

Beat: Sports

## EUROPE S RICHEST CLUB REAL MADRID JOINS EUROPE S FASTEST GROWING SPORT START UP

### LAUNCH OF REAL MADRID PREDICTABL GAME

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**USPA NEWS** - Real Madrid CF, one of the biggest sports brands in the world, and London game studio Playabl, dubbed 'Europe's fastest growing sport start-up', announced the launch of the Real Madrid Predictabl game, where football fans compete to be the #1 player in the world....

Real Madrid CF, one of the biggest sports brands in the world, and London game studio Playabl, dubbed 'Europe's fastest growing sport start-up', announced the launch of the Real Madrid Predictabl game, where football fans compete to be the #1 player in the world.

On November 21, two sporting giants; Real Madrid and Barcelona, met for the first El Clásico of the season (the most watched club match in world football. Using Predictabl, fans made predictions on key match events and play against friends, rivals and even former players) competing to be #1 in the global fan challenge and win VIP prizes. Fans can then follow and play on all Real Madrid games throughout the season to earn points, level up and unlock new functions.

The game enables Real Madrid to enhance the experience of their 450m global fan base and provides more engagement in the build up to and during all Real Madrid matches. Predictabl is the first in a suite of games for sports fans from Playabl which is available in over 22 languages and played in over 150 countries.

Real Madrid Predictabl is available to play for free now on iOS, Google Android and desktop, coming soon to XboxOne, Windows Mobile and Facebook.

El Clásico was viewed by over 400 million people in 2014.

A UEFA report from October 2015 listed Real Madrid as the richest club in Europe.

Source : Playabl

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Source : Playabl

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