

A new Start for Lega B with *The League of Fans*, the new fan-engagement digital platform of the Italian second division football league.

Lega B, the Italian second division football governing body has of today launched [Lega B Start](https://start.legab.it/?utm_source=epfl&utm_medium=prtext&utm_campaign=introduction) (link a https://start.legab.it/?utm_source=epfl&utm_medium=prtext&utm_campaign=introduction), a new fan-engagement digital platform that gives fans the chance to personalize their digital experience with an official club-themed webpage, offering all team-related breaking news and a variety of entertaining activations.

Lega B Start is a network of 23 webpages that can be set as the user's browser initial page, one for Lega B dedicated to Serie B championship lovers, and the other 22 for each of the Lega B clubs, perfect for Club's real supporters.

On Start users can find the best images, news and social contents of their favorite Club, an up-to-date match centre with all Serie B stats, the geographical distribution of fans around in Italy and around the world, and exciting games and competitions with predictions, polls, quizzes and much more.

Fans will compete in the *League of Fans*, by showing their passion for football and their preferred team and earning points in what is the first official Lega B digital Championship. Registered users will be able to see their personal rankings and push their club high in the ladder as the individual points will determine the results of the virtual matches with the other Serie B teams in a parallel digital tournament. And there's even more: the most active fans on Lega B Start will win unique prizes and exciting experiences offered by the Clubs.

"Lega B Start is the first attempt of its kind to unite all 22 second division Clubs in digital marketing and communication with the aim to empower fans to engage with their favourite team" says **Federico Smanio**, head of digital and Fan Relationship Management of Lega B. "Thanks to this project, we'll provide our Member clubs with a fan engagement platform and a built-in FRM and Business intelligence tools to enable us to test the level of interaction and passion of supporters and Serie B lovers around the world. Lega B Start represents a concrete step towards the improvement of fan experience not just during match days and the promotion of Lega B and its member clubs, as we are trying to establish a more direct bond with our fans while at the same time creating opportunities for brands and thus new potential revenue streams for our system. We are proud to kick off what we believe is a very innovative project and I want to thank our partner Sconnected for the great work done together so far."

Kreso Gotovac, founder and CEO of Sconnected declared: "It is a great honour, pleasure, and responsibility to work hand in hand with an institution of such prominence as is LNPF together with their Member clubs on a project so inclusive that it sometimes felt as though we were building an entire league all over again, only in the digital domain this time. We are very excited about the result of this collaboration and we have confidence that fans will like Lega B Start as much as we do. Now we eagerly await which team will hold the Best Fans trophy at the end of the season."

You can use Lega B Start in 3 simple steps:

1. Click on <https://start.legab.it> (https://start.legab.it/?utm_source=epfl&utm_medium=prtext&utm_campaign=introduction)
2. Choose your favorite Club or Lega B
3. Go in and play the *League of Fans*: games, polls and prizes are waiting for you!



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