



League of Legends World Championship Viewership

After an epic five-week tour through Europe in October for the 2015 World Championships, the numbers are in and we're able to share details of how many viewers around the world joined us on the journey.

Fans' response to this year's 2015 World Championship blew our expectations away, broke records and topped off an amazing year for LoL esports across the globe. From Paris to Berlin and over all stages of the competition, we saw an all-time high of 360 million hours of live

esports viewed - nearly doubling 2014's total hours viewed of 194 million.

Total cumulative daily unique impressions (the amount of unique viewers that tuned in every day via online and television channels) reached 334 million over the four weeks (from 288 million in 2014). In fact, over the course of all 73 games, we saw an average concurrent viewership (ACU) of over 4.2 million, with the average fan watching for well over an hour per viewing session.

For the final between SKT and Koo Tigers in Berlin's Mercedes-Benz Arena, peak concurrent viewership (PCU - the highest number of fans

tuned in at any one point) was 14 million - up from 11 million in 2014. Overall, the unique viewer count for the Final was 36 million - a record-breaking high for any esports event and a climb from last year's Samsung White-Royal Club matchup at Sangam Stadium which drew 27 million unique viewers.

It's been an extraordinary, history-making year to be an esports fan and it's an honor that the dedication and

passion of LoL fans has such a significant place within that story. We can't think of a better way to head into the 2016 season and to celebrate with so many of this year's key playmakers at the All Star Event

Picture from the League of Legends World Finals 2015. Up to fourteen million total viewers.

