



PRESS RELEASE

## EPOS ANNOUNCES RIOT GAMES ESPORTS PARTNERSHIP

**SYDNEY, June 4, 2020** - EPOS, the global pioneer in high-end audio solutions and technology, today announced its partnership with Riot Games as the Official Audio Partner of the Oceanic Pro League (OPL), the leading esports league in the region.

Maja Frølund Sand-Grimnitz, Head of Global Marketing, Gaming for EPOS said about the partnership, “EPOS strive to unleash human potential and give gaming another dimension through powerful audio solutions and we are very excited to be working with Riot Games. As a business, we bring 115 years of audio expertise to the OPL partnership and we want to enhance the league by delivering our state-of-the-art audio equipment to ensure a high-end audio experience for all involved.”

Daniel Ringland, Head of Riot Games in Oceania, commented that “The continued growth of the OPL in Split 1 was fantastic to see and we are thrilled to bring EPOS on board as an Official Partner to support and enhance the OPL. As a business we want to work with leaders in their field and when it comes to Audio, EPOS have incredible technology and products that will deliver an exceptional audio performance to the league.”

Despite uniquely challenging circumstances with the global COVID-19 pandemic, the OPL experienced outstanding audience growth during Split 1 (January 31 - April 24) with the average unique local viewers per match day growing by 116% across the season, with this peaking at 239% growth during the final month of the Split.

EPOS joins the league at a unique time when audio quality and clarity has never been more important to the team dynamic when playing remotely. EPOS and Riot Games will work closely throughout the partnership to deliver superior audio experiences and seek new ways to engage with OPL fans.

Split 2 of the OPL commences at 4 PM AEST on Friday June 5 at [watch.lolesports.com](http://watch.lolesports.com), where eight teams will compete for the local title, and a coveted spot at the 2020 League of Legends World Championship taking place in China later this year.

For more information about the EPOS partnership with the OPL:

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### **EPOS – Global Contact**

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### **Riot Games**

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### **About EPOS**

EPOS is an audio and video solution company developing and selling devices for business professionals and the gaming community. Based on leading and advanced technologies, the Danish founded company delivers high-end audio and video solutions with design, technology and performance as paramount parameters.

The establishment of EPOS is based on the decision to let the business segments of the joint venture – known as Sennheiser Communications – between Sennheiser Electronic GmbH & Co. KG and Demant A/S evolve in different

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set-ups. Alongside the introduction of a new own-branded portfolio, EPOS continues to sell the current Sennheiser Communications portfolio co-branded as EPOS | SENNHEISER.

EPOS is part of the Demant Group – a world-leading audio and hearing technology group. As such, it builds on more than 115 years of experience of working with innovation and sound.

With headquarters in Copenhagen, Denmark, EPOS operates in a global market with offices and partners in more than 30 countries.

Find more information at [www.eposaudio.com](http://www.eposaudio.com)

### **About the Oceanic Pro League**

League of Legends is the world's biggest PC Game with over 100 million monthly players. The Oceanic Pro League (OPL) is the domestic professional Esports league for League of Legends and consists of eight teams playing each other weekly over two splits (ie: seasons) with the winner progressing to competitions against the best in the world.

Key OPL facts:

- The OPL is averaging 41,000 unique AU/NZ viewers per match day
- The average unique AU/NZ viewers per match day during the Split 1 Finals reached 65,000
- Over 90% of the audience watching the OPL is aged between 18-35 years old
- Split 2 begins on Friday June 5, with the winner of the split heading to the World Championships in Shanghai in October / November 2020
- EPOS joins existing partners; McDonalds and Neosurf
- Highlights of the 2019 League of Legends World Championships can be seen [here](#).

### **About Riot Games**

Riot Games was founded in 2006 to develop, publish, and support the most player-focused games in the world. In 2009, Riot released its debut title, League of Legends, to worldwide acclaim. League has gone on to be the most-played PC game in the world and a key driver of the explosive growth of esports.

As League enters its second decade, Riot continues to evolve the game while delivering new experiences to players with Legends of Runeterra, VALORANT, Teamfight Tactics, League of Legends: Wild Rift, and multiple work-in-progress titles. Riot is also building the world of Runeterra through multimedia projects across music, comic books, board games, and the upcoming animated series Arcane.

Founded by Brandon Beck and Marc Merrill, and led by CEO Nicolo Laurent, Riot is headquartered in Los Angeles, California, and has 2,500+ Rioters in 20+ offices worldwide.