**Viagame to produce LCS in multiple languages starting today**

**STOCKHOLM June 25, 2014 – The newly launched eSports channel Viagame will be producing and broadcasting the North American and European LoL Championship Series’ (LCS) live during the summer. LCS is one of the largest eSports leagues in the world, where the North American 2013 finals sold out Staples Center in only one hour.**



Viagame, the new eSports channel launched by MTG, will be producing and broadcasting all matches from LCS NA and LCS EU in Swedish, Bulgarian and Romanian starting today, June 26. In addition, Viagame will also broadcast the official English production of LCS NA and EU. Everything will be live broadcasted on www.viagame.com, with the possibility to watch the matches on demand after they have occurred as well.

Photo: Carl-Oscar Aaro

League of Legends, created by Riot Games, is the biggest computer game in the world. The game has 67 million players every month, where 27 million play the game every day. The latest world championship held in League of Legends had 32 million viewers globally.

Within eSports, LCS is best compared to Champions League in football. The world’s best eSports teams are competing against each other in the league with the goal to advance to the World Championship, Worlds, held at the Sangam Stadium in South Korea in October.

“LCS is the pinnacle league of all eSports with Millions of viewers worldwide. To produce local broadcasts of this is something we look forward to, bringing eSports to an even bigger audience in the Nordics as well as Central Europe. MTG, with Viasat, have always been excellent in local production and broadcasting and our goal is the same with eSports.” Says Simon Sundén, Content Manager at Viagame.

If you want to follow some of the biggest eSports stars in the world, such as the Swede Martin “Rekkles” Larsson, do it on www.viagame.com from June 26. There will be broadcasts four days a week, with approximately four matches played each day.

For any questions, please contact Isabelle Ewert, Product Owner at Viagame

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Viagame is a global streaming channel for premium eSports and casual gaming content. Viagame is a part of MTGx, the digital accelerator of international media company Modern Times Group (MTG). MTG’s operations span four continents and include online, free-TV, pay-TV, radio and content production businesses. MTG is a growth company and is listed on the Nasdaq OMX Stockholm stock exchange.