

FOOTBALLTM MANAGER 2020

EVERYONE'S GOT AN OPINION...
DO SOMETHING WITH YOURS

London, England – 27 August 2019

Football is a game of opinions. From team selection to transfers and tactics, everyone has their own ideas on how to get results on the pitch. Sports Interactive™ and SEGA® are giving would-be managers the chance to prove that their opinion means more than most when Football Manager 2020 releases in early November.

FM20 will give players the chance to call the shots at their favourite club as they take control of their team's destiny and make all the decisions that a real manager does as they develop their team and attempt to deliver a sustained level of success.

We have today released the [first trailer](#) for the game that should whet the appetite ahead of the game's key feature announcements, the first details of which will be revealed in mid-September through the [Football Manager website](#) and via the official FM social media channels (including [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#)).

But even though we aren't talking about new game features today, we do have other things to talk about which you can see below.

Football Manager 2020 is the follow up to the record-breaking Football Manager 2019, which is the fastest selling, best-selling, and most played version of the series to date across all of its release platforms. Nine months after its release, more than 60% of the people who have bought the PC/Mac game in its lifetime are still playing it each month.

This year also marks the first time in the long-running series' history that Football Manager will be available as a launch title on a new platform as Football Manager 2020 is set to make its debut on Google's Stadia and will be the fastest way to experience Football Manager.

Miles Jacobson, Studio Director of Sports Interactive, says "Football Manager on Stadia includes technology that is only available on that platform, utilising the power of the cloud and Google's data centres to ensure that more matches can be processed in parallel utilising spare bandwidth across the whole system – this means you can have more leagues loaded into your save, or just go for a faster experience by keeping the amount of leagues the same, but having the matches process quicker than you can on any other platform."

From today until launch, fans who pre-purchase Football Manager 2020 (for PC and Mac), from a SEGA approved digital retailer* (or pre-order from a participating physical retailer) will receive a 10% discount. Additionally, those who pre-purchase through a SEGA approved digital retailer will be able to get their managerial careers underway early through a fully-playable Beta version, which will be available roughly two weeks prior to the official street date (single player careers started in the Beta can be carried across to the full game). The pre-release Beta will not be available on Stadia.

Football Manager 2020 (for PC, Mac and Stadia), Football Manager 2020 Touch (for PC, Mac, iOS and Android) and Football Manager 2020 Mobile (for iOS and Android) will all be released simultaneously in early November (exact date TBC). Football Manager 2020 Touch for Nintendo Switch will follow in late November.

**Pre-release Beta is available from SEGA approved digital retailers only; please check [here](#) for an exhaustive list of digital retailers and more details as to what constitutes a SEGA approved retailer.*

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About Football Manager

Football Manager is the most realistic, in-depth and immersive football management simulation in the world. Putting you in the hot seat of any club in more than 50 countries across the world, Football Manager allows you to take on the role of a real-life manager: you decide who plays and who sits on the bench, and you're in total control of tactics, team talks, substitutions and pitch-side instructions as you follow the match live with the acclaimed 3D match engine.

In recent years Football Manager has become an integral part of football culture. The game's hugely loyal fanbase includes celebrities and footballers, and it has inspired books and comedy shows. There is even a full-length film, *An Alternative Reality: The Football Manager Documentary* (available on iTunes, Google Play and Steam) that highlights the game's enduring appeal and influence within the professional game.

Further information is available at www.footballmanager.com.

About Sports Interactive Ltd.

Sports Interactive (SI) is the world's leading developer of football management simulations through its Football Manager series. Founded in 1994 and based at Here East in the Queen Elizabeth Olympic Park, Stratford, SI has a full-time staff of more than 100 and employs the services of roughly 1,300 part-time researchers across the globe (alongside more than 200 offsite Beta testers). SI has ongoing relationships with some of the biggest names in professional football, including the Bundesliga, the League Managers Association, EFL and many other leagues and national associations. Sports Interactive became a wholly owned subsidiary of SEGA in 2006. Further information on the company and its games is available at www.sigames.com.

About SEGA® Europe Ltd.:

SEGA Europe Ltd. is the European Distribution arm of Tokyo, Japan-based SEGA Games Co., Ltd., and a worldwide leader in interactive entertainment both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Interactive Entertainment Europe. SEGA wholly owns the video game development studios Two Point Studios, Creative Assembly, Relic Entertainment, Amplitude Studios, Sports Interactive and Hardlight. SEGA Europe's website is located at www.sega.co.uk