**Spotify enters into a partnership with League of Legends for audio services**

Spotify is among the top music streaming platform that also facilitates accessing the podcast and other audio services. Recently, it entered into a partnership with Riot Games’ League of legends, for whom music and audio streaming is a crucial part of their culture. Spotify has more than 300 million active users, and it soon will announce the partnership deal with Riot Games, being the first official audio service provider for Riot games globally.

League of legends has several of their soundtracks and acts as both a label and a distributor among its video game franchises with the music created over the years!

Other details of the deal are not yet revealed including the terms and conditions, but Spotify received Advertisement partition in the broadcast of the League of Legends. Spotify will create an LoL’s hub on its platform with exclusive content and audios including the podcasts too. These contents will provide every look for what is happening behind the scenes in the World Esports Championship.

Spotify will receive a package of in-gaming signs too, along with some parts of the Rift Arena banner project of Summoner and will eventually come out as a presenting partner for the decision making of the Game 5 showdowns between the team players of the match named ‘best-of-five’.

The head of the business development and the Global esports partnerships of the Riot games, Naz Alteha stated that Music is a crucial part of the LoL Esports world and is important for developing higher engagement among their fans for gaming and sports industry. This partnership will help them more by creating a music hub with the latest playlists and podcasts. These playlists will seek inspiration from several gaming communities and will ensure a final destination with higher fascinations and attractions for the League of legends fans across the globe.

Previously, In February 2020, Spotify also acquired the Ringer, a website and a podcast network focusing on Sports and pop culture. With these, Spotify exhibits its interest in the Esports industry and this is the biggest partnership with Riot Games that Spotify ever had as mentioned by the Global head of product marketing and consumer of Spotify, Sauvaget.

Sauvaget also added that this is an entirely new era of partnership with two different companies joining hands together, and she also mentioned that the gaming audience is equally important to extend the reach of the Spotify services globally. She also stated that they have several contents related to sports too on Spotify, and gaming is a point of passion for the audience. She then concluded with the fact that this deal is one of its kinds.

The deal talks started in June 2020, and now, there is an official page for Spotify with League of Legends, having around 4.9 million followers.