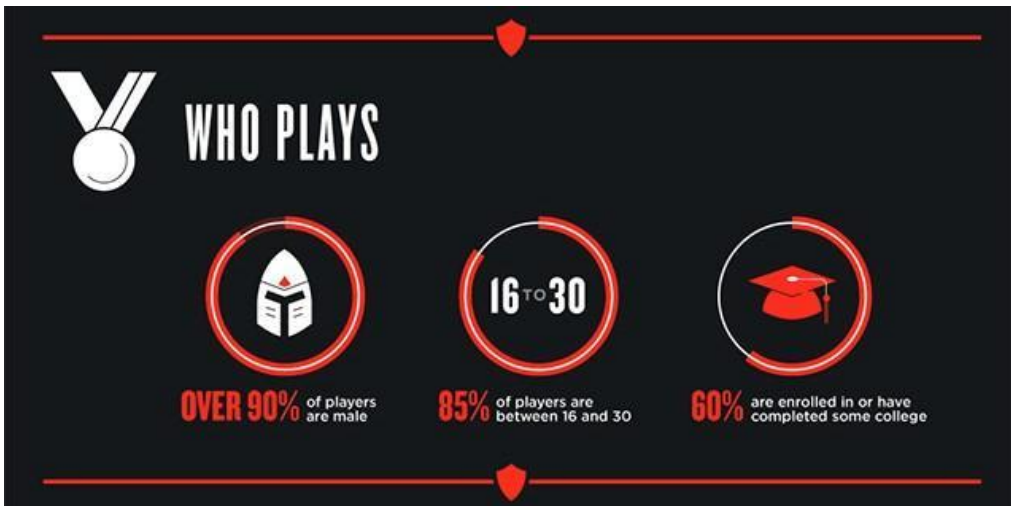


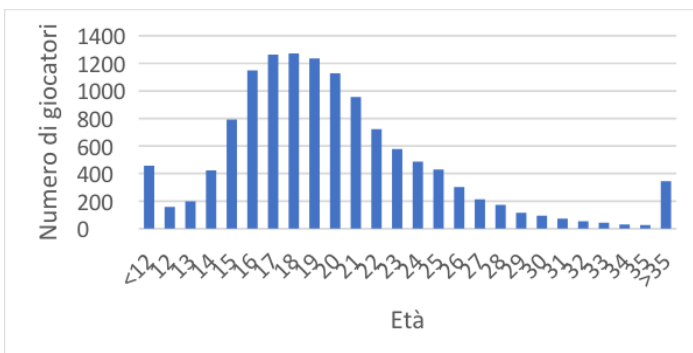
LEAGUE OF LEGENDS

MARKET ANALYSIS

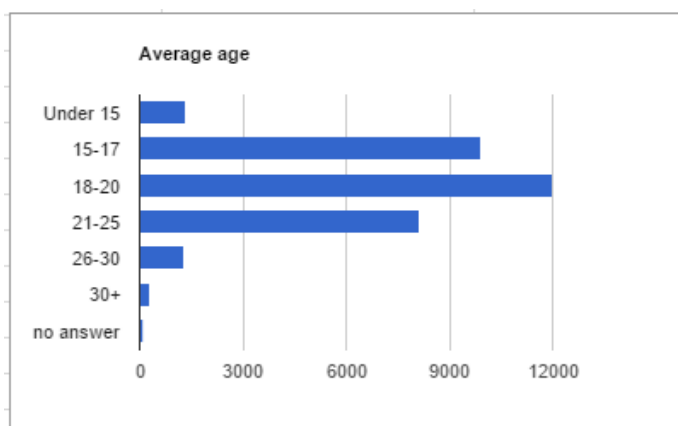
Target Audience: 16-26 Males. Age and genre stats for Lol players are a bit old, but data are stable in the course of the years. Here some examples about the average age:



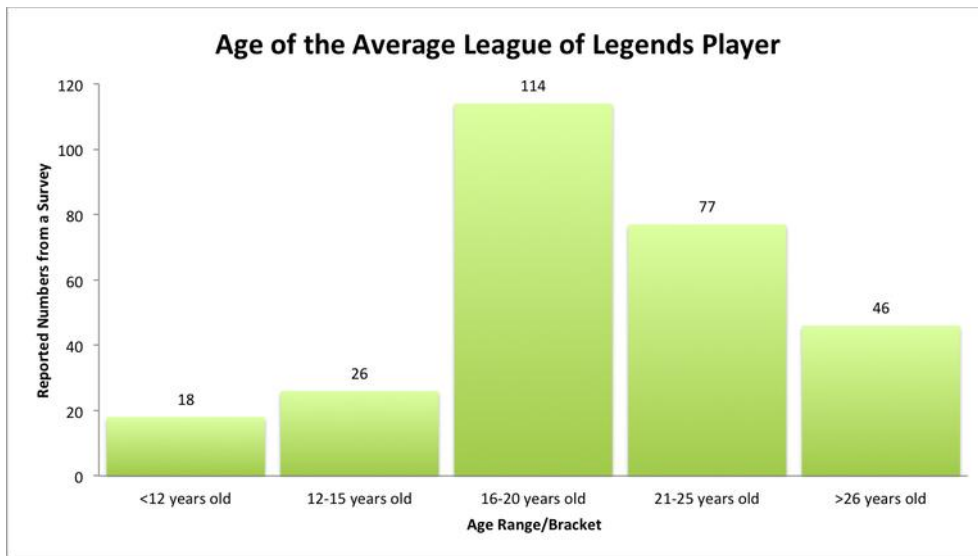
Graph 1: Riot Games – 2012. Official statistics



Graph 2: 2013 data retrieved on www.reddit.com/r/leagueoflegends/comments/1aohu2/league_of_legends_players_age_survey



Graph 3: 2015 data retrieved on <http://rebrn.com/re/results-here-are-the-results-to-the-league-of-legends-rank-playe-853680>



Graph 4: 2017 data retrieved on thepeacockpress.wordpress.com/2017/01/25/how-acing-video-games-can-pay-for-college

90% of Lol players are male.

The same data released by Riot Games about genre are confirmed by other sites even in more recent analysis: <https://quanticfoundry.com/2017/01/19/female-gamers-by-genre/>

PROS E CONS ACCORDING TO TA

PROS	CONS
A good mix of strategy and action	Toxic community
Several, appealing characters	One single map
It's FREE!	Low variety: there is only one way, if you want to compete, in terms of champions, strategies, items choices. Only one routine, all is in doing it better than the enemy.
Professional gaming well covered by media. Good spectating mode.	Slow replies by the staff, in terms of banns of toxic players and nerfing unbalanced features.
Doesn't need high performance pcs	Creep block, too long games, some mechanics imbalances

IN CONCLUSION!

The success of League of Legends comes from several factors, good ideas for future productions.

1. **Straight into action.** The game is simple and intuitive, considering that we are talking about a MOBA, appealing for new players, but still deep enough to keep them in front of the screen for years.
2. **It's FREE!** And without pay-to-win mechanics, which wouldn't have permitted the growth of competitive play. Furthermore, it has low system requirements, fits in many pcs, excellent for competitive play.
3. **eSport.** Not only the most played game, Lol is the most watched. Riot is spending tons of energies on spectating costumers. A competitor MUST be watchable.

Lol è il primo della classe, ma non è perfetto. Un gioco concorrente dovrebbe fare affidamento su questi punti di forza, che mancano a League of Legends:

Lol is the first of the class, but is not perfect. A competitor should aim to these features, missing in League of Legends

1. **Be kind with the community!** The toxic community is considered the worse thing in Lol. Implement fast and effective response to the reports, bann wrong behavior permanently, or something that makes the community feel that a toxic player is punished, for real. The TA wants to be listened, even when he complains about unbalanced characters and items.
2. **Variety.** Competitive champions and items are lot fewer than the total number. Create a game with more variety, that rewards new way of play, create a less "locked" system, with more maps conceived for the competitive scene.
3. **Mechanics.** Some of the most successfull MOBA in the industry show innovative mechanics: Heroes of the Storm is well suited for casual gaming, with team shared exp and the absence of last hit and equip; a less complex game, that uses at his best regonizable lores of the blizzard universe. SMITE offers a third person prospective, and is more action paced. DoTA 2 is more complex, better suited for hardcore gamers. Lol is the best thanks of his balance between competition and accessibility, you can't say it doesn't work, you can't compete with that. That's why a new project MUST find his innovative mechanics.