Tigres UANL joins Dugout to expand its presence in Mexico and Internationally

Tuesday 21 January, 2020

Media:



Related Sectors:

Sport ::

Related Keywords:

Fooball :: Content :: Partnership :: Mexico ::

Scan Me:

Tigres UANL joins the world's top clubs, national football federations and leagues as part of Dugout's global community to deliver exciting football content direct to fans.

London, UK – 21st January 2020: Leading Mexican Liga MX football club Tigres UANL has become the 97th club to announce a partnership with global media platform Dugout.

Through Dugout's global network of premium publishers, Tigres UANL will increase online engagement with their fans - recognised as some of the Mexico's most loyal, passionate, and committed. The club will also look to increase its fan base size within and outside of Mexico as it now sits in a platform with the worlds football's biggest, clubs, leagues and federations via Dugout.com.

Tigres UANL, based in San Nicolás de los Garza, Nuevo León, has competed in Mexico's top tier of football for nearly six decades. Tigres has reached the championships seven times, the last being the 2019 Tornero Clausura.

Dugout, the only media company owned by the world's top football clubs, and whose founding members include Barcelona, Real Madrid, Paris Saint-Germain, A.C. Milan, Liverpool, Manchester City, Arsenal, Chelsea, Bayern Munich and Juventus, will create and host high-quality, original and exclusive football content delivered directly to fans worldwide.

Dugout Co-Founder and Chairman, Elliot Richardson, said:

"Tigres UANL is one of Mexico's most well-supported clubs, we are delighted to have signed them with Dugout. This partnership will ensure fans across the world have direct access to Tigres UANL's content, both on and off the pitch. Within Mexico, Tigres' fans are known as some of the most loyal and passionate, and we're sure that by working together, we will be developing the club's online fan engagement and increasing the reach of its content globally.

"Through Tigres UANL's partnership with the Dugout family we are expanding our presence within Mexico. North and South America offer great potential for growth in fan engagement and are two regions of focus for development Dugout is proud to have 97 clubs, federations and leagues along with over 75 certified publishers delivering 60 million monthly users. Via a library of over 50,000 videos and 311 million monthly video views we remain on track to become one of the largest football content providers in the world."

Tigres UANL Commercial Director, Carlos Valenzuela, said:

"We are thrilled to be able to partner with Dugout to bring our hugely passionate fan-base more engaging content. With Dugout's platform being used by football loving fans across the world, this partnership marks an important stage in the Club's digital growth and adds to our strategy to develop our international presence."

-ENDS-

Notes to Editors

About Dugout

Dugout is the first and only time the world's biggest football clubs have joined forces to support a new business. Since launching with Barcelona, A.C. Milan, Real Madrid, Paris Saint-Germain, Liverpool, Manchester City, Arsenal, Chelsea, Bayern Munich and Juventus, there are now over 97 clubs, National Football Federations and Leagues in partnership with Dugout.

Dugout offers exclusive football video content from its member clubs through a central library of more than 50,000 videos direct to fans on Dugout.com and via its Embed network of certified publishers. Each

member club and player have a dedicated Dugout profile to upload content and interact with fans creating a personalised experience based on the clubs and players they follow.

Dugout's Embed network of leading publishers from around the world, are supported by Dugout to strengthen their ability to drive deeply engaging content, user experience and provide the highest level of service to their audiences with not only static images but dynamic, relevant video content. Dugout produces over 5,000 videos a month across three key content streams - Newsworthy, Stand Alone and Evergreen; all of Dugout's content is available to certified publishers through its embeddable media platform.

Similarly, Dugout works with media agencies, creative agencies and brands to deliver content-rich opportunities for activation campaigns, product launches, experiential marketing and events.

Dugout.com launched in November 2016, followed by the app in March 2017. Dugout's quality content is also available on Amazon Fire TV, Apple TV, as well as via certified global publisher partners.

Visit Dugout.com
and Dugoutworldwide.com
(corporate site) for more information and download the app here: dugout.com/download-app

Engage with Dugout on social:

https://twitter.com/dugout [content]

https://twitter.com/dugoutcorporate [corporate]

https://www.linkedin.com/company/dugout-ltd/

https://www.facebook.com/officialdugout/

https://www.instagram.com/officialdugout/

For media enquiries or more information contact:

Sujit Jasani

Vero Communications

E. sjasani@verocom.co.uk

Ph. +44 (0) 7940 375282

About Tigres

The Tigres Club started March 7, 1960 as a part of the Autonomous University of Nuevo León, and since 1996 has been adminstered by CEMEX via Sinergia Deportiva.

Our mission is to provide the community with a fun and satisfying enviornment through a family oriented and quality sports spectacle, in the search for winning results, like promoting the sports skills within our youth divisions within a socially responsible framework.

The Tigres vision is aimed at being the best Mexican Club, a leader regionally and internationally that is distinguished by having an effective complete training model, by having an efficient adiminstration, and by having a strong social commitment that generates values among its fans, sponsors, and community at large.

The Tigres Club has seven league titles, has been the Copa Libertadores de América runner-up, has been the CONCACAF Champions League runner-up three times, and has become the most winning team of the decade.

Tigres' social media:

Twitter: @TigresOficial

Facebook: @tigresoficial

Instagram: @clubtigresoficial

Linkedin: ClubTigresSinergiaDeportiva

YouTube: TigresOficial

Web: https://www.tigres.com.mx/

Company Contact:

_

DUGOUT

E. jperkins@verocom.com.uk
W. https://www.dugoutworldwide.com/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.dugoutworldwide.pressat.co.uk