

@ADAMSUMMERTON

From the armchair to the dugout!

@BBCMOTD

ADS, YOUR

TIME HAS COME!

@NOCONTEXTFM1

"A one-of-a-kind opportunity for a fan to swap the gaming chair for one in the manager's office."

DAILY MAIL

XBOX FOOTBALL 2024

ACTICIANO A

PROBLEM

Football is flourishing in the Premier League, the richest league in the world. They have the the best talent, and data which is transforming the sport. But four leagues below, in the National League, teams are struggling and being left behind.

INSIGHT

No football fan is alone in thinking they could manage a team. Many spend hundreds of hours a month engaging in football.

SOLUTION

For the launch of Football Manager 2024, Xbox helped the National league tap into a new pool of talent - gamers. Football Manager 24 uses live data to replicate the real game, testing gamers tactics. Xbox turned the game into a recruitment tool to hire a top gaming talent as the new tactician for professional team Bromley FC. The football and gaming community went wild for the opportunity, with 2.3m views on the job ad, and one gamer got the job. The tactician used game data to advise the club in real life, helping Bromley FC achieve their highest league position ever and fewest defeats in the league. Our documentary changed perceptions of how football talent is recruited and showed how Xbox powers your dreams.

ABUTTING THE THES betyeen simulation and the real work.

METRO

càmpaign impressions

in FM gamers on Xbox

played FM ever

season in Bromley's 30 year history













Dailyskillail



The Athletic



