

HITSTER brings the magic of Melodifestivalen to game nights across Sweden

HITSTER Melodifestivalen brings together the popular music party game and Sweden's most iconic music competition.

Stockholm – October 30, 2026 – Asmodee, a global leader in tabletop gaming is bringing a special Swedish edition of Jumbo's popular music game *HITSTER* to the Swedish market. With over 1 million copies sold across its editions in Sweden, *HITSTER* has become a favourite for music lovers and game nights alike. Developed in collaboration with SVT, the new edition combines the much-loved *HITSTER* gameplay with over 300 songs from 1958–2026 from Sweden's iconic music competition.

Melodifestivalen holds a special place in Swedish popular culture. Bringing generations together around music, memorable performances and shared experiences, the competition has become one of the country's biggest entertainment events. It gathered 2,7 millions of viewers in average during the final on SVT1 in 2026. Now, its rich musical history takes centre stage in a new *HITSTER* experience, allowing fans to relive their favourite moments in a completely new way.

Relive the music, challenge your memories

From iconic Melodifestivalen classics to more recent favourites, *HITSTER* Melodifestivalen invites players to put their musical memories to the test with songs that have shaped generations of Swedish music fans.

The *HITSTER* concept is simple: scan a card, listen to the song and place it in the correct position on your music timeline. There's no need to know the exact release year, just rely on musical knowledge, memories and a little intuition. The first player to correctly place 10 songs in chronological order becomes the *HITSTER*.

Combining music, nostalgia and friendly competition, this special edition brings a distinctly Swedish twist to *HITSTER*'s accessible and highly social gameplay, making it a natural choice for game nights with friends and family.

"Music has an incredible ability to bring people together, and that's exactly what HITSTER is all about. Melodifestivalen is such an iconic part of Swedish music culture, so bringing these two together feels like a natural match. We're excited to give Swedish fans a new way to relive their favourite Melodifestivalen moments with friends and family." – Katrine Uhrskov, Marketing Director Nordics, asmodee.





Press Release
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HITSTER Melodifestivalen will be available for pre-order across Sweden from October 30th, 2026, ahead of its official launch on December 1, 2026.

For more information, contact

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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](#).

Image Attachments

[Hitster Melodifestivalen](#)

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Attachments

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