

Press release

Braune Digital and Borussia Dortmund passing the ball to each other in eFootball

As part of a multi-year partnership, Braune Digital is supporting BVB conceptually and technologically on its way in eFootball.

Kiel, 09.05.23

Braune Digital GmbH launched another eFootball platform in February. Borussia Dortmund is expanding its eFootball activities in the future. Hundreds of thousands of BVB fans with a passion for gaming will have the opportunity to participate in regular eFootball events on the new platform. With the Bundesliga club, another prominent player in the sports business joins the company's customer list.

"Borussia Dortmund is an internationally known brand with great appeal. We are excited to co-work with the club to develop innovative concepts in eFootball and implement them technologically based on ETHLETE."

Henrik Braune, Founder Braune Digital.

The platform is operated with the competition software ETHLETE. ETHLETE has been the engine behind the Virtual Bundesliga (VBL) and FIFA's global eFootball platform for many years.

In addition to building and operating the eFootball platform, Braune Digital is responsible for the joint strategic development of eFootball formats and their concrete implementation. For example, the logo for the recently launched "Black Yellow FIFA23 Clash", the first internationally held eFootball tournament series of the BVB, and also the communication on the digital channels were created at Braune Digital.

"Braune Digital supports us holistically in the creation of new offers for young target groups and in the further development of our eFootball commitment. We greatly appreciate their technological expertise and their efficient and flexible way of working," says Alexander Mühl, Director of Marketing and Digitalization at Borussia Dortmund.

A special feature of the new platform is that a large number of casual gamers can compete against each other, reaching a large number of fans and participants worldwide. The platform is 100% "on brand" and integrated into BVB's existing system landscape. This allows members to use their existing logins to register for the events.

About Braune Digital

Braune Digital GmbH develops web-based enterprise solutions and platforms for competitive eSports and sports. Since 2011, Braune Digital has been working with international customers such as EA SPORTS, DFL, FIFA and Borussia Dortmund. Braune Digital acts holistically for its customers from consulting to technical implementation and understands its role within the projects as a partnership in the sense of co-working.

About Ethlete

The competition software ETHLETE can be used to organize (e)sports competitions of any size and international scope. The application is a flexible building block in platform projects and can be extensively customized in terms of branding and function. This USP makes ETHLETE interesting for companies, associations, clubs and organizations that have special requirements for fully integrated solutions and platforms in (e)sports and want to create visibility and reach for their partners.

Related links

- Website Braune Digital: <https://www.braune-digital.com>
- Website ETHLETE: <https://www.ethlete.io>
- Webseite BVB eFootball: <https://efootball.bvb.de/de>