



Thursday 22nd August 2024

LIVESCORE ANNOUNCES NEW FREE-TO-PLAY IN-APP GAME 'BUILD UP'

LiveScore, the global sports media business and one of the world's leading providers of real-time sports updates and streaming services, is excited to announce the launch of its latest free-to-play offering, Build Up.

Designed to cater to both instinctive play and strategic thinking, Build Up allows users to immerse themselves in the action with minimal effort, fuelling their passion for sport.

To participate, users simply need to download the LiveScore app and answer a series of match-related questions. Participants can predict events such as a player getting an assist, scoring a goal, or the match result. The less likely the prediction, the more points a user can earn. Those who finish high enough on the leaderboard win cash prizes. With questions aligning with Bet Builder markets, Build Up offers a seamless upsell opportunity for betting users.

The first round of Build Up will take place on Sunday 18th August, which features the start of Manchester City's title defence against Chelsea. The game round will be open to users from Thursday 15th August.

LiveScore Group CEO Sam Sadi said:

"We're thrilled to launch the Build Up, an exciting addition to LiveScore's suite of free-to-play games.

"The launch of Build Up further represents LiveScore Group's mission of Fueling Fans' Passion for Sport, bringing them closer to the action and providing the chance to win cash prizes, as we continue to enhance the experience for football fans."

Build Up is now available on the LiveScore app for iOS and Android. Download the app and start predicting for a chance to win cash prizes. Open to UK and Ireland residents aged 18 and over. For full details on how to play, check the terms and conditions on the LiveScore app. Bet Responsibly. BeGambleAware.org.

Ends.

Notes to Editors:

For any questions, please contact press@livescoregroup.com for further information.

About LiveScore

LiveScore™ was founded in 1998 and has evolved to become one of the world's best loved sports media brands. As part of LiveScore Group, the brand has seen substantial growth with over 50 million monthly users across over 200 global territories.

For more than two decades it has been an essential part of the match-day experience for football fans. The hero LiveScore app delivers world-class content and editorial alongside the fastest and most reliable updates on the matches that matter to them.

The latest edition of the app features lightning-fast notifications, aggregated and curated news feeds and even post-match highlights of English Premier League matches. Player profile and rich team stats contribute to a further enhanced offering, in addition to live highlights as part of a seamless user experience.