

OneFootball launches “OneFootball Credits”, Kickstarting an Open Digital Football Ecosystem

Introducing a New Fan Economy to Empower Football Fans Worldwide

- OneFootball unveils OneFootball Credits as part of a newly emerging ecosystem
 - Credits can be used to redeem unique digital and physical products and experiences
 - Fans can earn Credits within the OneFootball app through quizzes, articles and more
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Berlin, 11. November 2024 — OneFootball, the leading global football media platform, unveils OneFootball Credits, a unique digital tool designed to enhance the way football fans engage with the beautiful game. Native within the OneFootball app, OneFootball Credits offer fans the opportunity to personalise and showcase their journeys, achievements, and connections. In OneFootball’s vision for the future, fans, creators, and brands come together in an open, dynamic ecosystem that amplifies the voice of the fan.

Through OneFootball Credits, fans are invited to join an open digital football ecosystem that connects them to exclusive experiences, products, and content while building a fan-driven community. OneFootball Credits provide a gateway for fans to interact and connect more meaningfully, reflecting their passion for football in real, tangible ways.

Fans can earn OneFootball Credits using the OneFootball app — reading articles, voting, quizzes, and more. They unlock access to exclusive physical and digital items, unique experiences, and community rewards, giving fans a new tool to amplify their love for the game. Additionally, OneFootball Credits are available for direct purchase, allowing anyone to join and participate in this new digital economy.

*“OneFootball Credits build a bridge between the digital and physical aspects of football, enabling fans to participate in the game’s ecosystem in a personalised manner,” said **Patrick Fischer**, CEO of OneFootball. “By creating a new ecosystem specifically for football fans, we’re empowering the OneFootball community to shape a vibrant, fan-first environment that celebrates and rewards their passion for the game.”*

Vincent Schalk, General Manager, added, *“Through this innovative digital fan economy, we’re giving fans the tools to express their loyalty, support their favourite teams and creators, and earn exclusive rewards. It’s about investing in their passion and building deeper connections within the global football community.”*

About OneFootball GmbH

Founded in 2008, OneFootball is a leading media football platform for a new generation of mobile-first football fans, with plans to become the football marketplace for content, products, and services of the future. It serves over 200 million people monthly through its owned and operated platform and video distribution network, bringing fans closer to the game with breaking news, highlight clips, live streaming, and more.

OneFootball is backed by the biggest clubs in the world of football, such as Real Madrid, FC Barcelona, PSG, FC Bayern Munich, Borussia Dortmund, Manchester City, Chelsea FC, Arsenal, Olympique de Marseille, Liverpool FC, Juventus FC and the German Football Federation. OneFootball partners with more than 200 clubs, leagues, federations, players, and broadcasters to bring content to the OneFootball Platform across 194 markets and with a global video distribution network that includes around 250 premium publisher partners.

For more information about OneFootball, please visit: <https://company.onefootball.com/>.

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