



Real Madrid  
— ZONE

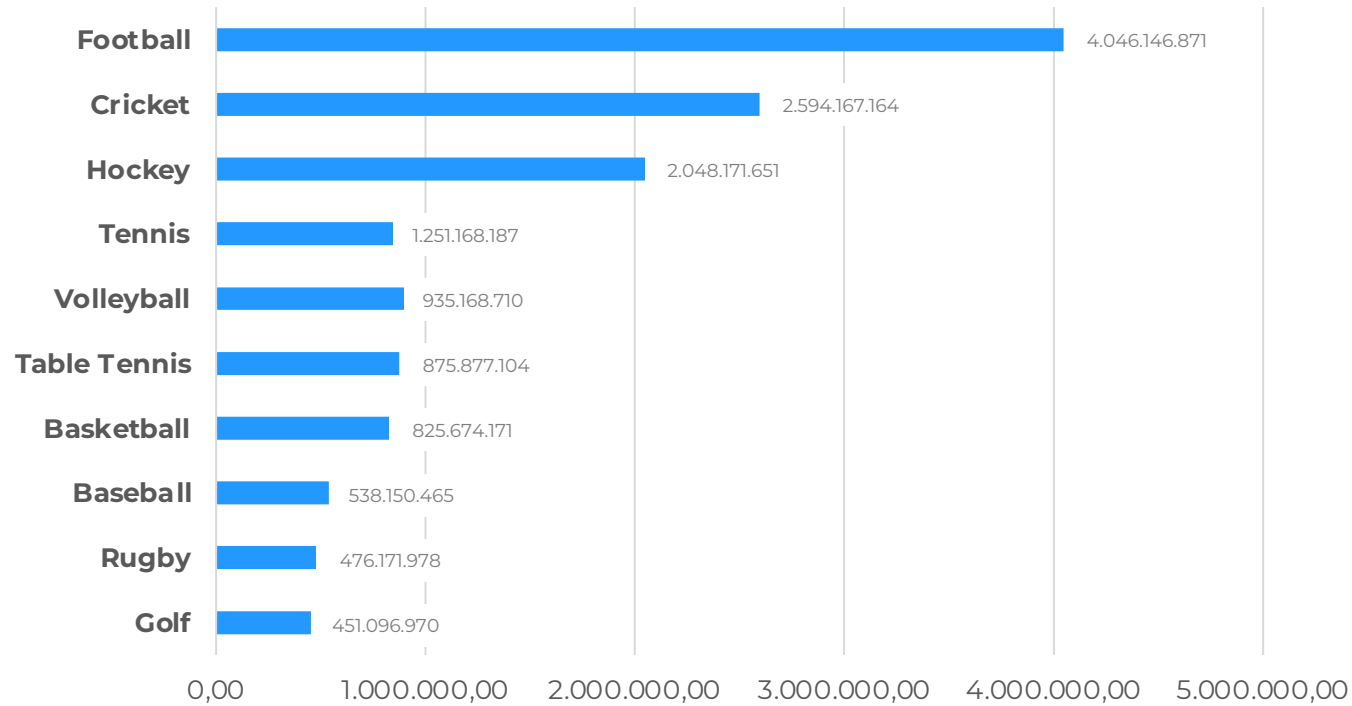
**DISCOVER  
THE OFFICIAL  
MOBILE SERVICE**

Official  
Digital Product



telecoming

## MOST POPULAR SPORTS IN THE WORLD IN 2020






**FOOTBALL,**  
**THE KING**  
**OF SPORTS**  
**ENTERTAINMENT.**

# REAL MADRID FOOTBALL CLUB, ONE OF THE BEST BRANDS IN THE WORLD

AMONG ALL, REAL MADRID CLUB  
IS THE MOST RELEVANT TEAM

## TOP 10 MOST VALUABLE FOOTBALL BRANDS IN THE WORLD

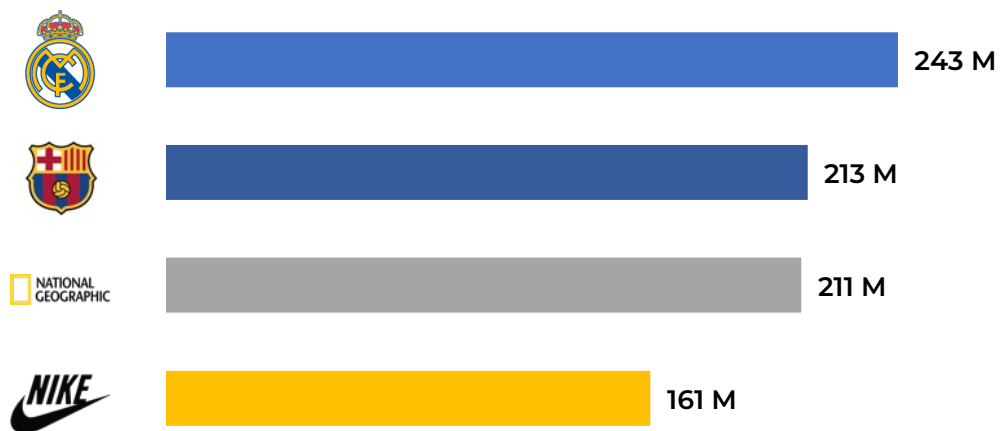
Brand	Country	Variation	Brand Value 2020(M€)	Brand value 2019(M€)
	Spain LaLiga	-	1.419	1.646
	Spain LaLiga	^	1.413	1.393
	England Premier League	v	1.314	1.472
	England Premier League	^	1.262	1.191
	England Premier League	-	1.124	1.255
	Germany Bundesliga	v	1.056	1.314
	France Ligue 1	^	967	914
	England Premier League	v	949	968
	England Premier League	^	784	758
	England Premier League	v	719	885

# MAIN FIGURES

750M global TV audience

3M annual visitors to the stadium

#HalaMadrid, the most used hashtag in sports



## IN SOCIAL NETWORKS



REAL MADRID IS...

“ The team that has earned the most revenue in the last 11 years. ”

**Deloitte.**

“ The most important sports brand ”

**Forbes**

“ The best club of 20th century ”

**FIFA**





## OVERVIEW

# REAL MADRID'S NEW DIGITAL SERVICE

-  
**100% ADDRESSED TO  
THEIR FAN COMMUNITY**

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We have created a unique service  
for the biggest community in the world:  
Real Madrid fans.



EXCLUSIVE LICENSE • NO ADS - SUBSCRIPTION MODEL • PREMIUM SERVICE



# 100% FOCUSED ON REAL MADRID FOOTBALL FANS



## REAL MADRID MINUTE

All the official news about the club, calendar and situation of every competitions (La Liga, Champions League and Copa del Rey) and live match data.



## FULL VOD REAL MADRID

Exclusive Documentaries, Premium Shows and Series, Match Highlights, Playlists, and access to Real Madrid TV.



## FAN ZONE

Virtual visit of Santiago Bernabéu stadium, multimedia galleries, 360° content player profiles and quizzes! It also includes animated wallpapers with official assets.



## OFFICIAL GAME

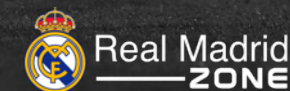
Real Madrid Fantasy Manager 2021.

## FEATURES



SIMPLICITY ACCESS - LOGIN	✓	✓
GAMES	✓	✓
CALENDAR AND CLASSIFICATION	✓	✓
EXCLUSIVE VIDEO CONTENT	✓	
VIRTUAL VISIT	✓	
AD-FREE	✓	
OTHER RM SPORTS		✓
CHATBOT		✓
MULTILANGUAGE	✓	✓
TEAM INFORMATION	✓	
MATCH HIGHLIGHTS	✓	✓
DOWNLOADS	✓	
NEWS	✓	✓
GALLERIES	✓	
VIDEO QUIZZES	✓	
EXCLUSIVE SERIES	✓	
REAL MADRID TV	✓	
VR EXPERIENCE	✓	

# OFFICIAL SERVICE COMPARISON.

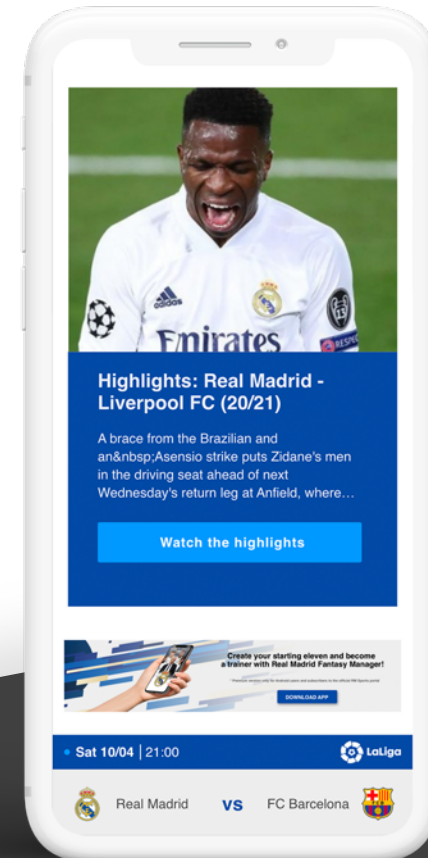


# REAL MADRID: THE BEST SPORT BRAND SERVICE

Real Madrid's new digital content service is born from an **EXCLUSIVE** agreement between Telecoming and the famous football club.

We have created a service focused on offering Real Madrid's **latest updates and interactive contents addressed** to their fan community.

We have developed this **multi device service** with a **simple access** and **VR & 360° experiences**.







# HIGH-QUALITY CONTENTS DELIVERED IN 4 SECTIONS

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## REAL MADRID MINUTE

Most updated news of the club's activity

## REAL MADRID VIDEO

Exclusive content only available on official OTT services like Amazon Prime.

## REAL MADRID FAN ZONE

Interactive space just for fans. Find out here the exclusive Real Madrid experience.

## REAL MADRID FANTASY MANAGER GAME

Create your lineups and become Zidane itself!

# REAL MADRID MINUTE

Our service provides permanent updates of the latest news related to matches standings and results

## Club News

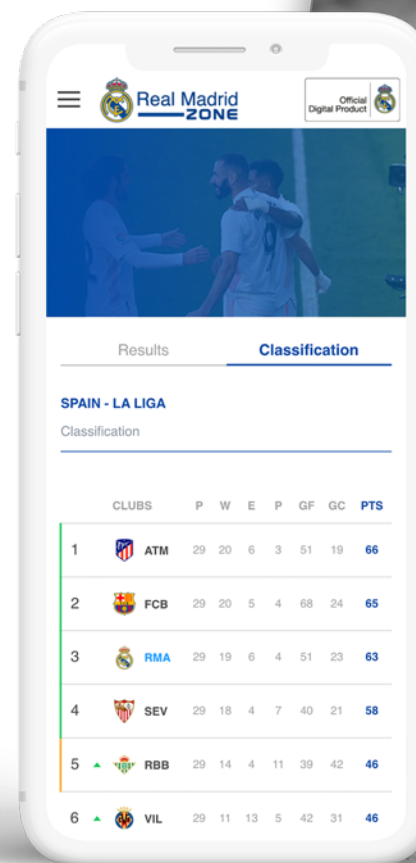
Real Madrid's API offers direct connection to the latest news and videos.

## Calendar

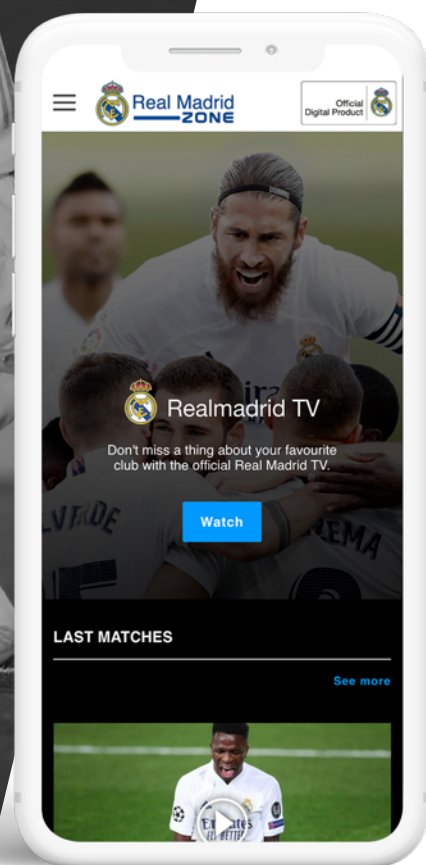
All calendars of every competition.

## Classifications & Results

Live matches timeline with statistics and results. Permanent updates on the ranking of the most important competitions and tournaments.



# REAL MADRID EXCLUSIVE VIDEO CONTENT



## Exclusive Documentaries [only available on Telecoming's service:](#)

*"HalaMadrid serial"* (8 episodes - languages EN, ES and FR).

*"Real Madrid 360°"* (15 immersive experiences in the stadium, matches and training sessions).

*"Kings Of Europe"* (full matches of Champions League finals)-

*"In The Heart Of"* (best moments inside the dressing room before the Champions League finals).

## Premium Content (TV shows which are included on pay-TV platforms)

*"Field Of Stars"* (available on Real Madrid Zone and Amazon Prime)

**Curated Video Categories:** Match Highlights / Documentaries / Curated playlists (best goals, historic matches, player highlights, etc....)

**Real Madrid TV:** Spanish and International broadcast.

**Real Madrid Twitch:** twitch channel (coming soon)

# REAL MADRID FAN ZONE

**Photo and Video Galleries** of the club's followers with their team.

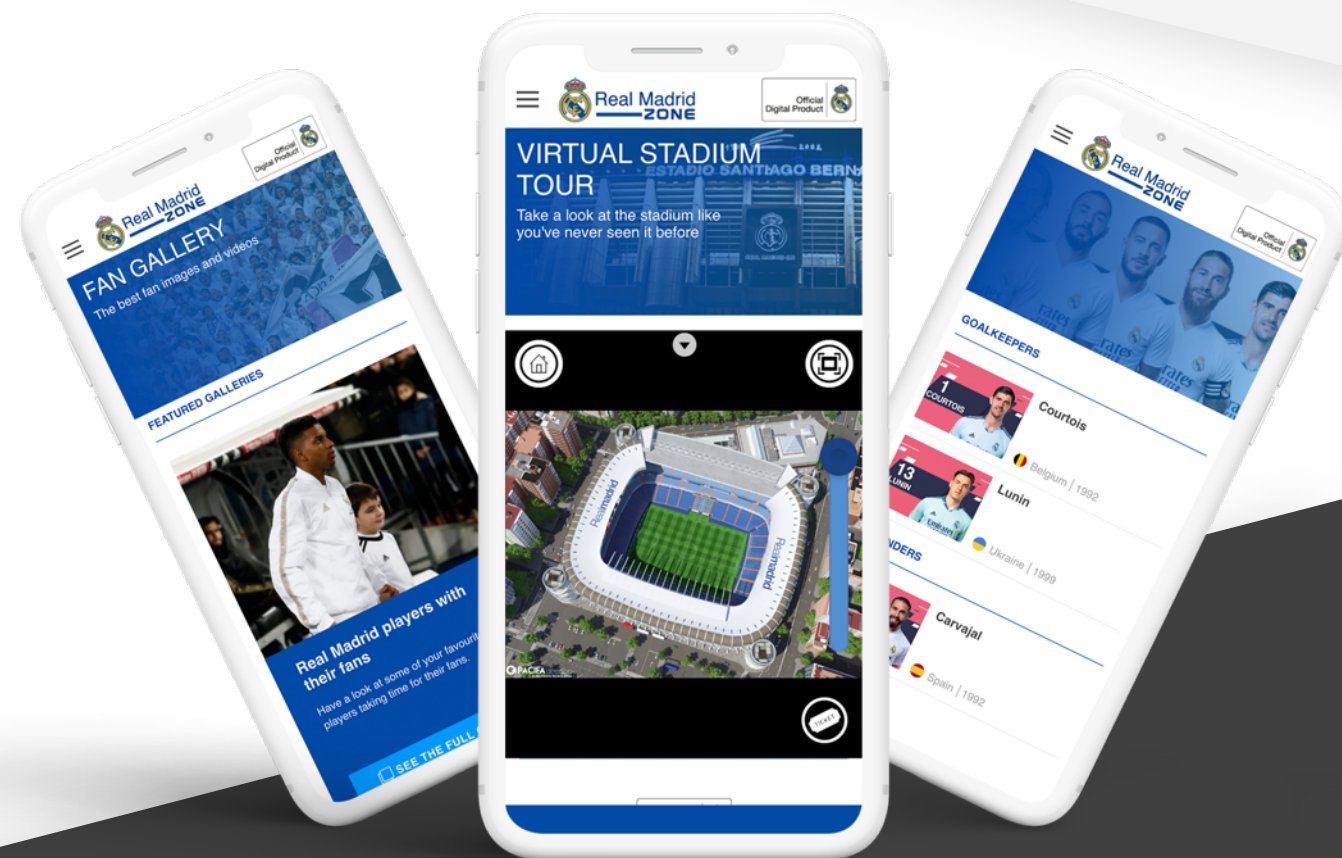
**Multimedia Gallery** with pictures and videos of every match.

**Animated wallpapers with official assets** (shirts, stadium, etc.)"

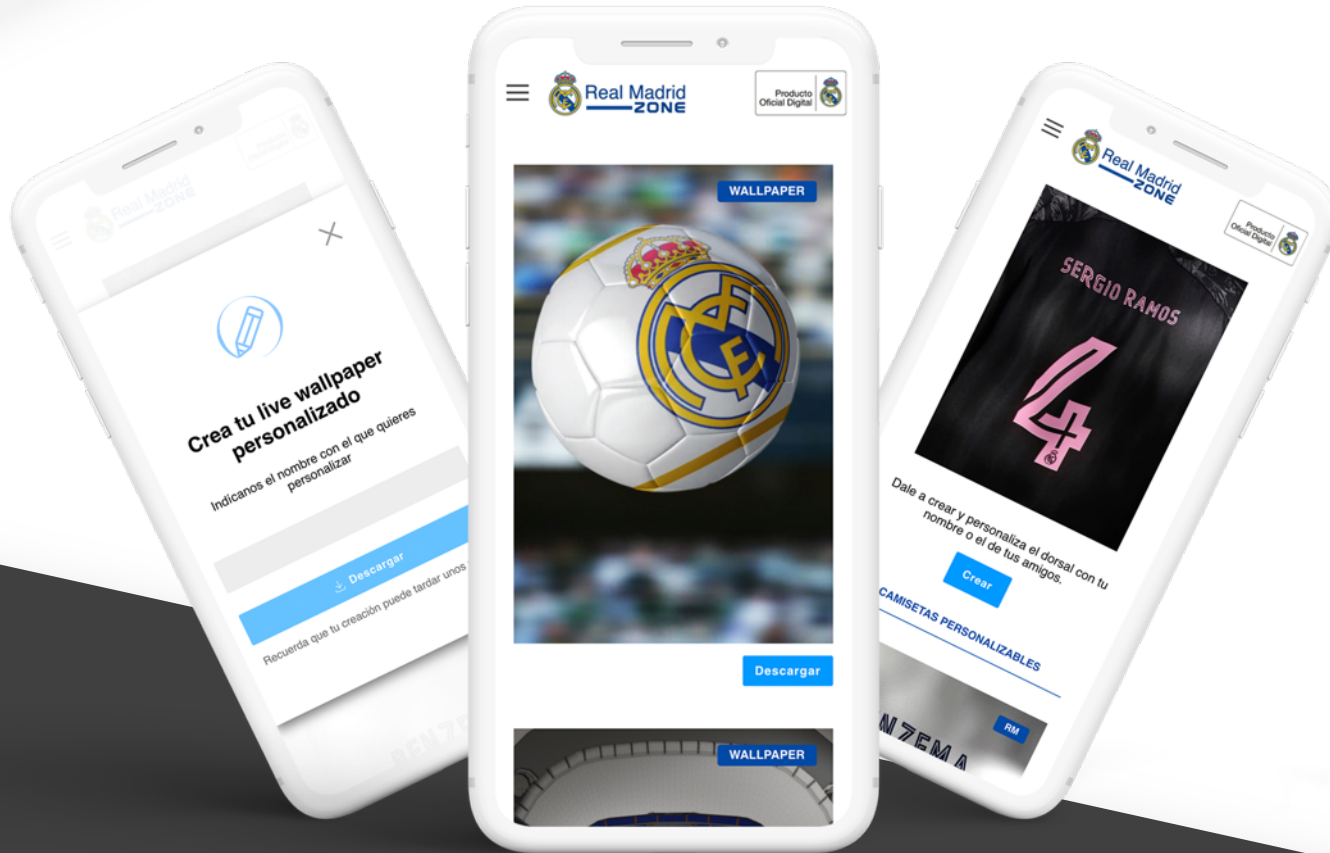
**Comprehensive Sheets** of every player in the squad.

**Virtual Visit of Santiago Bernabéu Stadium.**

**Gamification:** participate on quizzes and raffles of official gifts (merchandise and tickets).







# REAL MADRID FAN ZONE

## LIVE WALLPAPERS

Feel the pride every time you turn on your mobile

### PERSONALISED SHIRTS

Customize your smartphone wallpaper with the shirt of your favourite player from the best team in the world.

With just a click you can upload the name and number of that player who accompanies you.

### ¡HALA MADRID!

Always carry the spirit of Real Madrid with you with our live wallpapers.

Download from our live wallpapers section the best designs for your wallpapers with the Real Madrid logo.

**LIVE THE EXPERIENCE!**





# REAL MADRID OFFICIAL GAME

## JUST RELEASED FANTASY MANAGER 2021

RM's official game is available for our mobile community. Download the app for Android and become the master of the most exceptional team ever.



Real Madrid  
— ZONE



telecoming

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