



## **Euroleague Basketball Names Moovit Official Mobility Partner**

*Transport Leader to Help Hoops Fans Arrive at Playoff and Final Four Games*

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Euroleague Basketball has named Moovit, the world's leading transport app, as its official mobility partner for this season's Turkish Airlines EuroLeague Playoffs and Final Four. Moovit will help fans arrive via public transport for playoff games in Athens, Greece; Istanbul, Turkey; Kaunas, Lithuania; Moscow, Russia; and Madrid and Vitoria-Gasteiz, Spain; as well as for the EuroLeague semifinals and the championship game at the Final Four in Belgrade, Serbia, between Europe's four best basketball teams on May 18 and 20, 2018.

By naming Moovit as its official mobility partner, the Turkish Airlines EuroLeague becomes Europe's first basketball entity to team with the transport leader to help serve its fan base. The partnership is the latest example of how Euroleague Basketball is always at the top of innovation. A priority for the EuroLeague is to constantly improve its products to offer services to fans that will enhance their game-day experiences. Moovit's services will support the more than 2.8 million fans attending EuroLeague games this season – an increase of 4.4% from the year before – in 13 different metropolitan areas in nine countries, many of whom use public transport on their way to and from EuroLeague arenas.

Moovit is the world's number one public transport app. It's free on Android and iOS devices and the web and provides real-time updates for the best transport routes including step-by-step live directions, line schedules, get-off alerts and more for more than 2,000 cities in 80 countries and 44 languages around the world.

Moovit will send service alerts in the native languages of all teams playing each playoff and Final Four game. These alerts will provide fans useful information about any changes in routes or timetables caused by the games. Moovit also will provide easy-to-share links with tailored transport instructions, such as how to arrive at Stark Arena in Belgrade. Moovit will add EuroLeague arenas as points of interest on its app, making it easy to find them in the app's search bar or map. Also, Moovit will add an extra button on its app to connect Moovit users directly to the EuroLeague's main website so they can read all the news and updates about EuroLeague play.

"EuroLeague is a fan favorite with heart-pounding, edge-of-your-seat basketball action," said Moovit Vice President of Products Yovav Meydad, "The organization is so fan-focused, it's no surprise EuroLeague has asked Moovit to help serve its fans with an improved transport experience."

Meydad added: "Euroleague joins more than 100 other world-class sports organizations and venues like the City of Rio de Janeiro for the 2016 Olympics, AS Roma, and UEFA EURO 2016 that have made Moovit their official mobility partner or collaborated with the company to help



fans worry less about getting to and from venues so they can enjoy the action and entertainment more when they're there.”

“Moovit truly simplifies using public transport everywhere EuroLeague games are played,” Roser Queraltó, Euroleague Basketball’s Chief Development Officer, said. “As the EuroLeague strives to provide its fans the very best basketball experience, naturally we want to partner with the best company to extend the fan experience to commuting to the arenas where EuroLeague games are played. Moovit is without equal when it comes to transport directions, notifications and related information.”

Meydad said Moovit has more than 140 million users worldwide. “All around the world, people depend on Moovit every day for the best and most comprehensive transport data in one free, intuitive and easy-to-use app.”

## **ABOUT TURKISH AIRLINES EUROLEAGUE**

Euroleague Basketball is a global leader in the sports and entertainment business, devoted to delivering superior European club leagues under a unique and innovative organizational model. Owned and managed by some of the most successful and historic clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and 7DAYS EuroCup, as well the sport's premier under-18 showcase, the Euroleague Basketball ADIDAS NEXT GENERATION TOURNAMENT.

Euroleague Basketball competitions bring the elite of European basketball to all five continents with broadcasts in over 210 countries and territories, and to the entire sports community through its OTT platform EuroLeague TV. EB also organizes a series of community and educational programs. Its ground-breaking corporate social responsibility program One Team features 40 clubs that have already made a difference in the lives of more than 14,000 participants. Its Sports Business MBA trains future professionals in sports management.

## **ABOUT MOOVIT**

Moovit ([www.moovit.com](http://www.moovit.com)) is the world's largest transport data and analytics company and the #1 transport app. Moovit simplifies your urban mobility all around the world, making getting around town via transport easier and more convenient. By combining information from public transport operators and authorities with live information from the user community, Moovit offers travelers a real-time picture, including the best route for the journey. Named Best Local App by Google in 2016 and one of Apple’s Best Apps of 2017, Moovit launched in 2012 and surpassed 140 million users in five years.

Moovit amasses one billion anonymous data points a day to add to the world’s largest repository of transport data. The data gathering is aided by Moovit’s network of more than 300,000 local editors called “[Moovitors](#).” These passionate users help map and maintain local transport information in cities that would otherwise be unserved. Moovitors account for 65



percent of the hundreds of cities Moovit opens every year and make Moovit the Wikipedia of transport.

Moovit is an early pioneer of Mobility as a Service (MaaS). The company helps people change the way they consume mobility by fully integrating other forms of transport, such as local bicycle services, into its app. In 2017 Moovit launched its [Smart Transit Suite](#) of products to help cities, governments and transport operators improve urban mobility in their cities.

Moovit is available for free on [iOS](#), [Android](#) and the [Web](#) in more than 2,000 cities, across 80 countries, and can be used in 44 languages. More than 100 cities and global events, including Rio de Janeiro for the 2016 Olympics, have made Moovit their official transport app.