



WORLD'S BIGGEST CLUBS UNITE TO CREATE DUGOUT - THE ULTIMATE DIGITAL FOOTBALL PLATFORM

LONDON, UNITED KINGDOM, 28th NOVEMBER 2016: Today sees the global launch of Dugout.com - the new digital platform created with the world's greatest clubs and players to connect football fans and deliver exclusive behind-the-scenes content and access, free of charge and all in one place.

In a world first, the biggest clubs in the world – including FC Barcelona, FC Bayern Munich, Chelsea FC, Juventus, Liverpool FC, Manchester City FC, Paris St. Germain, Arsenal and AC Milan – have joined forces to support a new business.

Dugout has already agreed partnerships with 34 clubs, in addition to a number of the world's best-known footballers. Each club and player has a dedicated Dugout profile to upload content and interact with fans, plus Dugout works with these partners to create high-quality, original content. Dugout users get a totally personalised experience based on the clubs and players they follow.

The trend of following multiple clubs – on average 4.6 clubs per person – was revealed in polling of 24,000 fans worldwide. The research also found that fans now “support” individual players, meaning that these stars help grow the global fan base of every team they play for during their career.

In addition to clubs and players, Dugout.com is partnering with leading football influencers and legends - plus publishers like Sky Sports – to create their own profile pages and produce content. Alongside this, Dugout has already secured a number of media partners, including Mediacom, WPP and Bet Victor, with more to follow.

Dugout President and Co-Founder, Elliot Richardson, commented:

“Dugout was devised and built for the fans. The game today is truly global and fans don't just want to watch matches in their own country – they want to follow their favourite clubs and players across the world, on and off the pitch. That's what Dugout offers - unrivalled access so fans get behind the scenes of the clubs and into the lives of the players.”

*A combination of factors – from the explosion of international TV rights to the rise of social media – have provided Dugout with an unprecedented opportunity to reach the estimated 3.5 billion** football fans across the world. We think they will love what they see.”*

Dugout is free to access and will host content created by the clubs and players 24 hours before it is released on any other social media channel - making it the primary source for fans to get news on the clubs and players they love.



Dugout.com and the Dugout mobile app is accessible on desktop, tablet and mobile and will be available in English, French, German, Italian, Spanish, Catalan, Portuguese and Bahasa Indonesian.

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NOTES TO EDITORS

*This figure is based on polling sports fans from 24 countries across the world surveyed as part of Nielsen Sport's SDNA November 2014.

**As referenced in the CNN article on February 27th, 2015, titled 'Google: Getting in the face of football's 3.5 billion fans' <http://edition.cnn.com/2015/02/27/football/roma-juventus-google-football/>

Mediacom, said: *"Dugout symbolises an important trend in the marketplace for content producers wanting to regain control of their audiences. For Mediacom we value working directly with publishers who own their own inventory and Dugout presents this opportunity."*

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