



SUBWAY SURFERS EXPERIENCE TO REACH EXTREME HEIGHTS WITH SYBO TV

New Go-To Destination Delves Further Into Mobile Game Touting Record 2.1 Billion Downloads, Animated Series And Much More

LONDON (October 8, 2018) - [SYBO Games](#), the IP-owner and game developer of *Subway Surfers*, the mobile game phenomenon with over 2.1 billion downloads, announced today the launch of SYBO TV, a video streaming, content creation and distribution platform. The announcement was made from Brand Licensing Europe, where the company is exhibiting its SUBSURF® consumer lifestyle brand at booth F92.

Launching in 4th quarter of 2018, SYBO TV will be the go-to destination for the *Subway Surfers* brand universe. Led by the number-charting game itself, *Subway Surfers: The Animated Series* and the playful Jake's Shakes bite-size videos, SYBO TV will also offer game live streams, trailers, extensive behind-the-scenes looks, lifestyle content and more. In addition, SYBO TV offers a platform for influencers and content creators from across the globe a central location to share their original *Subway Surfers* content.

"SYBO TV is the latest in our commitment to deliver rich content, cool consumer products and authentic experiences," said Naz Amarchi-Cuevas, Head of Licensing & Brand Marketing, SYBO GAMES. "So many of our fans identify with the Subway Surfers lifestyle and we are keen to provide a one-stop digital destination for them to dive further and share the experience."

"Over the past year, we have been 'leveling up' our video content and channeling it as a springboard to deliver awesome new forms of entertainment to both our long-term fans and new audiences," said Adam R. Collier, SYBO Games Video Producer and SYBO TV Manager. "SYBO TV will showcase our passion for games and animation, and offer behind-the-scenes glimpses at the talent that helps make the SYBO magic happen."

Six years after its mobile game launch, *Subway Surfers* continues to rock the charts. In June 2018, the game hit an all-time monthly download record at 52.5 million; which follows its Number One spot as 2017's most downloaded game around the world. *Subway Surfers* also touts the first game to pass one billion downloads in Google Play's store.

The SUBSURF® brand emulates the street culture ethos of *Subway Surfers*. The style - whether it be graffiti, stencils, prints and murals, large-scale paintings and projects of artistic collaboration, among others - is very much part of the brand and represented in all aspects. There are 10 style guides and they all celebrate this authenticity.

Subway Surfers: The Animated Series premiered earlier this year on SYBO Games YouTube channel to an overwhelmingly positive response from fans. The 10 x 4 minute-series, scripted by Brent Friedman (*Star Wars Rebels*, *Star Wars: The Clone Wars*) and produced by Daytime Emmy award-winning producer Sander Schwartz (*The Batman*, *Justice League*, *Scooby Doo*, *Teen Titans*), will be followed by a long-form series in 2019.

In *Subway Surfers*, SYBO Games and publisher/co-developer Kiloo, introduced the World Tour concept. Every month, Subway Surfers lands in a new city or country. Its key characters have travelled to more than 43 destinations. Players take on the role of the graffiti-tagging main protagonist Jake or one of his many friends. They run from the grumpy inspector and his dog through the subway systems of famous cities around the world while collecting coins and dodging oncoming trains.

About SYBO Games:

SYBO Games is a Danish mobile games developer founded in 2010, known for the massive mobile hit Subway Surfers (published and co-developed by Kiloo). Five years since the launch of the mobile game, Subway Surfers topped 2017's most downloaded mobile game in the world. Subway Surfers has been downloaded more than 2.1 billion times since its launch in 2012, with multiple titles for both iOS and Android. To find out more please visit <http://sybogames.com/>.

<https://www.facebook.com/SubwaySurfersSybo/>

https://www.instagram.com/sybo_games/

<https://twitter.com/sybogames>

<youtube.com/sybotv>

Media Contact:

Sarah Gumina

GennComm for SYBO Games

T: (310) 714-0350 - sarah@genncomm.com