

Time's Up! becomes a fully owned board game brand at asmodee, with new ambitions

Boulogne-Billancourt, France, May 7 2026 – Asmodee, a global tabletop entertainment leader, and its Zygomatic studio, specialised in social games and home to Dobble®/ Spot-it!™ and Werewolves of Miller's Hollow among others, today announces the rights acquisition to the Time's Up! IP and a new strategic plan for the brand. The iconic title, created by Peter Sarrett and originally published by R&R Games, is cementing its presence within asmodee's portfolio as one of the flagship games from Zygomatic studio.

Since 2005, the game has been successfully licensed to and published by asmodee, first through Repos Production studio as part of a long-standing partnership with R&R Games, the original licensor, and by Zygomatic since 2025. This acquisition now marks the final step in asmodee's full ownership of the IP. In this context, Zygomatic's team will focus on expanding the IP and further strengthening its global reach particularly in English-speaking territories, where there is a significant growth potential for the brand.

This strategic move reflects asmodee's commitment to investing in brands with strong global recognition and long-term development potential. This comes at a time when social games overall have experienced constant growth over the past 5 years, above other board games categories, with growth foreseen to be maintained and contributing to global expansion of the tabletop gaming market.

As part of a structured development roadmap, Zygomatic will undertake a rationalization and modernization of the Time's Up! range in 2027. This initiative will streamline the product line, refresh the brand positioning, and ensure stronger competitiveness and accessibility across markets. Time's Up! Express, launched in January 2026, marks the first step in this refreshed strategy. Designed for faster gameplay and broader accessibility, it aims to reach new audiences while remaining faithful to the core experience that made the game successful. Further details of the evolution of the Time's Up brand and portfolio will be shared in the next months.

"Time's Up! is a unique brand with enduring appeal across generations," said Alexandre Alonso, Studio Head of Zygomatic. "Its simple concept, social energy, and replayability make it a cornerstone of the social and party game segment, and it's been here for almost 30 years. We are excited to integrate it fully into our portfolio and shape its next chapter with a clear ambition: modernize the range, expand internationally, and ensure it remains a must-have title for every family."



With this acquisition, asmodee continues to strengthen its portfolio of iconic and accessible brands, consolidating its position as a leading player in the global tabletop games industry.

The transaction will have no material impact on asmodee's financial performance.

About asmodee

Asmodee is a global leader in tabletop gaming. Inspired by players, asmodee has been crafting and taking to market immersive, shared experiences for over 30 years. Its portfolio includes beloved games and intellectual properties such as CATAN®, Ticket to Ride®, Dobble/Spot it!®, 7 Wonders, and Exploding Kittens®. Operationally headquartered in France, asmodee operates globally, making its games accessible to players in over 100 countries around the world. Asmodee group's Class B shares are publicly traded on Nasdaq Stockholm under the ticker ASMDEE B. Learn more about asmodee [here](#).

About Zygomatic

Zygomatic, an asmodee studio, specialises in great social games and IP management and is home to leading global experiences such as Dobble/Spot it!, Werewolves of Miller's Hollow, Jungle Speed, Cortex and Time's Up!. Created in 2016, Zygomatic's creativity, knowledge of players, relationship with key authors and licensing partners have allowed their brands and games to be at the heart of unforgettable friend and family moments. Learn more about Zygomatic and its brands, more details [here](#).

For more information, contact

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Image Attachments

[Times Up X Asmodee](#)

Attachments

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