

DAVID VILLA TAKES ‘DESIGNATED PLAYER’ FROM THE PITCH TO PRODUCTION

Most Successful Designated Player in MLS History Launches Production Company to Bring Original and Diverse Soccer Content to America

May 31, 2018 (New York, NY) – David Villa today announced the launch of Designated Player, a production company focused on delivering a broad range of soccer content to the American market, using the credibility and experiences that he brings first-hand as champion of the world’s most coveted trophies: 2010 FIFA World Cup, UEFA Euro 2008, 2011 UEFA Champions League, and several LaLiga Championships. Specifically, in the United States, Villa is a 2017 ESPY Award recipient, 2016 MLS MVP, leading goal scorer for the league, as well as captain for New York City Football Club, where he most recently scored his 400th career goal. To this day, Villa holds Spain’s all-time scoring record. Under the banner of Designated Player (www.designatedplayer.com), Villa is the most decorated soccer player currently based in the USA at the helm of a global content company dedicated to promoting the sport in America, at a time when participation and viewership continues to grow, especially in anticipation of North America being named the host of the 2026 FIFA World Cup. Coinciding with the announcement of Designated Player are the following projects, partnerships and initiatives:

- Hispanicize Media Group (HMG) will create a Designated Player digital soccer channel and experiential platform, offering culturally relevant content for the \$1.7 trillion US Hispanic market, to be distributed across HMG’s social media audience of 325 million fans and 1,900+ celebrities and digital influencers – many of whom are futbol aficionados.
- The Players’ Tribune, a best-in-class athlete storytelling platform, has named David Villa as one of the athlete launch partners for its global expansion, alongside other sporting stars such as Gerard Piqué, Pau Gasol, Marc Gasol, Dani Alves, Ronaldinho, and others.
- Telemundo, the exclusive Spanish-language broadcast home of the 2018 FIFA World Cup, has signed a deal with David Villa and Designated Player to host and produce on-air segments and interviews that will be featured across Telemundo platforms throughout the tournament.
- snkr!NC, a new media brand focused solely on the \$60 billion global sneaker market, and Designated Player have partnered on a production deal to develop, distribute and market soccer-inspired sneaker culture content.
- UNICEF and Designated Player have collaborated on creating content to continue generating awareness and support in the fight for children’s rights around the world.
- Designated Player will launch a Soccer Fan Academy to cultivate and nurture young, up-and-coming YouTube content creators, forming the basis of a long-term, sustainable, and talented community that can deliver exclusive and engaging content to soccer fans around the world. The content is enhanced by insider access to events and experiences, provided by David Villa himself.

“I have always been committed to promoting the sport that I love, and I believe America plays an important role in world soccer,” says David Villa. “I am so happy to have the opportunity to live and play in New York, to be here with my family, to connect with such diverse communities, and to continue the growth of soccer in this country. With Designated Player, I can share my knowledge and expertise through various forms of content and experiences, while reaching new audiences and inspiring a future generation of fans.”

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