



An agreement to promote the creation of new sport-related apps and contents

Fútbol Club Barcelona joins the Mobile World Capital team

The sports world is connecting to the mobile communications industry. The Mobile World Capital and Fútbol Club Barcelona have signed an agreement to promote initiatives of ICT entrepreneurs and companies that develop innovative mobile services in sports. They will also both promote the creation of applications to enhance the experience of watching or following a football match.

This agreement was signed within the framework of the Mobile World Capital. Sandro Rosell, President of FC Barcelona; John Hoffman, CEO of GSMA; Agustín Cordón, Managing Director of Fira Barcelona; and Dídac Lee, Director Responsible for New Technologies at FC Barcelona attended the signing.

This agreement involves joint actions in the Mobile World Capital's "Mobile Entrepreneurship Competition" programme, which is in charge of promoting mobile start-up creation and relocation in Barcelona, the mobile world capital for the 2012-2018 period, with the required business, technology and financial support.

Fútbol Club Barcelona will integrate their FCB APPS programme in this Mobile World Capital initiative, with the aim of promoting the sports-related mobile sector. Mobile World Capital Barcelona offers the best setting for promoting this programme", said Dídac Lee. "FC Barcelona calls all entrepreneurs and developers to present their mobile application proposals designed for football or sport in general", he added, emphasising that this agreement with the MW Capital "is a big opportunity to give the programme international coverage".

To enrich the experience of users

Both entities will launch an international campaign to capture the best applications that transmit the values and spirit of Barça. The chosen proposals will be eligible for financial aid and advice in order to develop and position themselves on the market.

"FC Barcelona wishes to help transform Barcelona into a global mobile reference", said the President of FC Barcelona, Sandro Rosell, who added "the Club's satisfaction with collaborating in all the projects that help to promote and strengthen the image of the city and of the country". According to Rosell, "Barça's commitment to new technologies in recent times has been clear but we believe there is still a long way to go. This agreement will allow us to offer our members and fans better services through mobile applications".

John Hoffman, CEO of GSMA Ltd., said: "We are very satisfied that Fútbol Club Barcelona is joining Mobile World Capital. The two entities will not only work together to offer football fans in Barcelona and all of Spain new experiences, but will also help to promote new business opportunities for mobile companies. We are very excited and looking forward to working together to promote Mobile World Capital Barcelona".

The Managing Director of Fira Barcelona, Agustín Cordón, said "the involvement of FC Barcelona in the Mobile World Capital project is a valuable contribution because of the club's prestige worldwide,

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where it is admired for its sporting spirit and the values it embodies and transmits". Cerdón added that the collaboration with the *azulgrana* team "undoubtedly will contribute to generating more interest in the wide-ranging possibilities of mobile applications in leisure and sport".

The agreement also includes the participation of Fútbol Club Barcelona in the Mobile World Capital "M-Content" programme, aimed at promoting new mobile services that enrich the leisure and entertainment experience of users. Specifically, the agreement will focus on the "Enhanced Football Experience" project, which will promote new applications and services to improve the experience of watching or following a football match at or away from the pitch.

Over 1.4 million downloads every day

Five million Spaniards currently use mobile applications and, every day, 1.4 million apps are downloaded in Spain, over 16 per second. This year, global sales of apps could reach 11 billion euros, according to sector sources.

The apps sector is a fast growing market, partly due to the increase in smartphone sales: in 2011, 472 million units were sold, 58% more than in 2010. In Spain, there are 34.8 million app-ready devices, including 19 million computers, 14.8 million smartphones, 1.1 million televisions with internet access and 900,000 tablets.

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