

EnTribe Helps Riot Games Use UGC to Galvanize Fans Globally

Bringing Fans Together During a Live Streaming Event

Riot Games, a video game developer, publisher and esports tournament organizer, hosted the popular League of Legends (LoL) World Championship Final in San Francisco in 2022 and broadcast the premier event to theaters and households worldwide. As part of the digital strategy, the Riot team wanted to capture the excitement of fans and unify them wherever they were watching by compiling the content into a single viewing experience and making the event a true global affair. To do this, they needed an efficient method to collect and organize the content and the expertise to help them showcase the best photos and videos.

Riot Games and LoL Esports partnered with EnTribe to collect, curate, and analyze user-generated content for Worlds 2022.

Collecting and Curating Fan Content

The LoL Esports team identified the type of content they desired and worked with EnTribe to broadcast the request for fan content during the event's livestream.

EnTribe quickly put together a widget uploader to activate fans and manage the incoming photo and video uploads. In addition, the team combed through social media channels and reached out to fans posting in relevant hashtags leading up to the live event to proactively request content. After the call to action was broadcasted on the stream, EnTribe reviewed and rated the incoming content and organized it into albums for the client to easily access, guaranteeing that the most relevant and highest quality content was accessible for the LoL Esports team.

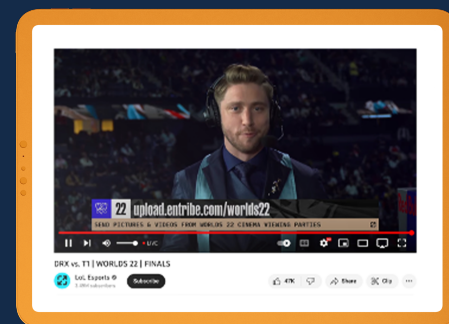
By partnering with EnTribe, the team was able to quickly build an organized library of high-quality UGC, showcasing the experience of engaged fans during Worlds 22.

Sharing UGC Globally

By the end of the finals, LoL Esports received over 300 uploads from fans in 23 different countries, truly displaying its magnitude as a global event. Furthermore, over 50% of the content that was uploaded received top ratings.

To recap the experience, the team compiled a slideshow of user content with commentary, which was displayed to an audience of over 500,000 viewers at the conclusion of the event.

Ultimately, the UGC collected engaged fans throughout the duration of Worlds 22 and provided Riot Games and LoL Esports with marketing assets to help promote future events and esports tournaments.



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