



Real Madrid
— ZONE

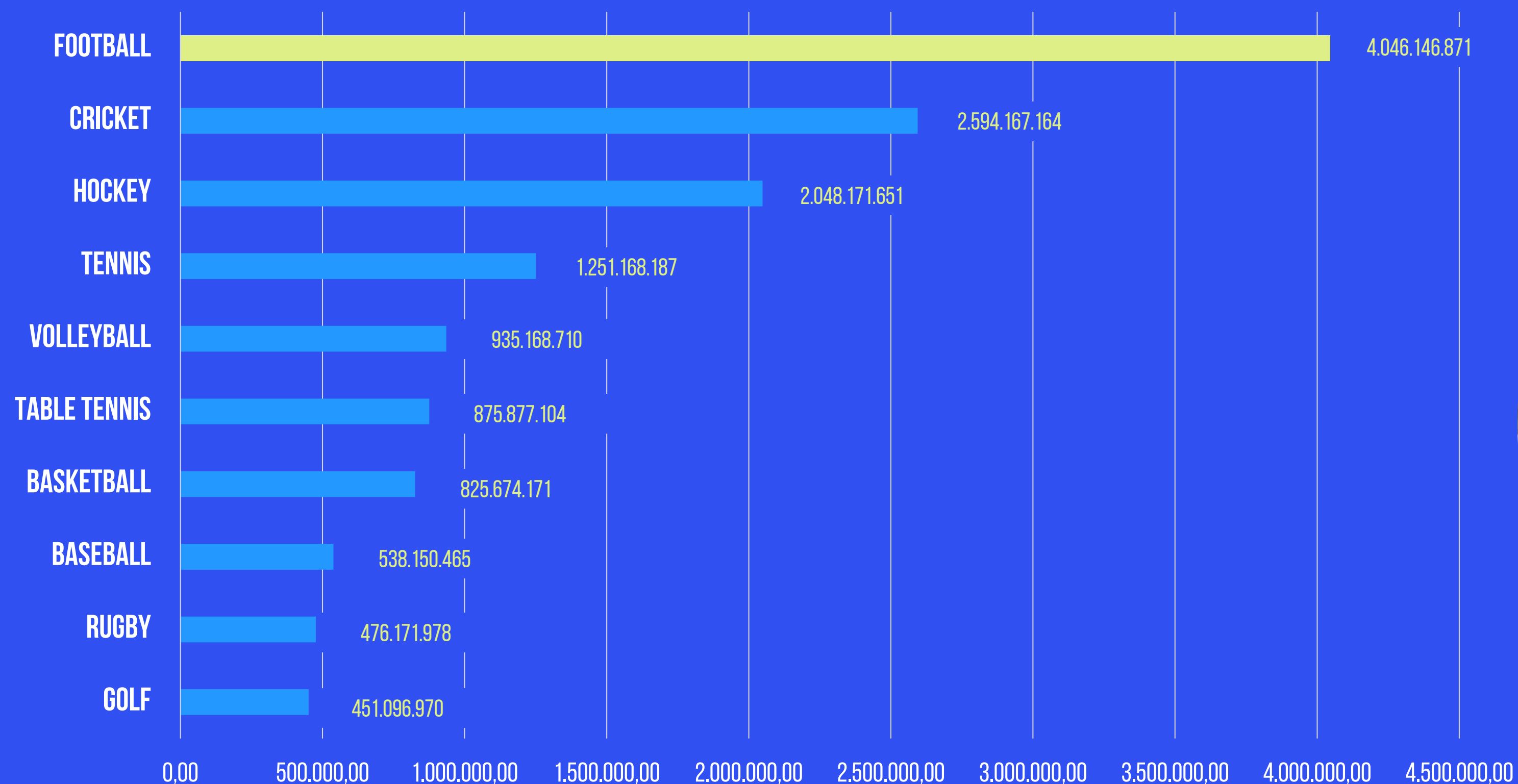
REAL MADRID ZONE

DISCOVER THE OFFICIAL MOBILE SERVICE



FOOTBALL AS A UNIVERSAL SPORT

MOST POPULAR SPORTS IN THE WORLD IN 2020



REAL MADRID IS THE MOST VALUABLE BRAND WW

TOP 10 MOST VALUABLE FOOTBALL BRANDS IN THE WORLD

BRAND	COUNTRY	VARIATION	BRAND VALUE 2021(M€)	BRAND VALUE 2020(M€)
	SPAIN LALIGA	=	1.276	1.419
	SPAIN LALIGA	=	1.266	1.413
	ENGLAND PREMIER LEAGUE	=	1.130	1.315
	ENGLAND PREMIER LEAGUE	▲	1.118	1.124
	GERMANY BUNDESLIGA	▲	1.068	1.056
	ENGLAND PREMIER LEAGUE	▼	973	1.262
	FRANCE LIGUE 1	=	887	967
	ENGLAND PREMIER LEAGUE	=	769	949
	ENGLAND PREMIER LEAGUE	=	723	784
	ENGLAND PREMIER LEAGUE	=	675	719



Deloitte.

“THE TEAM THAT HAS
EARNED THE MOST
REVENUE IN THE LAST
11 YEARS.”

Forbes

“THE MOST IMPORTANT
SPORTS BRAND”

FIFA

“THE BEST CLUB OF
20TH CENTURY”

A HUGE HEAVY USER COMMUNITY IS WAITING OUT THERE

111M



90M



34M



6M



2M



5M



125K



A HUGE HEAVY USER COMMUNITY IS WAITING OUT THERE

750M GLOBAL TV
AUDIENCE

3M ANNUAL VISITORS
TO THE STADIUM

#HALAMADRID, THE MOST
USED HASHTAG IN SPORTS



243 M



213 M



211 M



161 M

OFFICIAL DIGITAL PARTNERSHIP REAL MADRID & TELECOMING

REAL MADRID ZONE IS THE DIGITAL SERVICE BORN FROM THE EXCLUSIVE
AGREEMENT BETWEEN TELECOMING AND THE FAMOUS FOOTBALL CLUB.





**PASSION IS THE ENGINE
THAT MOVES REAL MADRID ZONE**



EXCLUSIVE CONTENT

WE HAVE CREATED A SERVICE FOCUSED ON OFFERING REAL MADRID'S LATEST UPDATES AND INTERACTIVE CONTENTS ADDRESSED TO THEIR FAN COMMUNITY.

FAN ZONE

A RM UNIVERSE TO INCREASE COMMUNITY'S LOYALTY

- **PHOTO AND VIDEO GALLERY** OF THE CLUB'S FOLLOWERS WITH THEIR TEAM AND VIDEOS OF EVERY MATCH.
- **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).
- **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.



A photograph of Real Madrid players training on a grass field. In the foreground, a player in a grey training kit and an orange bib is dribbling a white and red Adidas Finale Champions League ball. Another player in a grey kit is closely defending him. In the background, other players in grey kits and orange bibs are visible. The entire image has a warm, orange-tinted overlay.

**A COMMUNITY PUSHED BY EXCITEMENT
AND TRUST IS ALWAYS ON**

NEWS REAL MADRID MINUTE BY MINUTE

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.
PERMANENTS UPDATES ON THE RANKING OF THE MOST
IMPORTANT COMPETITIONS AND TOURNAMENTS (LA LIGA,
CHAMPIONS LEAGUE, COPA DEL REY).



Sat 10/04 | 21:00



Real
Madrid

VS

FC
Barcelona



REAL MADRID

Fixtures & Results

APRIL 2021 ^



RMA

2 - 0
03/04/21

EIB



RMA

3 - 1
06/04/21

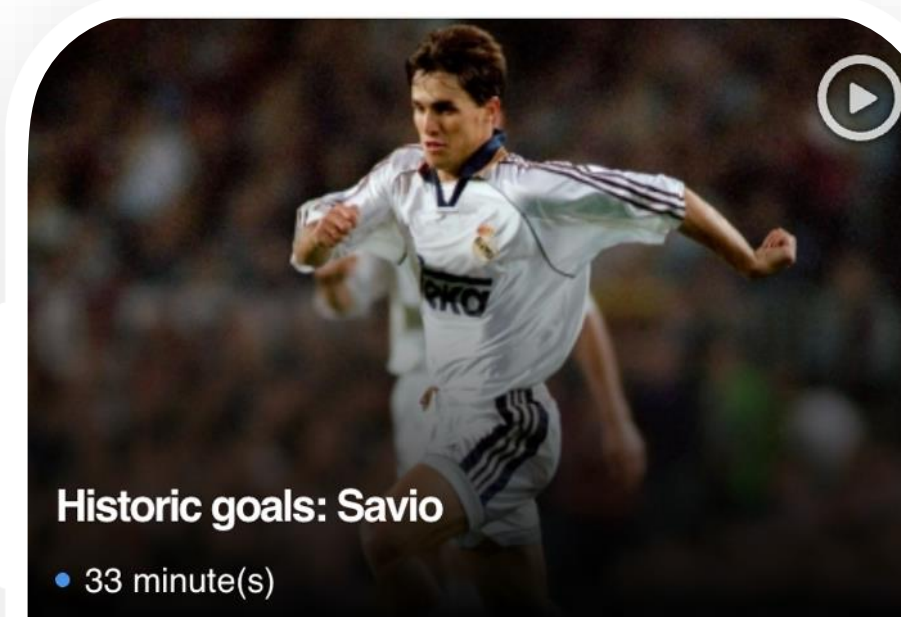
LFC



RMA

21:00
10/04/21

FCB



Historic goals: Savio

• 33 minute(s)

LATEST NEWS



Fourth anniversary of
club's 33rd La Liga

1		ATM	29	20	6	3	51	19	66
2		FCB	29	20	5	4	68	24	65
3		RMA	29	19	6	4	51	23	63
4		SEV	29	18	4	7	40	21	58
5		RBB	29	14	4	11	39	42	46
6		VIL	29	11	13	5	42	31	46

LATEST NEWS



Zidane: "This team is
full of character and is
always hungry for..."

• 1 day(s)



Vinicius Jr. named
Man of the Match in
Real Madrid vs....

• 1 day(s)



Asensio: "We
produced a great
performance"

• 1 day(s)



Real Madrid's starting
line-up against
Liverpool

• 1 day(s)



Real Madrid v
Liverpool: First
instalment of...

• 2 day(s)

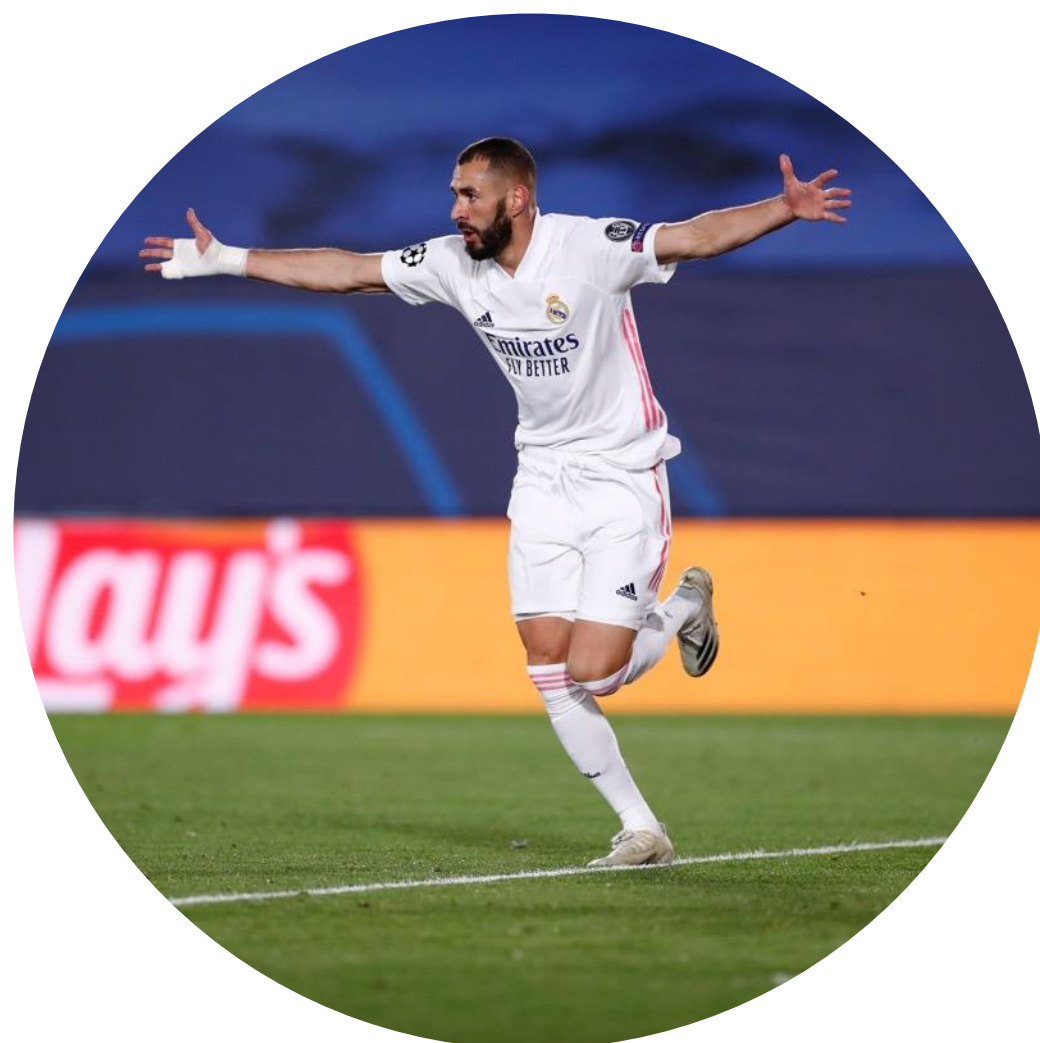
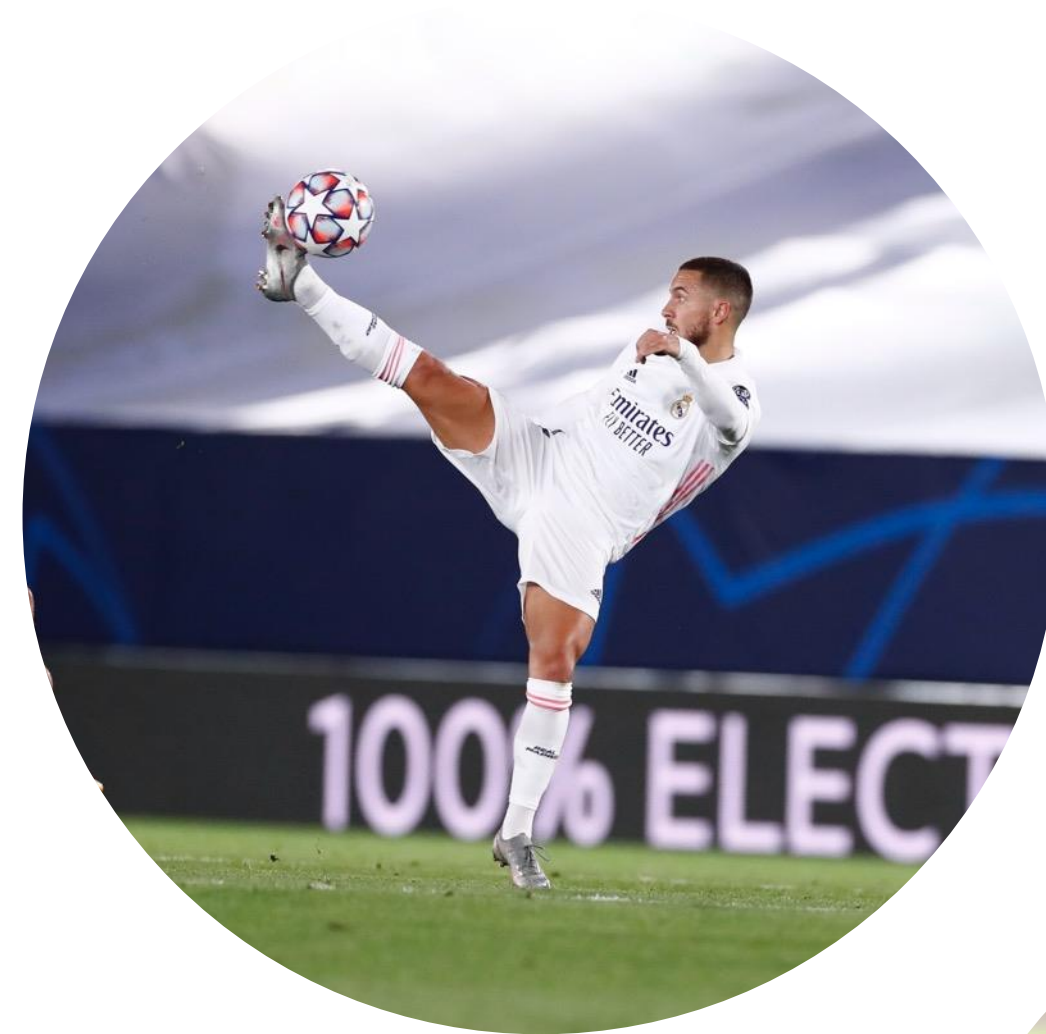


Benzema's record of
four goals in three
meetings with...

• 2 day(s)




BE PART OF THE LEGEND



OFFICIAL RMSVOD

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).
- **"FIELD OF STARS"** (AVAILABLE ON REAL MADRID ZONE AND AMAZON PRIME)
- **REAL MADRID TV:** SPANISH AND INTERNATIONAL BROADCAST.
- **CURATED VIDEO CATEGORIES:** MATCH HIGHLIGHTS / DOCUMENTARIES / CURATED PLAYLISTS (BEST GOALS, HISTORIC MATCHES, PLAYER HIGHLIGHTS, ETC....)
- **REAL MADRID TWITCH:** TWITCH CHANNEL **COOMING SOON**



LIVE THE TEAM BEYOND
THE MATCHES

FANTASY MANAGER

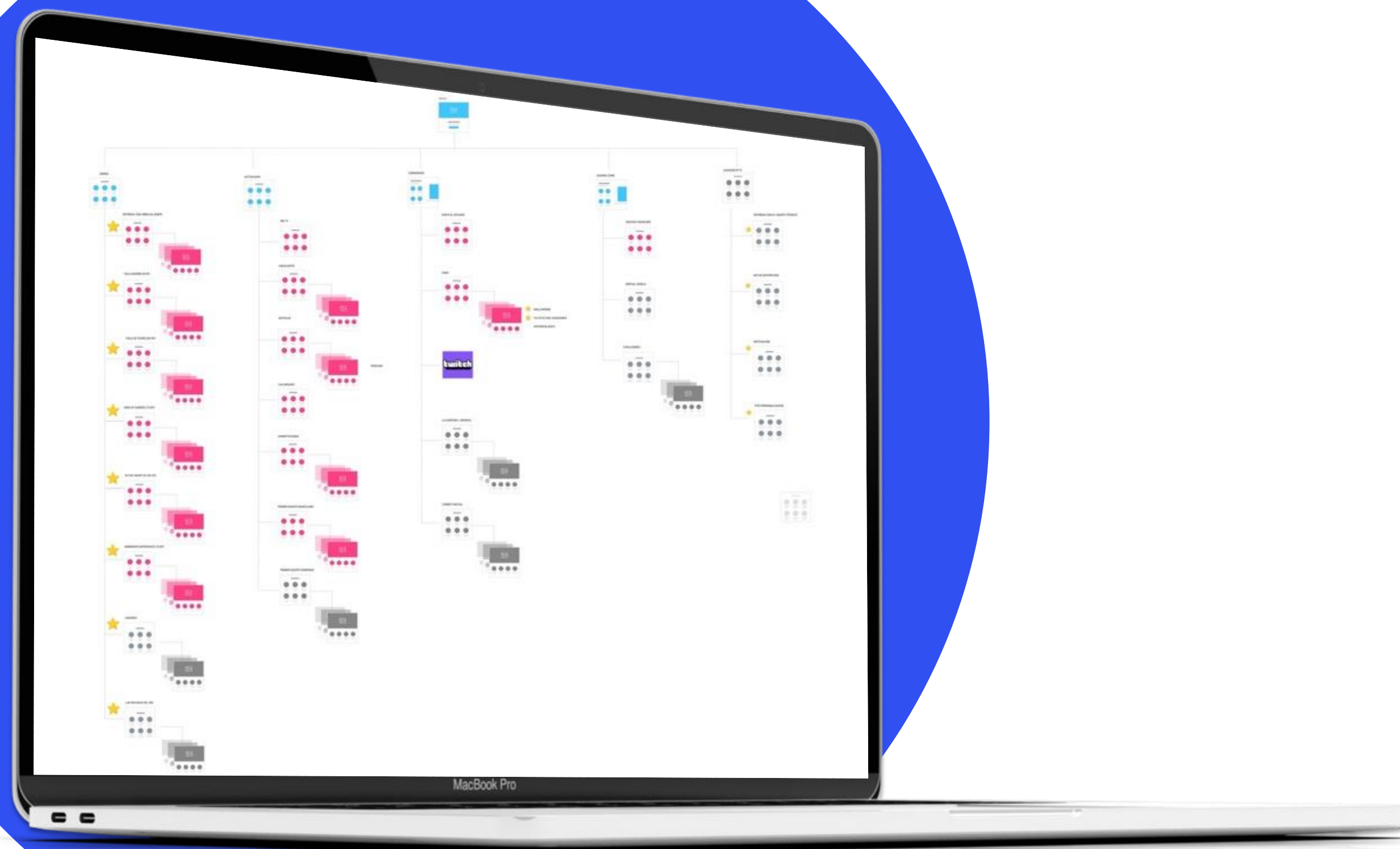
SPORTS CONTENT HAS NO LIMITS

- DOWNLOAD THE FINAL FANTASY APP FOR FREE THROUGH OUR SERVICE AND EXPERIENCE THE EMOTION OF A FOOTBALL PLAYER ON THE FIELD.



SITEMAP

FULL ACCESS





COMING SOON

DIGITAL NATIVES LOOK FOR A COMPLETELY PERSONALIZED USER EXPERIENCE BOOSTED BY NEW SERVICES.

EXCLUSIVE CONTENT FEATURING PLAYERS WITH TRAINING PROGRAMS, NUTRITION, ETC...

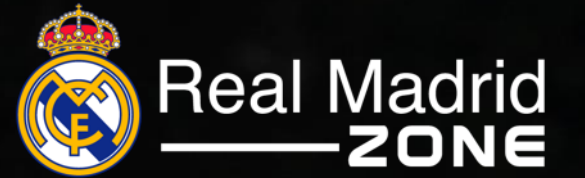
CHALLENGES / GAMIFICATION

**FANS ARE MUCH MORE
THAN CONSUMERS:
THEY ARE LOYAL, EMOTIONAL,
AND INTERACT FREQUENTLY
AND INTENSELY.**

**LET'S EXTEND
THE CUSTOMER JOURNEY!**



FEATURES



PROFILE USER	YES	YES
NEWS VOLUME	25 NEWS	15 NEWS
NEWS REFRESH	3-8 NEWS PER DAY	1-4 ARTICLES PER MONTH
EXCLUSIVE AND CURATED VIDEO CONTENT	YES	NO
VOLUME OF VIDEO CONTENT	830	300
VIDEO REFRESH	EVERY 1-2 DAYS	WEEKLY
VIDEO HIGHLIGHTS OF HISTORIC MATCHES	YES	NO
FULL MATCHES	YES, 9 FULL CHAMPIONS LEAGUE FINALS	NO
FOOTBALL COMPETITIONS COVERAGE	CHAMPIONS LEAGUE, LALIGA, COPA DEL REY	LALIGA
LIVE MATCH TIMELINE	YES	NO
CALENDAR AND STANDINGS	YES	NO
COMPREHENSIVE TEAM AND PLAYER STATS	YES	NO
EXCLUSIVE SERIES	YES, HALA MADRID AND REAL MADRID 360	NO
PAYTV SERIES	YES, FIELD OF STARS (17 EPISODES)	NO
LIVE TV BROADCAST	YES, REAL MADRID TV	NO
VR VIDEOS (IMMERSIVE 360)	YES, 14 EPISODES	NO
OFFICIAL WALLPAPERS TO DOWNLOAD	YES	NO
VIRTUAL VISIT TO STADIUM	YES	NO
OFFICIAL FANTASY MANAGER GAME	YES	NO
OTHER SPORTS - BASKETBALL	COMING SOON	NO
CHATBOT	COMING SOON	NO
DIGITAL CARNET MADRIDISTA	COMING SOON	NO
VIDEOS AROUND PLAYERS AND REAL MADRID STAFF	COMING SOON	NO



OFFICIAL SERVICE COMPARISON



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— ZONE

REAL MADRID ZONE

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