

Stryking to develop and operate “sportdigital Stars – Die Fußball-Challenge”

Cooperation between Berlin start-up and Hamburg pay-TV station announced

Berlin, 29 May 2017 – Stryking Entertainment and sportdigital announced today that Stryking will develop a dedicated version of its fantasy football platform *Football-Stars* for the Hamburg based pay-TV station. Under the name of “sportdigital Stars – Die Fußball Challenge” (The Football Challenge), football fans will be able to play a specially tailored version of *Football-Stars*.

Assembling their own teams out of real football players, users can compete against each other in various challenges. In the end, real-life match performance data determine the challenge winner. This way, football expertise directly pays off. Challenge winners can expect attractive prizes – from exclusive fan items to cool gadgets. A unique meta-game keeps spirits high: Even if they lose a challenge, users gain experience points, level up and unlock titles, trophies and new avatars.

The playable content of *sportdigital STARS* will focus on sportdigital’s licensed football leagues, such as the Chinese Super League, the South American Copa Libertadores or the Dutch Eredivisie. In order to keep users informed, sportdigital will produce and broadcast a weekly TV show about the latest challenges. Viewers will be provided with both, previews of upcoming challenges as well as expert opinions about prospects of various teams and players. The sportdigital TV package is completed by classic TV formats such as commercials and co-presenting.

“With *sportdigital STARS*, we are now able to create added value for our viewers and therefore connect football, TV and digital channels even more closely” says Gisbert Wundram, managing director at sportdigital. “Football fans now have an additional reason to watch live matches with the intention of seeing how their challenge teams perform and which players might be interesting for upcoming challenges.”



“While fantasy sports shows are already part of the everyday TV schedule in the US, the German market lags miles behind”, comments Dirk Weyel, Stryking’s Founder & CEO. “With sportdigital, we have found a visionary partner to push fantasy football in Germany. We are looking forward to activating new target groups with the help of newly featured leagues and specially tailored TV formats.”

The game will be launched at the start of the new season.

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About Football-Stars

More thrilling than mere management games, more challenging than sports bets – Football-Stars is putting football fans in the virtual coach seat! Divided into two fully functional modes – Challenge Mode and Manager Mode – Football-Stars offers whatever football fan hearts desire. While the Challenge Mode lets users face new challenges with their self-assembled teams on a daily basis, users of Manager Mode get to manage their individual teams to fight for the title over the course of an entire season. Both modes are based on football players' real-life performance data.

With an outstanding meta-game, the Fantasy Sports platform is able to entertain users in the long run. No matter if they lose or win a challenge, users will earn experience points and climb up the levelling system. Along the way, they unlock cool achievements, which provide cool features such as new user titles, additional profile pictures or in-game currency.

The unique free-to-play monetization and retention model makes Football-Stars a rising star in the Daily Fantasy Sports universe. By fulfilling different activities like winning the daily free challenge, inviting friends or unlocking achievements, players receive the in-game currency "Coins". With it, they are free to participate in paid challenges, from which they not only gain more Coins but also receive the second in-game currency "Stars". This valuable currency can be exchanged for real-life fan merchandise and other attractive gadgets through the in-game shop. The free-to-play setup provides Football-Stars with a great USP which allows a worldwide roll-out without legal restrictions.

About Stryking Entertainment

Stryking Entertainment specializes in sports fan engagement and monetization by combining the real and virtual world to create genuine interaction opportunities for fans, stars and brands. Founded in 2012 in Berlin, Stryking Entertainment develops and operates the innovative platform Football-Stars, a thrilling and diversified gaming experience on web and mobile platforms for soccer fans across Europe.

About sportdigital

Pay-TV station sportdigital is the home for attractive international live football. Following its claim "Football around the world", sportdigital broadcasts the best live matches from currently 11 international football competitions all around the globe and all around the clock. All matches are moderated and commentated in German from sportdigital's own broadcast-studio. Apart from the live matches sportdigital also offers its audience with "Scoore!" the weekly highlight magazines from their leagues as well as further high-class football documentaries.

The sportdigital-leagues season 2016/17 at a glance: A-League (Australia), Championship (England), Eredivisie (Netherlands), Liga NOS (Portugal), Premjer Liga (Russia), Copa Libertadores and Copa Sudamericana (both South America), Primera Division (Argentina), Ukrainian Premier League (Ukraine), Indian Super League (India) and Chinese Super League (China).