RIOT GAMES - Business Model Canvas

Keys Partners

- Tencent
- Radiant Entertainment

Key Activities

- Product Development
- Sales and Marketing

Key Resources

- League of Legends and other Intelectual Property
- Infrasctructure and HR

Value Propositions

- Deliver the best experience to players

Customer Relationship

- Superior highly competitive experience
- Services such as personalized digital ads that can be disabled

Channels

- Riot Website
- Games Sites
- Blogs and Social Media
- Youtube and Twitch

Customer Segments

- Gamers (usually Millennials and Gen Z)
- Advertisers and Sponsors

Cost Structure

- Game Production
- Infrastructure
- Human Resources

Revenue Streams

- Micro transactions
- Youtube Adsense
- Ads, Sponsors and Partnerships