratch!



THE HOW - DEVELOPMENT PROCESS



As a business, we value...

- Our customers are everything
 - Keep engagement high to keep them coming back
 - Be highly responsive to their needs
 - Earn their loyalty through delivering the best possible game experience and service



DEVELOPMENT PROCESS – WHAT WENT RIGHT

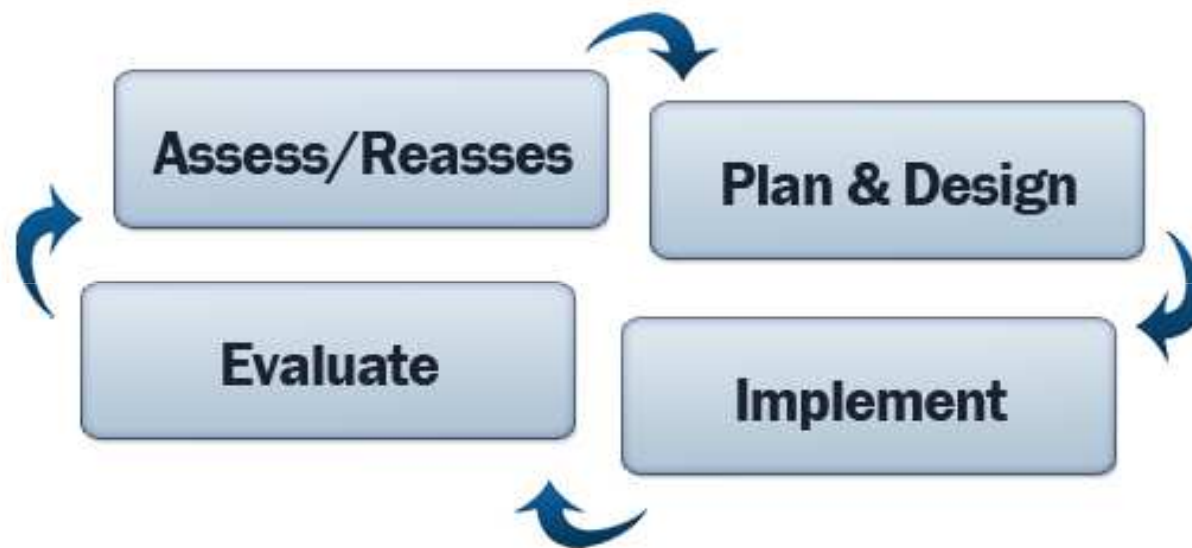


People & Culture

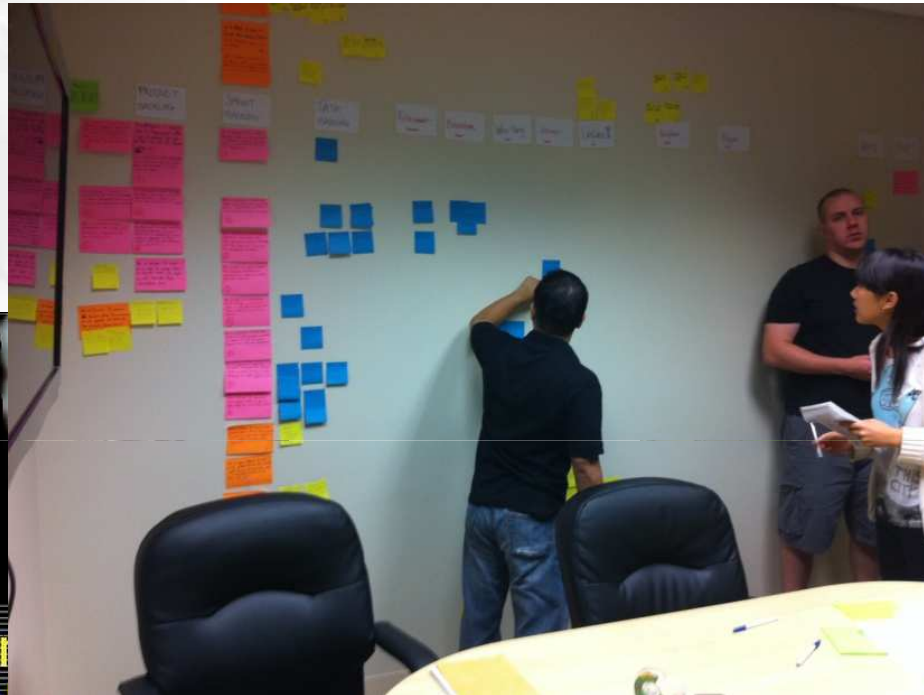
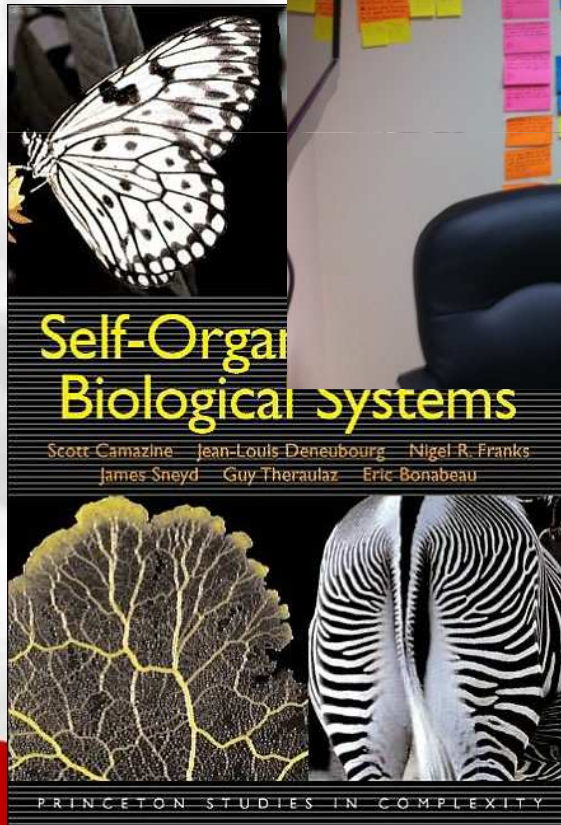


- Our most valuable asset is our team
 - Find the best, most motivated and engaged talent
 - Empowered subject matter experts
 - No room for underperformers

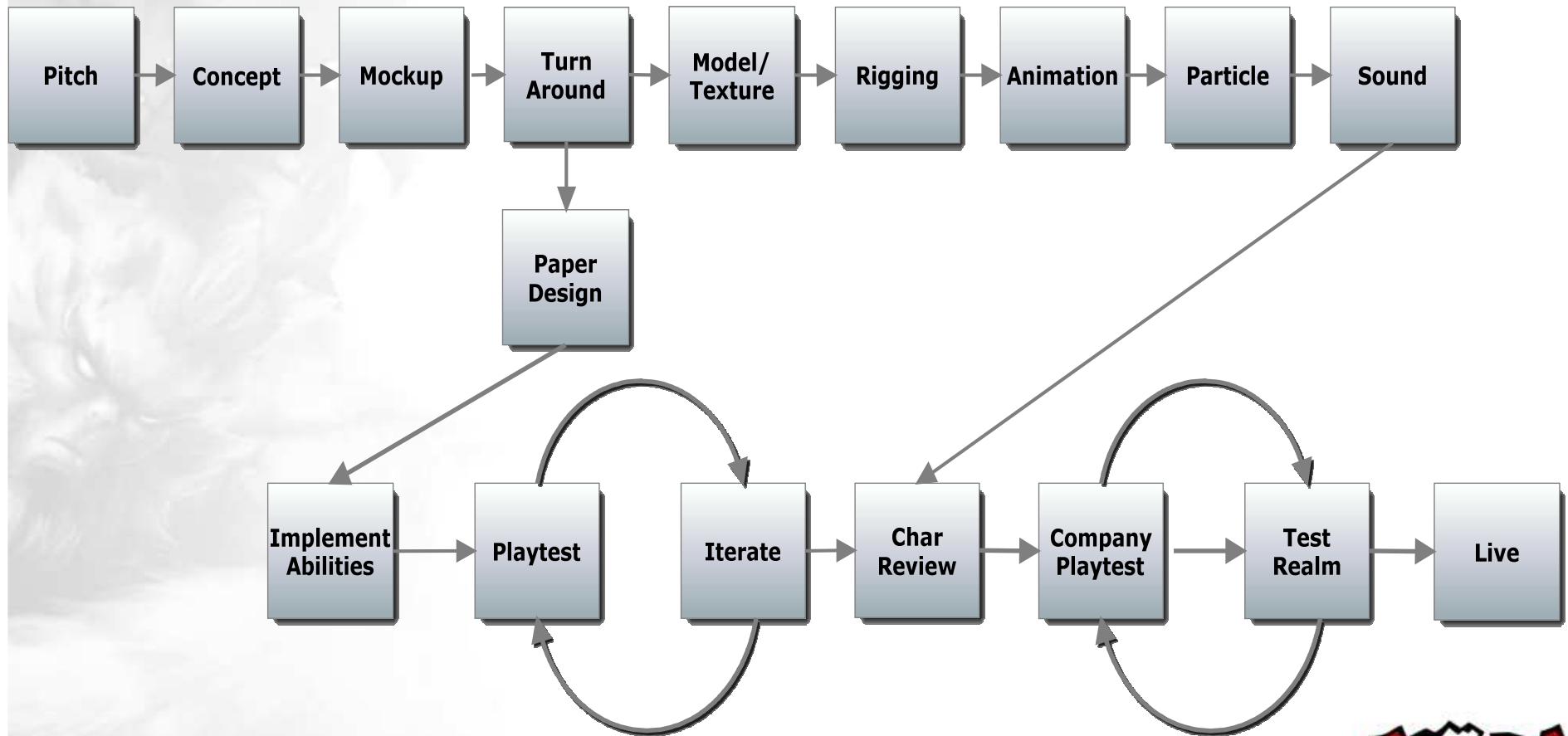
Continuous Improvement



Agile Development



Lean Content Pipeline

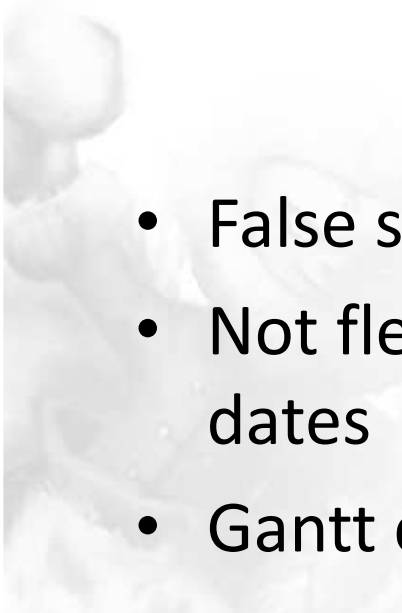


DEVELOPMENT PROCESS – WHAT WENT WRONG



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- Not fle
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- False s
- Not fle
dates
- Gantt c



Manual Deployment

- Prone to human error, lengthy and inefficient
- Hurt development velocity
- Downtime is very damaging to customers



IT ALL STARTS WITH **DESIGN**



Design Goals

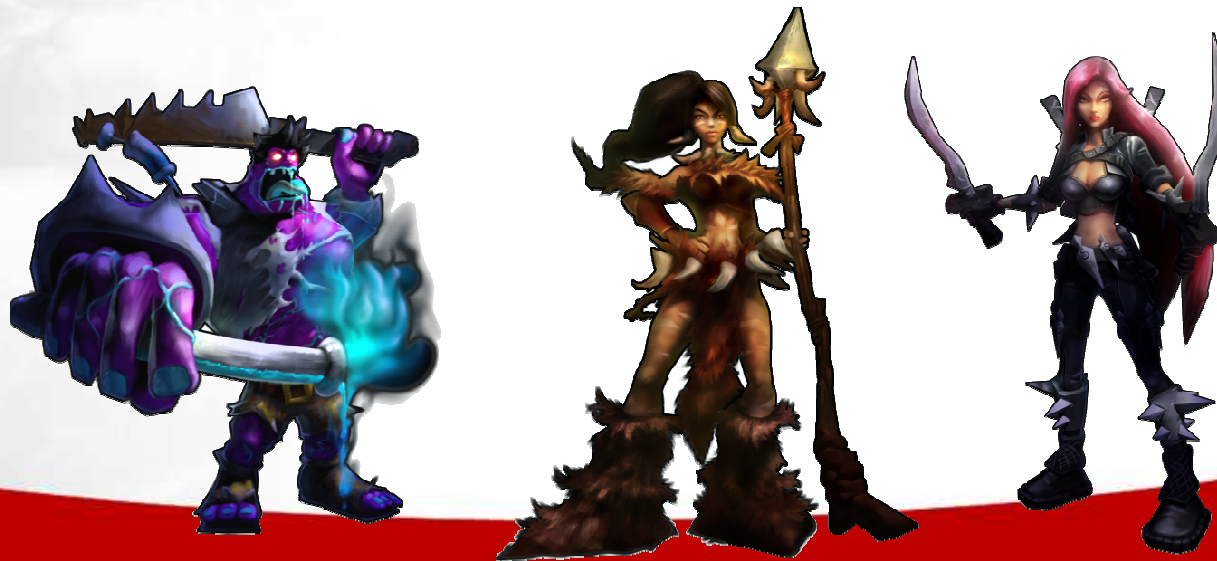
- Focus on fun & gameplay
- Expand upon what was great in DotA & evolve the experience
- Retain and enhance the depth while lowering the barriers to entry



DESIGN – WHAT WENT RIGHT



Character Design



Controversial Decisions for Core Fans

- Removing deny
- Core mechanics & “spammy” abilities
- Brush
- Not losing gold on death



In-game shop



☒ Spell Damage

☐ Mana

☐ Mana Regen

☐ Movement

☐ Consumables

☐ Health

☐ Health Regen

☐ Armor

☐ Damage

☐ Critical Strike

☐ Attack Speed

☐ Life Steal

Item Shop

Current Build: orunin's AP veigar build 1



**Amplifying Tome**
435

**Doran's Ring**
435

**Kage's Lucky Pick**
765

**Blasting Wand**
880

**Sorcerer's Shoes**
925

**Fiendish Codex**
1245

**Sheen**
1260

**Mejai's Soulstealer**
1865

**Abyssal Scepter**
2670

**Archangel's Staff**
2910

**Rod of Ages**
3080

**Lich Bane**
3490

**Rylai's Scepter**
3660

**Zhonya's Ring**
3735

Back

INVENTORY



**Archangel's Staff**
+ 400 Mana
+ 25 Mana Regen Per 5 Seconds
+ 40 Ability Power
Passive:
2% of your maximum Mana is converted to Ability Power.
UNIQUE Passive:
Each Time your Champion uses an ability, their maximum mana is increased by 4. This has a 3 second cooldown.

Requires:





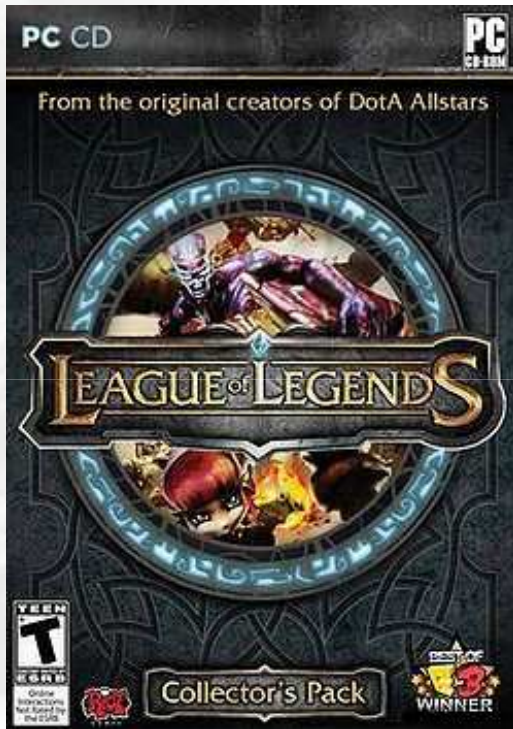


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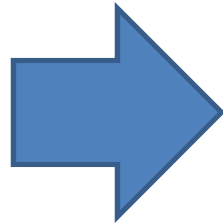
BUY

SELL

Did Not Prioritize Competitive At Launch



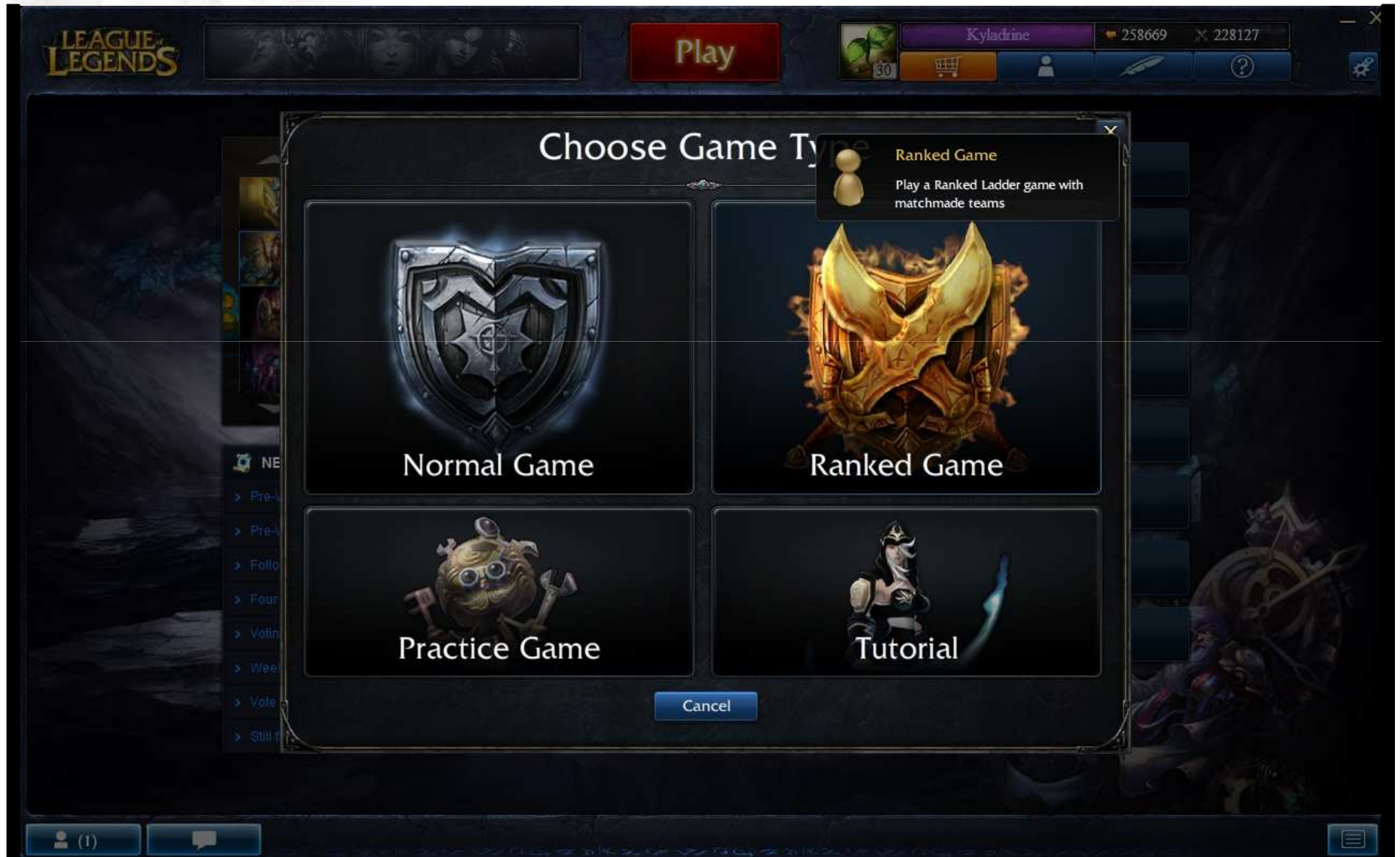
Pre-season – Nov 09



Season One – July 10



Matchmaking & Separate Game Types



Summoner System

The screenshot shows the League of Legends Summoner System interface for the user **Kyladrine**. At the top, the League of Legends logo is on the left, a **Play** button is in the center, and the user's name **Kyladrine** is on the right next to their level **30** and a shopping cart icon. Below the header, there are tabs for **Profile**, **Ranked Stats**, **Match History**, **Champions**, **Runes**, **Masteries**, **Spells**, and **Achievements**. The **Profile** tab is selected, showing the user's name **Kyladrine** and level **30** next to a summoner icon. Below this is the **Stats Overview** section, which includes tabs for **Ranked**, **Normal**, and **Ladder Rankings**. The **Ranked** tab is selected, showing a summary of **Total: Wins: 46 Losses: 25 Leaves: 0**. Below this, there are three columns for different game modes: **Arranged Team (3v3)** with a rating of **1387** and a record of **W:8 L:4**; **Solo Queue (5v5)** with a rating of **1474** and a record of **W:20 L:12**; and **Arranged Team (5v5)** with a rating of **1504** and a record of **W:18 L:9**. Each column features a large, ornate shield icon. To the right of the stats is a section titled **Most Played Champions**, which lists three champions: **Akali** (Games Played: 10(60%)), **Amumu** (Games Played: 10(50%)), and **Kayle** (Games Played: 8(50%)). At the bottom of the interface, there are icons for a chat window (showing 5 participants) and a settings menu.

League of Legends

Play

Kyladrine 257694 228127

30

Kyladrine

Level 30

Stats Overview

Ranked Normal Ladder Rankings

Total: Wins: 46 Losses: 25 Leaves: 0

Arranged Team (3v3) 1387 W:8 L:4

Solo Queue (5v5) 1474 W:20 L:12

Arranged Team (5v5) 1504 W:18 L:9

Most Played Champions

Akali Games Played: 10(60%)

Amumu Games Played: 10(50%)

Kayle Games Played: 8(50%)

(5)

Monetization

The screenshot displays the League of Legends store interface. At the top, the 'LEAGUE of LEGENDS' logo is on the left, a 'Play' button is in the center, and the user's name 'Kyladrine' with their Riot Points (257694) and Summoner's Rift level (228127) is on the right. Below the header, the 'Home' tab is selected. A large banner for the 'SKINS SALE' is prominent, featuring Uncle Ryze, Matador Alistar, and French Maid Nidalee, all available for 50% off until September 27th. To the right of the banner, a 'Top Sellers' section lists several skins, all of which are marked as 'Already Owned'. The 'What's New' section at the bottom left shows a carousel of skins: Pre-Void Kassadin (Already Owned, 975 RP), Sona Maven of the Strings (Already Owned, 975 RP), Barbarian Sion (975 RP), and Grim Reaper Karthus (975 RP, highlighted with an 'Unlock' button). The bottom navigation bar includes links to Home, Champions, Skins, Boosts, Runes, Bundles, Other, Codes, and Riot Points. The bottom right corner shows a chat icon and a settings icon.

LEAGUE of LEGENDS

Play

Kyladrine 257694 228127

Home

SKINS SALE
50% OFF
Uncle Ryze, Matador Alistar, and French Maid Nidalee are available for 50% off until September 27th!
Click here to purchase and unlock these discounted skins.

My Account | Purchase Riot Points
On Sale 10:15:34 Until Sale Ends

French Maid Nidalee 520 260

Top Sellers All

Sona Maven of the Strings Already Owned

Miss Fortune The Bounty Hunter Already Owned

Shen Eye of Twilight Already Owned

Kog'Maw The Mouth of the Abyss Already Owned

Vladimir The Crimson Reaper Already Owned

Ionia Master Yi Already Owned

What's New

Pre-Void Kassadin Already Owned 975

Sona Maven of the Strings Already Owned 975 3150

Barbarian Sion 975

Grim Reaper Karthus 975 **Unlock**

Home Champions Skins Boosts Runes Bundles Other Codes Riot Points

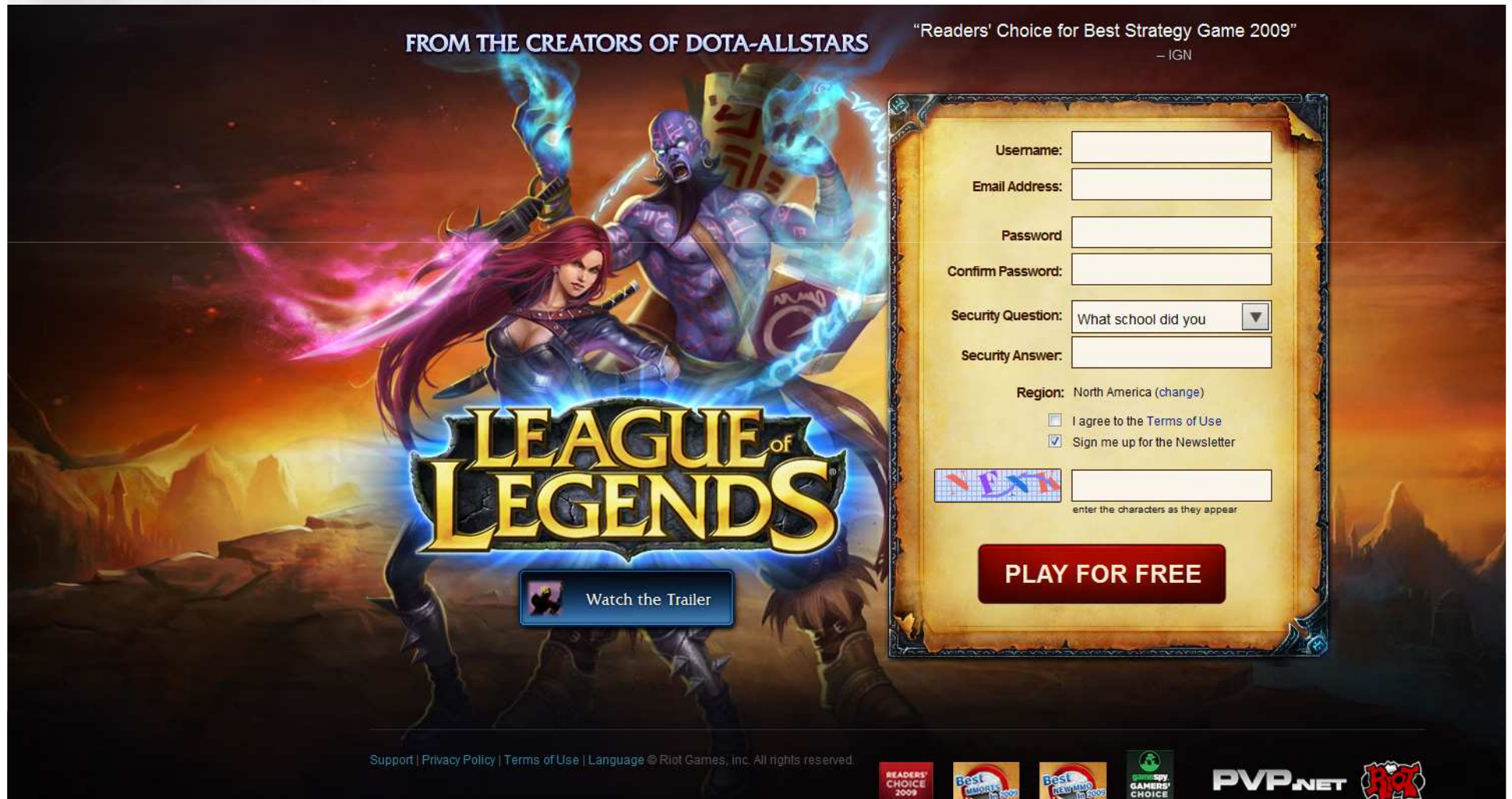
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DESIGN – WHAT WENT WRONG

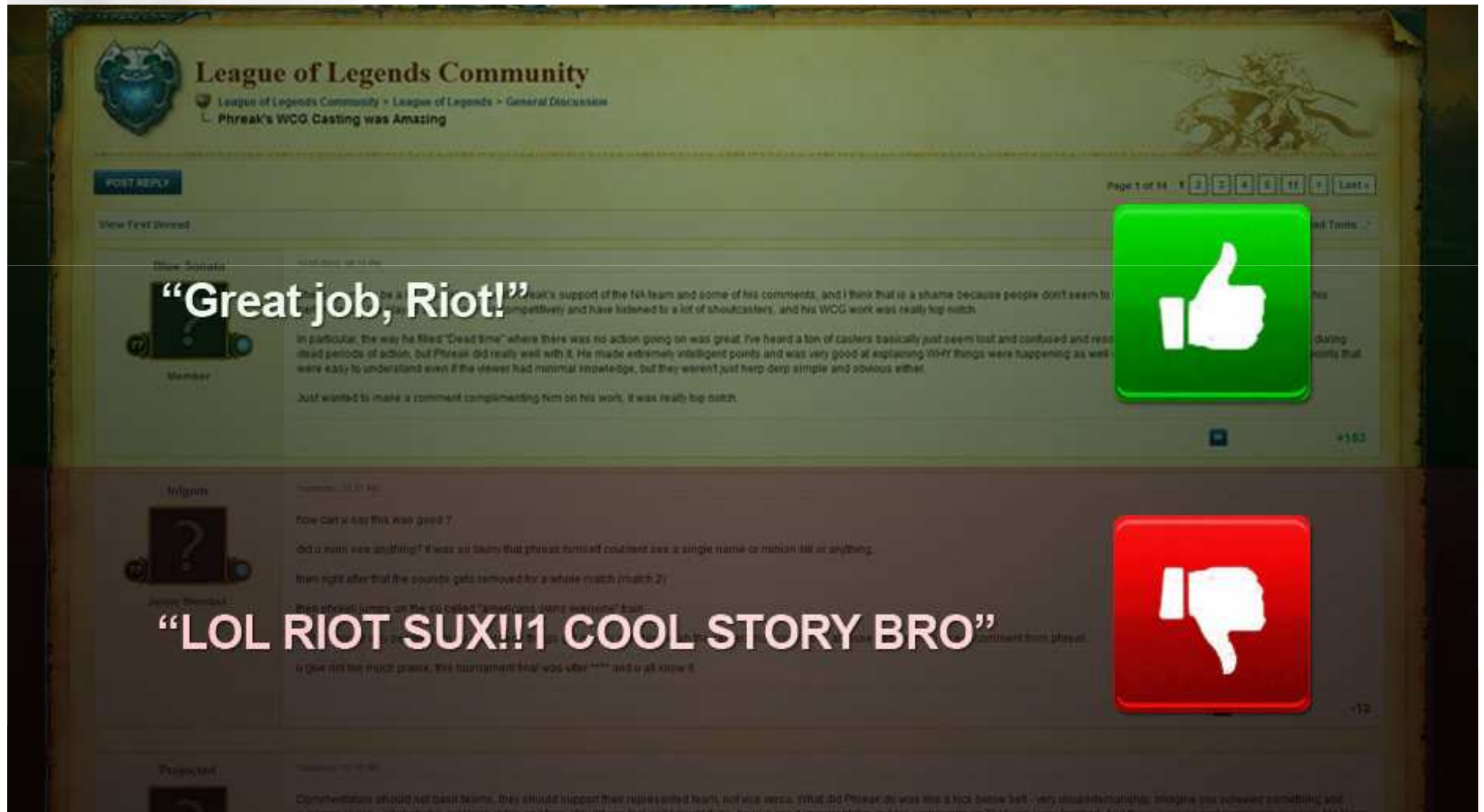


Onboarding

- High learning curve still challenging



Community self-policing tools



THE FIRST IMPRESSION - ART



Art Philosophy

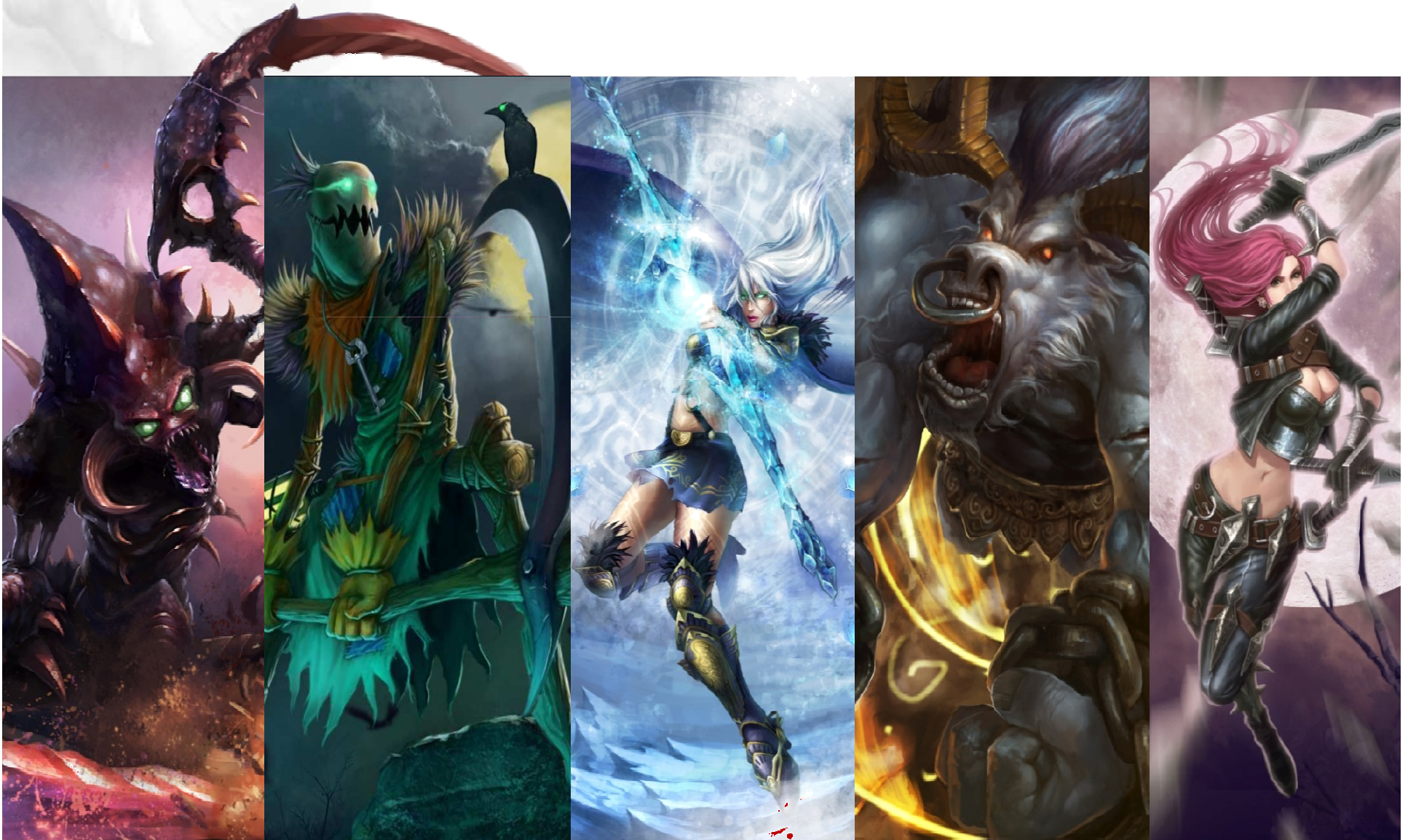
- Gameplay trumps art needs
- Infuse personality / humor
- Don't alienate the East
- Push the imagination envelope
- Differentiate



ART – WHAT WENT RIGHT



Character Art



Stylized Look & Color Palette



Visual Effects



ART – WHAT WENT WRONG



Lack of Strong Tech Foundation

- Started with poor tech and bad tools
 - Limited our ability to do everything we wanted to do, so we worked around them (animations, shaders, etc)
 - Polish suffered & missed opportunities



Big improvements on the horizon

- Hiring an Art Director!



THE BACKBONE - TECH



Tech Philosophy

- Create that which was required to make the game fun
- Build tools to support our largest content pipelines
- Leverage viable 3rd party software



TECH – WHAT WENT RIGHT



Our Platform

PVP.NET

Persistent Features:

- Leveling, talent trees, etc.

Community and Social Features:

- Friends list, chat, clans, etc.

Competitive Features:

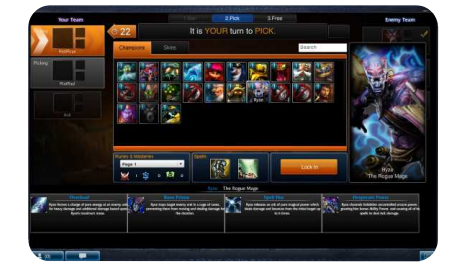
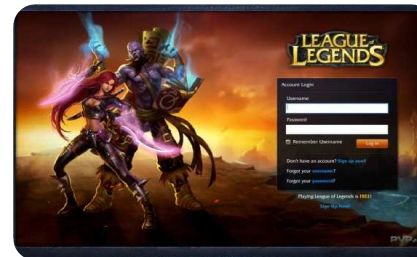
- Rankings, ladders, elaborate matchmaking, etc...

Monetization:

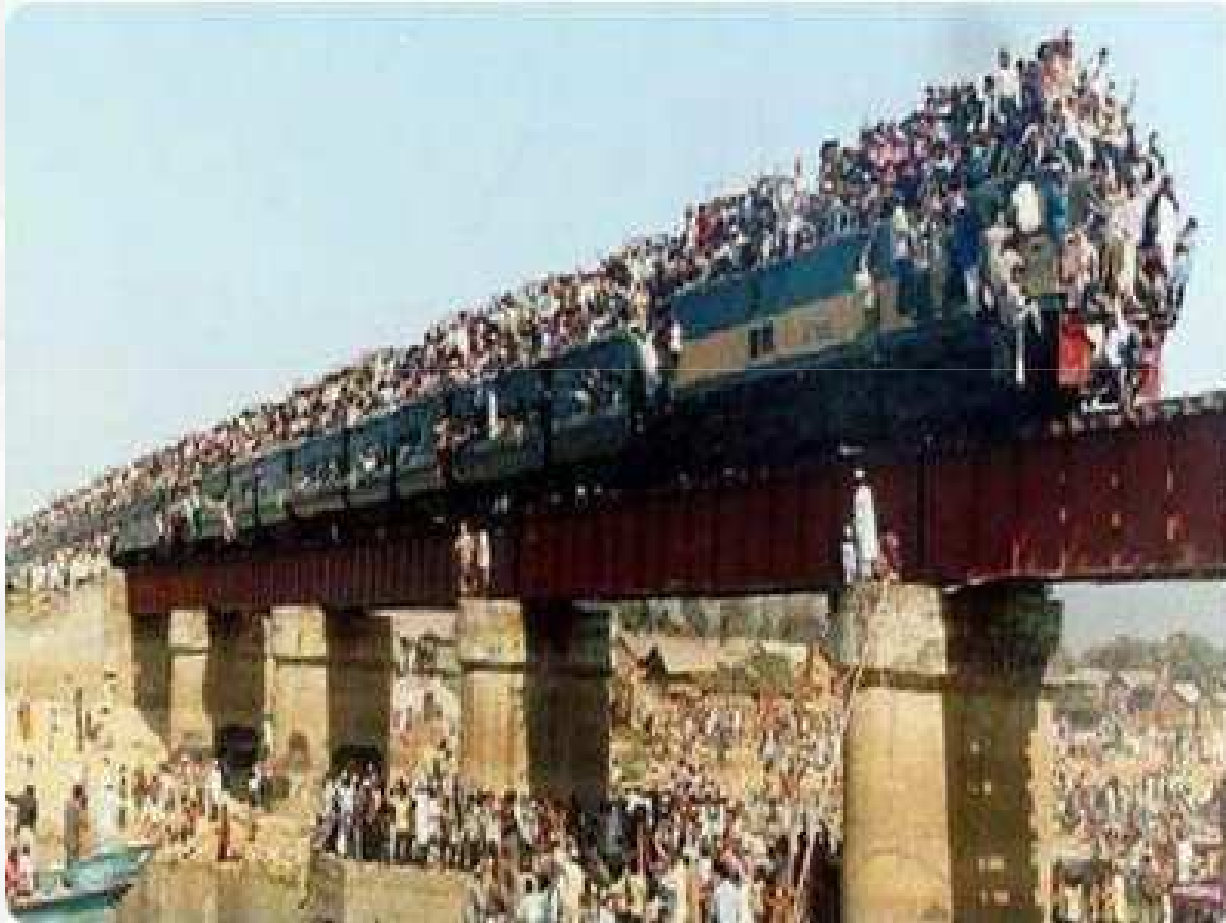
- Wallet, shop, double currency management, worldwide payment methods, etc..

Massively Scalable:

- Big CCU numbers!



Load Testing

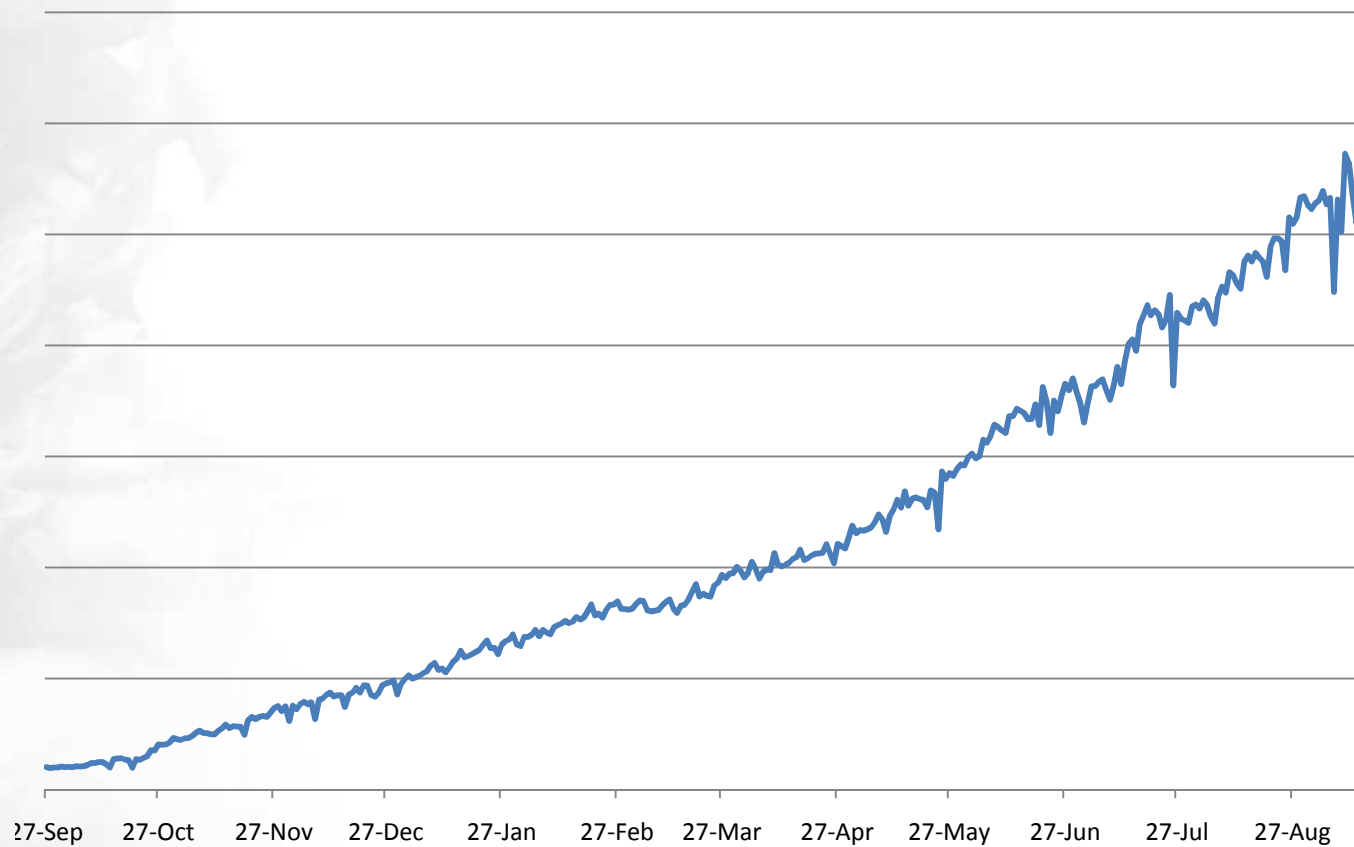


TECH – WHAT WENT WRONG



We grew fast!

Daily unique logins



3rd Party Tech Products

- 3rd party tech
 - Patcher
 - Store
 - Billing
 - Chat
 - Back-end



THE LINK TO CUSTOMERS - PUBLISHING



Games as a Service (GaaS)

- **Better for the users**
 - Flexible payment models
 - Frequent updates
- **Better for the business**
 - Direct to consumer
 - Low friction adoption & word of mouth
 - Long tail revenue model
- **Better for development**
 - Iterative
 - Rapid user feedback



The Service Org

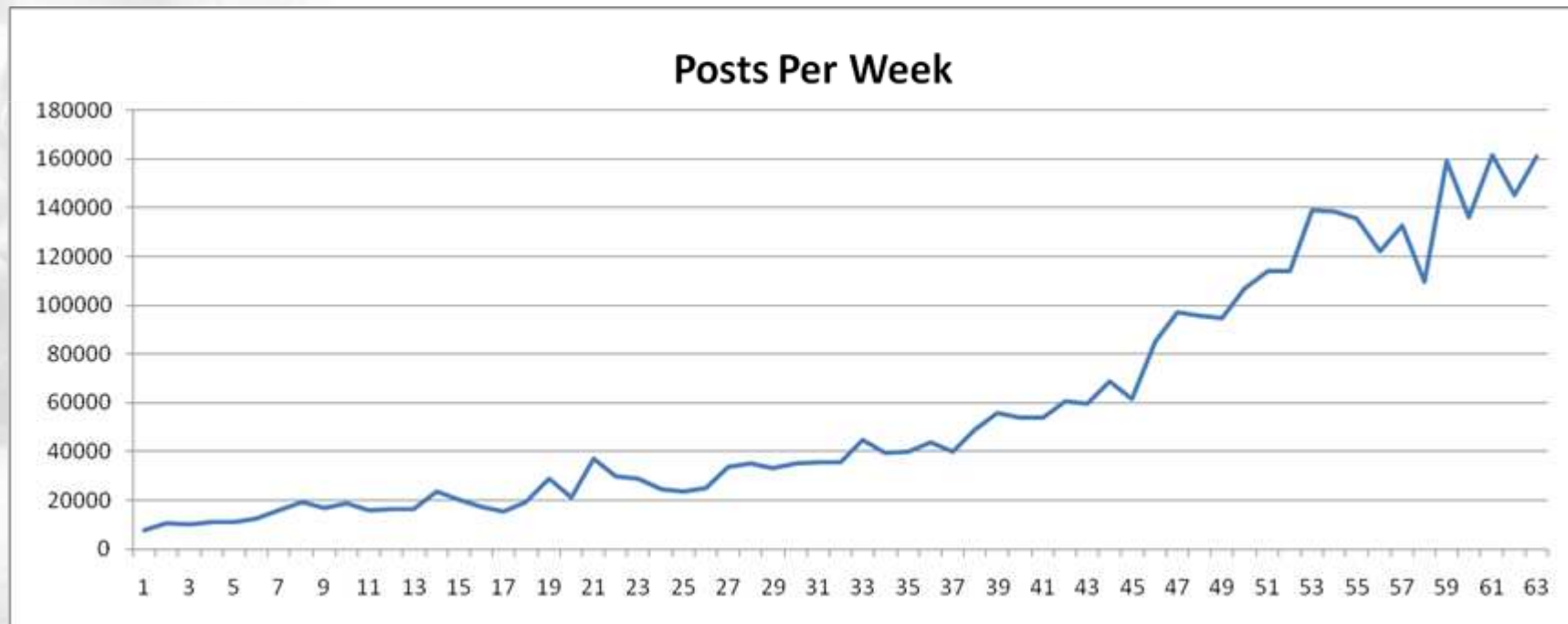


We view service as an investment, not a cost



Community Management

- This is much more than just managing the forums
- Number one job of the team: create evangelists
- Strong communities are sticky



Customer Service

- Mission: to resolve customer issues while attempting to improve the perception a user has of the company post-interaction with CS
- Manage the self-support system (>90% of our user issues are resolved through this system)
- Police player behavior to create a healthier community



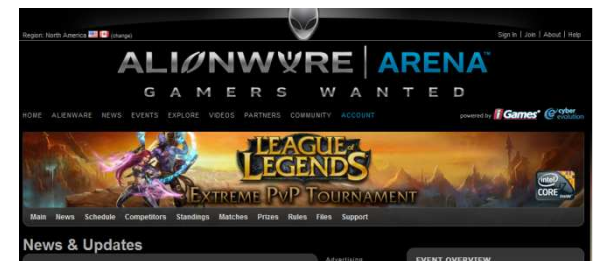
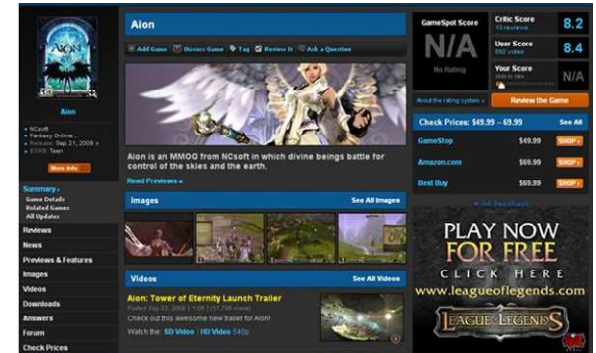
Network Operations

- Ops are the guys who keep the service running smoothly
- You don't notice them unless something is wrong
- It's easy to underestimate and undervalue operations
- We started lean here to avoid overinvestment and have been bitten with issues managing our growth



Traditional Marketing Isn't Sufficient

- Smarter Ongoing Marketing
 - Iterative, analytic-based advertising
 - Consumer centric dialogue on forums, e-mail, and in-game
 - Value-chain of motivated PC partners
- Community
 - Build trust and ownership through honesty and transparency
 - Create and facilitate evangelism (Refer a Friend program)
 - Leverage the audience (Facebook, YouTube, etc)



Key Performance Indicators

- KPI
 - With a core audience, the most important metric is **churn**
 - How well you retain your users is a reflection of:
 - How fun your game is over a sustained period of time
 - How satisfied, engaged and excited you keep your audience
 - Other key metrics:
 - Bounce rate
 - Monetization rate (of actives)
 - ARPPU vs. ARPAU



Additional Expertise...

- Merchandising
- Data analysis / biz intel
- Billing, fraud, currency management & payment methods



What's Next?

- Hiring!
- Launch in Asia
- Develop new projects
- Work with 3rd parties



Q&A

