

SuperOne Pilot Proves Fan Economy at Scale: 5 Million Games in 7 Months, Viral Growth, \$100 ARPU

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ZURICH, SWITZERLAND, October 4, 2025 /EINPresswire.com/ -- SuperOne, the dedicated fan engagement platform "owning the digital economy of football," today announced results from its seven-month pilot game, confirming powerful engagement, virality, and monetization across football fandoms worldwide.



SuperOne Pilot Proves Fan Economy at Scale: 5 Million Games in 7 Months, Viral Growth, \$100 ARPU

Football is the world's largest passion - but no platform owns it. SuperOne changes that with a competitive, always-on experience built for fans, clubs, stars, and brands.

Pilot Highlights

Stickiness validated: 30,000 pilot gamers played over 5,000,000 games

Retention validated: Core fans played 3 hours every day

Virality validated: core fans referred 30 new fans per month

Monetization validated: Annual ARPU \$100; with future ad lift to \$200

Success was driven by rewards at scale - 50,000 weekly cash prizes and 1.4 million real-time payouts during the pilot.

"We were all surprised by the level of engagement and virality. Fans didn't just play; they brought their friends, family, and communities with them. That's when we knew we had something special, a platform that turns fandom into a movement." says Andreas Christensen, Founder of SuperOne.

How the Game Works

A fast, competitive format built for repeat play and sharing:

Battle Royale - Last Fan Standing

Swipe to win with thematic trivia

Football Fandoms featuring top clubs

Multiplayer rounds starting every minute

Prize leaderboards: hourly, daily, weekly

The pilot validated stickiness across engagement, retention, and virality, driven by real-time rewards and simple mechanics that keep fans competing, returning, and inviting others.

Changing the Game: Next Phase

SuperOne is poised to scale globally, with Germany as the launchpad for the next growth phase. Clubs, brands, and partners can tap into a platform where fans are active, competitive, and eager to share—and where first-party fan data enables better targeting, higher ARPU, and premium ad performance.

Founder Andreas Christensen added:

“We’re building more than a game. We’re creating a global movement where fans compete, connect, and celebrate the sport they love - and where every swipe brings them closer to glory. The pilot was just the beginning. Now, it’s time to change the game worldwide.”

About SuperOne

SuperOne - founded by Norwegian technology entrepreneur Andreas Christensen - is building the world’s digital home for football: an always-on platform where fans compete, connect, and get rewarded. With a bold, AI, and data-led roadmap, SuperOne is targeting one billion fans by 2030, scaling esports-style trivia battles, real-time rewards, and club- and creator-driven communities across global markets. By uniting fans, clubs, stars, and brands in a single gamified economy, SuperOne turns passion into participation - and participation into value - delivering superior engagement, monetization, and measurable outcomes at worldwide scale.

Media Contact:

media@super.one | super.one

Andreas Christensen

SuperOne Limited

media@super.one

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