



uSupporters™

**GENRE**

Entertainment - eSports

LENGTH

30 min

TIME SLOT

Prime time

BROADCASTER

TV4 (Sweden)

RIGHTS HOLDER

Uncle Ned

AVAILABLE AS

Format

uSupporters gives real football fans the chance to live their dreams and compete alongside their idols and against their rivals, on a level playing field!

uSupporters is a brand new and innovative format that combines the world's favourite sport – football, with the fastest growing – eSports. In a series of regional trials, each team from the domestic football league will host a competition to find the most talented local player at EA Sports' FIFA video game. The top player will then join up with one of the star footballers from the club to form a partnership that will compete in a prestigious national competition to be uSupporters champions! Giving amateurs the chance to play alongside their heroes will show a whole new side to professional footballers and their competitive nature! Filmed in front of a live studio audience, with real commentators and post-match interviews, uSupporters is a genuine sporting event and the perfect link between the online gaming world and television audiences.