

LEAGUE OF LEGENDS



**WORLD FINALS
SELLS OUT
CINEMAS
ACROSS EUROPE**

**THE BIGGEST EVENT ON THE
GLOBAL ESPORTS CALENDAR.**

PIECE of MAGIC
ENTERTAINMENT



Beginning at 07:00 GMT on Saturday morning, over 140 cinemas across Europe took part in the screening of the League of Legends World Finals, the biggest event on the global esports calendar, live via satellite from Korea. The fanatical army of fans set their alarms to get out of their warm beds on a cold Autumn morning to cheer on Europe's own Fnatic against China's Invictus Gaming. In London, the Vue Westfield White City sold out three screens, in Denmark the Nordisk Copenhagen welcomed over 1,000 fans, and there were sell-outs from Seville in Spain to Manchester in the UK, and from Hamburg in Germany, to Amsterdam in the Netherlands.

The event was brought to cinemas by Riot Games in partnership with National Amusements and

Piece of Magic Entertainment. Riot has a long-standing relationship with cinemas bringing their season finals to the big screen since 2014, however Saturday's event was the widest and most successful to date. The expansion was made possible by partnering with National Amusements and Piece of Magic Entertainment screening via satellite to deliver an unrivalled on-screen picture, and the opportunity for the wider League of Legends community to experience it together with other fans. Every customer received a limited edition cup and an allocation of Thundersticks (inflatable batons) ensuring the atmosphere in each and every cinema was similar to being at the live event.

This event represents a new growth area for cinemas following the establishment of regular live screenings from the Metropolitan Opera, André Rieu, Bolshoi Ballet, National Theatre, as well as occasional musicals and rock concerts. Esports offers exhibitors the chance to engage a younger demographic in Event Cinema and to screen global events during off peak periods.

National Amusements and Piece of Magic Entertainment are in discussion with Riot Games about broadcasting 4 further events in 2019, and widening the footprint into North and South America, and Asia.

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ABOUT NATIONAL AMUSEMENTS & PIECE OF MAGIC ENTERTAINMENT

Two of the leading organisations in cinema exhibition and event cinema distribution have partnered to bring League of Legends to cinemas globally. National Amusements, the parent company to Viacom and CBS, as is a cinema exhibitor with sites in the UK, US, Brazil and Argentina. It also has a distribution arm specializing in niche genres that carry highly engaged audiences including pre-school titles such as *PAW Patrol* and *Thomas & Friends*, and Japanese anime such as *Your Name* and *Dragon Ball Super*. Piece of Magic Entertainment, is at the forefront of Event Cinema distribution with access to over 3,000 screens globally. As well as specialist documentaries such as *Avicii: True Stories*, Piece of Magic distributes the biggest fixture in the annual event cinema calendar, André Rieu's concerts.

For more information:

www.pieceofmagic.com

NOTE TO EDITORS

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