



LEAGUE OF LEGENDS MUSIC

HOW MUSIC HELPS THE GAME TO SUCCEED

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JEEHONG AMBER BAEK

[linkedin.com/in/jeehongbaek](https://www.linkedin.com/in/jeehongbaek)
forsomeregion@gmail.com

INTRODUCTION

After being created and released by an indie studio in 2009, League of Legends has transformed its company into one of the leaders in the game industry, esports industry, and even TV show. One of the key factors of Riot Games, which has the full right and duty to operate everything related to League, is that they have been dedicating their full attention and resources to Music development since 2014. From the official game soundtracks to original theme songs of significant Esports events and soundtracks for the original story of intellectual properties, League of Legends Music has secured a high reputation not only in the game music field but also in the entire music industry.

How many track and album releases which definitely need huge amounts of time, money, and human resources have been made? What made Riot Games make the strategic decision to invest their resources in Music? How has the music helped the company and League to remain one of the greatest successes in the game's history? How is the game expanding its influence on the Entertainment industry in all directions with the help of Music? How does League of Legends Music affect the entire music industry?

This insight & data analysis report will cover the questions above to reach the answer to the ultimate question for readers:

How does the collaboration between Games and Music lead to success in both?

TERMS & METHODS

Time Frame: 2009 – 2023

Spotify & YouTube stats were collected on 2023-09-20 – 2023-09-22.

Main Category:

- Original Game: The category including soundtracks for the game and game updates. Detail categorisations: Original Game Soundtrack, In-game Event, Champion Release, Champion Rework, Skin Theme Release.
- IP Variations: The category including soundtracks & songs composed and released for Intellectual Property variation projects. Detail categorisations: Project Group, Remix, Cinematic, Original Story, Related Game, Collaboration
- Esports Event: The category including soundtracks & official anthem composed, released, and performed for ESports events.

Other Terms:

- Monthly active user: The players who actively play the game for the month
- Revenue: Total aggregated revenue of the game and related business earned
- Peak concurrent viewership: reported by Riot Games officially, the maximum number of viewership who watch the same moment simultaneously
- Peak viewership: counted by Esportschart, the maximum number of viewership who watch the match

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LEAGUE OF LEGENDS : Constant Growth, Except for 2018

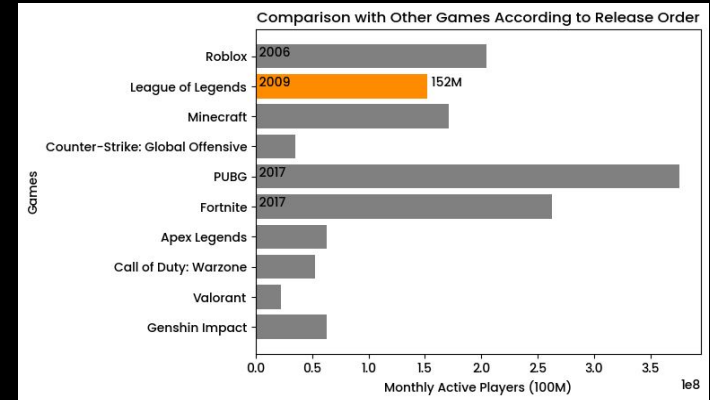
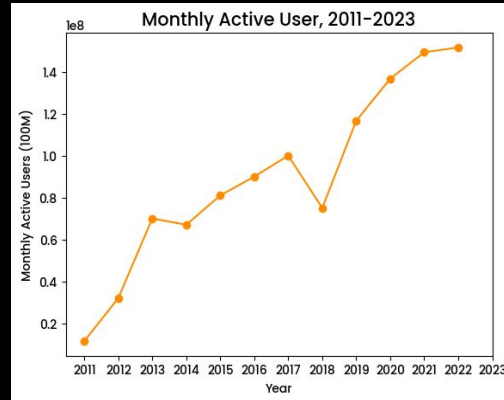
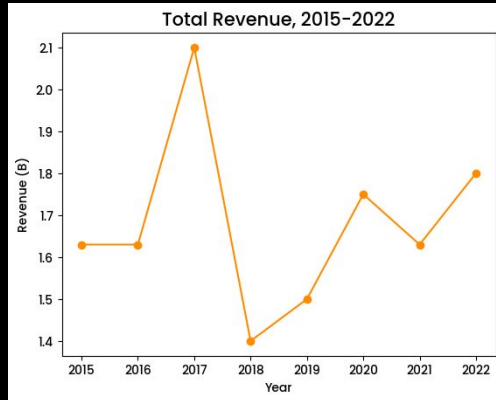
League of Legends was released in **2009** from Riot Games.

After being released, the **Monthly Active User**(Player) indicator has been constantly **increasing** in general.

There is one recognisable exception: **2018**. According to the decrease of MAU, the **total revenue** which surpassed 2 Billion dollars in 2017 decreased significantly in 2018.

One definite fact that affected this downfall is that 2017 was a huge year for the game industry, as Player's Unknown Battle Ground and Fortnite were released. It could be assumed that one year later, those games were stabilised enough to lead game enthusiasts to play them actively, which led the attention to League of Legends to decrease.

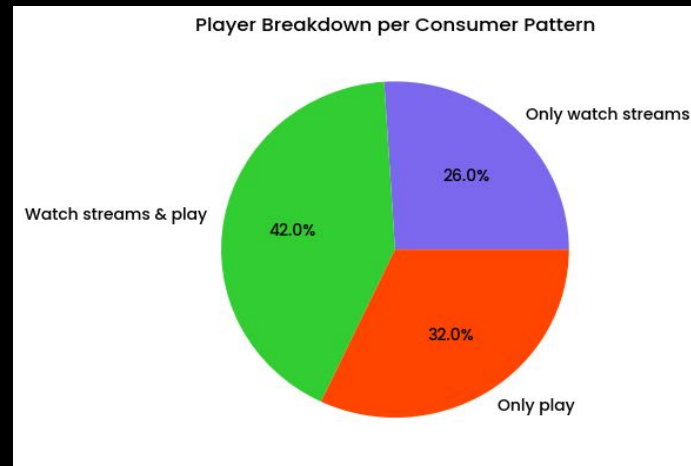
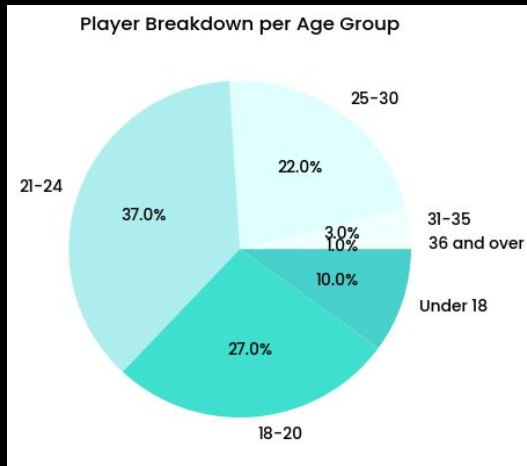
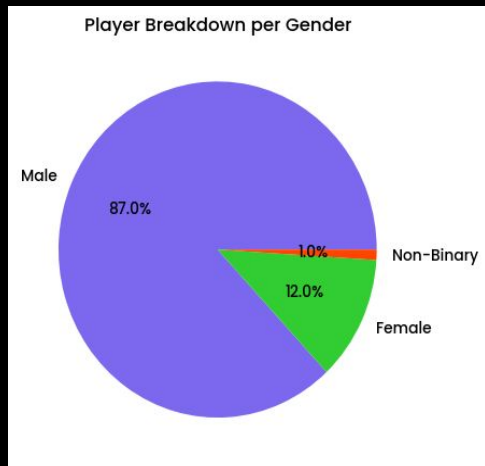
Despite the arousals of runners, League of Legends still remain in the **Top 5 ranking of MAU in 2023**.



LEAGUE OF LEGENDS : Constant growth, except for 2018

Here's the summary of the **player demographic** in simple.

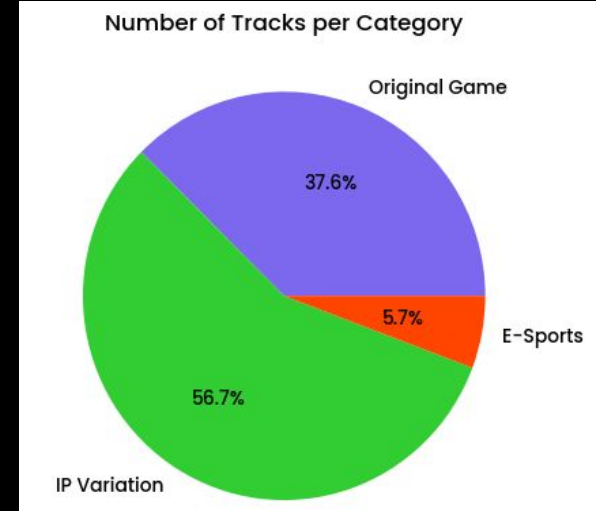
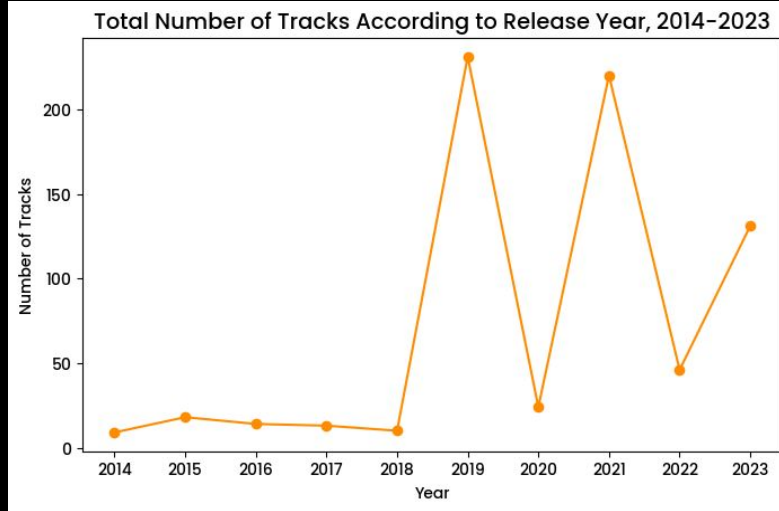
Source:
<https://headphonesaddict.com/league-of-legends-statistics/>



LEAGUE OF LEGENDS MUSIC



Collected from
Spotify, Apple Music
(As of Sep 20, 2023)

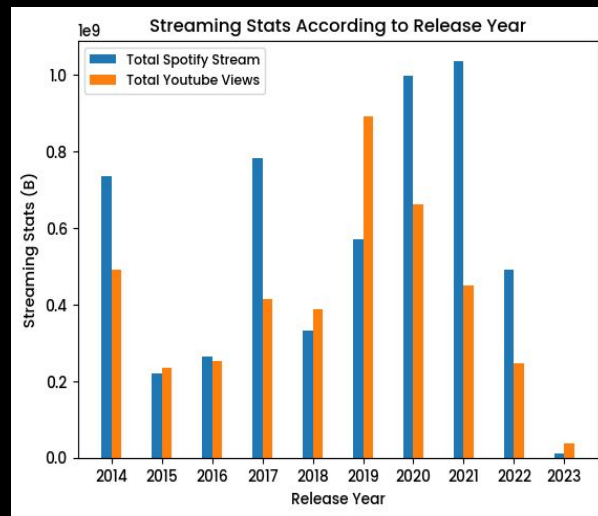
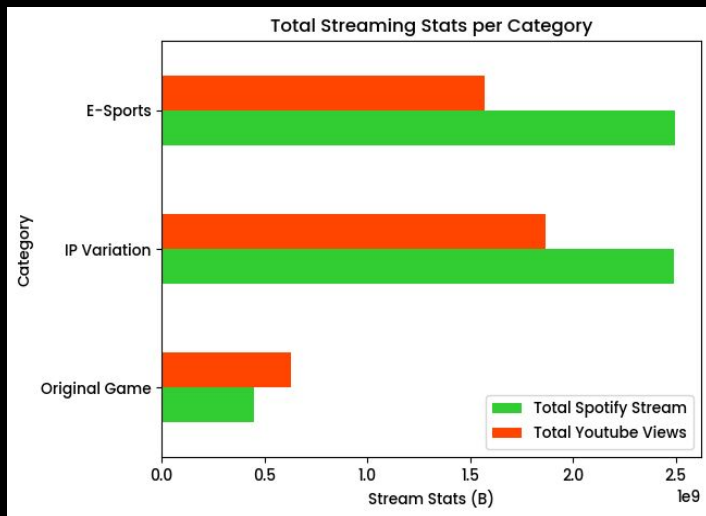


In 2014, Riot Games released one of the biggest successes in its music history– **“Warriors” by Imagine Dragons for League of Legends World Championship 2014** in Seoul. After the enormous success, Riot Games has been releasing World Championship theme song annually. Riot Games also first released in-game soundtracks. League of Legends had released over 10 under 20 songs per year from 2015 to 2018. **After 2018, the downfall** of MAU and revenue, 9 of **“The Music of League of Legends (Original Game Soundtrack)”** albums were released in 2019, which could be assumed as an investment strategy.

LEAGUE OF LEGENDS MUSIC

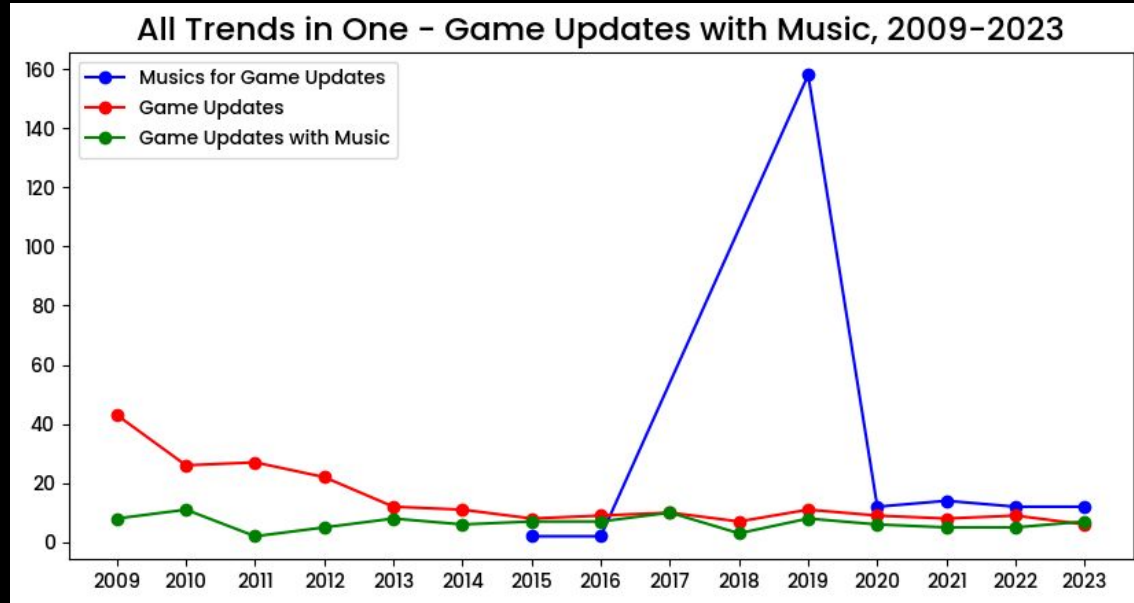


YouTube view stats only include the views for the video which made for or used the corresponding song track.



The **tracks created for the original game** get more attention on **YouTube** than on **Spotify**. Otherwise, the **E-Sports theme songs and IP Variations** are doing better on **Spotify**. E-Sports and IP Variation songs show better performance than Original Game soundtracks on both platforms. Spotify stats surpassed YouTube stats in **2014, 2017, 2020, 2021, and 2022**, as the results of huge releases in the E-Sports and IP Variation. In **2019**, YouTube stats surpassed Spotify stats, explained by the fact that the original game tracks videos were uploaded on YouTube years before being released for music streaming platforms in 2019.

GAME with MUSIC : investment to players' engagement



<https://leagueoflegends.fandom.com/wiki/>
<https://themusicuniverse.com/how-music-keeps-people-playing-video-games/>

Although League of Legends' original game soundtracks are not the driving force behind its success on Spotify and YouTube, they **play a huge role in hyping up the players and making them engage deeply.**

The figure shows how League of Legends are dedicated to creating music only for the game updates. League of Legends started the game soundtracks in 2015. In **2019**, they released over **200 game soundtracks** at once which have not been released before. Since **2020**, almost every major game update has released with the soundtracks composed only for the purpose. Several updates are so important that they get more than one soundtrack.

ESPORTS with MUSIC : a solid leader do not stop growing

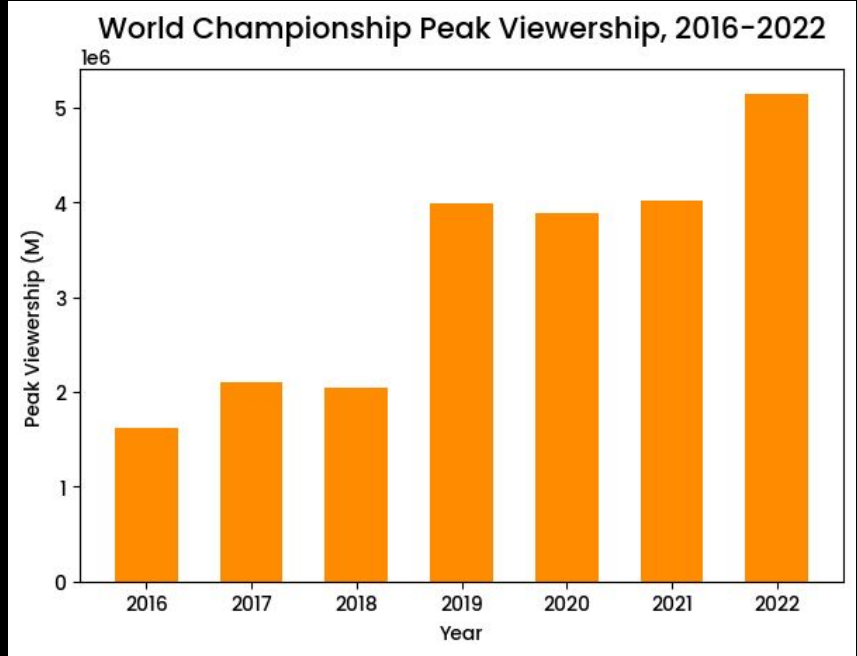
League of Legends has never missed its **first place** in PC/Console ESports viewership ranking since 2017. **League of Legends World Championship**(called as 'Worlds') is the biggest event in the entire ESports.

After the **huge success of "Warriors"**, the theme song of Worlds 2014, League of Legends has been releasing one or more theme songs for the event annually.

Riot Games has never disclosed the peak viewership stats officially but opened only the peak concurrent viewership or unique viewers.

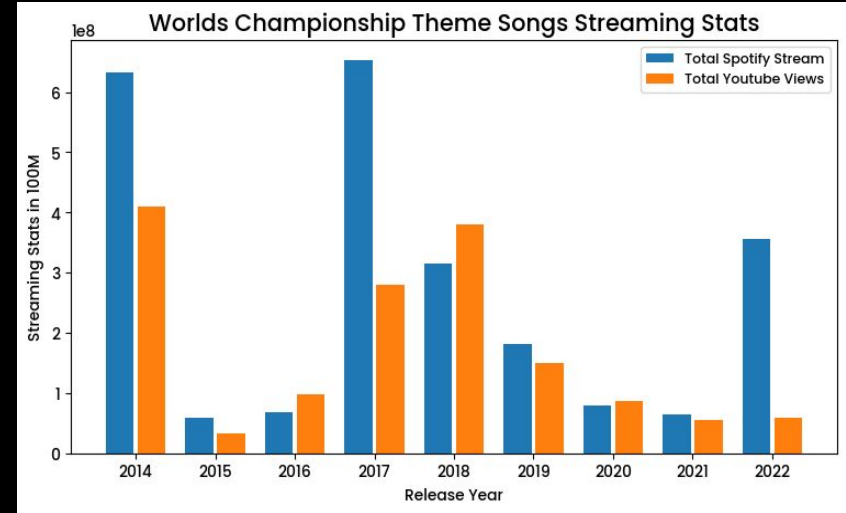
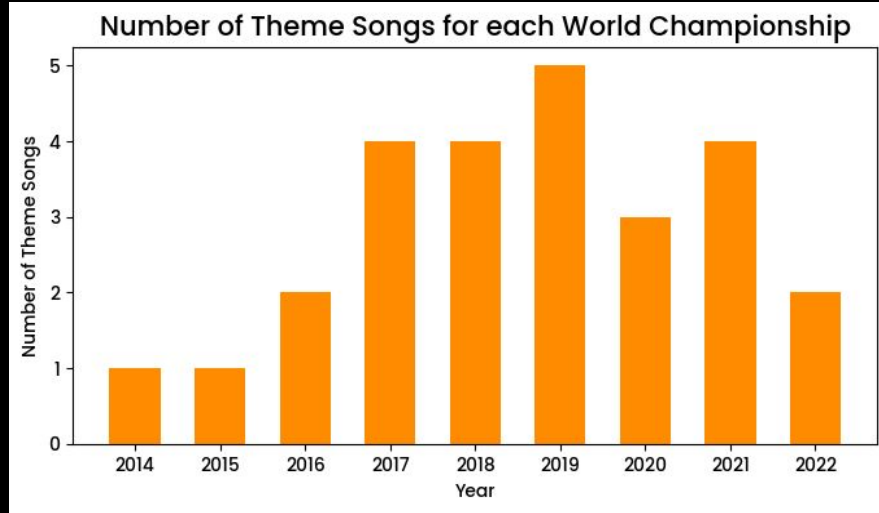
The **peak viewership** stats shown in the figure were collected and calculated by ESportscharts. It shows that there were **meaningful increases** in peak viewership stat in **2017, 2019, and 2022**.

How did Music affect this increases of popularity?



<https://escharts.com/tournaments/lol>

ESPORTS with MUSIC : a solid leader do not stop growing



2019 was the year when the most number of theme songs were released for the Worlds.

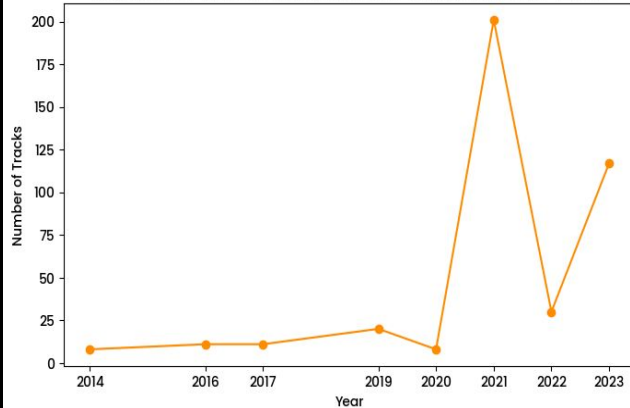
2017 and **2022** were when the streaming stats exploded again after the huge success of 2014.

The popularity of theme songs would hype up the audience so much that would lead them to watch the Worlds Finals.

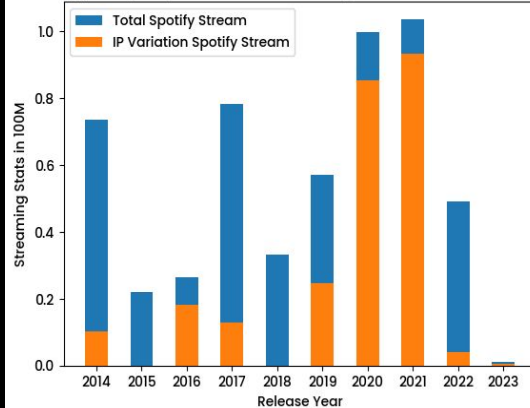
IP VARIATIONS with MUSIC : being the biggest contributor

League of Legends is expanding their area in the Intellectual Property expansion industry, with the great help of Music. **Pentakill**, the project group of the game characters as rock band members is the founder of League of Legends Music. **K/DA**, the K-pop project group inherited the spirit and achieved huge success. Legend of Lunterra, Teamfight Tactics, and several video games were developed based on the League of Legends universe. Their soundtracks also play their role to attract and make League of Legends players engage in the expanded universe surrounded by League of Legends and **related games**. **Cinematics**, short **original story** videos with songs composed for, has achieved constant success on YouTube. The success of original stories with music continues to the famous Netflix series, **Arcane: League of Legends**.

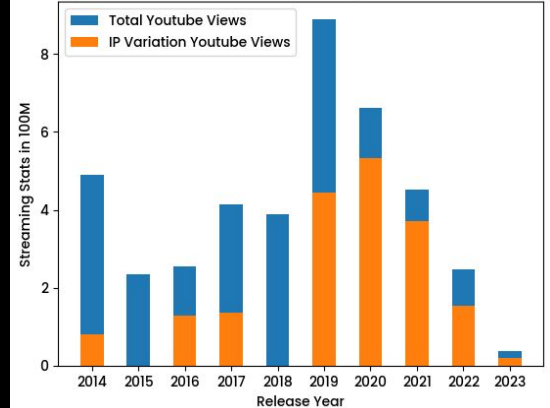
Number of Tracks released for IP Variation, 2014-2022



Spotify Stats Trend according to Release Year



Youtube Stats Trend according to Release Year



CASE STUDY Impact of “Enemy” in the game music and the artist



Arcane League of Legends

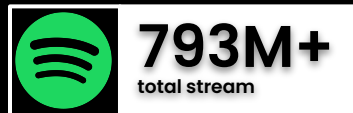
Release date: Nov 6 – 21, 2021

Netflix Ranking

Top 10 in the TV and overall
in over 52 countries

2022 Emmy Award

Winner of Outstanding Animated Program
Nominee of Outstanding Sound Editing



<https://www.whats-on-netflix.com/news/how-well-has-arcane-done-on-netflix-all-the-stats-so-far/>
<https://deadline.com/2021/11/arcane-netflix-number-one-digital-original-series-claims-report-1234880585/>

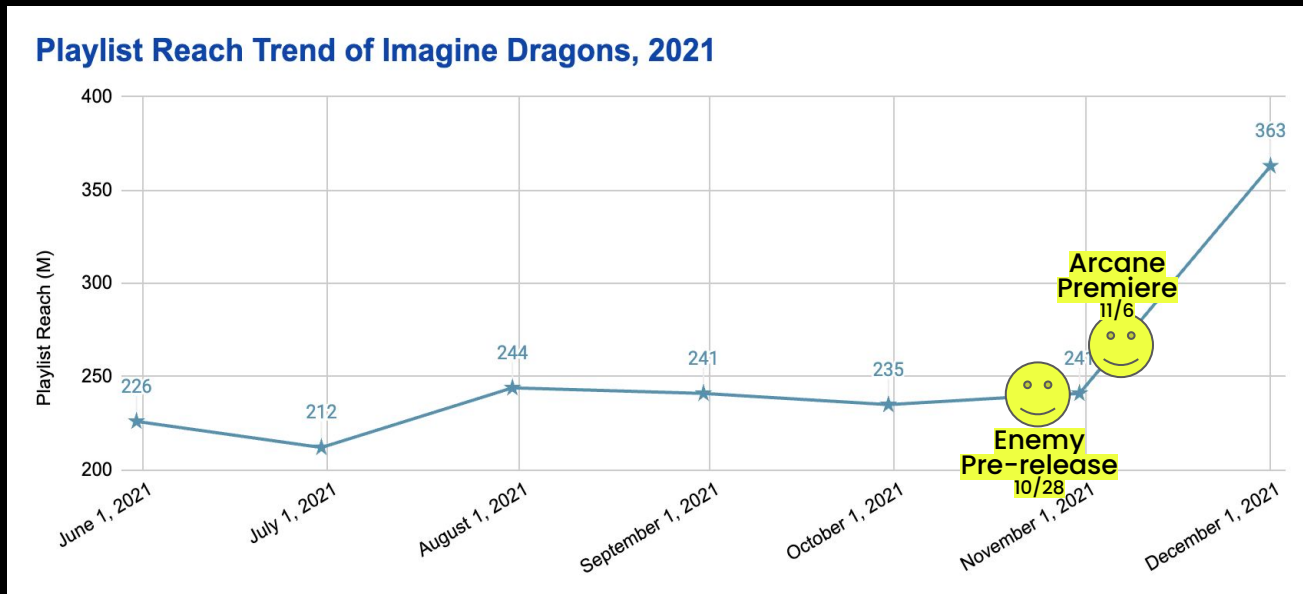
Featured song

Enemy by League of Legends, Imagine Dragons & JID

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CASE STUDY Impact of “Enemy” in the game music and the artist

... **Enemy** by League of Legends, Imagine Dragons & JID



<https://songstats.com/artist/yh28qjbs/imagine-dragons>

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SO, THIS IS LEAGUE OF LEGENDS MUSIC



LEGENDS NEVER DIE

League of Legends is getting affection from the game enthusiast and players constantly keeping its place solidly in the game industry despite of appearance of competitive runners.

GIANTS

League of Legends is constantly investing its resources in Music in game, for players' engagement. With huge contribution of theme songs, League of Legends ESports has been leading the industry for a long time.



STAR WALKIN'

With the power of its intellectual property, League of Legends Music is arising as an outstanding star in music industry expanding its influence in various fields.

WARRIORS

League of Legends Music and collaborators, the artists who worked on its music, takes benefit from the power of the game and its intellectual property. They are fellow soldiers who fight together in the war of Entertainment industry!





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