

The go-to EA FC companion for millions of players worldwide

What do fans use it for? Cross-platform community - app, web, and social - where fans share and refine squads, track real-time prices and SBCs, collectively shape their Ultimate Teams, and talk about football

Year founded 2014 Year acquired by Better Collective 2022

Audience & Reach



Monthly unique users:

20M

Monthly pageviews / impressions:

4B / 10B

Social media followers:

2.5M

Audience profile

18–34 as the core age group

95% of users are male

90% of adult users are 18–25, representing a predominantly Gen Z community of passionate football fans.

Monetization Overview



- Rollout of AdVantage, Better Collective's advertising technology, has already enhanced the ad experience, and is expected to lift CPMs, and open more premium partner opportunities

Strategic Strengths



- Daily-use toolkit (prices, squad builder, SBCs) drives habitual engagement
- Category leader with ~75% web and ~93% app market share
- Massive Gen Z & Millennial audience aligned with global football fandom
- Always-on: daily SBCs, promos, and player drops provide high-attention touch points throughout the entire EA FC cycle

Growth Potential



- Multiple revenue streams roll out. From 95% programmatic to direct brand sales and content production
- EA FC is gaining momentum, leading up to WC26 and thereby prolonging the game cycle
- Launching proprietary formats – weekly shows, Legends series, and a podcast – to host branded storytelling and deeper ad integration