



FOR IMMEDIATE RELEASE
Wednesday 19 August 2026

532 Design brings Crowd Legends Daily XI Challenge to OneFootball's 1F Play

Scottish sports games studio 532 Design brings its daily-play football game to one of the world's biggest football communities, tapping into the rapid growth of short-form daily games.

OneFootball, one of the world's leading football media platforms, has partnered with Scottish games studio 532 Design to launch the Crowd Legends Daily XI Challenge on 1F Play, the new games section being introduced inside the OneFootball app.

Short-form daily games have become one of the fastest-growing habits in digital media. Across many of the world's biggest news, media and social platforms, quick, once-a-day challenges have proven to be an effective way to turn audiences into loyal, returning users. They can be played in a couple of minutes and shared as soon as they are finished. Crowd Legends brings that same habit to football.

Crowd Legends Daily XI Challenge gives fans a daily player line-up and challenges them to build the strongest possible XI, battling against friends on that day's leaderboard before it resets for tomorrow's fresh challenge.

The game rewards knowledge and instinct rather than grinding through menus or memorising player ratings. That makes it easy for casual supporters to pick up in a spare moment, while still giving dedicated fans something to prove. It is free to play inside the OneFootball app.

The partnership pairs OneFootball's global football audience with 532 Design's experience in building lightweight daily sports games that give fans a reason to return again and again.

Quote from Brian McNicoll, Founder and CEO, 532 Design

"Short-form daily games have become one of the stickiest formats in media, and we want to bring that habit to all sports. Our ambition is simple: sports games that are quick to play, easy to understand and rewarding for fans of every level. OneFootball, with one of the world's biggest football communities, is the perfect place to do this." Brian McNicoll, Founder and CEO, 532 Design

Quote from Mahmoud El-Azzeh, VP Product, OneFootball

"OneFootball is always looking for new ways to engage our global community, and the Crowd Legends Daily XI Challenge is a fun, fast way for fans to show off their football knowledge every day. 532 Design builds exactly the kind of lightweight, daily-play experiences that capture the passion our fans have for the game." Mahmoud El-Azzeh, VP Product, OneFootball

The Crowd Legends Daily XI Challenge is available for selected users on 1F Play, as OneFootball begins the early rollout of its new games section inside the app.

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About 532 Design

532 Design is a Scottish sports games studio, founded in Dundee in 2022. It builds daily-play sports games that rights holders, media companies, brands and digital platforms run inside their own apps to deepen fan engagement, grow audiences and open new sponsorship revenue. The studio is a selected closed beta publisher for YouTube Playables and has worked with organisations including the Scottish Professional Football League (SPFL), FIFPRO and OneFootball. 532 Design is backed by the UK Games Fund, Scottish EDGE, Innovate UK and Scottish Enterprise.

About Crowd Legends

Crowd Legends is a daily-play sports platform game where knowledge, instinct and strategy matter more than memorising ratings or spending hours playing. Each challenge takes just a few minutes, making it accessible for casual supporters while still rewarding dedicated fans.

About OneFootball

OneFootball is the world's leading football platform, bringing fans closer to the game through personalised news, live scores, statistics, video and streaming. Reaching more than 200 million fans monthly across its owned channels - and over 645 million through its wider ecosystem - OneFootball connects fans, clubs, leagues, federations, players, broadcasters and brands worldwide.

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