

Market Research

Freddie Notes

I discovered these surveys by going to [league of legends reddit](#), searching “survey”, sorting by past year.

[league of legends survey search link](#)

sept 2022 136 response survey - [reddit results-gdocs](#)

June 2022 5190 response survey - [reddit results-gdocs](#)

June 2022 6500 response survey (Czech) - [reddit pre reddit post results-imgur](#)

November 2022 11501 response survey - [reddit results-imgur](#)

Other data:

Pablo: You can also filter this information by Region. Here is the website :
<https://www.leagueofgraphs.com/rankings/rank-distribution>

Also I found this article with more generic stats that may be useful <https://activeplayer.io/league-of-legends/>

TODO

In my opinion most of the graphs take up too much space and can be recreated to show the same data in a condensed version.

2022 Survey List

===== REPORT BELOW HERE =====

Introduction

Survey Data Processing

The posted surveys were heavily compressed and hard to read once added to the pdf, therefore the graphs have been manually reconstructed in jupyter / matplotlib and exported.

Because of this, all values shown on the Y axis of the bar charts (X axis for horizontal bar charts) are within 0-1% of the original data values.

Survey Bias

Figure X shows hows this survey has bias towards experienced players, due to the participants all being members of the League of Legends Reddit forum.

This is due to a time period whereby a player has started playing but hasn't discovered the reddit forum yet, meaning less beginner players will be included in these results.

Unfortunately Riot Games does not publish this data without it...

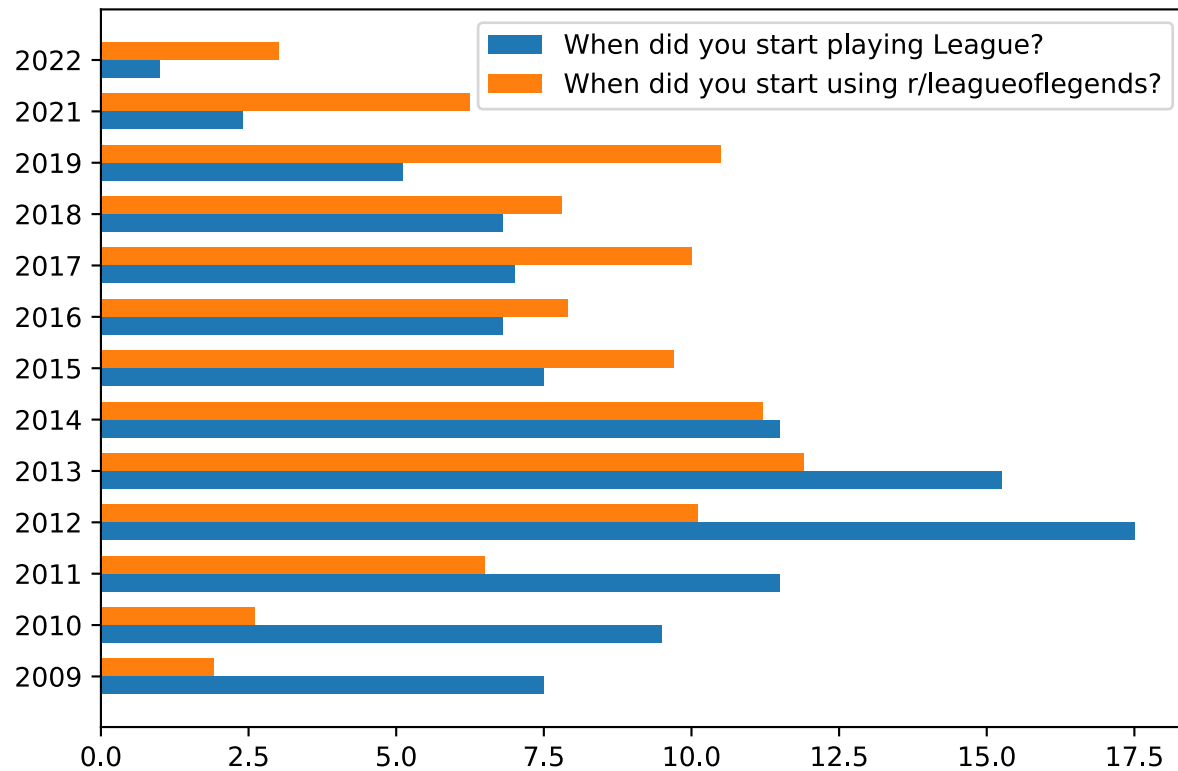
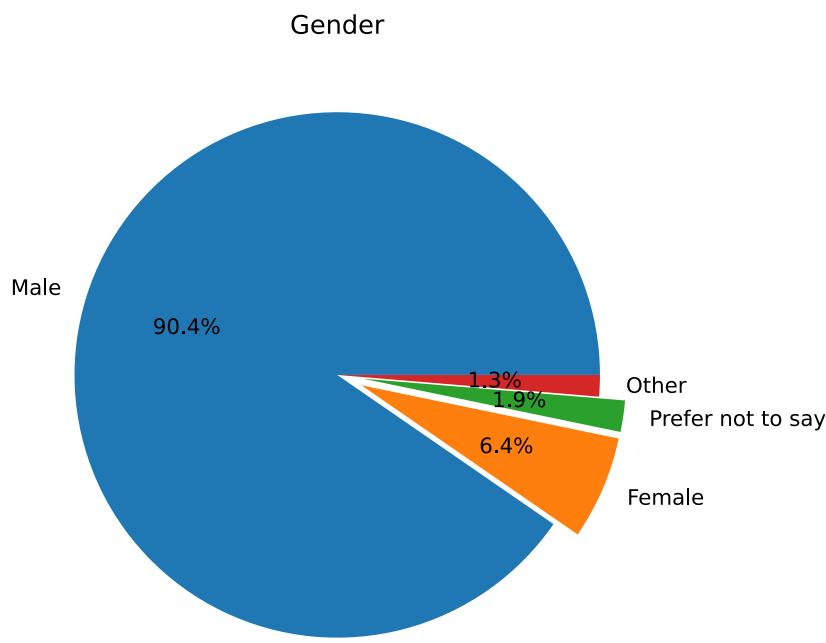
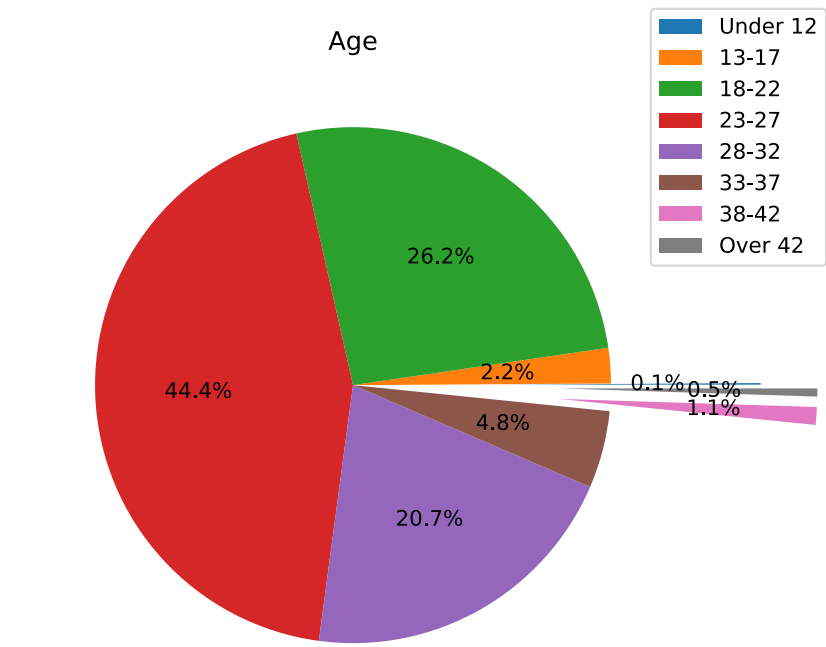
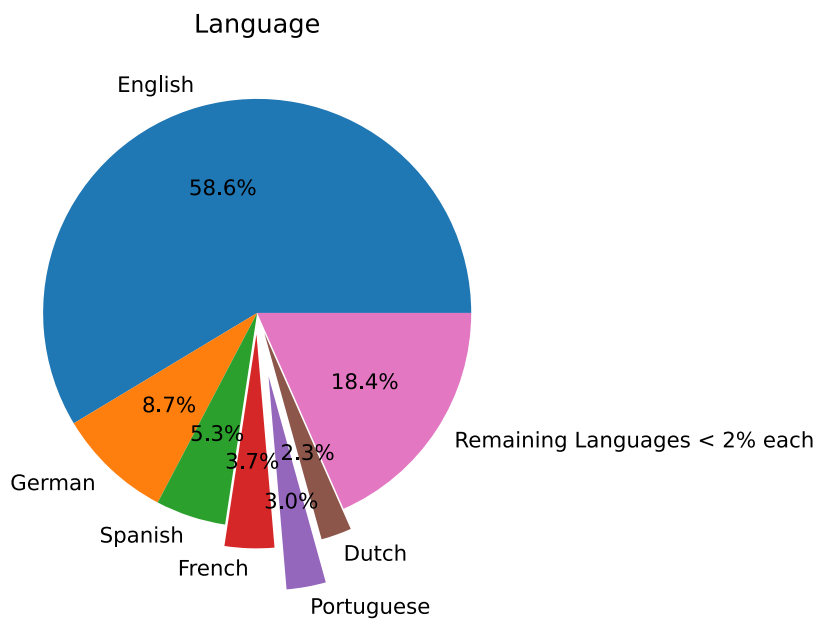
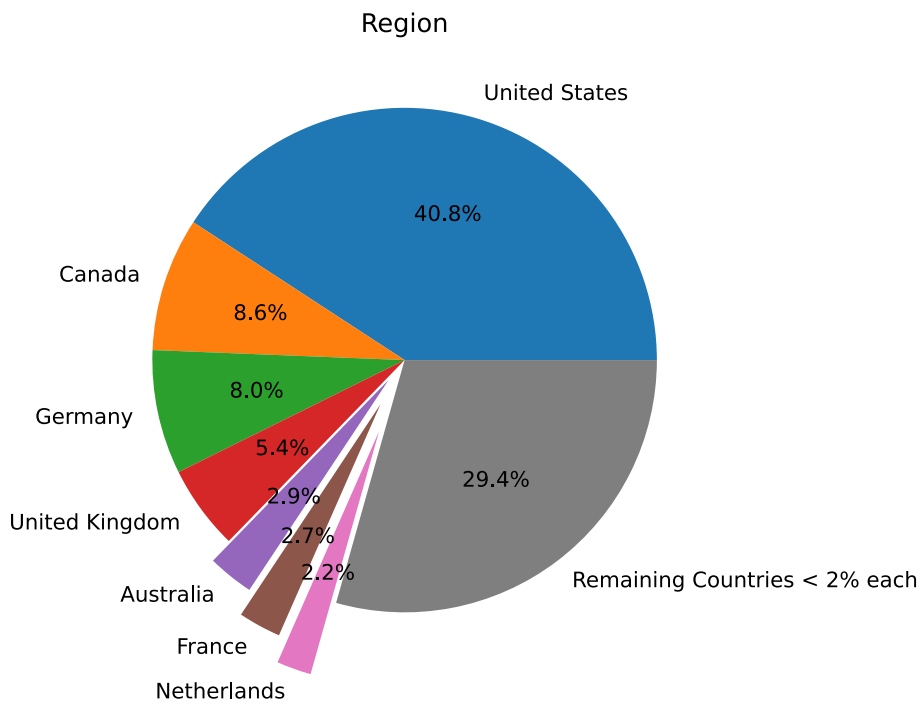


Figure X: When did you start playing League / using r/leagueoflegends? - [Reddit Survey](#)
[11501 Participants](#)

Also, this survey does not take China into account, as a large playerbase

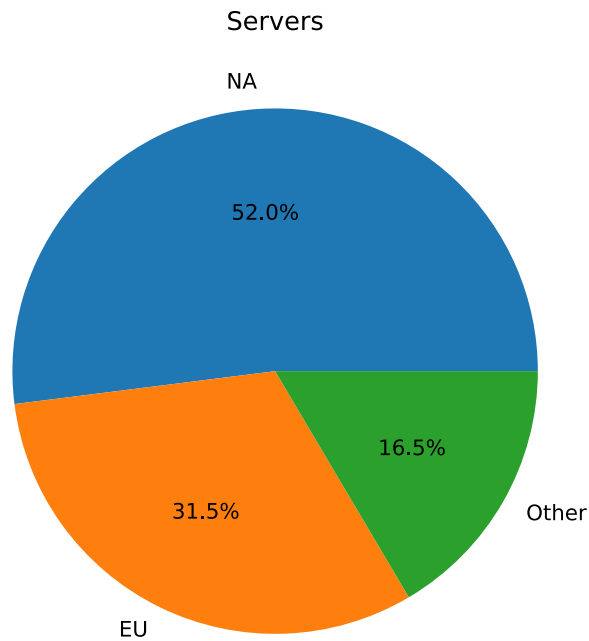
General Demographics





- guages what languages to support first for the app

Note this chart is most likely affected by the reddit server mainly being an english speaking server. Asian countries will be using their own networks to communicate.



Player & User Skill

This data on the player's skills: the ratio of beginner players to professional / experienced players.

- we don't need to provide game specific knowledge in our "walkthrough" feature of our app, as only x amount of players have 1% of experience.

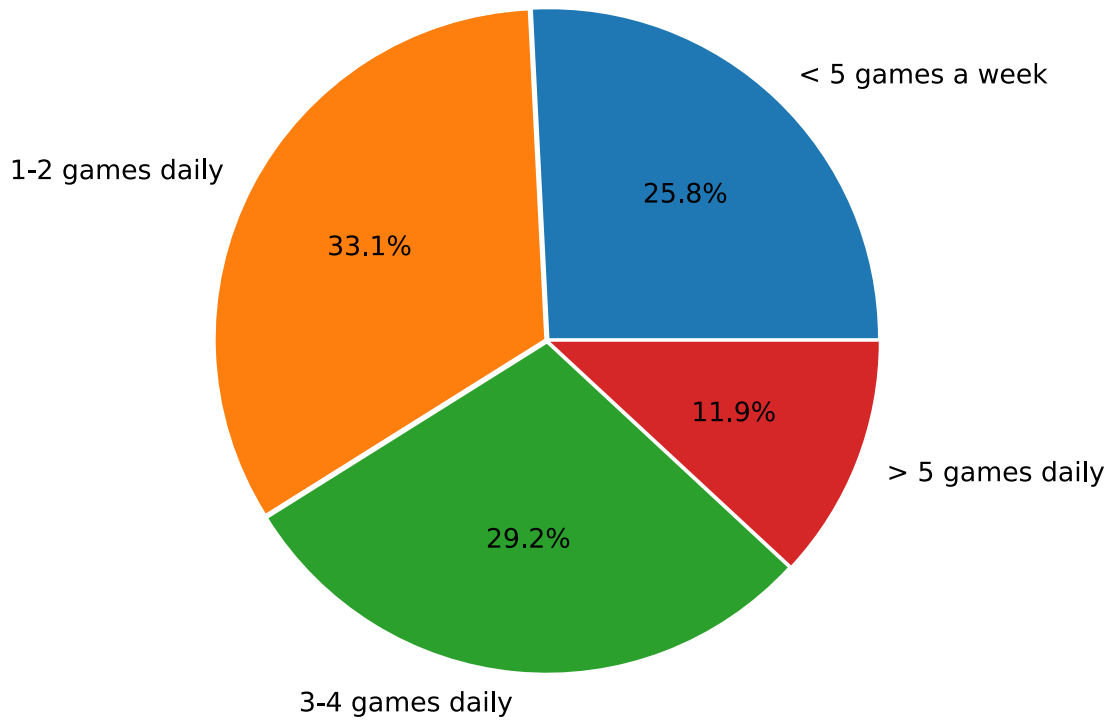
Figure X shows when most League of Legends players started playing 10 years ago, and new players have gradually decreased since then.

 November 2022 League of Legends Reddit Survey - 11501 Sample Size

[November 2022 League of Legends Reddit Survey - 11501 Sample Size](#)

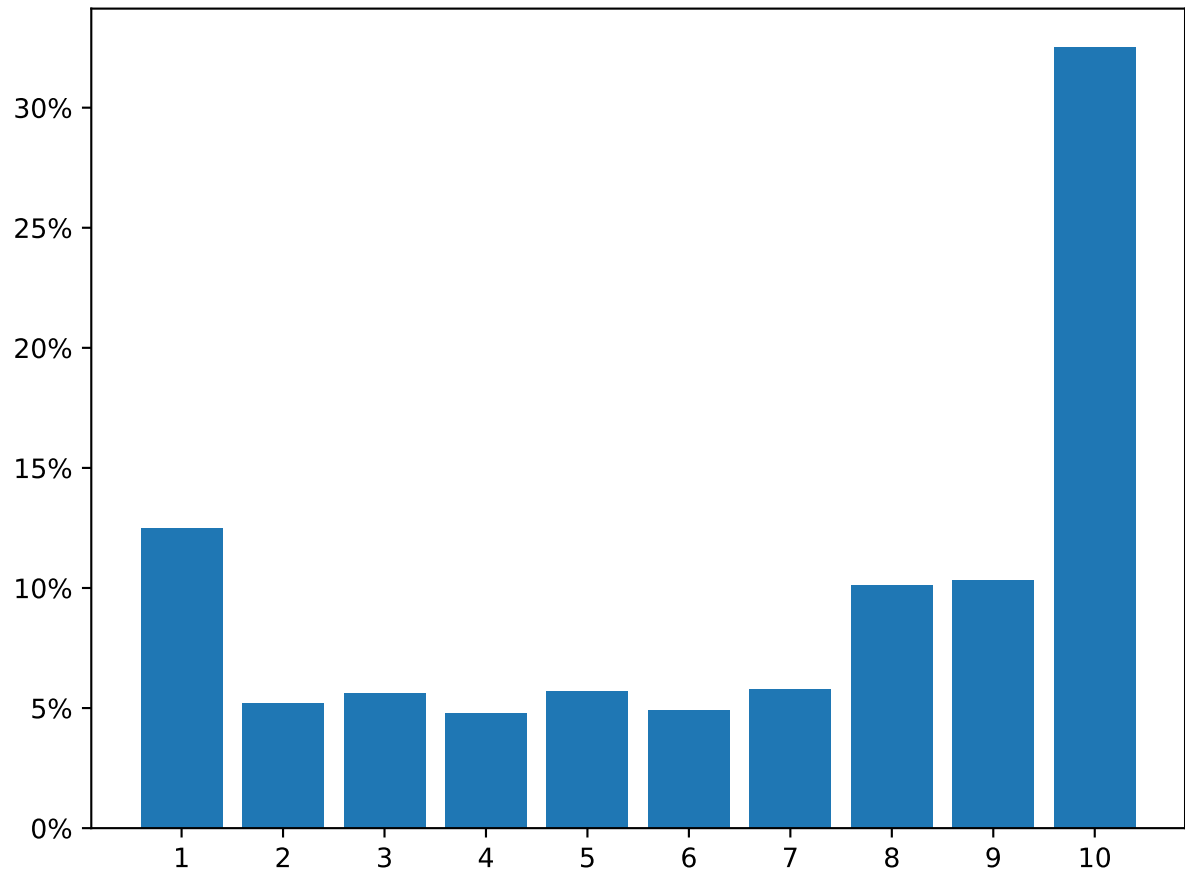
Figure X shows most League of Legends players play only 1-2 games a week, with only 12% playing more than 5 games a day (2 hours playtime)

Playtime - Daily



June 2022 League of Legends Reddit Survey - 6500 Sample Size

Community



November 2022 League of Legends Reddit Survey - 11501 Sample Size

Community influences: how effective a marketing strategy will be that focuses on people sharing with friends. (10% off recommend a friend). If none are sharing with friends, a promotion like this will be pointless.

should we prioritise building features that allow sharing into the app?

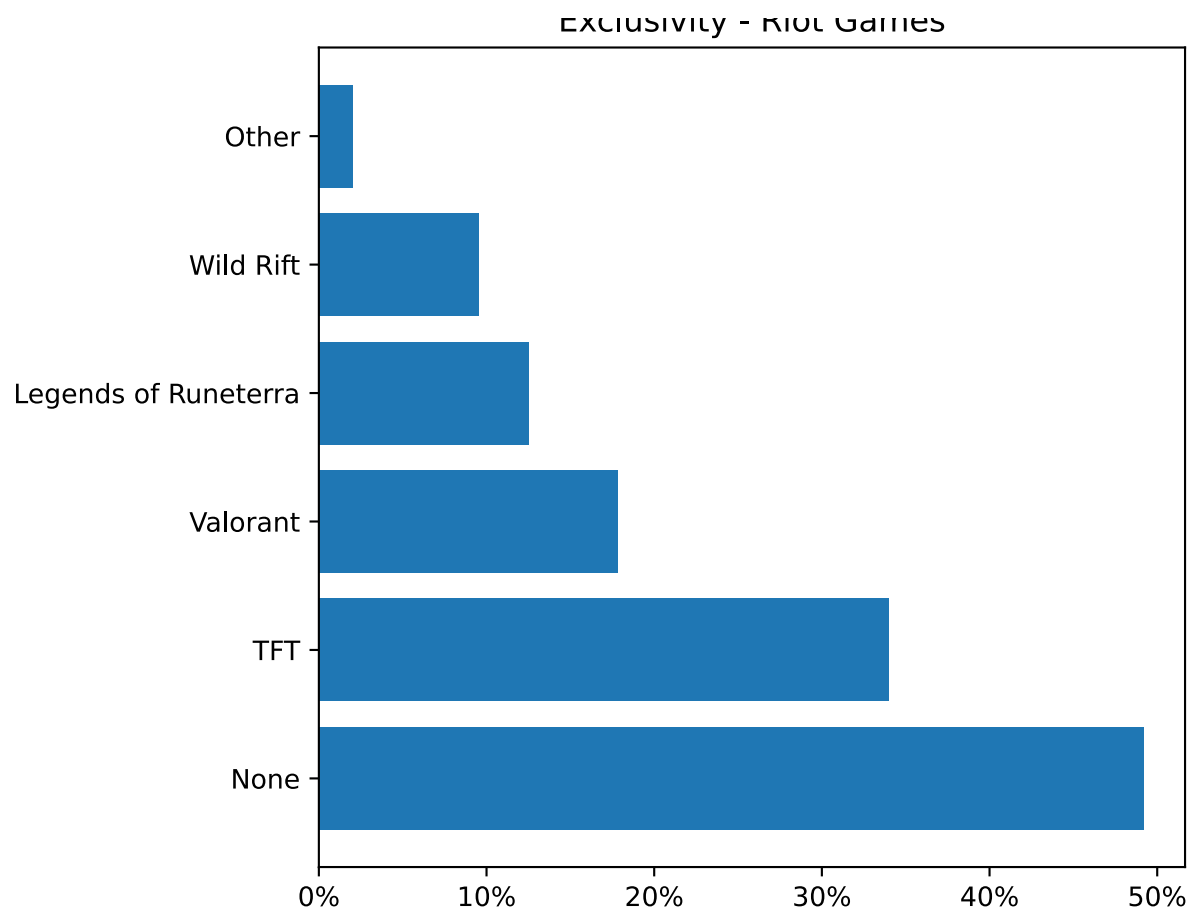
Player Exclusivity

these metrics measure how dedicated a typical player is to league of legends.

a fully dedicated player plays league of legends and no other games.

(add more metrics here) -

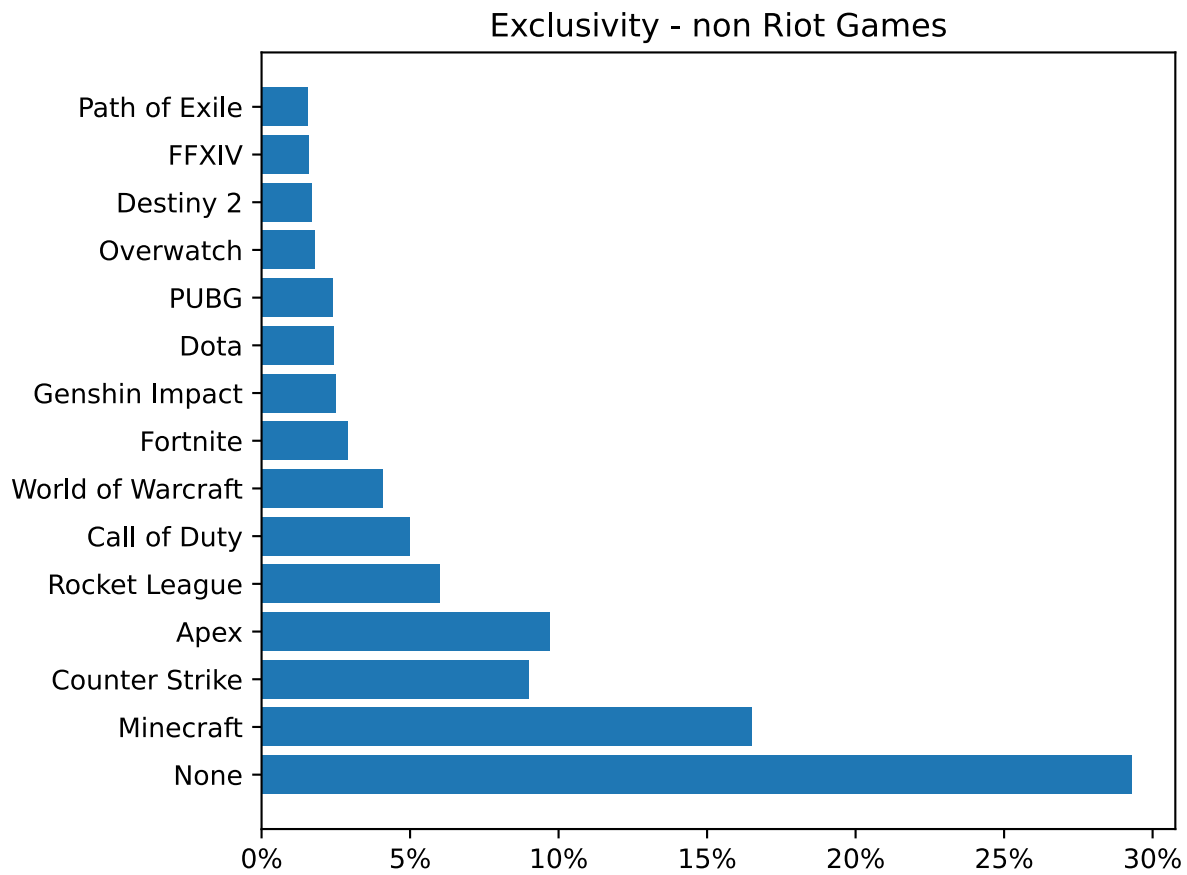
Figure X shows almost 50% of League of Legends players do not play any other games from Riot.



November 2022 League of Legends Reddit Survey - 11501 Sample Size

If a player is exclusive to a game, it means once we have , they are more likely

Figure Y shows 30% of players do not play any other non riot games.

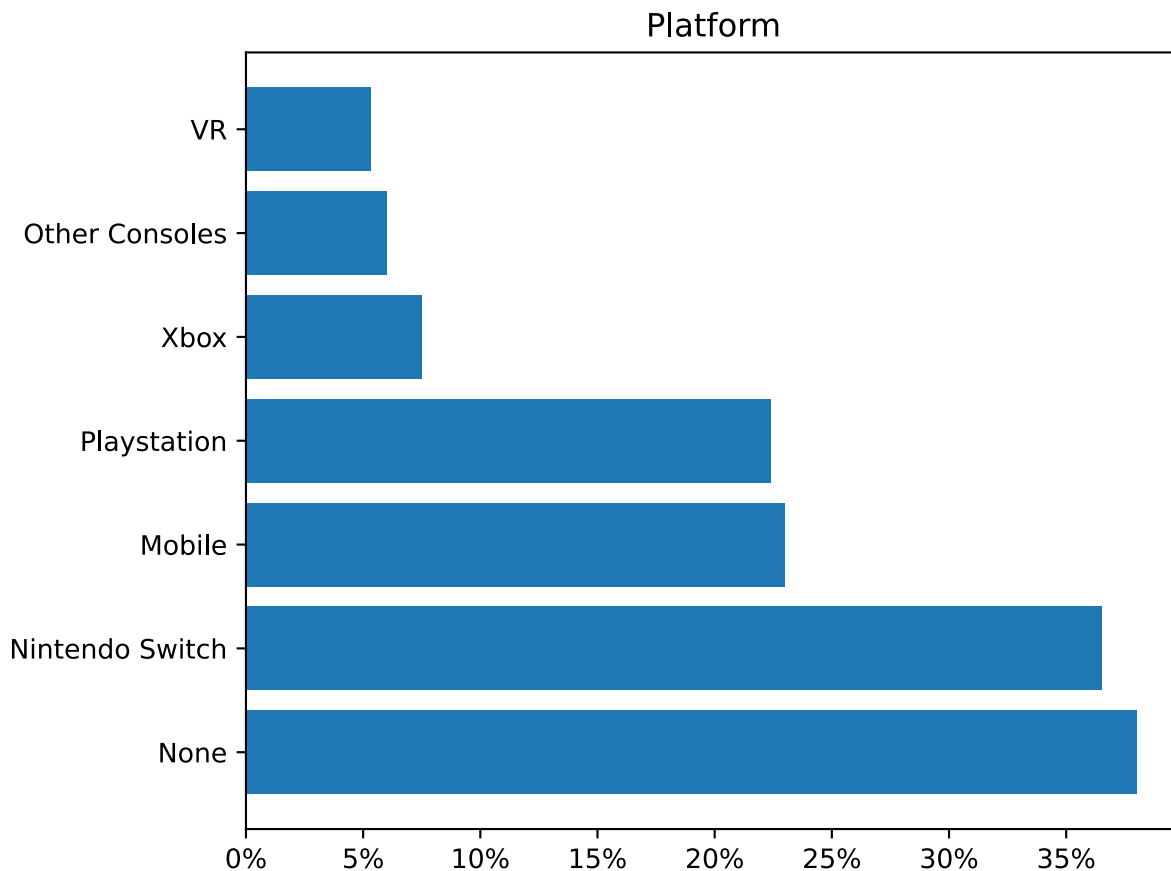


[November 2022 League of Legends Reddit Survey - 11501 Sample Size](#)

As there are a lot of players who also play other games...

Platform

Figure X shows 38% of reddit play on another console/platform than PC.



November 2022 League of Legends Reddit Survey - 11501 Sample Size

Platform Considerations

This means we will have to provide an interface that works well on these alternate platforms to cover all these possible scenarios:

For players playing on Playstation, Nintendo Switch, they might use our app through the web browser running on the console (this defaults to the desktop version of responsive websites, and so will be using the desktop interface layout).

For players playing on Mobile, they will use our app with the mobile interface layout.

For players playing on PC, they will use our app with the desktop interface layout.

The average League of Legend Player

Below summarizes the average League of Legend player:

- male, young, single, employed and educated.

- has been playing for 10 years or longer
- plays less than 2 hours per week

Note, these summarisations have

Surveyers Summary

Game Health

get historic player count metrics and profits

Game Health determines if some games have drastically reduced in popularity over the last few years (WOW).

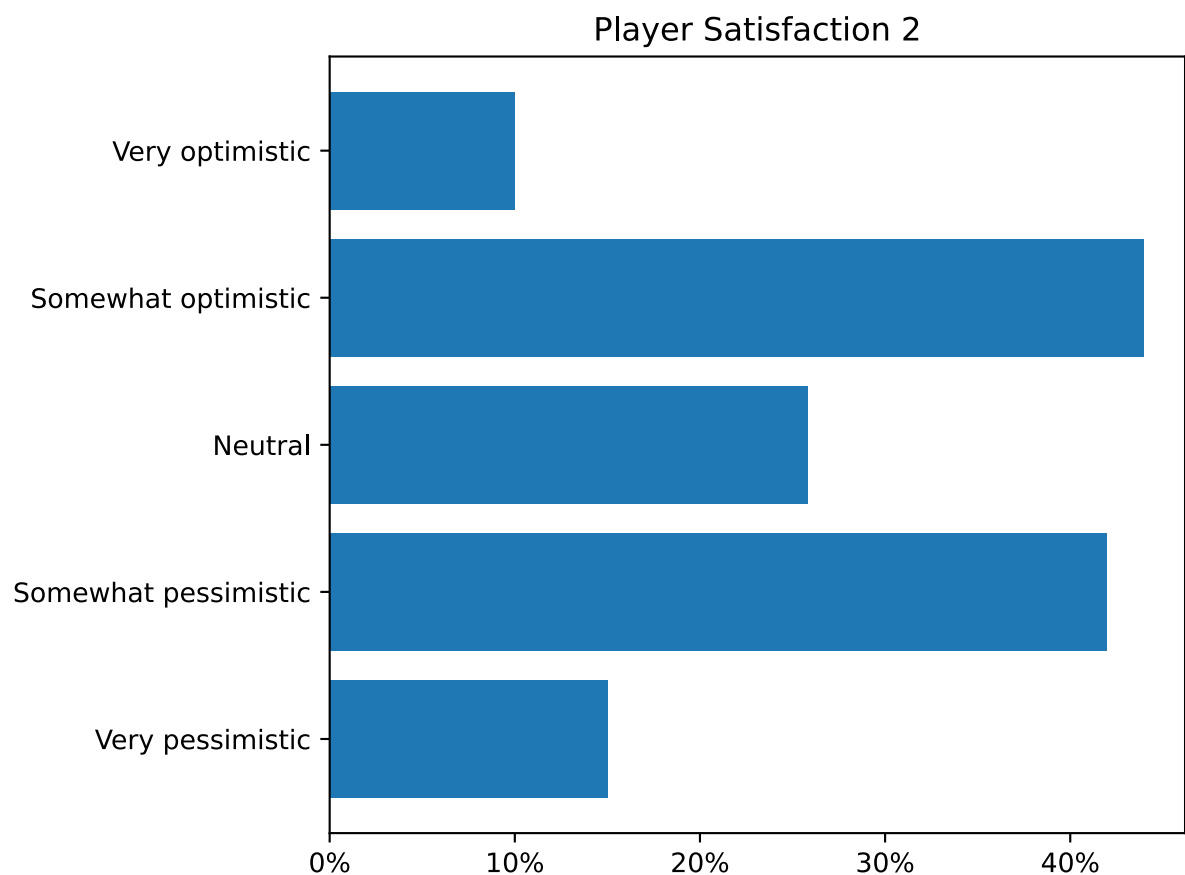
As the amount of users of our application will be dependant on how many users are playing the game, looking at the projected future of the game is important.

(We dont want to develop an app for a game that is about to be closed)

These metrics quantify game health (get metricsfor this):

- historic profits

How optimistic are you about the future of League of Legends?

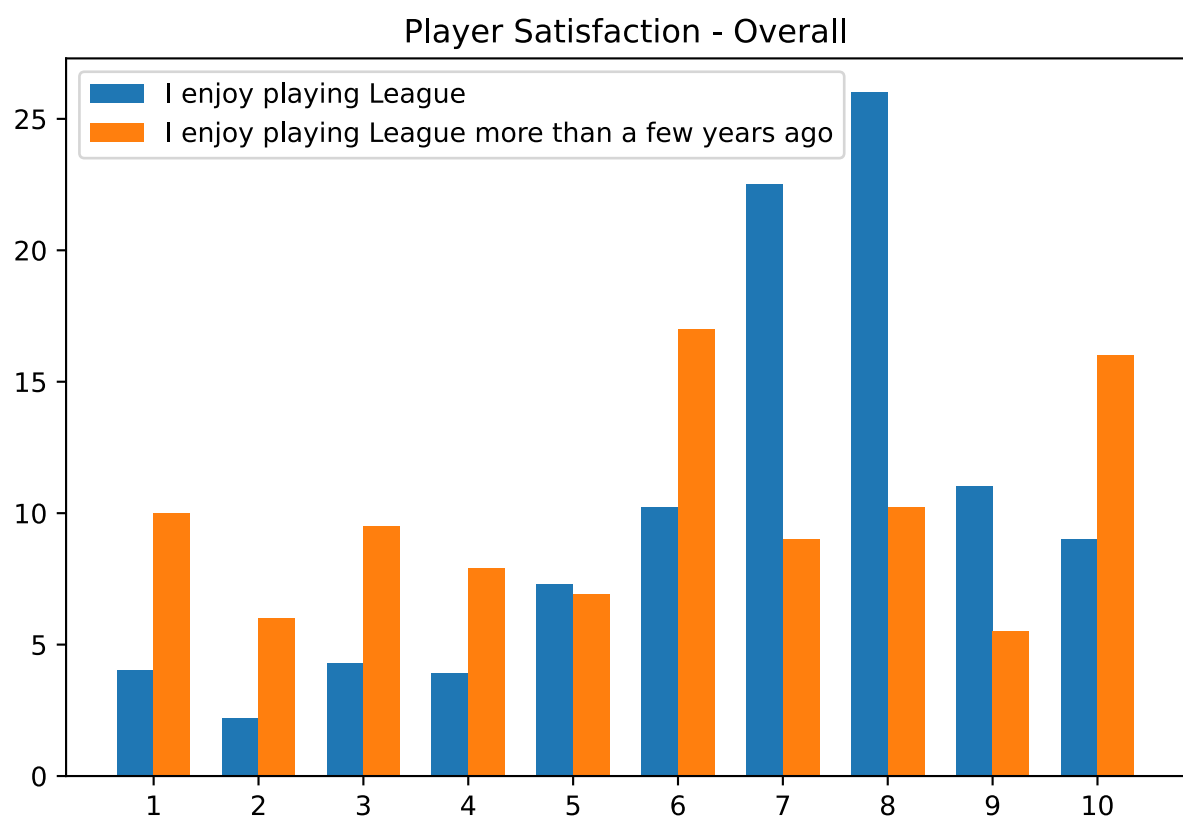


September 2022 League of Legends Reddit Survey - 136 Sample Size

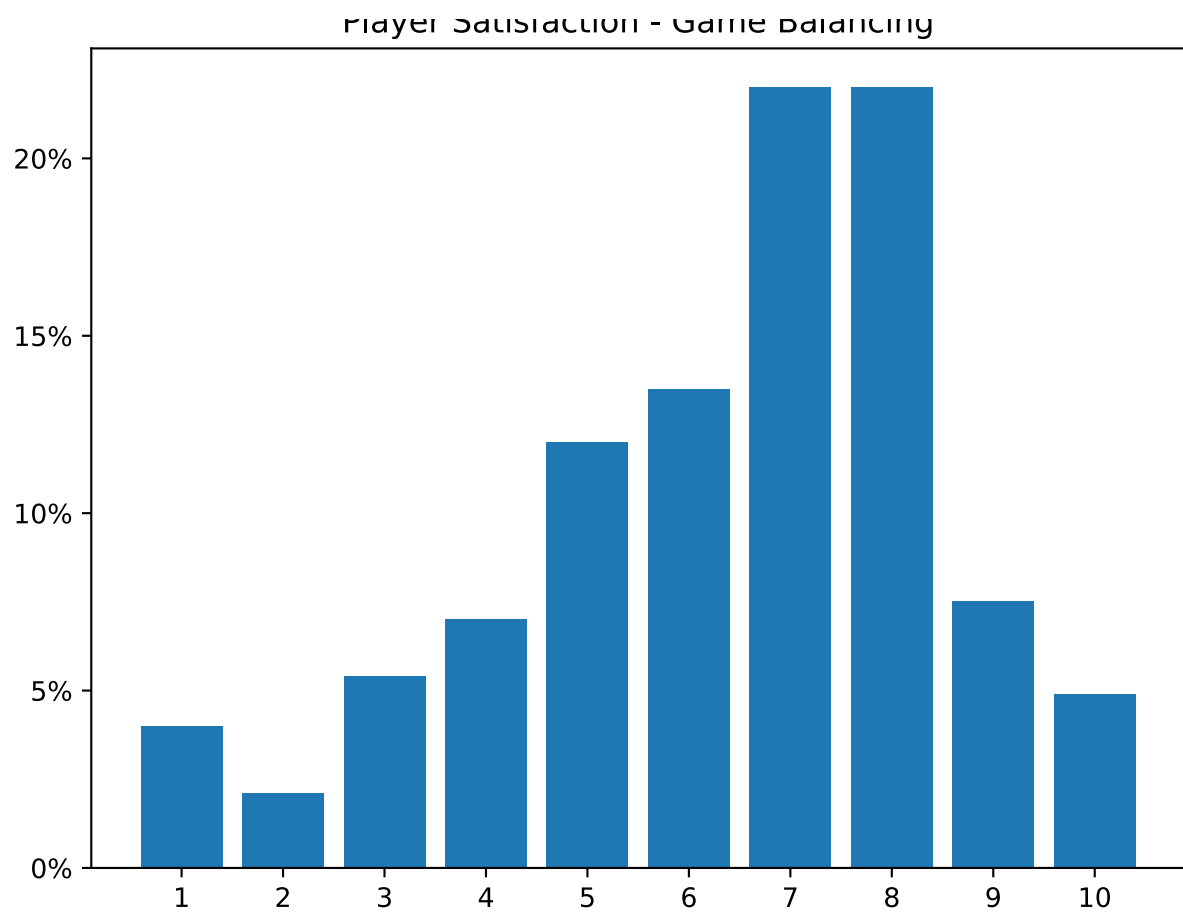
Despite not playing as much, people still enjoy it very much.

Figure X shows players, when players were asked how much they agreed with the statement “I enjoy playing League” on a scale from 1-10, two thirds answered with 7 or higher. Only 4% said 1. At the same time, players enjoy playing League now more than a few years ago.

Most users either enjoy it only slightly or a lot more, while the overall agreement is marginally positive with an average score of 5.2.



November 2022 League of Legends Reddit Survey - 11501 Sample Size



Advertising / Marketing Strategy

By researching into the This data can be used when first advertising and placing ads, and in SEO, after the app has been developed, to more precisely target

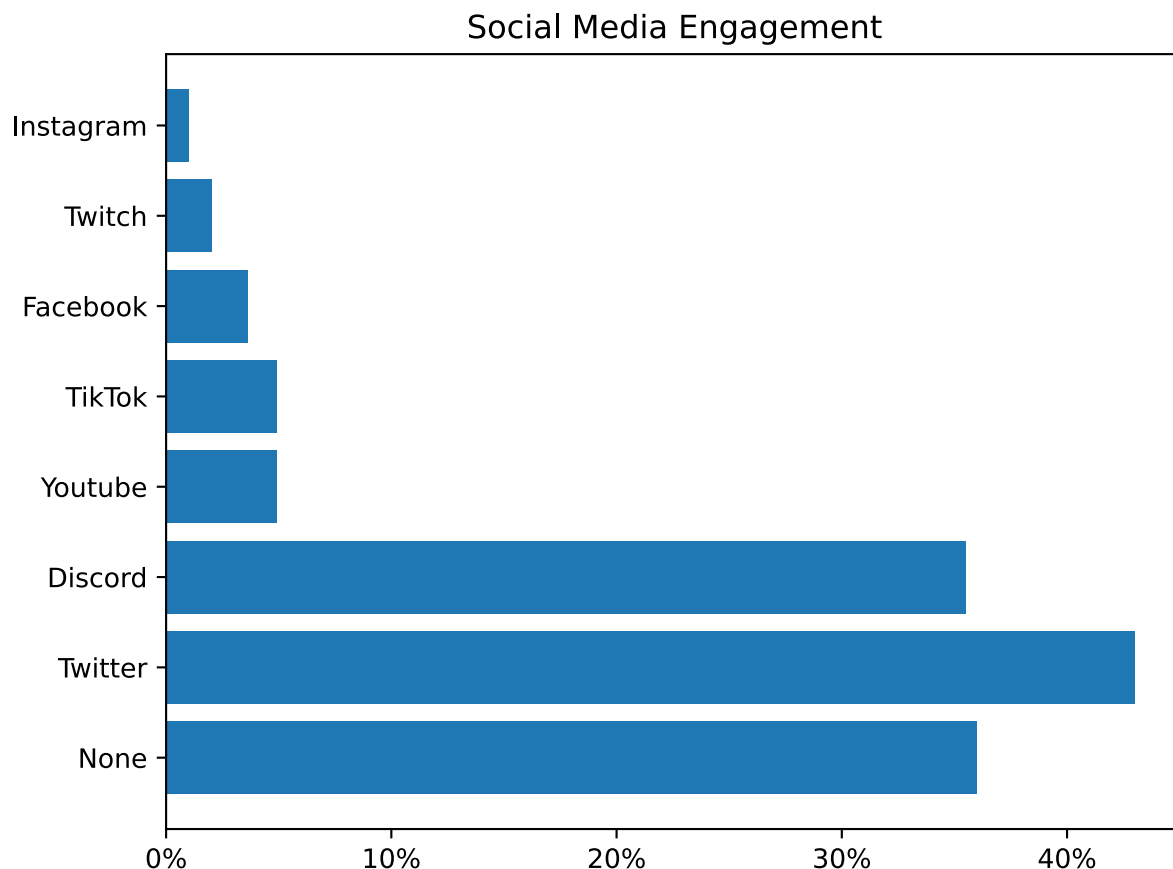
For example, run facebook ads to bring in more users of the app to this targetted demographic.

- show here how many people spend money on the game
- are league of legends profits dropping, will the game go away soon.

as most players play on NA servers, and 41% of players are located in America, it makes sense to focus future advertising efforts in NA.

Figure X shows League of Legends engagement across social media platforms.

If running paid ads or campaigns on social media platforms. Twitter and Discord will be the best platforms to start.



Monetisation Strategy

to recoup the costs of the development of the project, we can monetise the completed version of the app in 2 different ways:

paid recurring monthly subscription - subscription does not display ads free to use, displaying ads

show expected market traffic on similar league tool utility build websites show how much people spend

We will not be monetising the app, but we wanted to know if this was a viable option for the app...

around 60% of players have spent more than 100

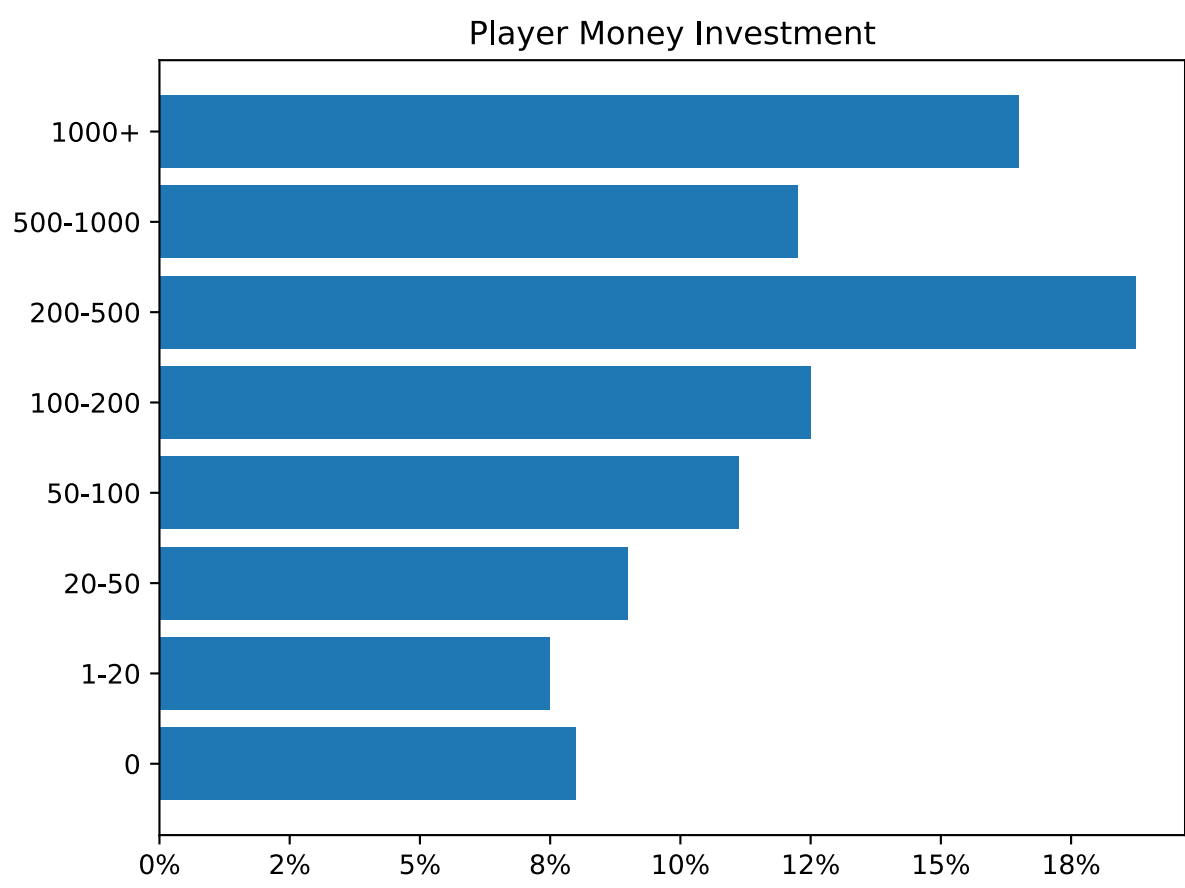
If we charged, th

This really shows the profitability of free to play games such as League of Legends.

Also,

Also worth mentioning is that League of Legends

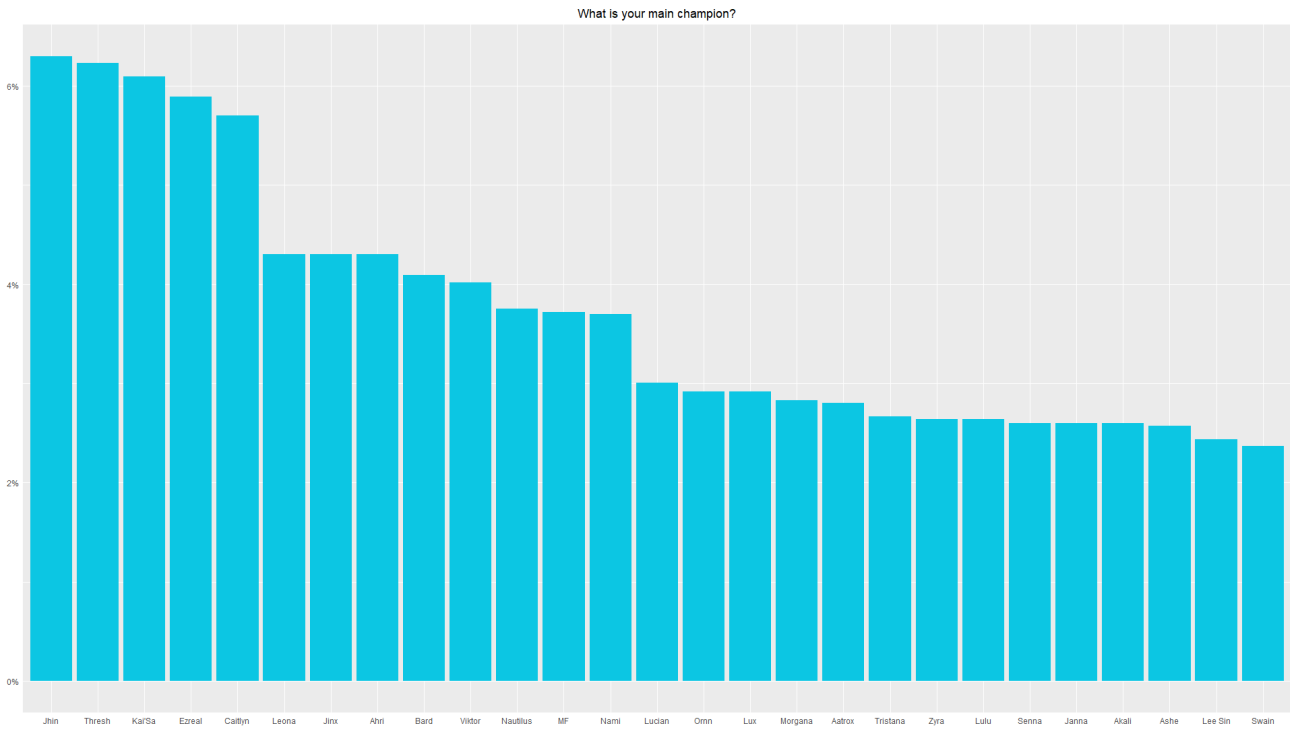
. So providing that actually provides a competitive advantage to



Competitor Analysis

In Game Research

Champion Popularity



November 2022 League of Legends Reddit Survey - 11501 Sample Size

Champion Popularity

Market Research Data Sources

ALI

Data Sources

Surveys

All data surveys are from the [League Of Legends Reddit forums](#).

Date	Sample Size	Links
November 2022	11501	Reddit Post - Imgur Results
June 2022	5190	Reddit Post - GDocs Results
September 2022	136	Reddit Post - GDocs Results
June 2022	6500	Reddit - Reddit - Imgur Results