

## **SPORT1 launches racing game community Auto Club Revolution**

**Berlin, 11th April 2013.** Berlin-based Stryking Entertainment gains the Munich media channel, SPORT1 as a partner for its first co-publishing venture *Auto Club Revolution (ACR)*. Users of the online portal [SPORT1.de](http://SPORT1.de) and SPORT1 TV now have a specifically branded version of the online racing game from the leading British independent racing game developers, Eutechnyx which will be promoted in Germany by the Berlin monetisation specialist. This is where fans, stars and brands can unite around the theme of motorsport.

[SPORT1.de](http://SPORT1.de) is taking advantage of the rapidly growing *ACR* community and the integrated links between the real and virtual world where companies and brands are incorporated into the game mode. SPORT1 will be including *ACR* in the relevant channels on [SPORT1.de](http://SPORT1.de), the online gaming portal [SPORT1GAMES.de](http://SPORT1GAMES.de) and on TV in the form of joint activities and editorial features in the related motor formats. SPORT1 advertisers will also benefit from the joint venture, as they can expand their advertising and sponsorship campaigns in *ACR* and also reach the relevant community.

“Free-to-play games have evolved into a digital mass media and represent a still largely untapped new marketing channel for companies and brands. With *ACR* not only does SPORT1 increase the range of its offer in the sports games genre, but also raises its profile within the motorsport fan community, which is turning increasingly to online games”, says CEO Dirk Weyel, and adds “The careful selection of partners and additional relevant content will allow us to achieve a high level of identification and close association with the brands.”

“This collaboration opens up new opportunities for us to communicate with our clients, in terms of both targeted product integration and pure promotional branding for our clients in other sectors”, says Thomas Deissenberger, Chairman of the Executive Board of Constantin Sport Marketing GmbH, the parent company of SPORT1, who signed the contract with publishers Eutechnyx. Robin Seckler, Digital Director of SPORT1 GmbH adds “The image of this game online and on TV is another important step for SPORT1 as a multimedia brand to establish ourselves as a leading provider in the sports games sector in Germany.”

### **About Stryking Entertainment: play with brands!**

Stryking produces and markets interactive digital entertainment worlds based on free-to-play online and mobile games. Stryking combines real and virtual worlds to create interaction opportunities for fans, stars and brands. As a partner to developers of high-end, free-to-play games in genres such as sport, racing, music and simulation, Stryking can offer innovative marketing and monetisation channels to make good games commercially successful. The first project is the racing game community *Auto Club Revolution* in collaboration with the automotive industry and British developers Eutechnyx. Founder and CEO Dirk Weyel has 15 years’ experience in the games industry and most recently co-founded and built Frogster Interactive Pictures AG, where he was a member of the Executive Board and COO responsible for Strategy and Business Development until Frogster was sold to competitors in 2011.

**About SPORT1**

Sport1 GmbH, based in Ismaning near Munich, is a subsidiary of Constantin Medien AG. This sports channel encompasses all TV, online and mobile activities under the multimedia umbrella SPORT1, a free TV channel renowned for its high-end live sporting events, in-depth coverage and proven sporting expertise. The free TV channel SPORT1 has been broadcasting the same schedule content simultaneously in HD quality on SPORT1 HD since September 2010. The new pay TV sports channel SPORT1+ was launched in October 2010 and has since broadcast on numerous platforms in SD and HD quality. [SPORT1.de](http://SPORT1.de), one of the leading sports portals in Germany, also offers up-to-the-minute multimedia content and live streaming. SPORT1 is also active in the online sector with its own SPORT1 YouTube channel, the online gaming platform [SPORT1GAMES.de](http://SPORT1GAMES.de) and the social gaming platform SPORT1 Poker. In the mobile arena the SPORT1 app for iPhone and iPad is one of the most successful German sports apps. Images are available [here](#).

