



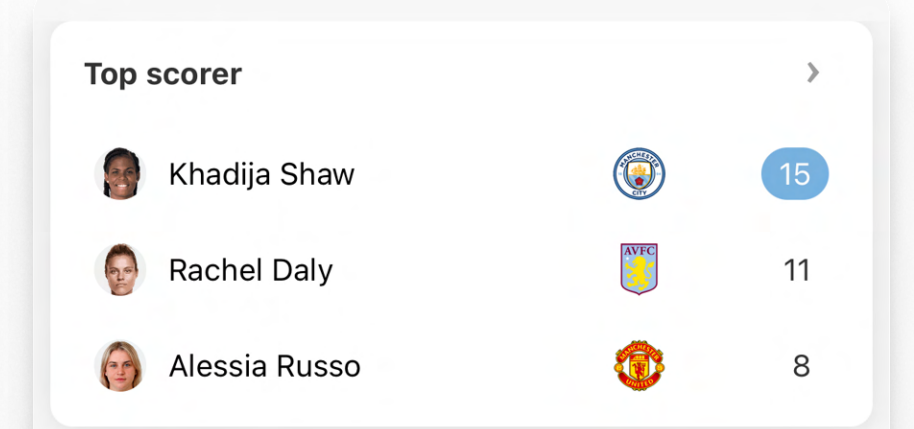
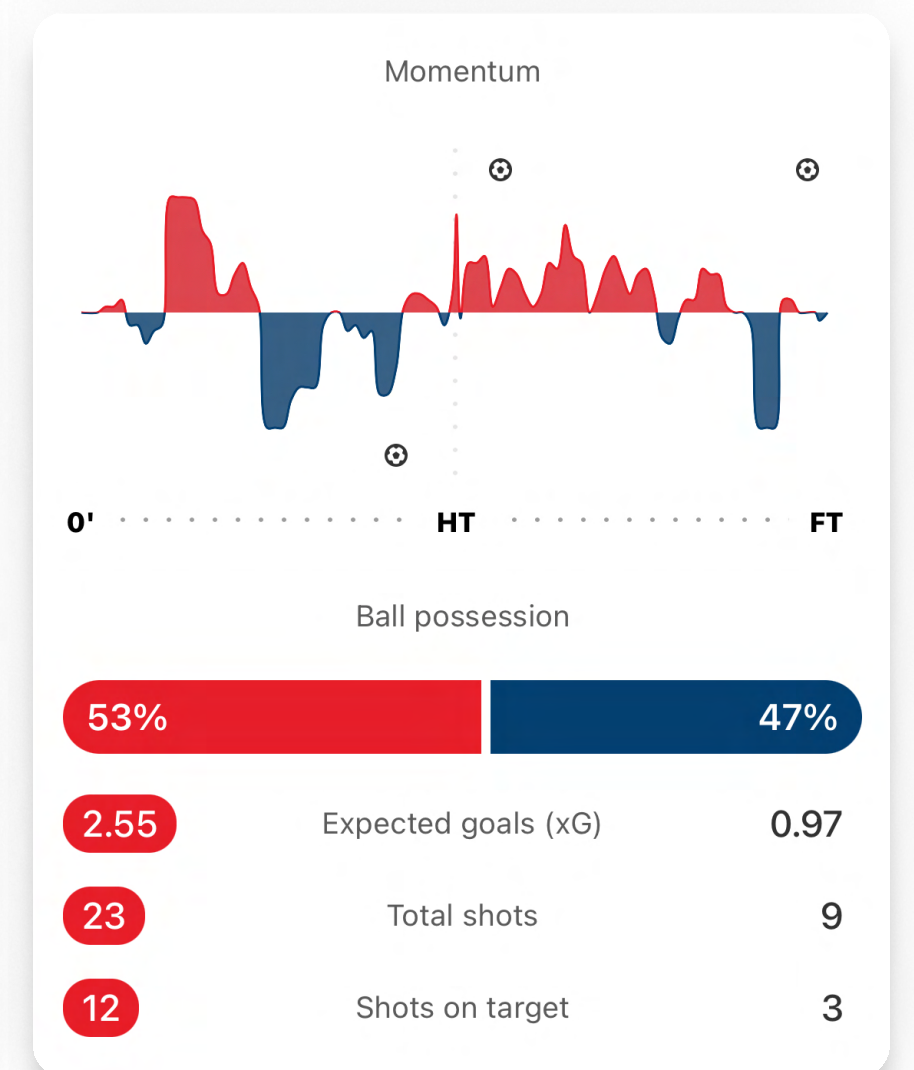
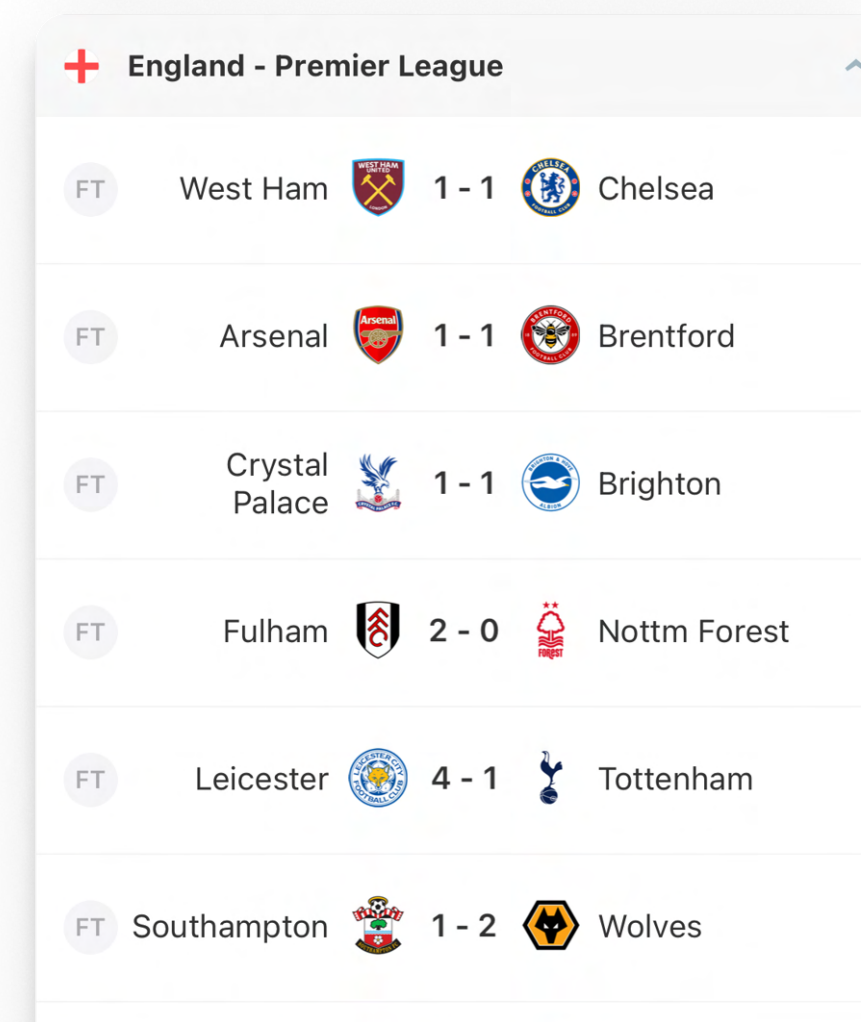
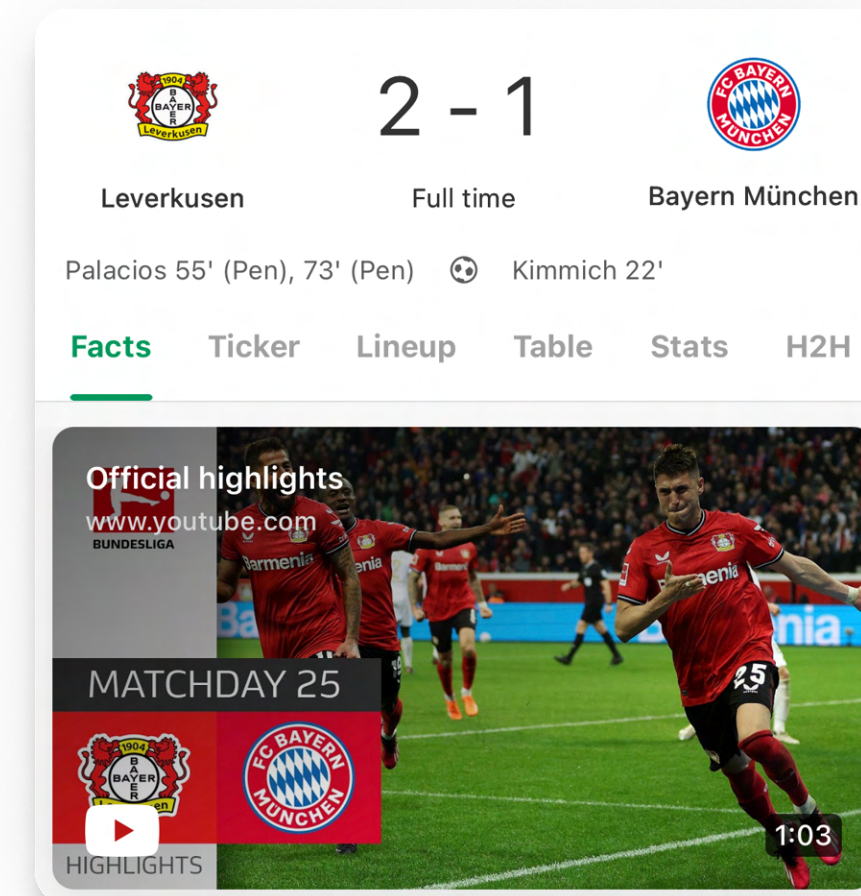
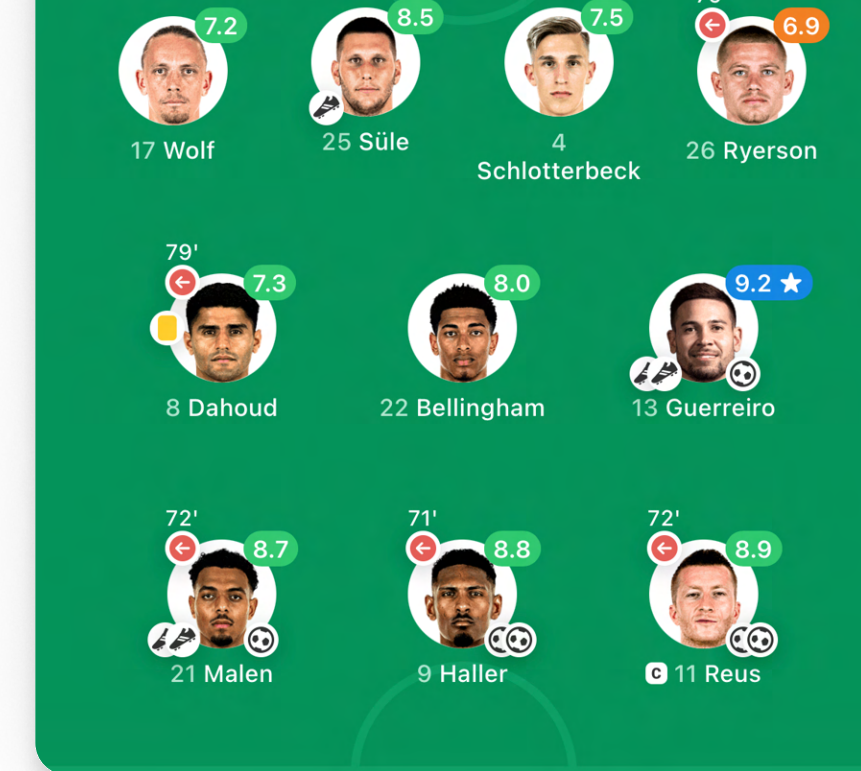
The essential football app

FotMob is the home of football for over fourteen million football fans worldwide.

With live scores, in-depth stats and personalised news, FotMob gives fans everything they need to follow the global game. And our world-class UX sets us apart from the crowd. Sleek, modern, focused. The app the beautiful game deserves.

In 22/23, we hit the #1 rank for sports apps on iOS in the US, UK and Germany.

2023/24 will be even bigger.



Who's on FotMob?

FotMob is more than a platform, it's a tool for navigating the football weekend across 400+ competitions. It's our user's matchday companion.

Poring over stats, getting notified as the goals go in, and catching up on match highlights across 20 million sessions on a regular Saturday or Sunday.

14M

Global
Monthly active users

6M

New Users
in 2022



MAU in select markets

1.9M 

82% male, 75% 18-34

1.6M 

90% male, 62% 18-34

Germany 1M

Singapore 650k

France 700k

Netherlands 650k

India 500k

Thailand 450k

Nigeria 350k

Indonesia 320k

Australia 300k

Spain 300k

Italy 300k

Japan 280k

Canada 250k

Norway 200k

Brazil 150k

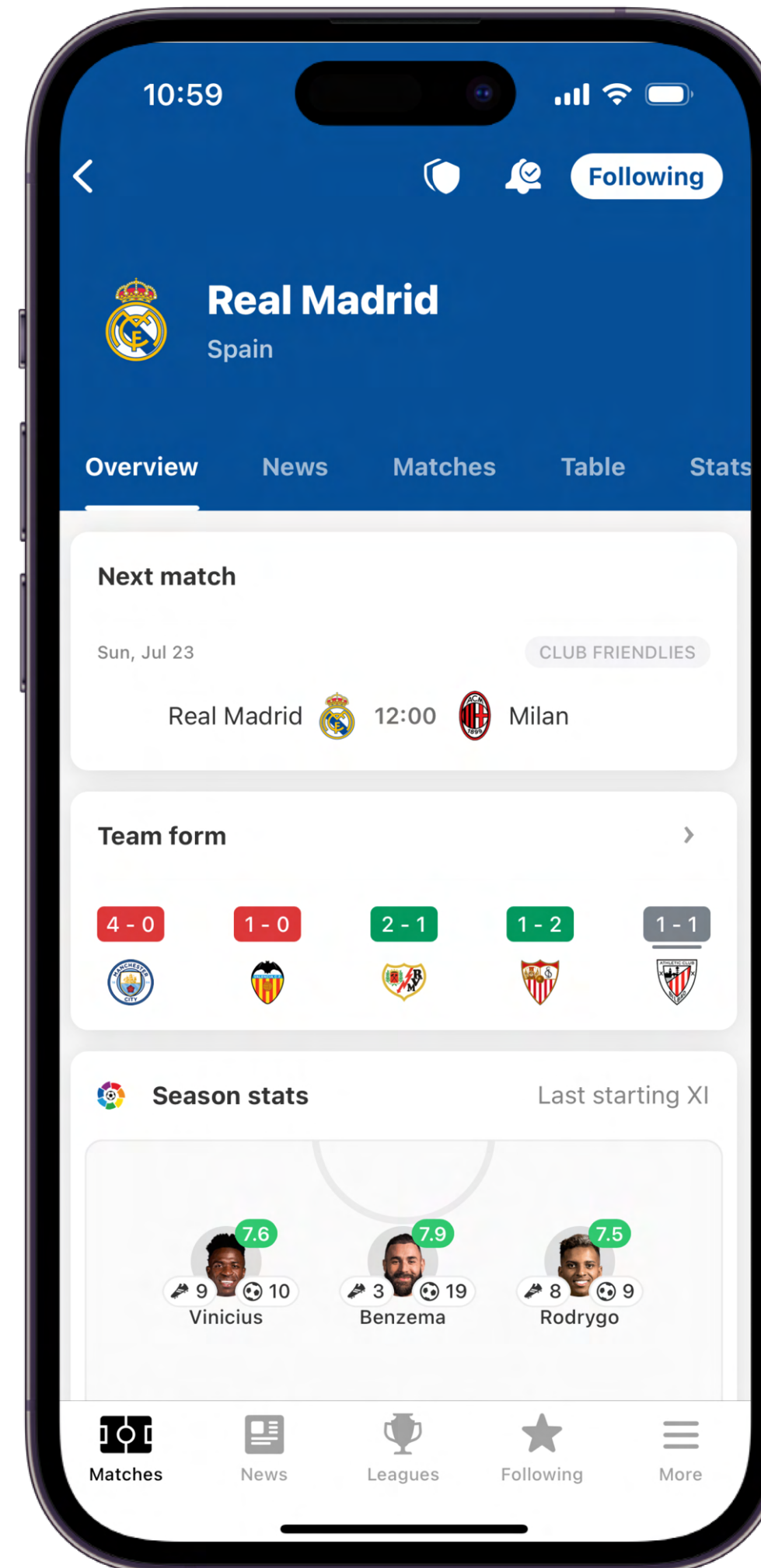
Mexico 100k













Our most-followed teams

Club teams

3.2M		Real Madrid
3.1M		Barcelona
3.1M		Man United
2.7M		Liverpool
2.7M		PSG
2.4M		Man City
2.3M		Chelsea
2.1M		Bayern Munich
1.9M		Arsenal
1.9M		Juventus



International teams

2.2M		England
1.8M		Brazil
1.7M		Germany
1.7M		Argentina
1.6M		France
1.6M		Portugal
1.6M		Spain
1.2M		Italy
970k		Belgium
900k		USA



Audience details



41% Gen Z

77% pay for a sports streaming / TV subscription

59% attend live matches

26% bet on football

56% play football regularly

67% play FIFA, 18% play Football Manager

78% purchase football jerseys

49% purchase football memorabilia

Interests: music (68%), travel (67%),
video games (57%), tech (48%),
fitness/wellness (53%)



39% Gen Z

58% pay for a sports streaming / TV subscription

69% attend live matches

40% bet on football

45% play football regularly

51% play FIFA, 25% play Football Manager

68% purchase football jerseys

45% purchase football memorabilia

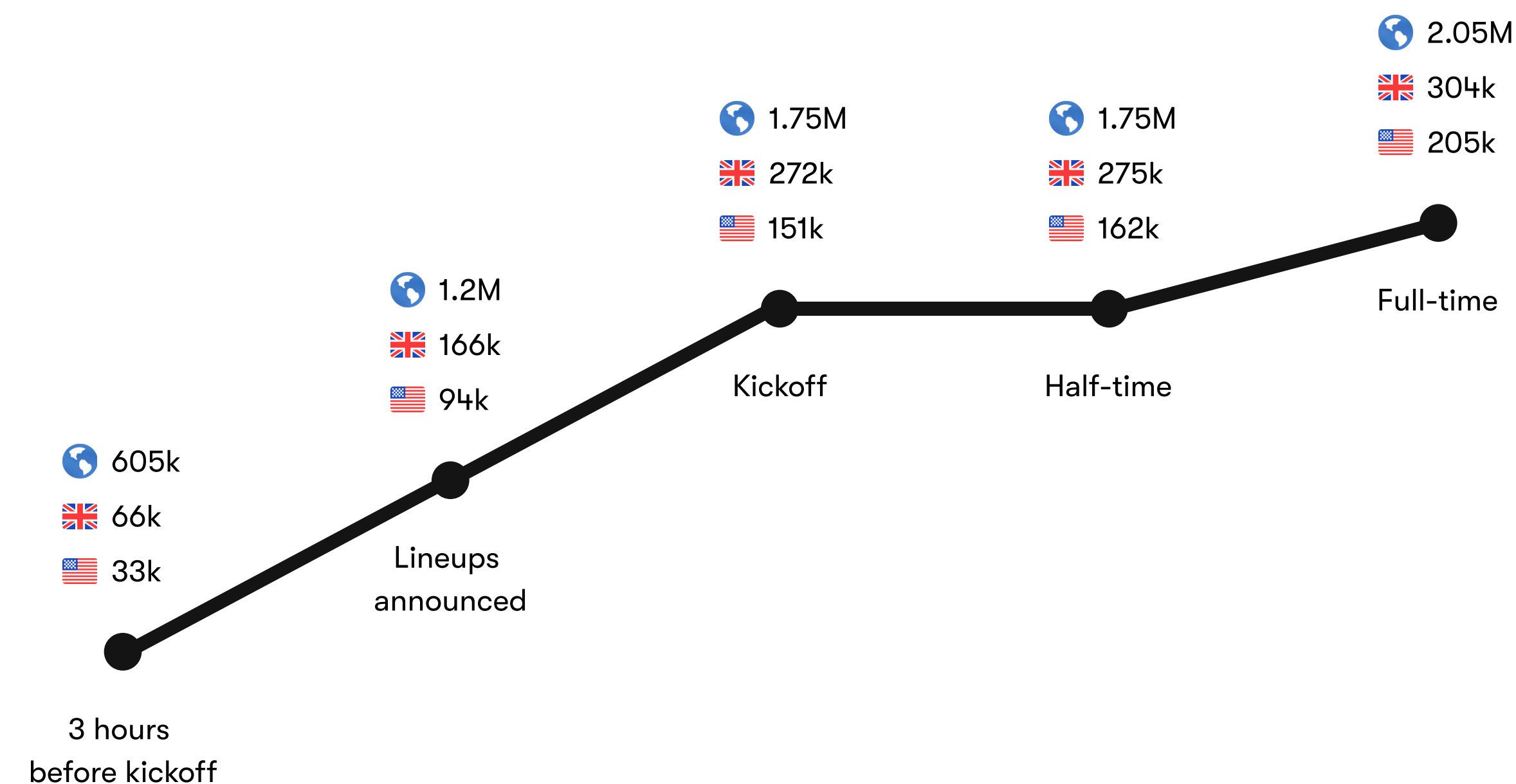
Interests: music (67%), travel (55%),
video games (55%), tech (48%),
fitness/wellness (48%)



Premier League - Final Day

Insight from the final day of the Premier League gives us a clear snapshot of user activity on matchday. Millions turn to FotMob on matchday and we see spikes occur once users receive notifications of the team lineups, through kick off, to half-time, to full-time.

Matchday usage



Daily active users

6.5M global

662k UK

645k US

Engagement time

10 min, 30 sec global

8 min UK

9 min, 30 sec US

Hero impressions

60M global

10M UK

6M US



Competition insight



214M

Tournament
homepage views

8.8M

UCL Final
page views



125M

Tournament
homepage views

8.3M

Europa League
Final page views



1.6B

Tournament
homepage views

29M

Manchester derby
page views



125M

Tournament
homepage views

2.8M

FA Cup Final
page views



421M

Tournament
homepage views

30M

El Clasico
page views



224M

Tournament
homepage views

14M

World Cup Final
page views

FOTMOB

Women's World Cup 2023

Growth in women's football

Following on from the Euros, new and established women's football fans are flocking to FotMob.

With in-depth coverage of 30+ Women's Leagues & competitions, from the Champions League to the Kansallinen, in Finland, FotMob provides fans with everything they need to follow the Women's Game globally.

53%

of US users
follow women's
football

45%

of UK users
follow women's
football

3.5x

growth across
women's game,
since Euros

75% in US will follow the Women's World Cup on FotMob, 65% in UK

65k users with USWNT as favourite team
(280% increase since Oct' 2020)

75k users with Lionesses as favourite team
(380% increase since Oct' 2020)

9k users with Arsenal as favourite team (400% increase since Oct' 2020)

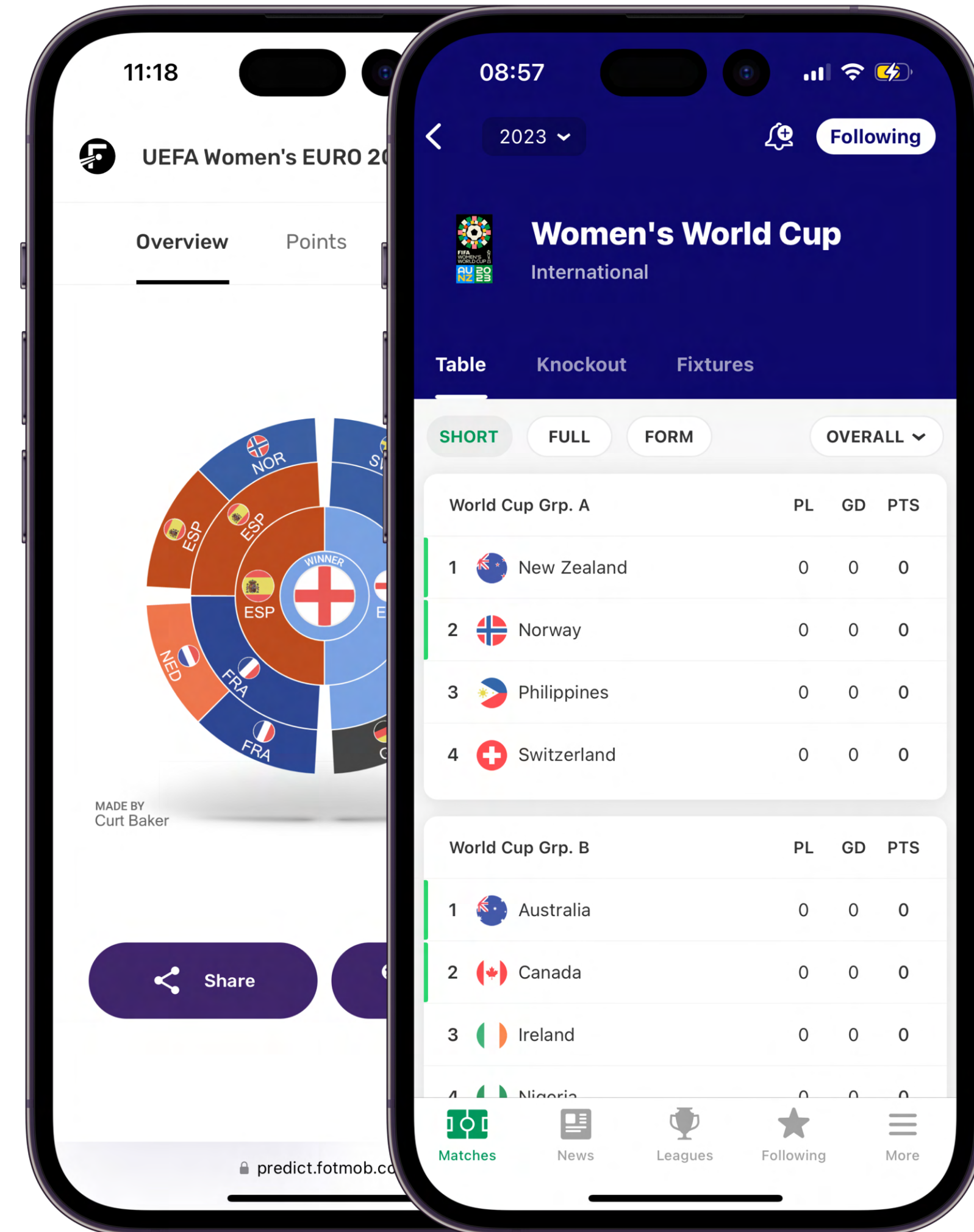
2.5M views of England games in Euros

203k views of CL Semi Final (120% increase on 2022 Final)

The opportunity

Due to the time difference, The World Cup in Australia and New Zealand will create new challenges for fans in established women's football markets like Europe and North America to watch the games live.

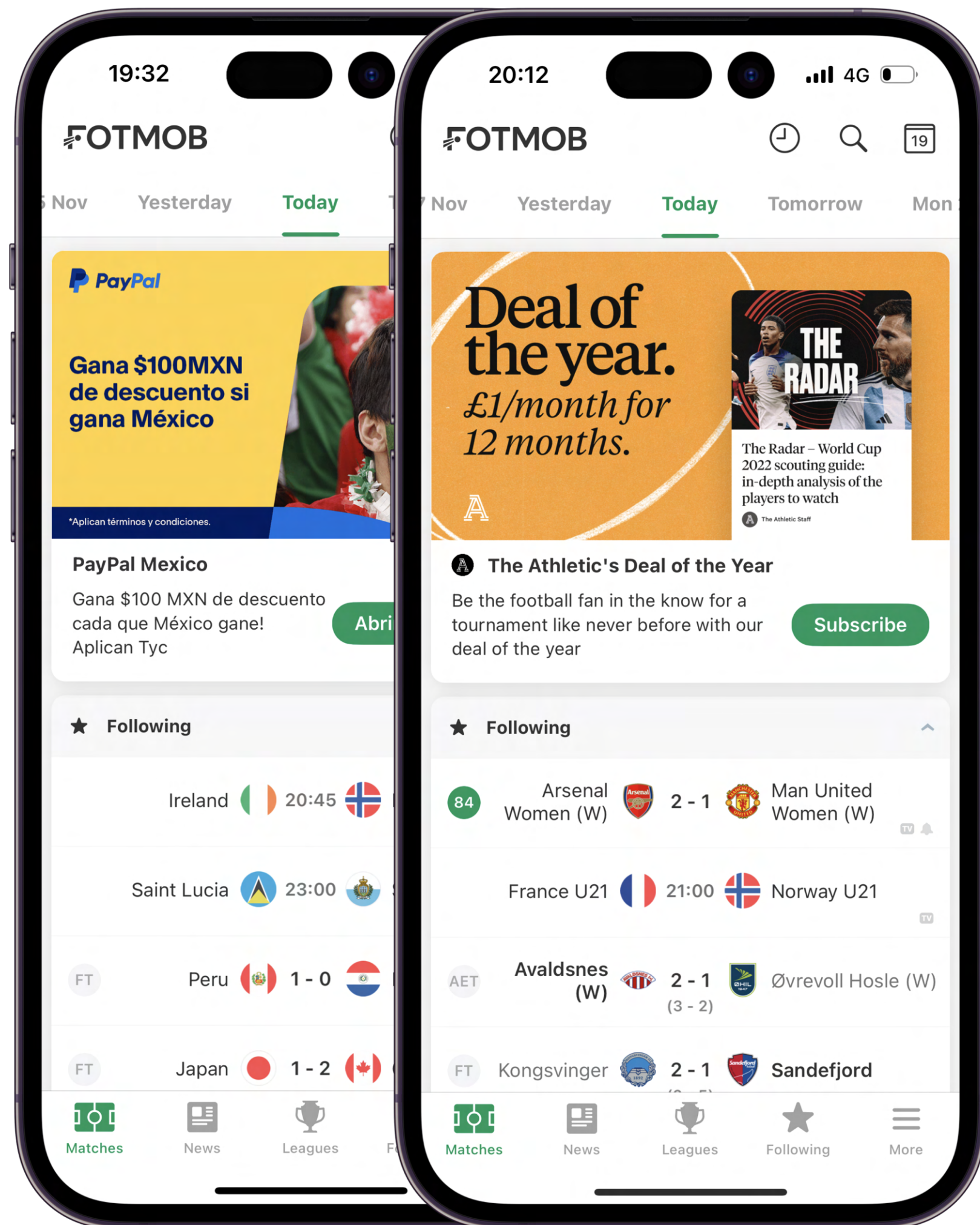
And that's where we come in. It's a global game and that's why FotMob was created. We're expecting an influx of fans keeping up to speed on the World Cup on the app. Our hero campaigns offer some fantastic targeted opportunities for advertisers to reach and influence that audience, at key moments throughout the tournament.



FOTMOB

Advertising opportunities

Hero Card



Only available for premium direct sold campaigns, our hero card offers 100% SOV on our homepage.

It puts your brand front and centre on FoMob, without competition. It's the first thing millions of fans see at key moments in the football calendar.

With unrivaled targeted reach we have the capabilities to influence your ideal football fan at scale, in a brand-safe, expertly-designed environment.

Significant dwell time. Superior cut-through. Absolutely no wasted impressions.



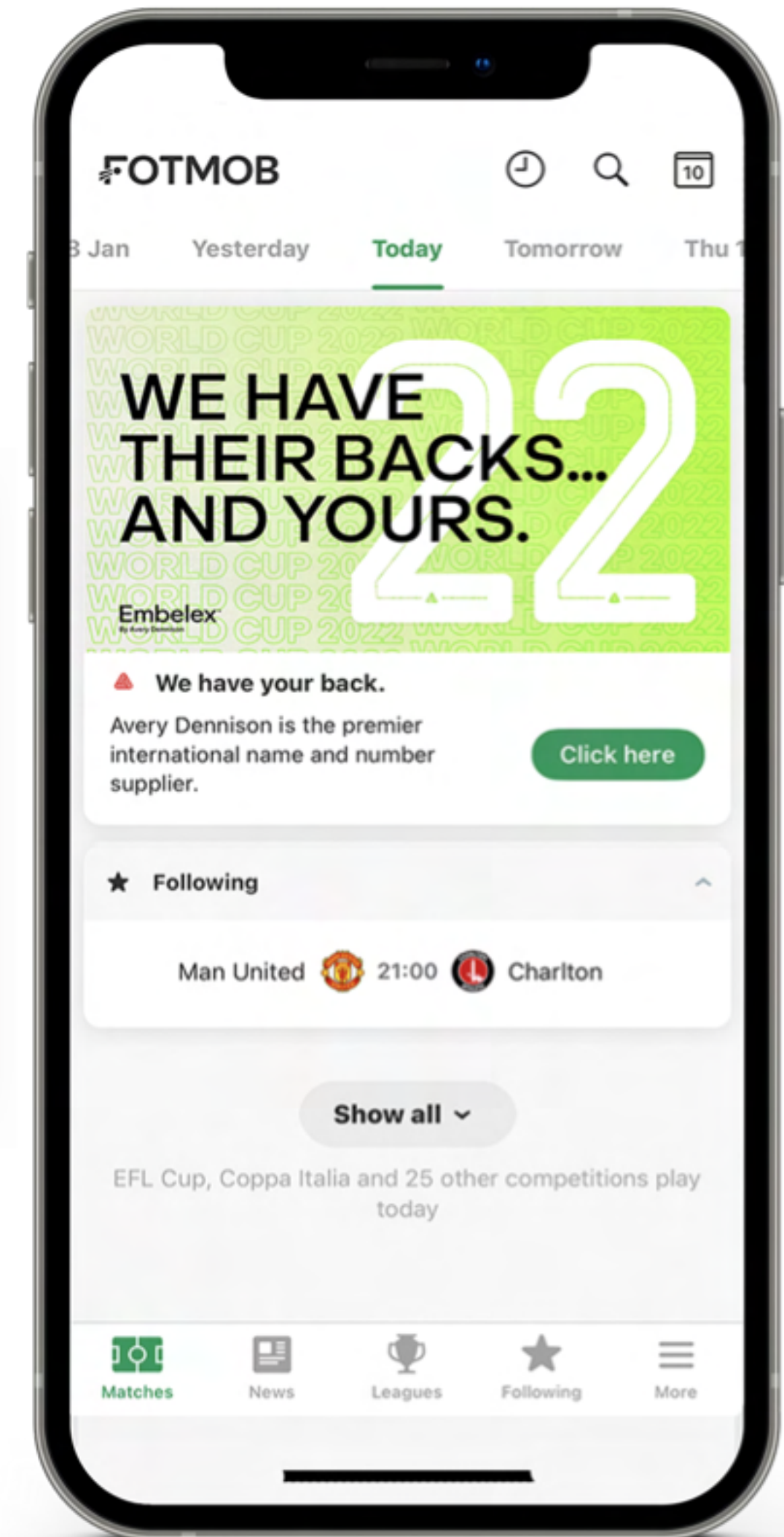
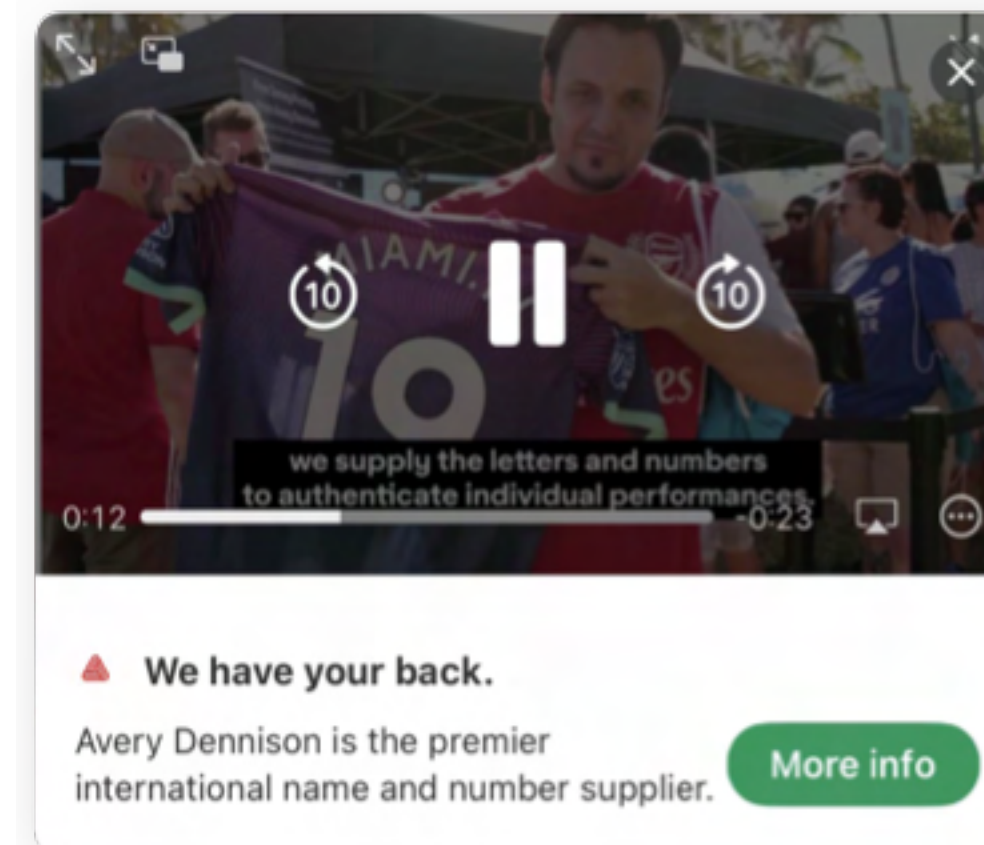
Brand awareness

Avery Dennison

A series of hero images and videos running in six countries, capitalising on Avery Dennison's ties to the World Cup in 2022 and connecting them directly with fans during the tournament.

Total Impressions: 4.7m

CTR: 0.87%



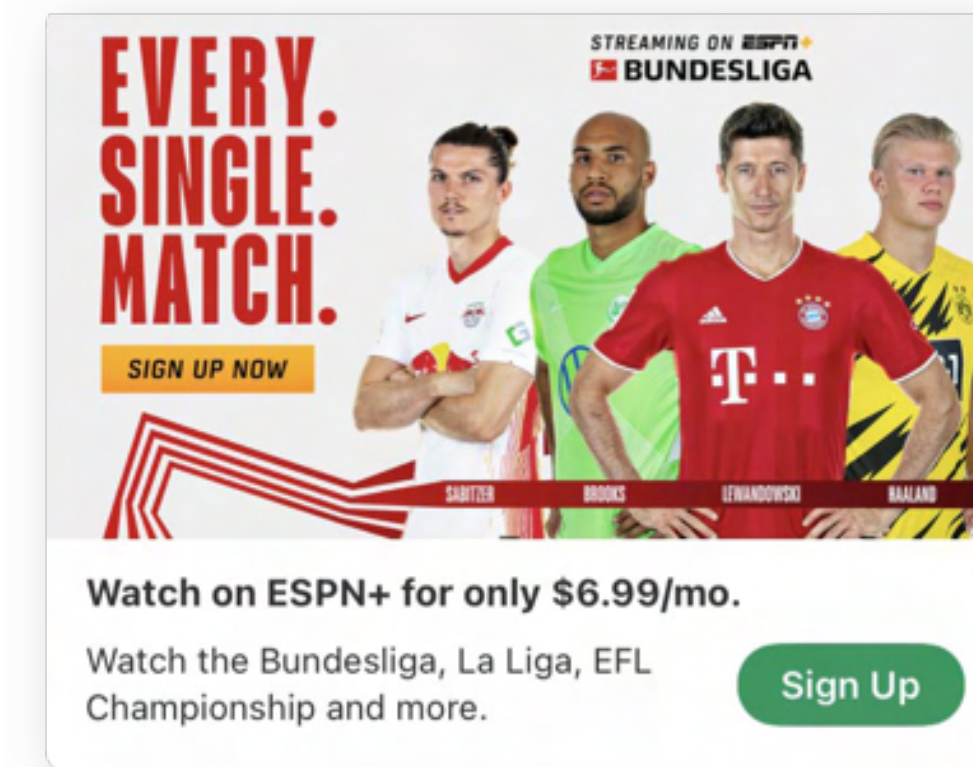
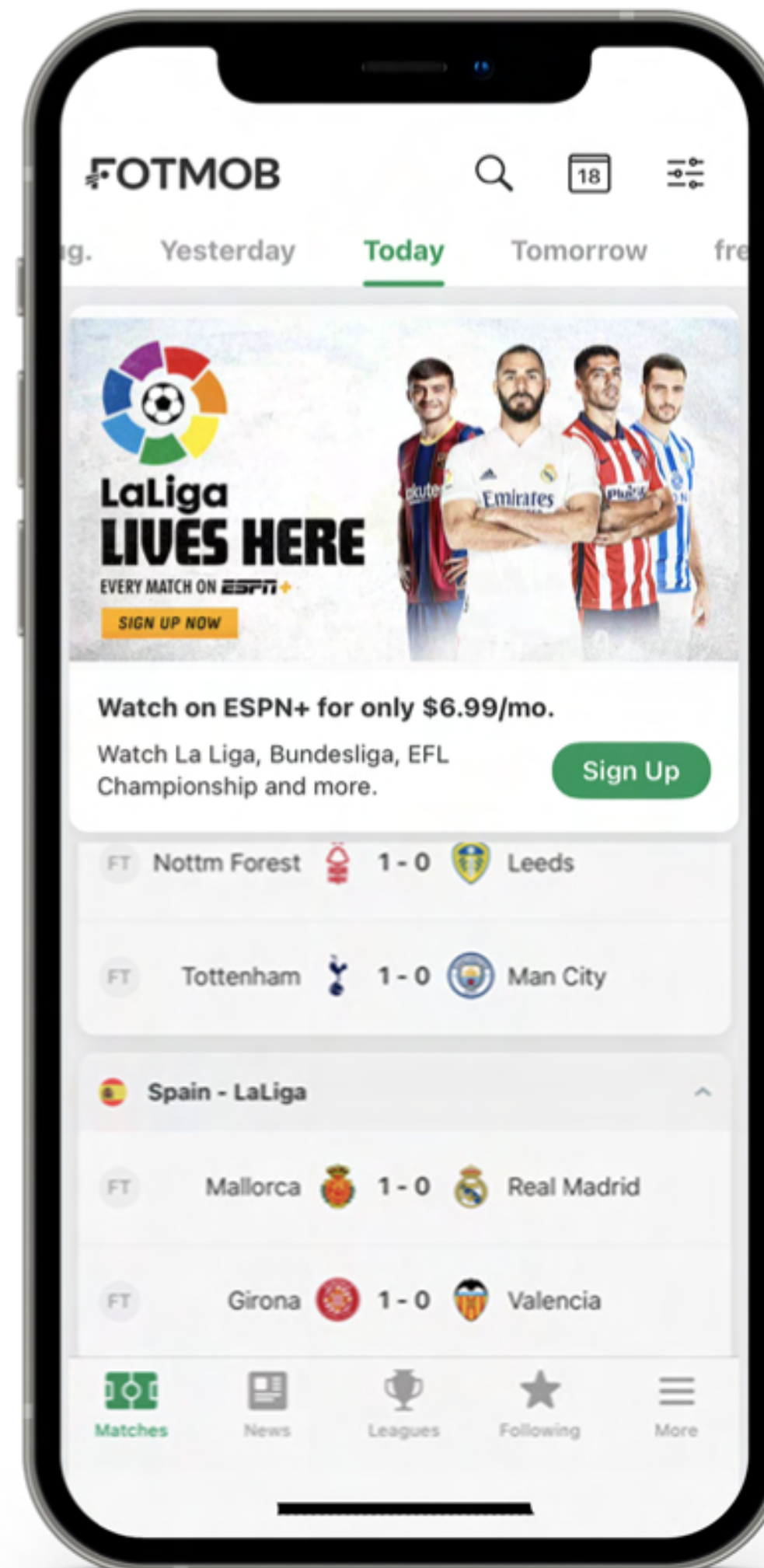
Targeting fandom

ESPN+

Hero image campaign targeting US fans of LaLiga and Bundesliga at key moments in the football calendar. Targeting based on user's favourite clubs & included offers to sign up and watch the match they were currently viewing on FotMob.

Total Impressions: 2.8m

CTR: 1%



ESPN+



Longevity

Mindshare

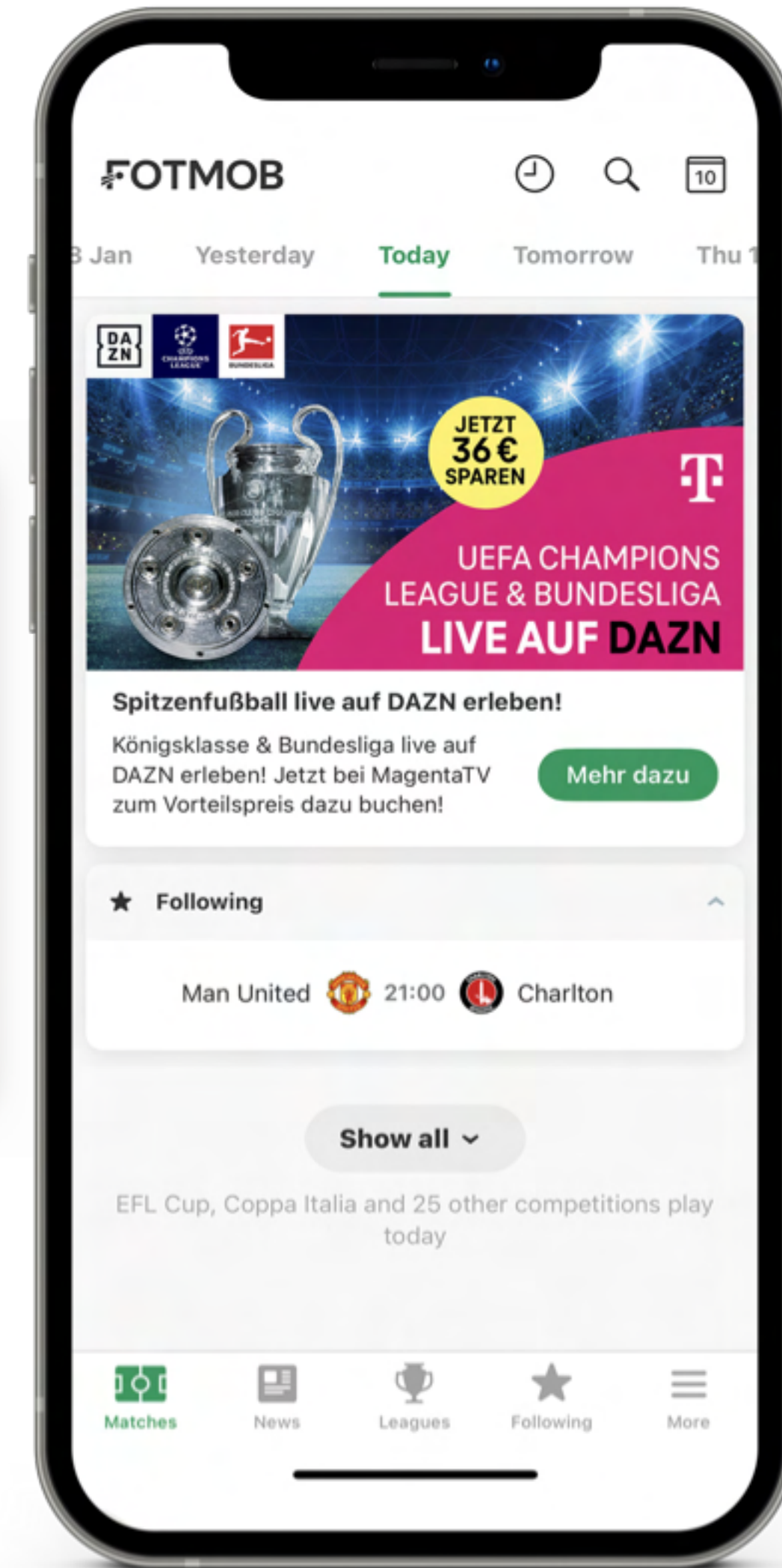
A monthly hero campaign driving subscriptions throughout the football season for Magenta Sport, WOW and DAZN in Germany, from August '22 through June '23.

Monthly impressions: 1.75m

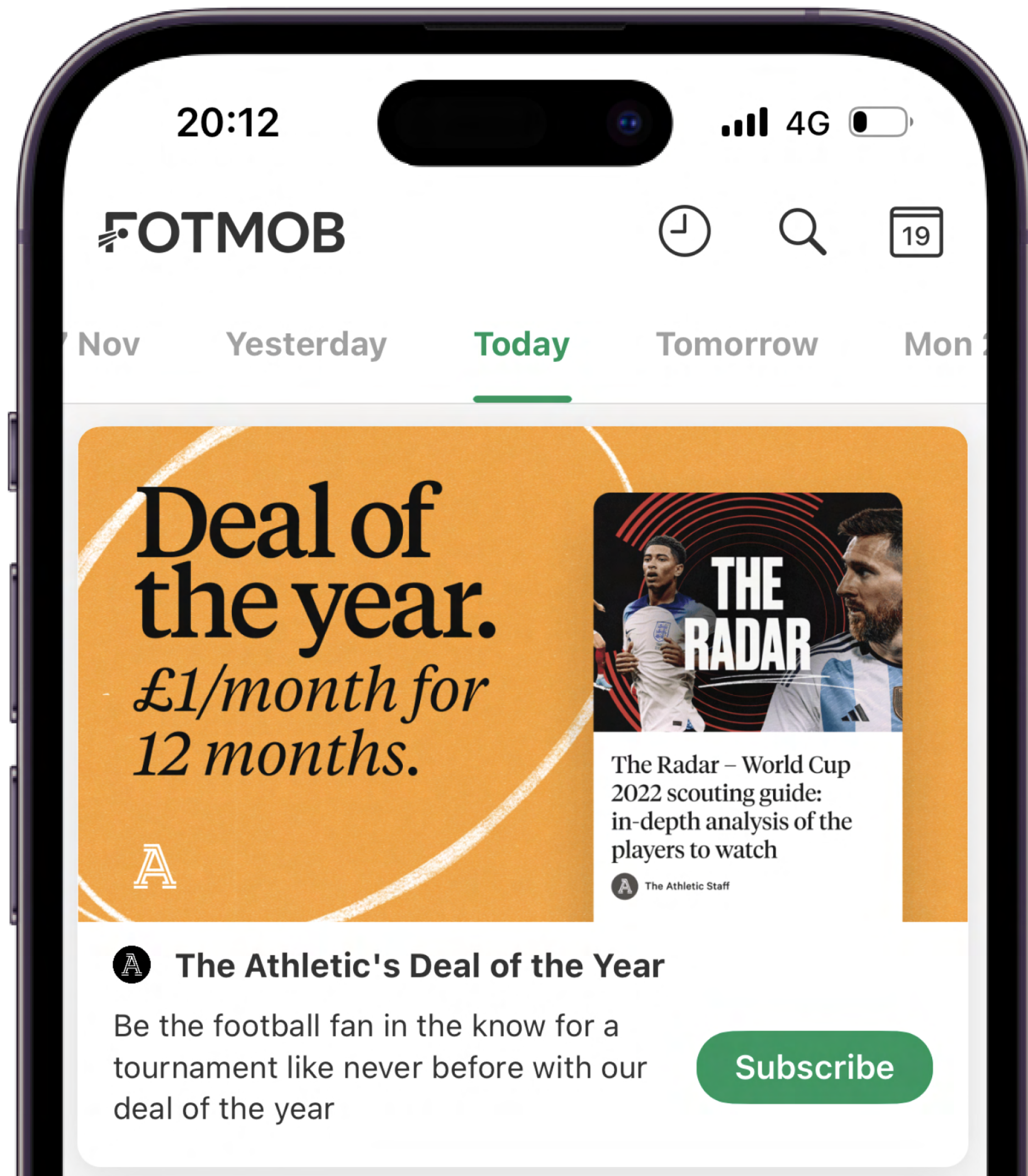
CTR: 0.97%



MINDSHARE



Hero card details



Targeting

- By user's favourite team
- Country
- Optimized creative by audience

Specs

- Image 1280x720 .png or .jpg
- Video 1280x720.mp4
- Headline 35 chars max
- Body Copy 100 chars max
- CTA max 12 chars max



Partners

ESPN+

The Athletic

Continental 

sky sports



NBC Sports



VISA

 **Expedia**



T Mobile



PayPal



FOTMOB

Thank you

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