

VIVA GROUP IN INDONESIA ANNOUNCE PARTNERSHIP WITH BALLR, LIVE FANTASY SPORT APP

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Mobile fan engagement technology company Ballr have announced a partnership with Viva Group in Indonesia that sees them become a partner for Live Fantasy Sport across Indonesia.

Headquartered in Singapore, Ballr was founded by Sam Jones in 2015. The free gaming platform allows fans to connect, compete and communicate during real-time sporting events.

Ballr Football launches in October 2016, focused on the English Premier League. Ballr involves no monetary reward. Instead, sport fans compete in real-time for the chance to win shoes, phones, watches, cars and experiences such as a trip to Old Trafford to watch Manchester United.

Sam Jones said "With more than 3 billion viewers worldwide, the English Premier League is unparalleled in terms of global audience. We chose to launch Ballr Football to cover this league. The premier league is watched by more than 100 million people in Indonesia every weekend, and this represents a huge focus for our company. The partnership with Viva allows us to reach consumers very quickly through their enormous media networks."



Ballr founder Sam Jones with Omar Giri Valliappan from Viva Group.

Ballr helps brands reach consumers through native advertising within the game design. Ballr have already started engaging brands in Indonesia ahead of their launch.

David E. Burke, COO of VIVA GROUP said "We are excited to partner with Ballr and we will focus our combined efforts to present this new digital features to Indonesian Football fans." As of August this year, "VIVA Group had 20 million unique users generating 200 million page views per month on viva.co.id, plus reaching a further 175 million viewers in Indonesia on the TV Platforms of ANTV and TVONE" David Burke added "This partnership represents a powerful opportunity for both our groups to expand our digital presence in Indonesia.

Ballr's growth comes at a time of great change in the global sports industry. The shift to an Asia orientation has begun and is evident in the growth of sports content consumption. There are more than 80 million Manchester United, Liverpool, Manchester City and Arsenal fans combined in Indonesia.



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