



GET READY TO ROLL! SCOPELY'S *MONOPOLY GO!* JOINS SIX NATIONS RUGBY AS ITS FIRST-EVER MOBILE GAMING PARTNER

- *MONOPOLY GO!* is offering fans the chance to win the ultimate 'Tycoon' experience, with tickets to a 'Super Saturday' fixture up for grabs
- Released in 2023, *MONOPOLY GO!* is the most successful mobile game launch in history, with players passing 'GO' over 150 billion times
- The new partnership spans the Guinness Men's and Women's Six Nations, uniting global fans of rugby's most loved annual occasions, with the community of avid *MONOPOLY GO!* players

For Immediate Release January 27, 2025, London, UK:

Six Nations Rugby and Scopely's *MONOPOLY GO!* are ready to roll ahead of the 2025 Championships.

Scopely, a leading global interactive entertainment and video game company, and Six Nations Rugby will bring their millions of fans together, through the blockbuster mobile game, *MONOPOLY GO!* as part of the new partnership that encompasses the Guinness Men's and Women's Six Nations.

MONOPOLY GO! launched in 2023, becoming the most successful mobile game launch of all time, with more than 150 billion players passing 'GO' in the free to play game, making it one of the most successful mobile games on the market.

In its capacity as the first ever Official Mobile Gaming Partner of Six Nations Rugby, Scopely's *MONOPOLY GO!* will be offering players the opportunity to win the ultimate 'Tycoon' experience via social media, with a pair of exclusive tickets to a Six Nations 'Super Saturday' fixture up for grabs.

The partnership will be brought to life through unique activations designed to excite fans and players encouraging the communities to come together and compete, as the action from the Six Nations takes centre stage on the pitch.



Fans can look forward to engaging with activity across digital channels and eye catching in stadia activations planned during the Championships.

Commenting on the new partnership, Navin Singh, Chief Commercial and Growth Officer at Six Nations Rugby, said:

“The experience of the Six Nations is unlike anything else in sport, and we are always exploring ways to enhance this experience for fans. As such, the new partnership with *MONOPOLY GO!* is hugely exciting. Together, we are looking forward to offering a global community of rugby fans and players of the mobile game a unique and interactive way to engage with the Six Nations beyond the action on the pitch.”

Sophie Young, VP Regional Marketing at Scopely, added:

“We’re thrilled to team up with the Men's and Women's Six Nations as the first ever mobile gaming partner of Six Nations Rugby. This partnership marks another first, with the debut of *MONOPOLY GO!* in European sport sponsorship, bringing its competitive spirit to the pitch.

Rugby's rich heritage of sportsmanship, resilience and competition mirrors the exhilarating and social experience of *MONOPOLY GO!* - a game where friends become rivals, landmarks are toppled, and daring bank heists unfold, fuelling the excitement and drive to win. This partnership is a celebration of community, friendly competition and the thrill of the game, on and off the pitch.”

The 2025 Guinness Men’s Six Nations kicks off on the 31st of January, running until the 15th March, with the Women’s Six Nations then starting on the 22nd March. For all the latest news on the *MONOPOLY GO!* partnership and information on how, when and where to watch the Championships visit: <https://www.sixnationsrugby.com/en>

MONOPOLY GO!, which launched in April 2023, achieved the most successful mobile game launch of all time due to its highly social, dynamic gameplay, where there’s always a new challenge.

The game reimagines the classic MONOPOLY experience in a vibrant, pocket-sized package that connects a massive global community known as “Tycoons”.



The competitive spirit of MONOPOLY is alive and well in the “smash” hit, as players knock down each other’s landmarks or rob their friend’s bank in a quest to get ahead. Teamwork is also essential because players can work with friends -- their most valuable assets -- to build their fortunes faster. For example, opening the Community Chest requires help from at least five friends, and players team up in partner events to bake sweet treats in exchange for big prizes.

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About *MONOPOLY GO!*

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Stay tuned for updates and get ready to roll with *MONOPOLY GO!* and the Six Nations!

Created by leading free-to-play video game company [Scopely](#), in partnership with [Hasbro](#), *MONOPOLY GO!* has united a community of MONOPOLY fans around the world, with millions playing the beloved game every day. The game has attracted 150 million+ downloads and over 50 awards including Google Play’s coveted 2023 “User’s Choice” and Pocket Gamer’s 2024 “Game of the Year.”

After surpassing \$3 billion in revenue in just over a year, *MONOPOLY GO!* solidified its status as the most successful mobile game launch in history. To date, players have passed “GO” 150 billion+ times, completed 5 billion+ boards, and landed in jail 15 billion+ times. The



game combines classic MONOPOLY gameplay with new worlds to explore, offering a dynamic social experience that enables players to connect, compete, and collaborate with friends and family to build their fortunes. *MONOPOLY GO!* even recently inspired its own [board game](#), speaking to the game’s mass appeal that transcends generations and geographies.

For more information, visit www.monopolygo.com.

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About Scopely:

Scopely is a leading global interactive entertainment and video game company, home to many top-grossing, award-winning franchises including the most successful mobile game ever launched “MONOPOLY GO!,” “Stumble Guys,” “Star Trek™ Fleet Command,” “MARVEL Strike Force,” and “Yahtzee® With Buddies,” among others. Scopely creates, publishes, and live-operates immersive games that empower a directed-by-consumer™ experience. Founded in 2011, Scopely is fueled by a world-class team and a proprietary technology platform Playgami that supports one of the most diversified portfolios in the mobile games industry. Recognized multiple times as one of *Fast Company’s* “World’s Most Innovative Companies” and as a TIME100 “Most Influential Company In the World,” Scopely is a multi-billion-dollar business due to its ability to create long-lasting game experiences that players enjoy for years. Scopely has global operations across North America, Central America, EMEA, and Asia, with additional game studio partners across four continents. For more information, visit www.scopely.com.

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About Six Nations Rugby

Six Nations Rugby is the official organisation responsible for the annual international rugby competitions that include the Guinness Men’s Six Nations, Guinness Women’s Six Nations, Under-20 Six Nations, Under-18 Festivals, and the Autumn Nations Series.

Six Nations Rugby operates on behalf of and in partnership with its shareholders, that include its member unions and federations: England



(RFU), France (FFR), Ireland (IRFU), Italy (FIR), Scotland (SRU) and Wales (WRU).

Primary responsibilities of Six Nations Rugby include the negotiation and management of centralised commercial rights on behalf of its shareholders, as well as the promotion and operation of its annual Championships and competitions.

Six Nations Rugby is proud to work with the following partners:
Guinness, Sage, Breitling, IHG Hotels & Resorts, BKT and Scopely's
MONOPOLY GO!