



Riot Gaming

# Taking Riot Gaming Into a New Era

A way to incorporate new fans into Riot Games



by [Sarah Hauser](#)

League of Legends has around 115 million monthly players worldwide. One hundred and fifteen million. Riot Games has a consumer base about as extensive as Oxygen does. As the games industry expands and most of its significant players take on the image of cold corporate entities, Riot can still consider its player base and build a community around its games. Since releasing League of Legends, Riot has become a juggernaut in gaming and esports.

Riot Gaming has released some of the most watched and played games in the world, with League of Legends being the most-played PC game in the world and a vital driver of the explosive growth of esports. Valorant is one of the first FPS games created explicitly with Competitive play and esports in mind. The annual League of Legends World Championship features qualified esports teams from 12 international leagues. Worlds, the League of Legends Championship, is the most widely viewed and followed esports tournament, among the world's largest and most popular gaming and sporting events. Worlds was the most viewed esports tournament of the year and set a new personal best with 5.1 million peak viewers. Riot Gaming has undoubtedly made a name for itself in the competitive gaming environment. Today I will propose that Riot takes a campaign and RPG aspect to their games, allowing players to better connect with the characters in the games.

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# Arcane's Effect on League of Legends

After Arcane's release, there was a surge of new players. New fans wanted to try out League of Legends to see their favorite champions, while old gamers felt motivated to return. League of Legends has been the most popular PC game in the world for



decades, but popularity alone does not make a difference. Arcane has created a new audience and expanded League of Legends' cultural impact.

League of Legends has a reputation for being a competitive and cutthroat game prone to burnout, as its players keep up with numerous patch cycles and champion releases. A slower champion release cycle and a more communicative development team assuaged these concerns over the years, but it can be hard to win players back. "Arcane," however, changed that for numerous game fans.

"Arcane" is its own phenomenon as a successful television show focused on video game characters. Still, the lasting effects among new and old fans will solidify the show's legacy in the long run. "Arcane" won't always be a top-10 show on Netflix until Season 2, but it will always be remembered as the catalyst for a new era of League of Legends.

## Taking Riot into a New Era

As we have seen, expanding Riot Gaming past just MOBAs and FPS shooters has been incredibly successful for them. While gaming and esports are on the rise, most gamers experience burnout from certain games. Game burnout is when players who play games excessively lose enthusiasm, causing them to feel bored about even playing games in the first place. Burnout is that “Eh, I’ll play later” mood, where the idea of playing games just isn’t scratching the itch, and you have no motivation to play games or, in some cases, a particular game. With Games such as League of Legends and Valorant having such an intense gaming experience and competitive play style, many of the player base experience burnout from them. I am proposing an alternative for those who feel stuck or burned out in these games but still love the community and characters that have been created.

Riot Gaming should create an RPG gaming experience from their current games. Valorant would be the best to turn into an RPG or story-based game. This would make a new opportunity for fans to connect with characters and even bring in a new sector of gamers who don't play FPS or MOBAs. Think of the Call of Duty games and how their campaigns bring a whole unique aspect to the games.



I believe that Riot Gaming would greatly benefit from a story-based game; we can see how TeamFight Tactics has helped League of Legends' fan base grow. Teamfight Tactics is an auto battler game. The game is a spinoff of League of Legends and is based on Dota Auto Chess, where players compete online against seven other opponents by building a team to be the last one standing. The game was released within the League of Legends client. By September 2019, the game had over 33 million monthly players with 1.72 billion hours of accumulated game time. Since launching in 2019, TFT has emerged as the top contender in the genre, with over 100M players globally. Teamfight Tactics has made over 15 million lifetime downloads, pulling in almost \$28 million in revenue.



## Riot Games and Revenue

Riot Games' peak revenue was \$1.5B in 2021. Valorant brought in \$20 million in just cosmetics revenue in the game. Call of Duty campaign games bring in a lot of income for Blizzard; Modern Warfare 2 (2009): \$550 million in its first five days; Modern Warfare 3 (2011): \$775 million in its first five days. Modern Warfare (2019): Over \$600 million in its first three days. Modern Warfare 2 (2022): Call of Duty is alive and well, with over \$800 million in its first three days. Consumer spending generated by the Call of Duty series amounted to 27 billion U.S. dollars at the end of 2020, comparable to worldwide media franchises.

With these statistics in mind, I believe it would benefit Riot Games to create an RPG of the campaign-based game for Valorant.

# Valorant as a Campaign

Valorant is an FPS game released in a closed beta period with limited access on April 7, 2020, followed by a release on June 2, 2020. Valorant is a team-based first-person tactical hero shooter set in the near future. Players play as one of a set of Agents, characters based on several countries and cultures worldwide. Valorant is a 5v5 gameplay, and the first to 13 wins the match. The main focus during the creation of Valorant was making tactical shooters and e-sports more accessible to new players and creating a game that would attract a sizable competitive scene.

Creating Valorant into a campaign-based game would give way to the story and characters, reaching a new audience and helping Riot connect better with their player base and create a new player base, like what happened with TFT. The campaign would follow the character Jett and would start ten years after the event referred to as First Light.

The lore of Valorant refers to the fictional universe in which the game is set, the histories of its characters and settings, and the stories/narratives that occur within. Each agent in the game has a backstory; all are united under the Valorant Protocol from which the game takes its name. The game's central conflict is over a substance called Radianite; Radianite was introduced to the first world during an event called First Light. Most of Valorant's story stems from an event in time named First Light. Although important information has been given about the repercussions of First Light, it has yet to be discovered precisely what it was or why it occurred. Described as a 'supercharged Radianite event, First Light radically altered the Mirrorverse, causing the two mirror worlds to change forever. With the Alpha Earth gaining a new source of energy and powers, learning of the mirror world labeled

Omega Earth, and desperately needing Radianite housed on Alpha Earth, our game starts ten years after First Light.



# Phoenix

The first campaign would follow Agent Jamie Adeyemi (Phoenix), a Radiant hailing from the Peckham district in London, England. He attended a Performing Arts school in the Peckham district. Recruited into the VALORANT Protocol as its ninth agent, "Phoenix," Adeyemi was heavily involved with the Protocol's activities from 10 years AFL onwards.

A duelist by role and nature, Phoenix is reckless, impulsive, and confident, never hesitating to charge into a fight head-on despite not getting a full grasp of the situation, much to the chagrin of his more collected teammates. He controls the power of a Phoenix; he can control fire, creating a wall or a pile of flames on the ground. His abilities can heal himself, and his ult, with his best ability, allows him to die and come back to life, just like a Phoenix can. He can also create a spark from his hand, blinding his opponents and giving himself an advantage against them.





## Jett

The story will include the Mirror Earth version of Jett as she runs through the streets of Venice; she will be the main antagonist of the campaign as Phoenix tries to stop her from detonating a spike; upon detonation, they will produce a destructive black sphere that rapidly expands from the spike's location, stealing Radianite within in its area, before quickly collapsing in on itself soon after. Jett has abilities to wind; she can float and updraft into the air while using the wind to control the knives she has.



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The start of the campaign would be in Venice, Italy, when the protocol went to the city to defend it: the Agents Jett and Phoenix battle with their Mirror selves. The Mirror Jett succeeds in blowing up Venice and stealing the Radianite in the land to take back to Omega Earth. When authorities issued warrants for the arrests of the perpetrators, one of them was revealed to look identical to Jett; the world now believes that Jett is a threat to them.

The story will follow Phoenix as he completes the mission, and his player will gain insights into his relationships with the ten other protocol agents at the time.



## The Duelist Campaign

The campaign starts when the Valorant Protocol gets a call from Brimstone to head to Venice after reports of an unknown Radiant running around the city. Phoenix is dispatched to check in on the situation; as he progresses, he will get tips and comms from Agent Sage as she tries and helps the player through the campaign. Phoenix pursues the Mirror Jett, who has in her possession a bag that contains a spike and a Vandal; he will chase her through the Venice alleyways as she tries to stop him while using her Knives ability.



Able to dodge most of them, he eventually takes a hit to the shoulder, prompting him to fight back using his radiant abilities. After Jett can escape past one of his torches, Phoenix forces her to the ground by breaking the strap of her backpack with a shot from his Vandal, then isolating the package from her by separating them with a firewall.



At this point, Sage, revealed to be on comms, asks Phoenix if he has the package. Phoenix responds by saying he is close but is held back as Jett draws a pistol and fires blindly through the firewall. Sage warns Phoenix that he cannot let her plant the spike, and she expresses concern about the hostility. Phoenix assures her that she won't be a problem for him and activates one of his Radiant powers as he goes in to retrieve the package. Jett, however, catches him off guard as she dashes through the firewall, briefly taking the time to mock him before shooting him and making off with the spike.



Phoenix's radiant power allows him to revive himself without harm soon after he is shot. As he brushes himself off, Phoenix starts to inform VALORANT that the hostile escaped but stops himself as he looks up to see part of the city floating in the air after Jett was able to plant and detonate the spike.

