



FOTMOB

From the fjords of Norway.
To **21 million** global football fans.

We're the world's fastest growing football platform.

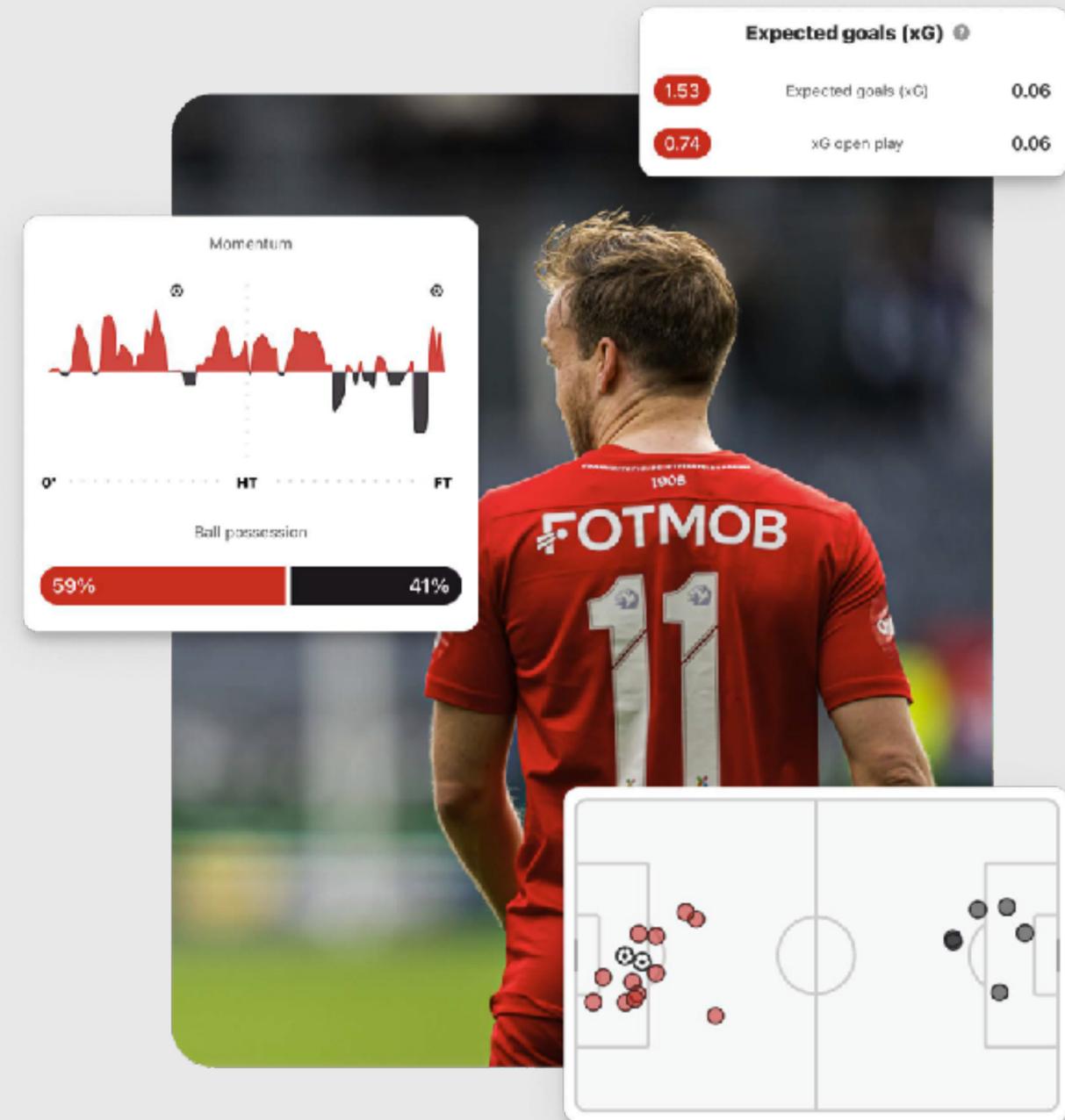
It's a journey that started twenty years ago by our Founders; Christer and Tommy Nordvik.

Born from a love of their hometeam SK Brann and the desire to create a football platform that offered more. To create the ultimate matchday companion.

In recent years, **our growth has been explosive.**

21 million are with us. But it's just the beginning.

We're on a mission to change the way the world follows football. And **it's the perfect time to get on board.**

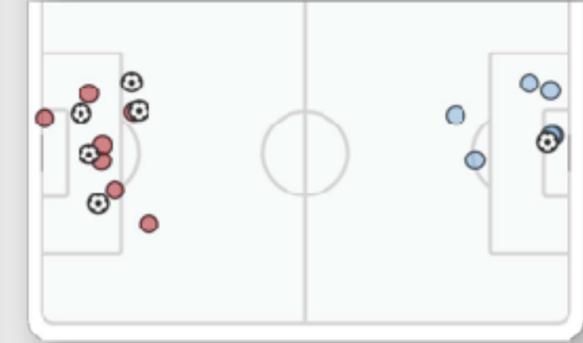
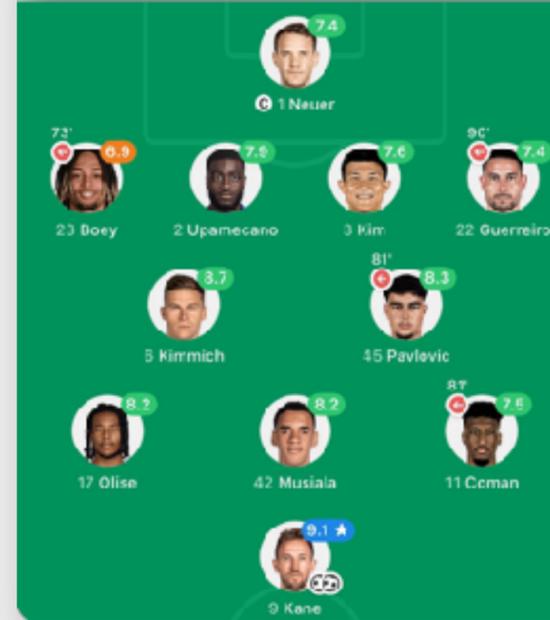


The ultimate matchday companion.

With live match updates, in-depth stats, and personalised news, FotMob gives fans everything they need to follow the global game.

Our unrivalled user experience sets us apart, and we're constantly pushing the boundaries with innovative features.

On any given matchday we deliver over **100 million** push notifications as fans hang onto every moment of the game that moves the world unlike any other.



90+2 Goal!

GOCOOOAAAAAAAAAAAAALLL!!! 3-2 REAL MADRID! Ancelotti's side snatch a late winner out of nowhere! Vinicius races through on goal as he darts in front of Lewis. Ederson rushes out, but Vinicius lifts the ball over him. It's going wide, but Bellingham is there to tap into an empty net! City have fallen apart in the final minutes!

Jude Bellingham

Manchester City 3 - 4 Arsenal

Full time

Fowler 20', 55' (Pen) Miedema 50'

Caldentey 1' Wubben-Moy 8' Mason 57' Blacketerius 78'

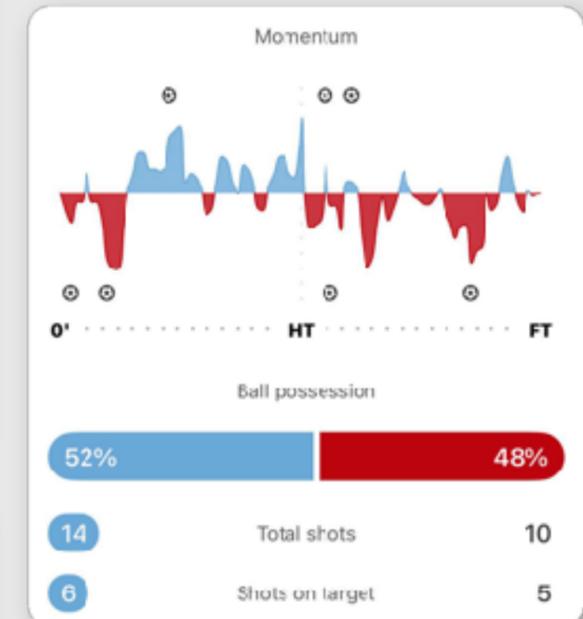
Facts Lineup Table Stats H2H

Official highlights www.youtube.com

HIGHLIGHTS

sky SPORTS FOOTBALL

2:59



England - Premier League

FT	Notm Forest	7 - 0	Brighton
FT	Bournemouth	0 - 2	Liverpool
FT	Everton	4 - 0	Leicester
FT	Ipswich	1 - 2	Southampton

Top scorer

Khadija Shaw	9
Alessia Russo	7
Bethary England	7

Explosive growth, global reach.

21 million users

Globally on a monthly basis

3x growth

In the last 4 years

13 million new users

Since 2022

#1 sports app on iOS

In the US, UK and Germany during
the 2022 World Cup

Users in select markets.



3 million

82% male

75% 18-34



2.3 million

90% male

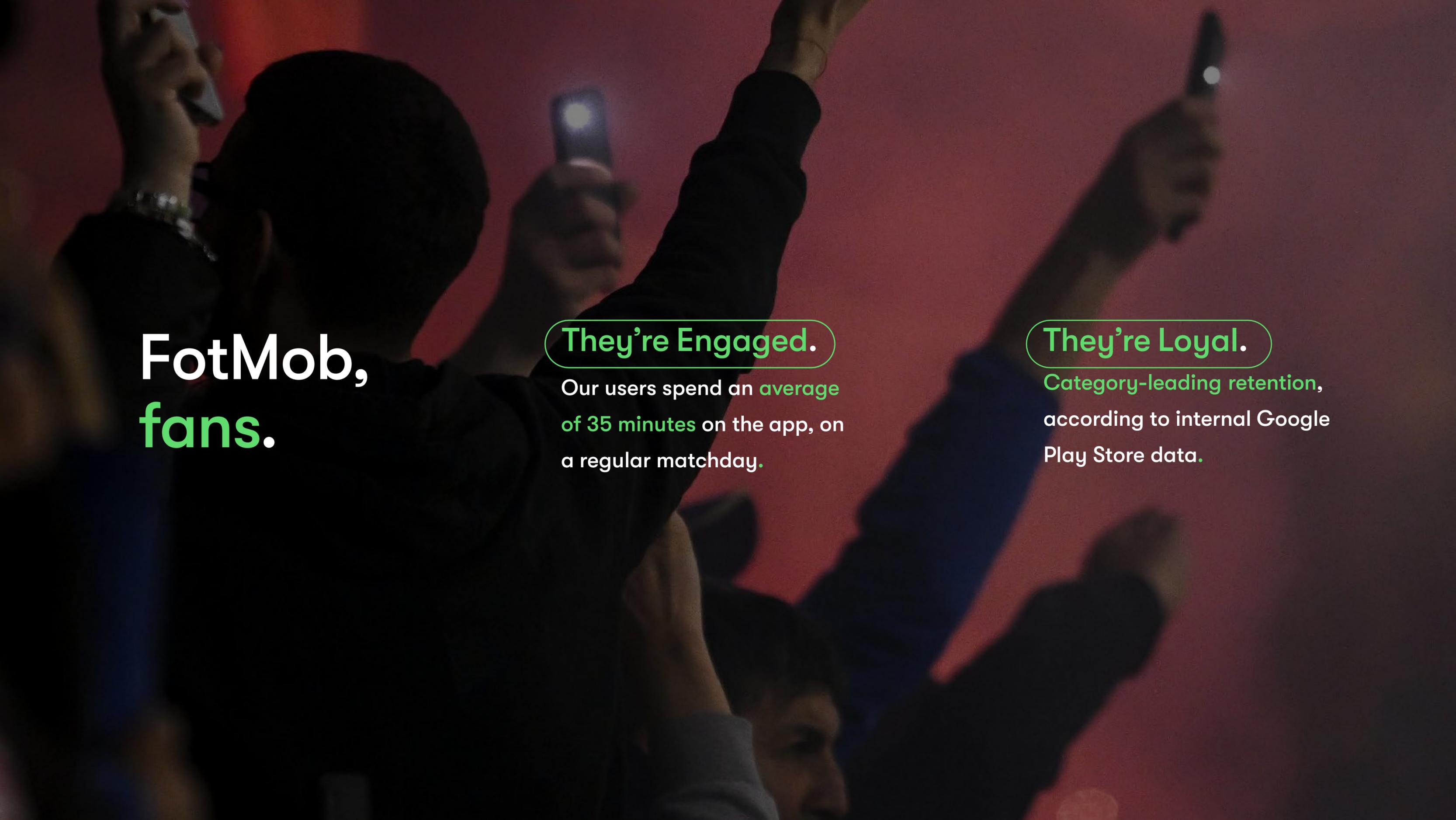
62% 18-34



1.3 million

93% male

62% 18-34



FotMob, fans.

They're Engaged.

Our users spend an **average of 35 minutes** on the app, on a regular matchday.

They're Loyal.

Category-leading retention, according to internal Google Play Store data.

FOTMOB

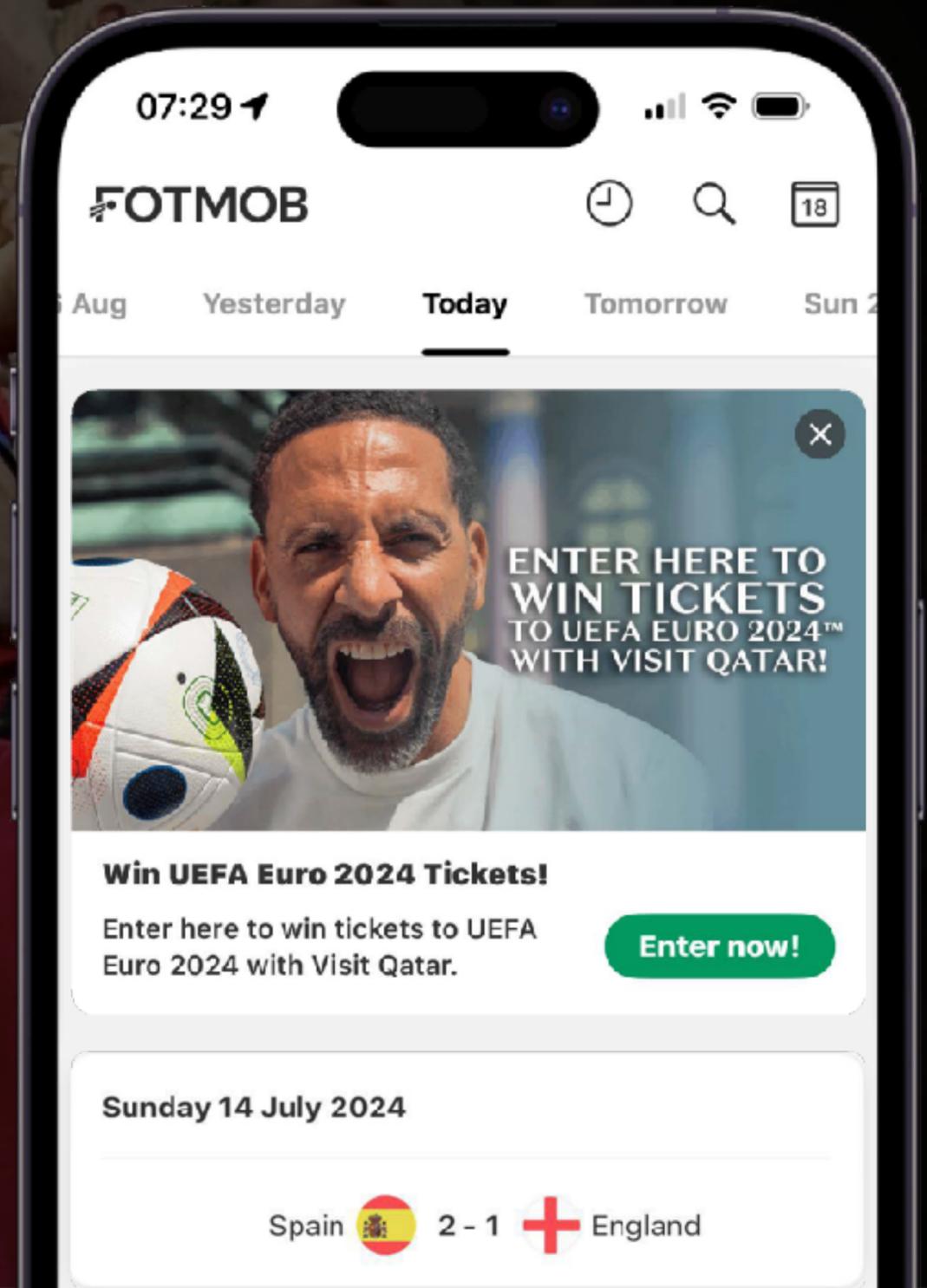
Advertising opportunities.

We're user-first, always.

And that means no sticky or intrusive ads.

Just an expertly-designed, uncluttered, brand-safe environment.

Our hero campaigns put our partners front and centre on the app. In a placement not usually in play. So when we do run campaigns in highly impactful placements, they're exactly that.



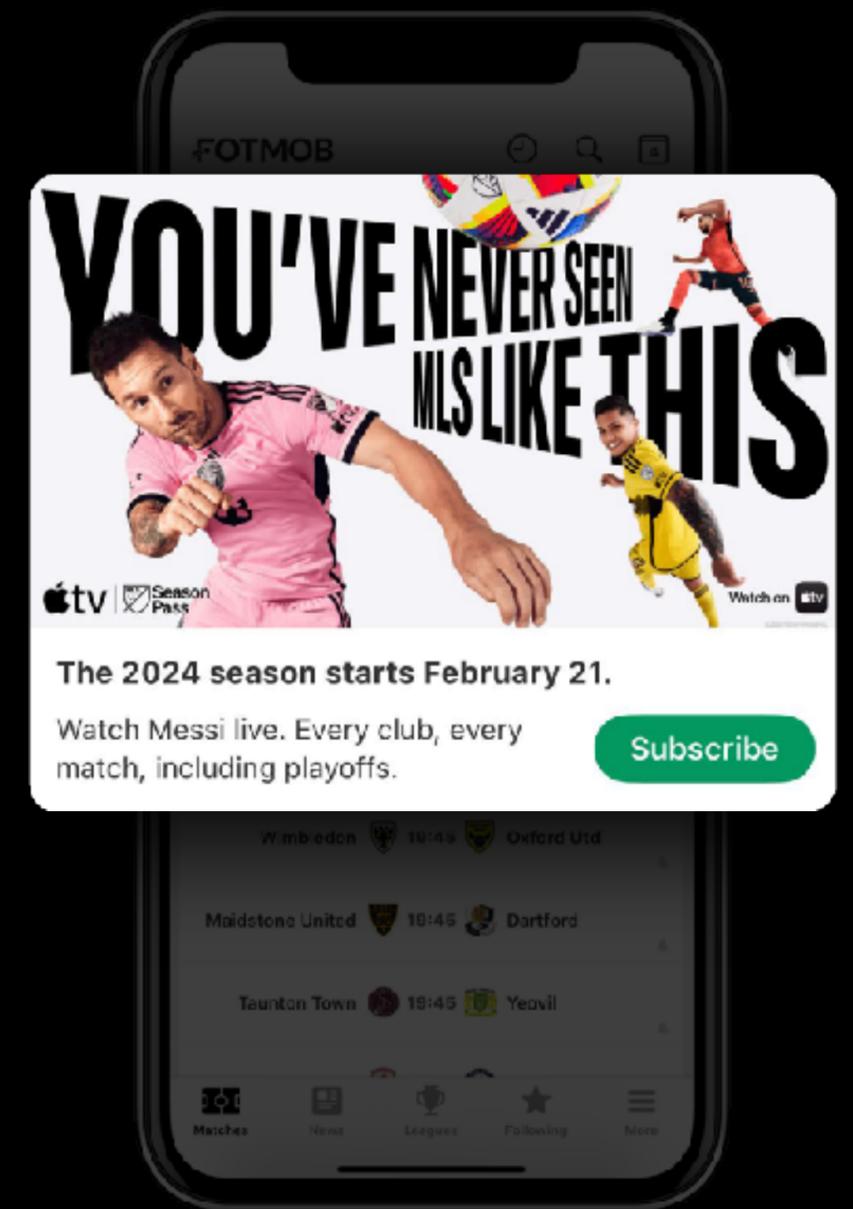
Be the center of attention with our hero placement.

Our hero placement is our flagship advertising opportunity.

It puts brand campaigns front and centre on our homepage on matchday as millions turn to FotMob to follow the world of football.

Complete with title, bio and CTA it appears as content in a placement not available or visible without a campaign in play. **Conquering ad-blindness and increasing engagement.** It's premium and it's native and it's hugely effective in driving conversions or brand awareness.

Hero campaigns can target by country or user preferences such as competition, team or player ensuring we reach the right eyeballs at the right moment.



It's premium
and it works.



To drive new subscriptions for rightsholders.

Paramount+ have dominated our UEFA Champions League traffic across the 24/25 season by running homepage takeovers across all major gameweeks. Interest in the new UCL format coupled with significant growth in the US has seen a huge spike in traffic on UEFA gamedays.

5-6m

US sessions on a UCL gameweek (Mon-Weds).

2.6m

US monthly active users.

97%

of our users follow UCL on FotMob.

5m

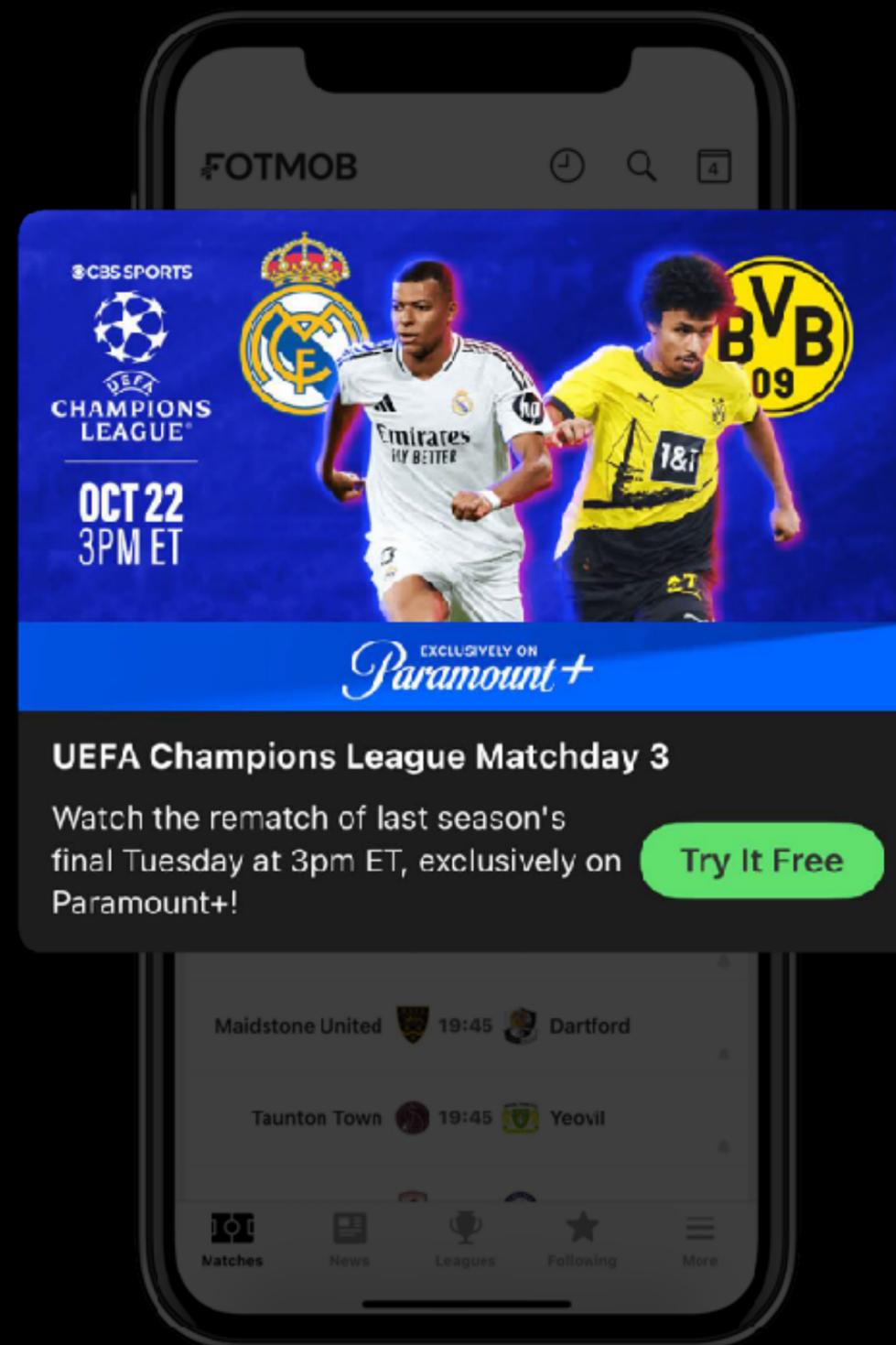
follows of UCL clubs.

77%

pay for a TV / sports streaming subscription.

115m

campaign impressions in League stage.





To deliver content to the right fans on matchday.

Google Pixel have capitalised on our huge Arsenal and Liverpool following, to drive fans to their TikTik content on matchday. Our team targeted campaigns ensure campaigns reach only pre-established fans of the world's biggest clubs.

3.5m

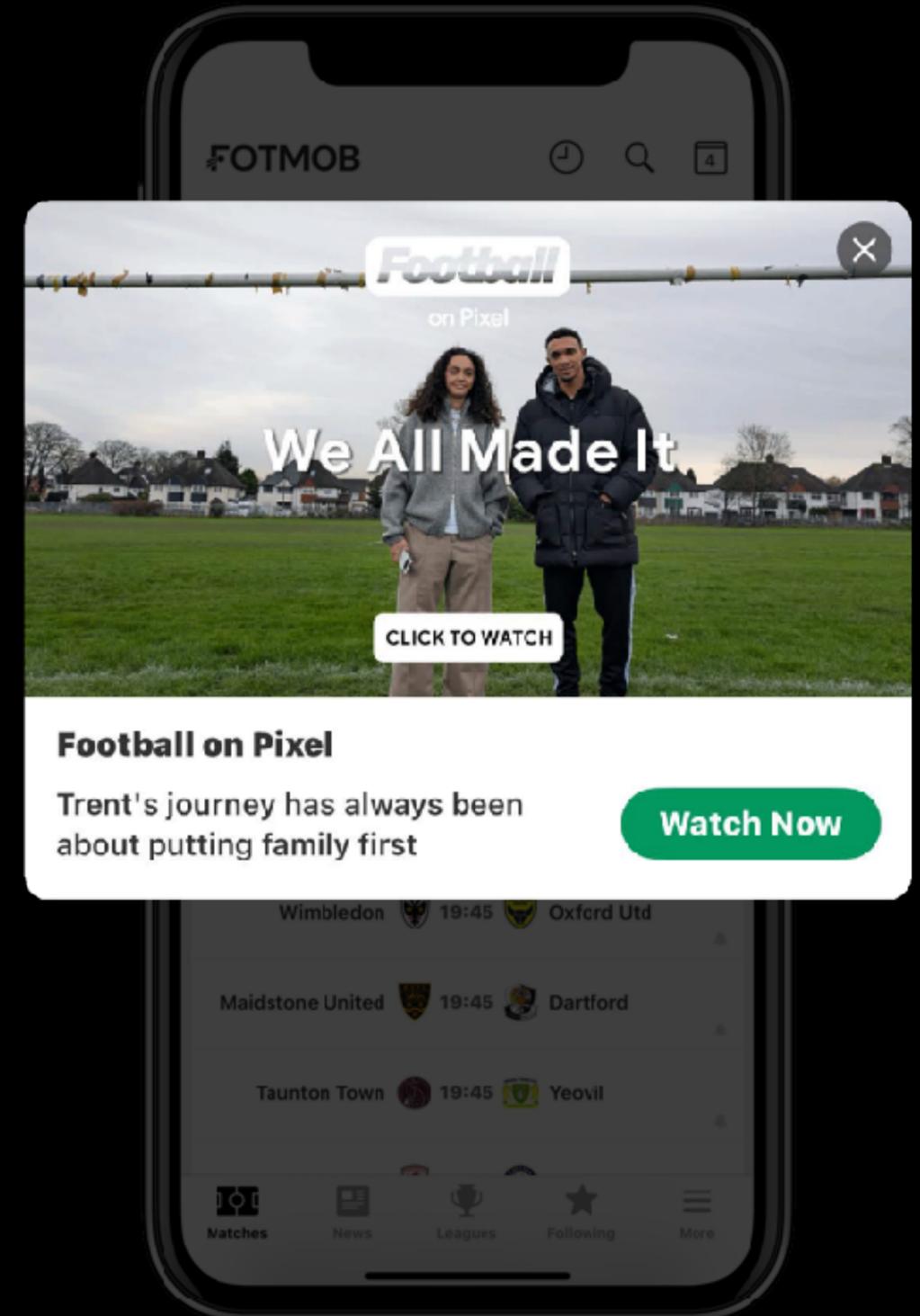
Liverpool fans globally
(300k in US, 250k in UK).

2.75m

Arsenal fans globally
(250k in US, 200K in UK).

8m+

UK impressions
so far...





To reach and influence Women's Football fans.

Amazon marked their groundbreaking sponsorship of UEFA Women's Football by showcasing their brilliant launch film on our hero placement. The campaign solely targeted FotMob users who follow women's club and international teams.

30+

Coverage of 30+ Women's competitions.

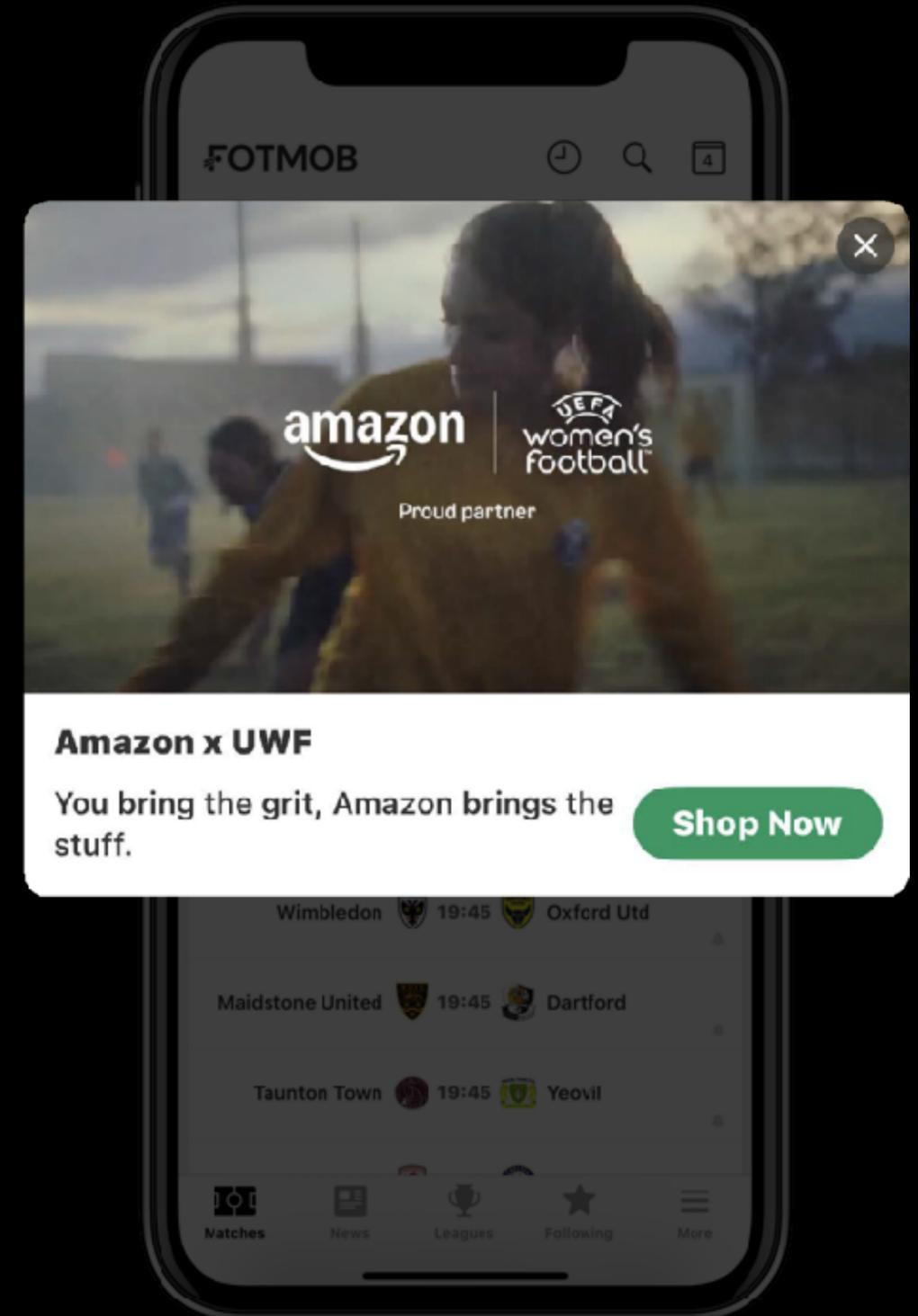
12m

matchday impressions from Women's Football fans.

500k

Followers of Lionesses.

Proud sponsors of SK Brann.





For new product launches.

Stanley signed the GOAT this summer and took advantage of our substantial matchday traffic to dominate a Champions League Week in four key European markets - UK, France, Germany and Spain.

4.5m

monthly active users across UK, France, Germany and Spain.

97k

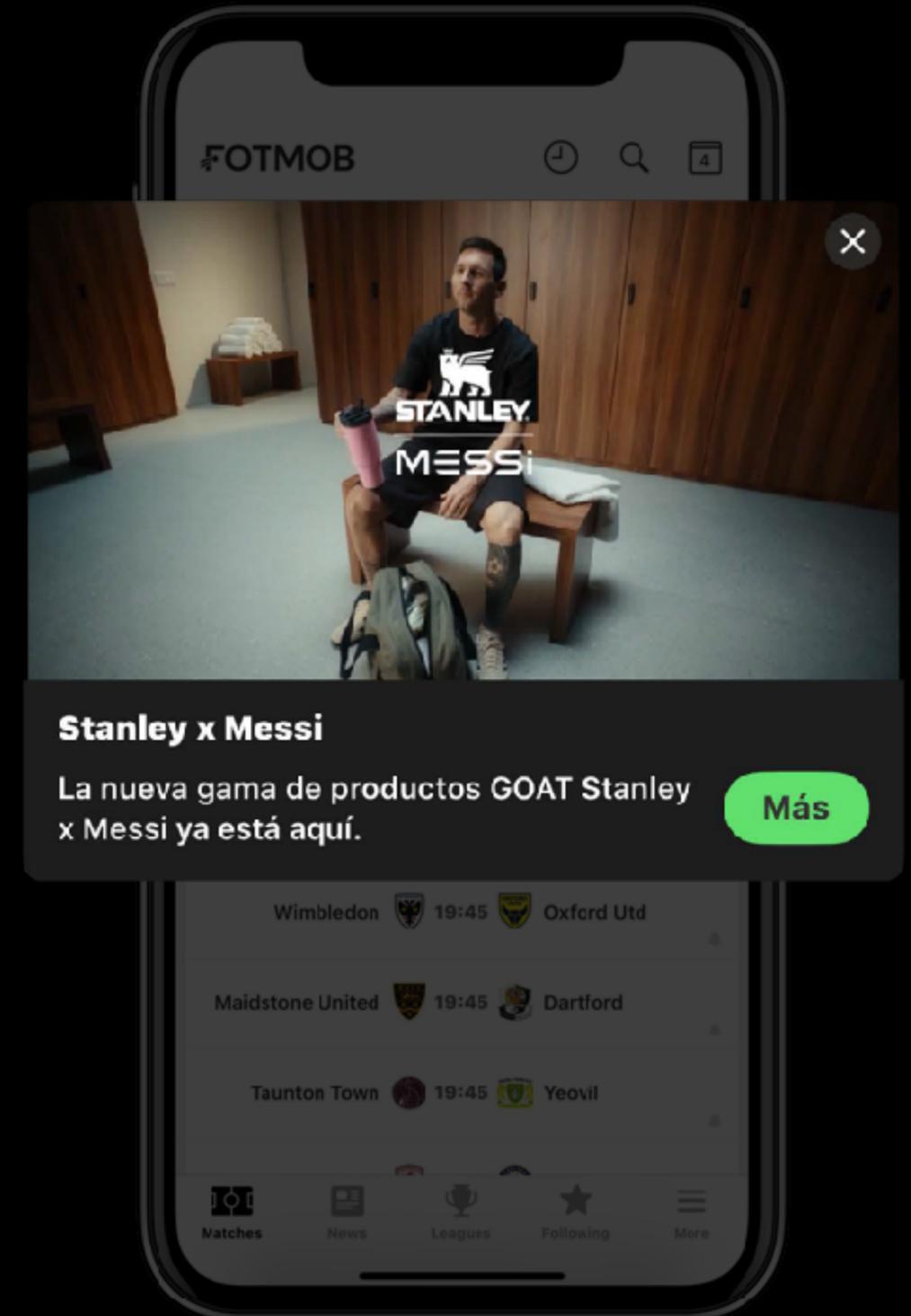
users clicked through to the product page.

10m

sessions across a UCL gameweek.

28m

matchday impressions.



FM26

Owning the Launch moment.

Football Manager 26 owned the launch moment on FotMob, using 100% share of voice Homepage Hero placements to convert peak matchday attention into record-breaking launch day performance in the US.

28m

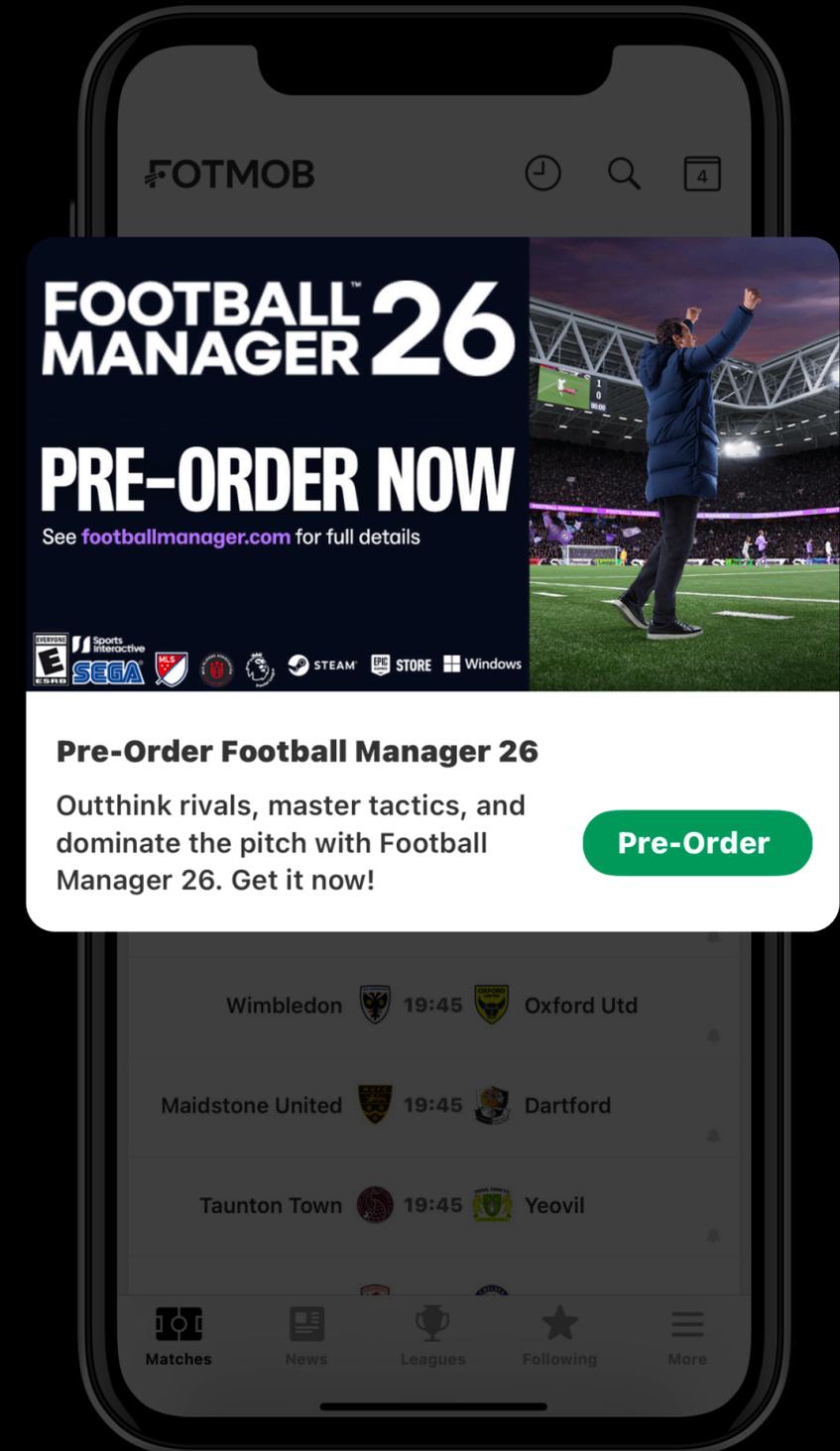
Impressions.

3m

Monthly active users in the USA.

8.5k

Conversions.





And for clubs and retail partners.

LFC targeted pre-established Reds fans in The UK & US with their Black Friday promotion. Timing couldn't have been more perfect as the campaign ran alongside victories over Real Madrid and Man City.

300k

Liverpool fans in US.

250k

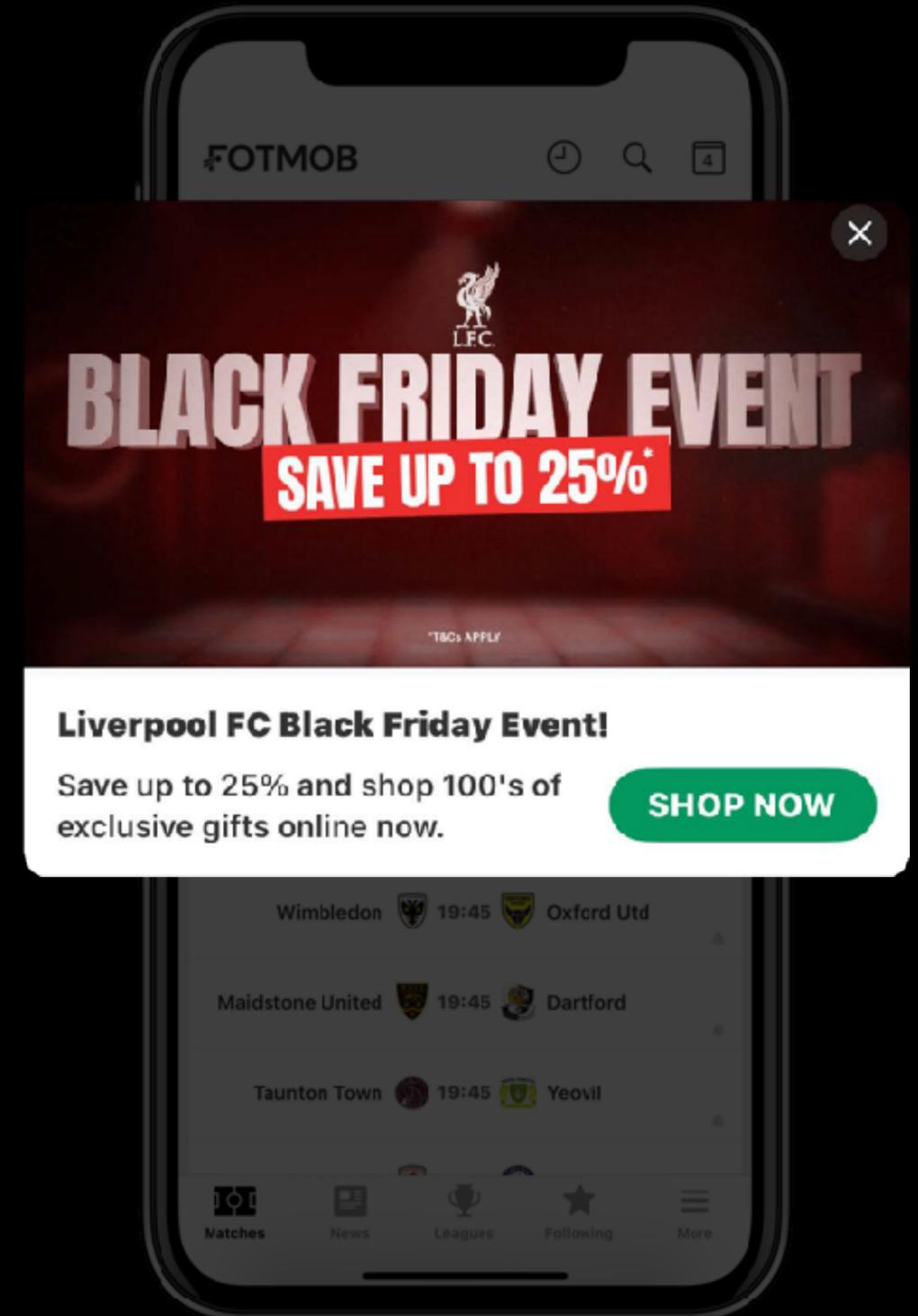
Liverpool fans in UK.

4m

matchday impressions from
Liverpool fans.

810%

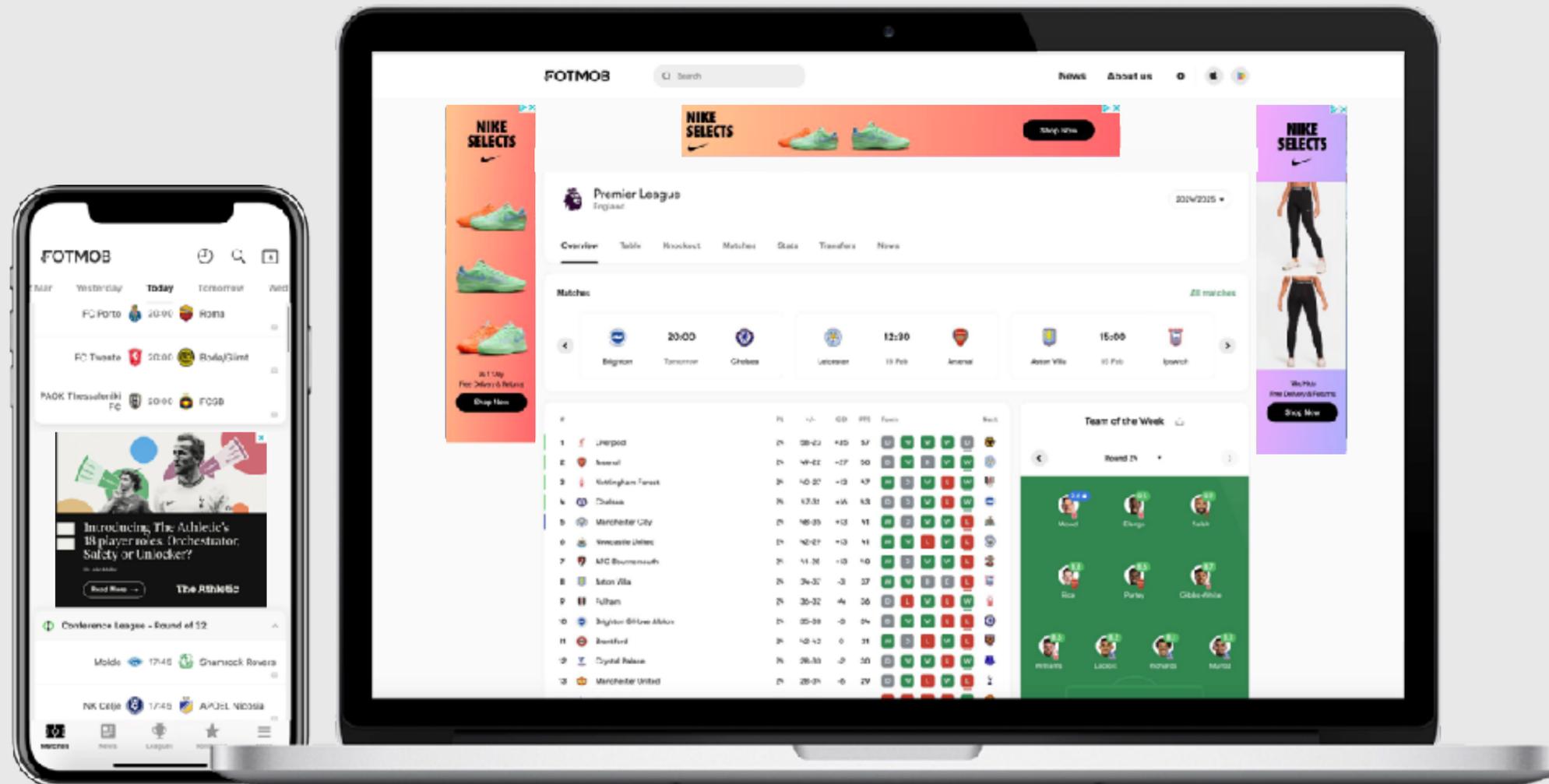
ROI.



Go deeper with display ads.

Drive awareness with IAB-recommended ad units targeted by geo, or user preferences such as favorite competitions and teams.

Get in front of the right consumers, at the right time, in the right context.



Programmatic.

21 million monthly active users.

Android **11m**

iOS **8m**

Web **2m**

Top geos.



Audience.

78% under 35
50% GenZ

Ad server.

Google Ad Manager
Google AdMob

Ad formats.

Display
Video

Supply path.

Amazon TAM
Open bidding
Nimbus

Platform.

Android/iOS app
Mobile web
Desktop web

Ad sizes.

Medium Rectangle
Mobile Banner
Desktop Leaderboard-Skyscraper
640x480 Video

The fastest growing football app on the planet.

100% owned and operated inventory

Trusted by.



FOTMOB

Ad specs.

Hero card.

Specs

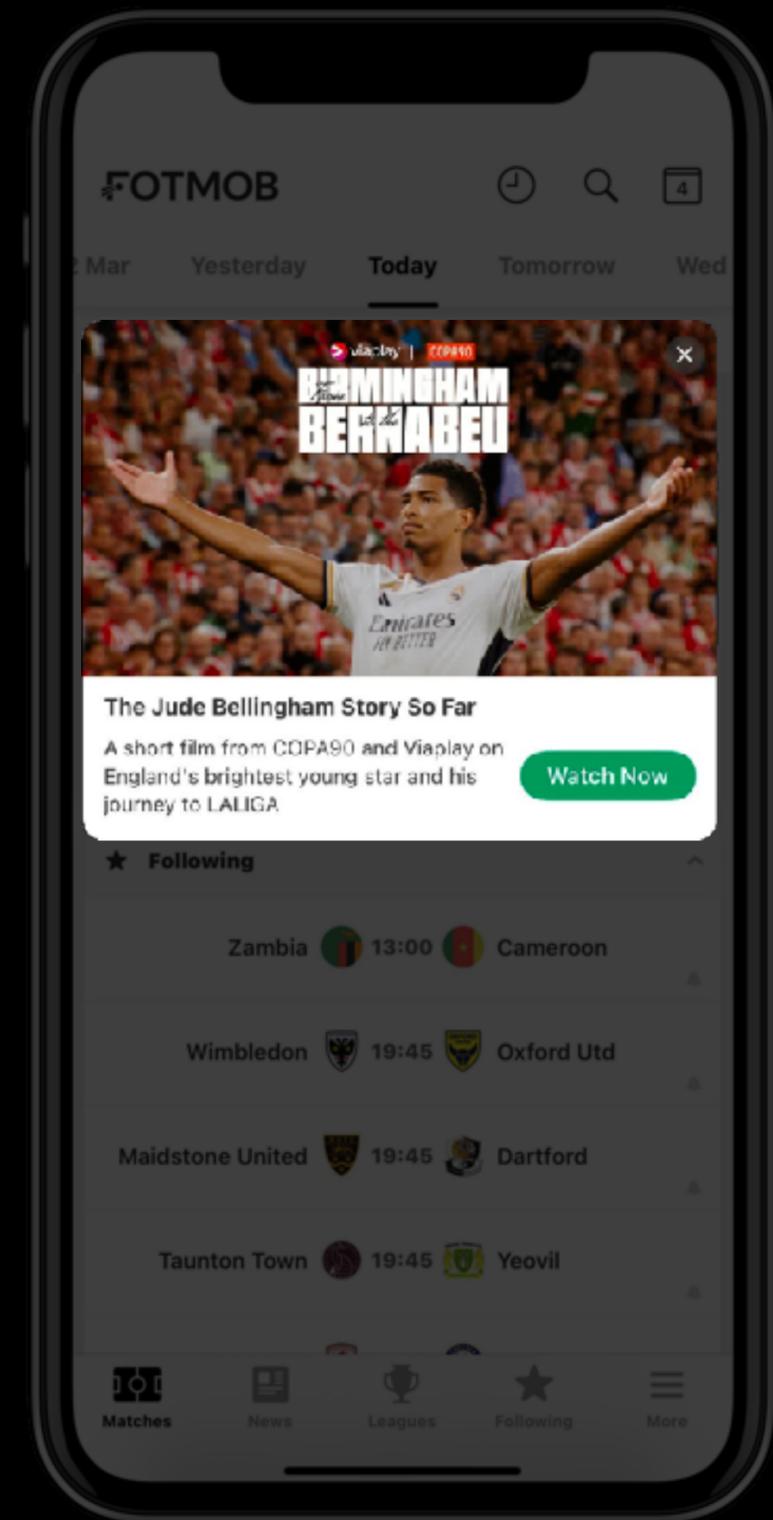
Dimensions	1280x720px
Video format	.mp4 or .mov
Image format	.png or .jpg
Headline	Up to 35 characters
Text	Up to 100 characters
CTA	Up to 12 characters

Placements

- Matches tab (homescreen)
- Pre-match on match pages

Targeting

- Favourite team, league, or player
- Country
- Matchday/non-matchday



Medium rectangle.

Specs

Dimensions 300x250px

Image format .png or .jpg

Placements

Matches tab (homescreen)

Match pages

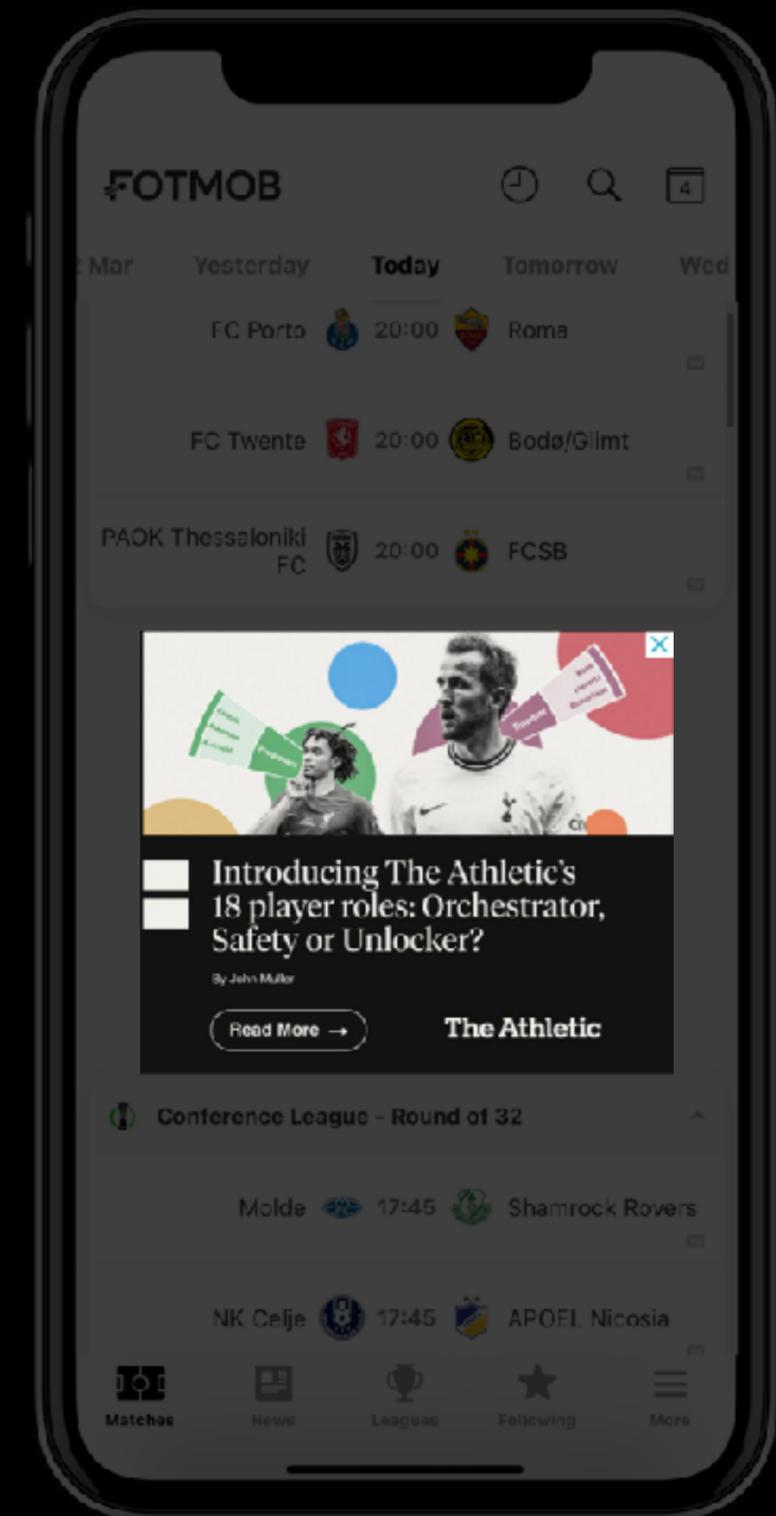
News feed

News articles

Targeting

Favourite team, league, or player

Country, region, city



Mobile leaderboard.

Specs

Dimensions 320x50px

Image format .png or .jpg

Placements

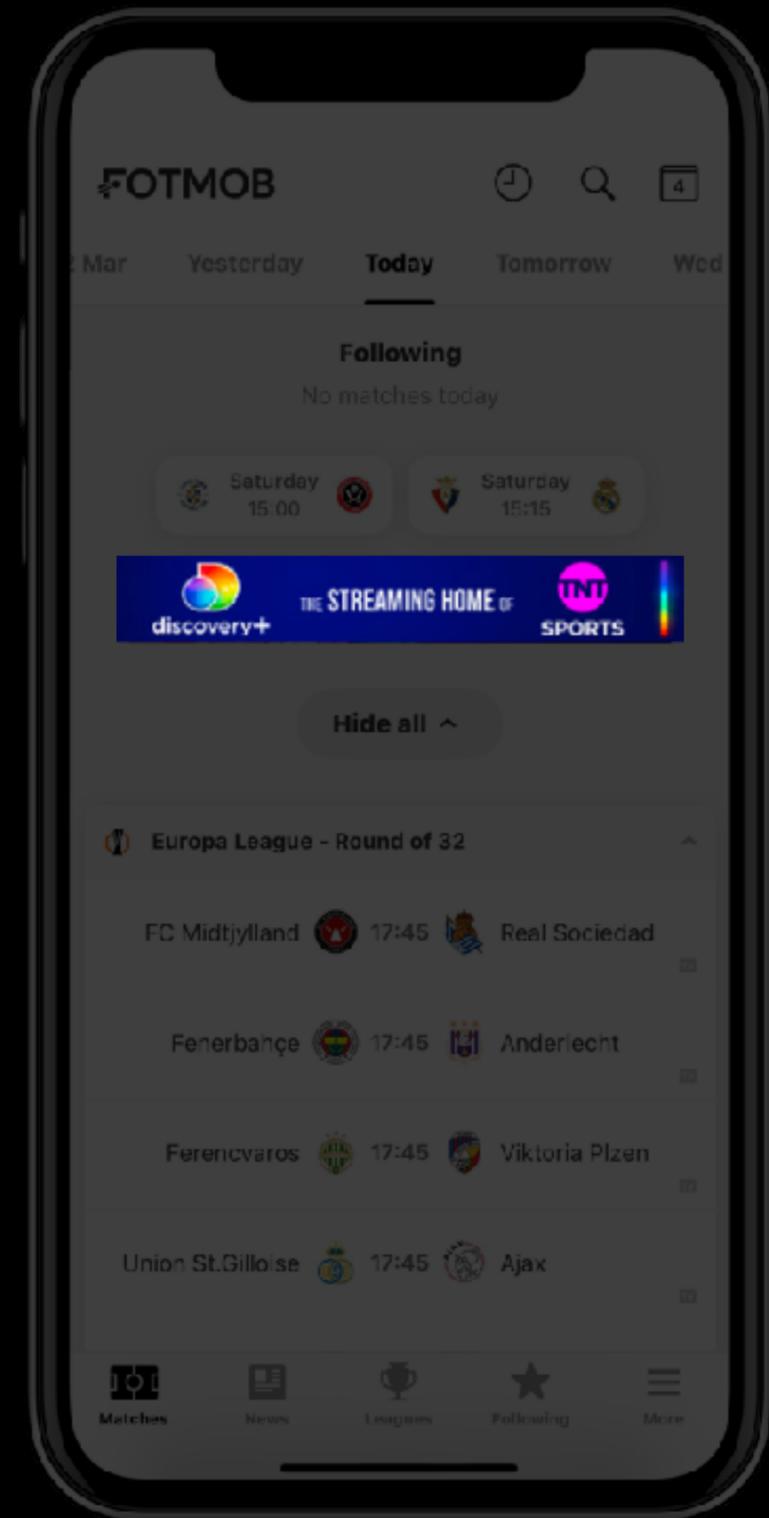
Matches tab (homescreen)

Match pages

Targeting

Favourite team, league, or player

Country, region, city



Desktop Leaderboard.

Specs

Dimensions 728x90px

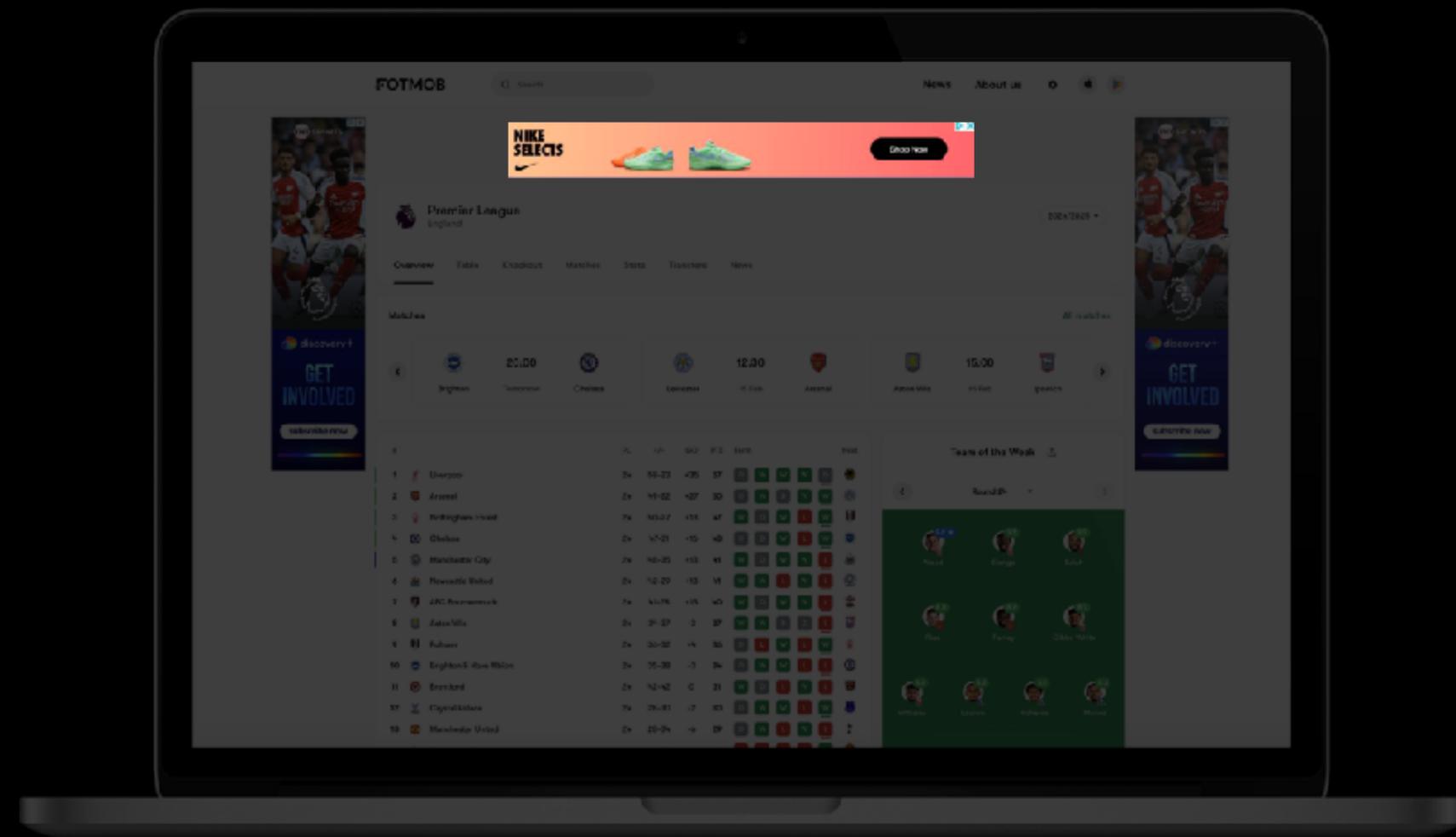
Image format .png or .jpg

Placements

Sitewide

Targeting

Country, region, city



Desktop Skyscraper.

Specs

Dimensions 160x600px

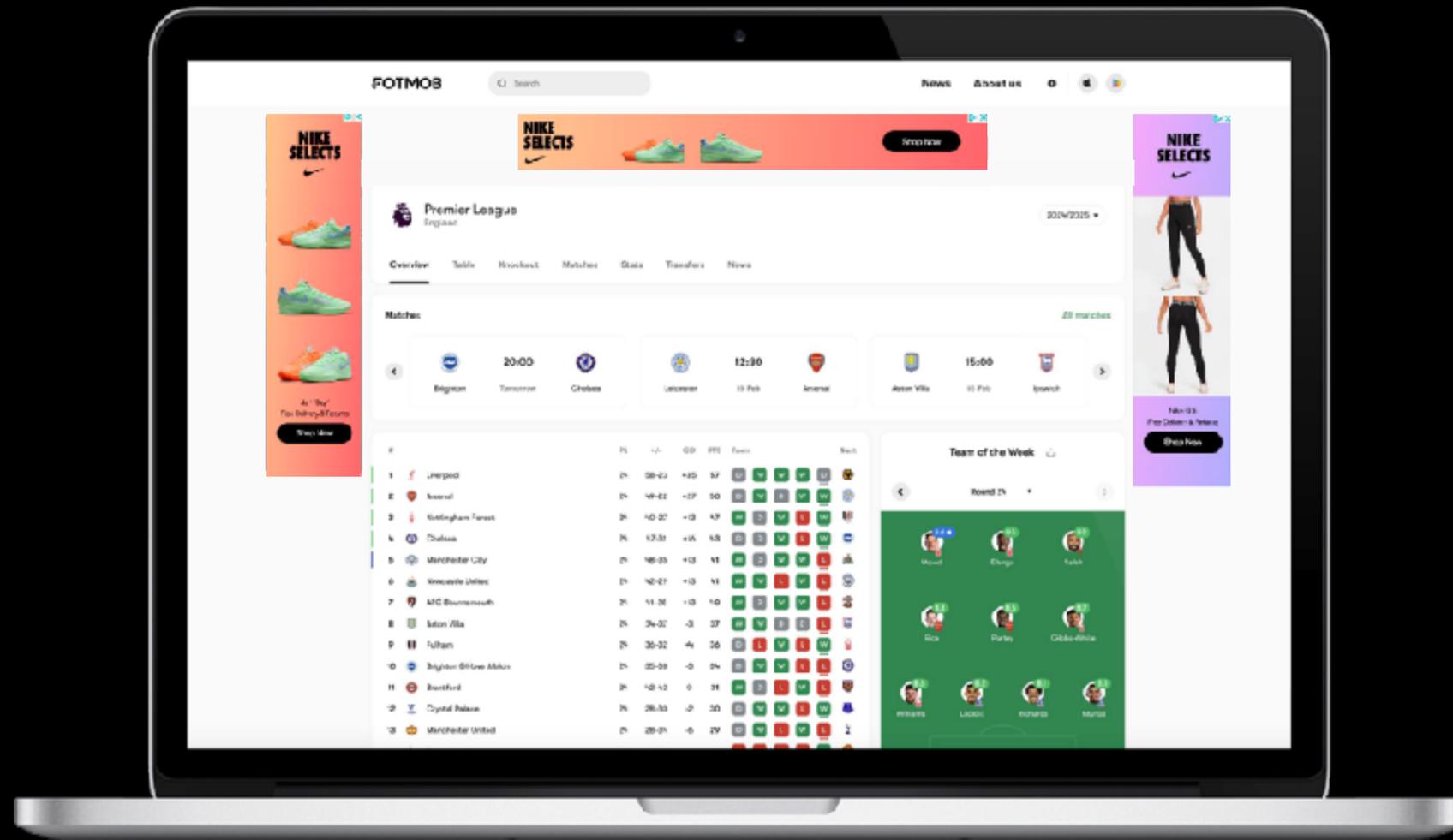
Image format .png or .jpg

Placements

Sitewide

Targeting

Country, region, city



FOTMOB

Branded Social Content.
Editorial opportunities.

Branded Social & Matchday Storytelling.

Football-first social content built for matchday conversation, debate and shareability across FotMob's owned social channels.



816k followers.



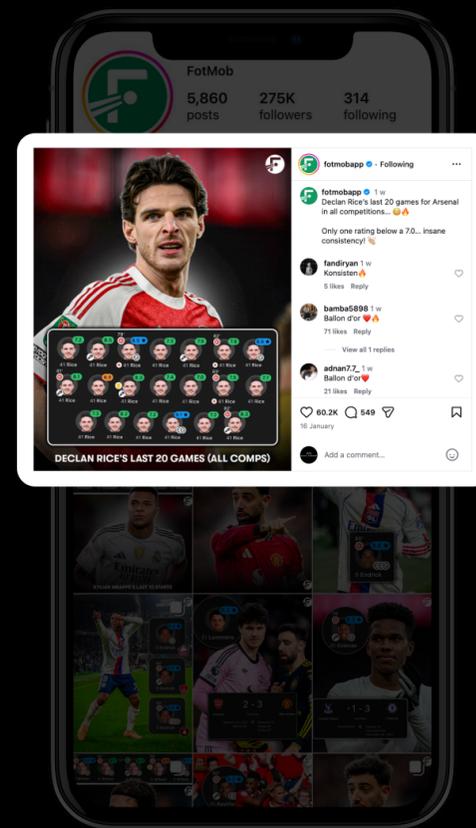
275k followers.



458k followers.

Highlight your brand:

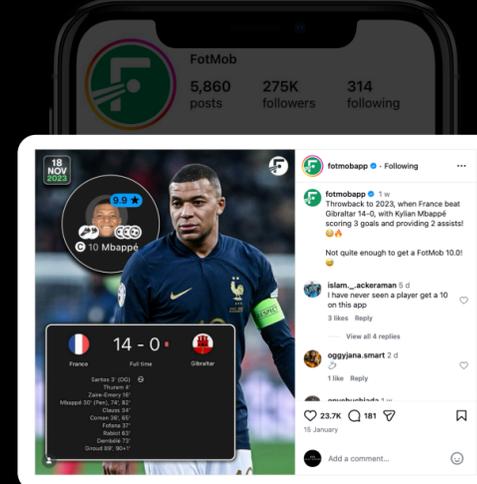
Player Form.



Highlighting individual players, form trends or star performances.

Player of the match, presented by...

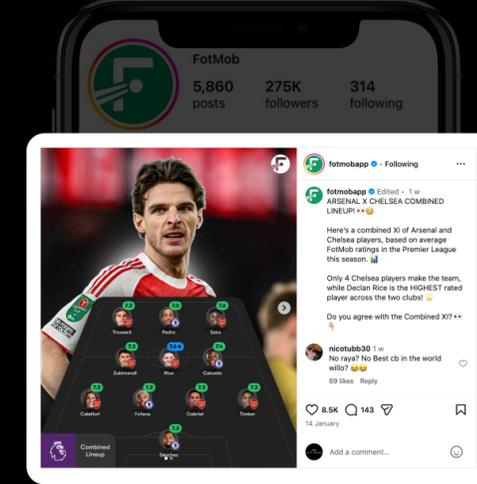
Match Update + Key Player.



Matchday activations tied to specific fixtures or tournaments. Suggested sponsorship.

Own England's group games.

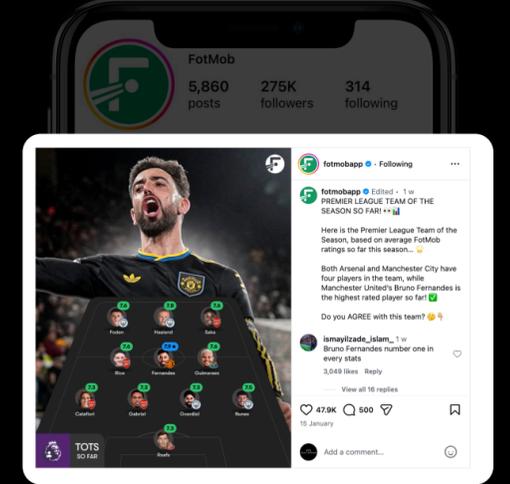
Combined Lineups.



Driving conversation and comments through comparison and debate.

Combined lineup, presented by...

Team of the week/month/tournament.



Always-on or seasonal sponsorships..

Team of the Week, presented by...



IRL / creator-style video.

Video, IRL & Sponsored Formats.

From studio-style edits to IRL and creator-led video, FotMob social formats allow brands to integrate naturally into football storytelling.



(Last 6 months)

450m
Views.



(Last 12 months)

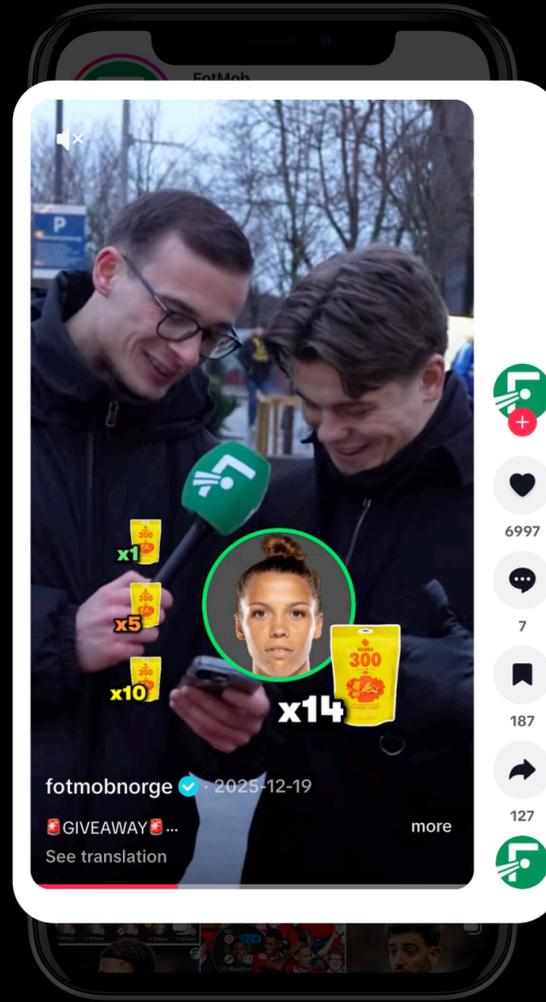
479m
Views.



(Last 90 days)

150m
Views.

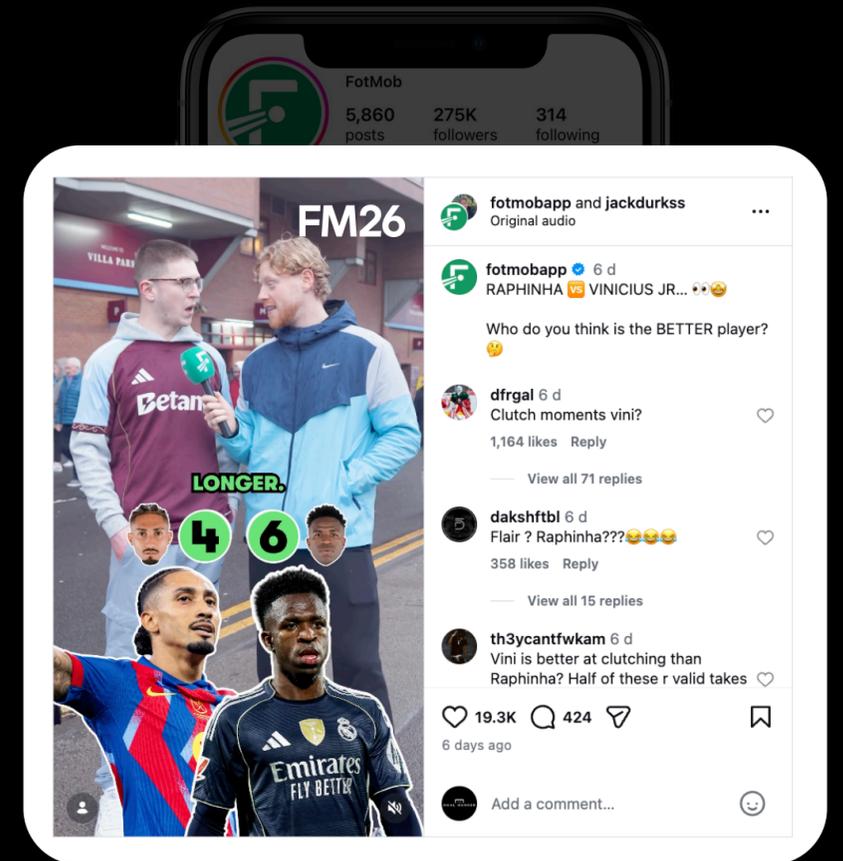
Highlight your brand:



Culture-led storytelling, personality-driven content, or brand association with football life beyond the pitch.

Brand integration within the narrative

Sponsored social video posts with logo integration.



Light-touch branding on high-performing reels and videos.

Logo presence without disrupting the content

Editorial.

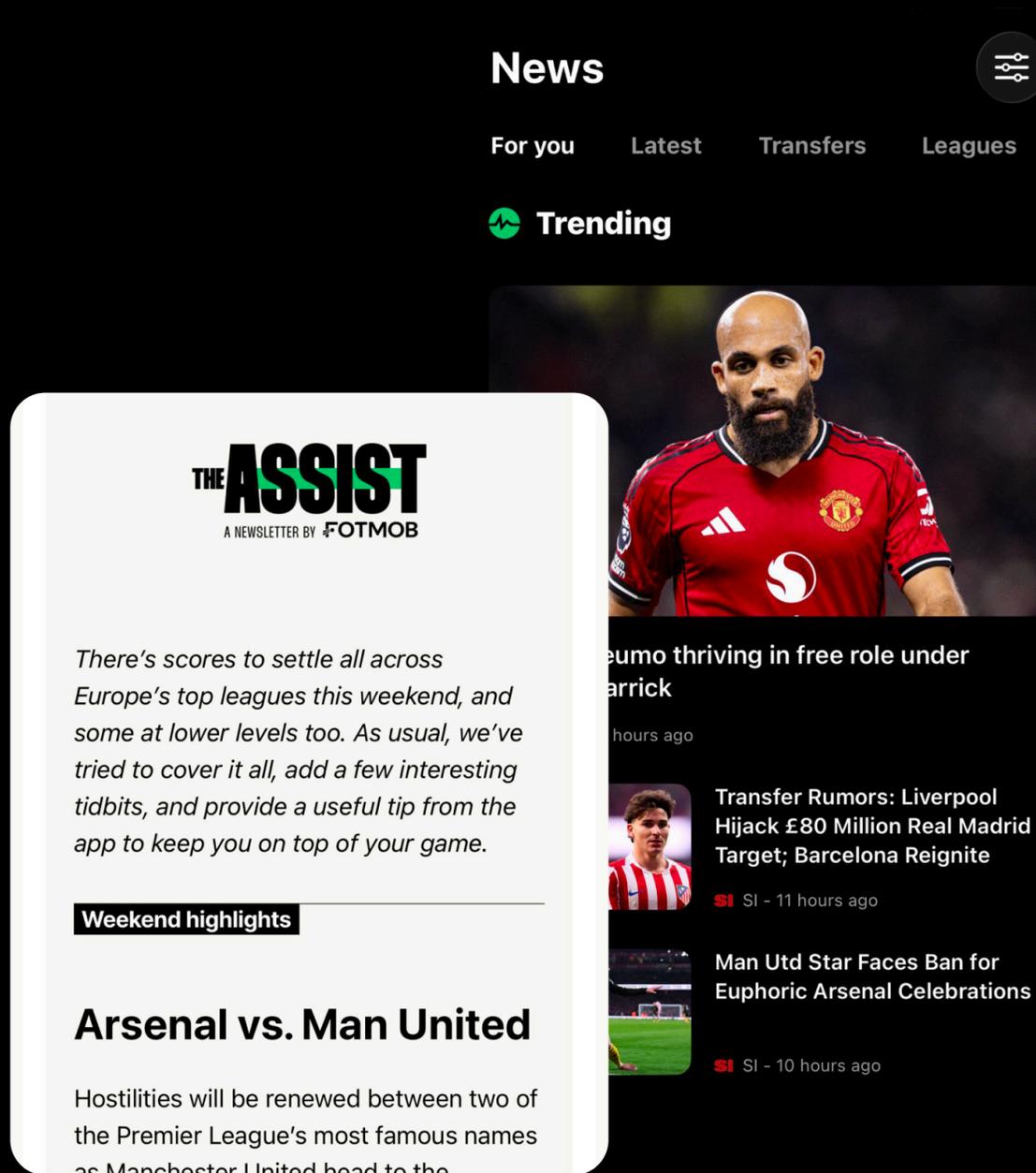
Premium editorial placement inside FotMob's News and Trending environments, built around the biggest football stories.

14.5m

Monthly news reads.

3.6m

Reads on a single top article.



Top story placement in Trending

Push notifications to relevant followers

Auto-translation into key languages

Newsletter inclusion

Brand takeovers or collab newsletter series

Tournament-specific news feed takeovers

Your own content placed in to targeted news feeds

 **FOTMOB**

Next steps:

sales@fotmob.com