sbarter

SBARTER PRESS KIT

The future of fun in Video Games

Media information pack — the open protocol for verified skill-based gaming contests

Association Sbarter · Zug, Switzerland · August 2026

1 · Market opportunity & context

$182.7B	3.2B	$200B+
INDUSTRY REVENUE IN 2024 (1)	PLAYERS WORLDWIDE	EXPECTED BY 2027

Video gaming is the world's largest entertainment industry, generating 182.7 billion dollars in 2024 — already larger than film and music combined. With an audience of 3.2 billion players worldwide, the industry is expected to surpass $200 billion by 2027.

As the market matures, traditional monetisation models such as advertising, in-app purchases and subscriptions are coming under pressure, prompting publishers to explore complementary ways to engage players and diversify revenues.

At the same time, players are increasingly looking for competitive experiences that are both meaningful and social — opportunities to prove their skill. Competitive play, from esports to casual 1v1 challenges, is one of the fastest-growing trends in gaming. Yet compliance risks and fraud concerns have long blocked the emergence of safe, legal infrastructures for real-stakes play.

This is where Sbarter comes in. Sbarter adds a new competitive layer to the games people already love, allowing players to challenge one another in verified, skill-based contests. Built around fairness, transparency and regulatory compliance, Sbarter gives players more reasons to play, publishers new ways to engage their communities, and the wider industry a trusted framework for competitive play.

(1) source: Newzoo's Global Games Market Report 2025

2 · About Sbarter — the future of skill-based gaming

Sbarter is a Swiss-based non-profit association developing the world's first open protocol for verified skill-based gaming contests.

Rather than changing games, Sbarter sits alongside them, allowing players to create skill-based challenges against friends, rivals and communities using the games they already enjoy.

Every contest is designed around three principles: fun, fairness and trust. Players know they are competing on skill alone, with identity verification, regional compliance and transparent settlement built into the platform from the outset.

Sbarter has been designed to work with publishers rather than compete with them. Publishers remain in control of their games and can choose whether to integrate directly through a lightweight API or participate by acting as trusted oracles that verify contest outcomes. In return they receive a fee each time they validate a contest.

The protocol has been designed to work across multiple titles, genres and regions, creating a new category of competitive entertainment without changing the underlying gameplay.

PROTOCOL

Sbarter provides the rules, technology and trust framework that enables verified skill-based contests across multiple games. It is designed to work alongside existing titles without changing gameplay or game economies.

ORACLE

Every contest needs an independent source to verify the result. Where publishers choose to participate, they can act as the trusted oracle, confirming the outcome and receiving an oracle fee for doing so. In games where publishers have not integrated, Sbarter can support alternative verification processes, including player self-reporting with appropriate safeguards. The aim is always the same: trusted results and fair reward distribution.

Fun, fairness and trust

the three principles behind every Sbarter contest — for players, publishers and the wider industry

3 · Business value & model

Value for players

For players, Sbarter makes gaming more fun by adding a new social and competitive layer to the titles they already play. It turns ordinary sessions into exciting moments to share with friends, family, rivals or entire communities in custom formats — whether in casual challenges or in competitive tournaments. Contests are small-stake and skill-based only — with no randomness and no pay-to-win mechanics. By combining fun with social play, Sbarter adds new excitement without altering the original game content, creating a fair environment that players can return to again and again.

Value for video game publishers

Sbarter gives publishers a new engagement layer at no cost. Whether they choose full API integration or simply act as a trusted oracle, publishers remain in control of their games while benefiting from increased player engagement and retention.

Publishers receive an oracle fee whenever they verify contest results, creating a new revenue opportunity linked directly to player activity.

Because Sbarter sits alongside existing games rather than replacing existing monetisation, it complements in-app purchases, subscriptions and advertising instead of competing with them. Publishers decide how closely they wish to participate and can adopt the protocol at their own pace.

Value for the industry

Sbarter introduces a trusted framework for skill-based competition that can work across the wider games industry. By combining compliance, transparency and publisher participation, it demonstrates how competitive play can evolve beyond traditional esports into something accessible to millions of everyday players.

SBT (Sbarter) Tokens

SBT is the utility token that powers the Sbarter ecosystem. It enables contests to be settled securely and transparently while supporting governance as the protocol evolves.

Supply is permanently capped at 25 billion tokens, with structured vesting designed to support long-term sustainability. Over time, participating publishers will play an increasing role in governance, helping shape the future development of the protocol.

4 · Fundraising overview

Sbarter is now focused on expanding publisher relationships, creator partnerships and player adoption ahead of wider commercial rollout.

Investment will accelerate product development, compliance capabilities, marketing and international expansion, while supporting continued growth of the publisher ecosystem.

The company is currently engaging with a select group of institutional investors, strategic partners and leading games businesses.

5 · Governance

Governance is managed by the Swiss-based Sbarter Association, ensuring independence, transparency and long-term stewardship of the protocol.

As participation grows, governance will progressively expand to include publishers through a structured voting model. Compliance remains central to the platform, with KYC, age verification, regional eligibility controls and anti-cheat protections helping ensure contests remain fun, fair and legally compliant.

6 · Leadership & Advisory Board

Alessandro Fried

Chairman

25+ years in IT and iGaming. Founder of Siemens Internet Competence Center and co-founder of BtoBet, scaled into a leading platform later acquired by Aristocrat.

Ulrich Harmuth

CFO

Chief Strategy Officer, Sportradar; ex-CFO. 10+ years driving growth in sports data/tech. Former EQT Partners advisor with international board experience.

Philippe Cardon

Advisor

30+ years at Sony Interactive Entertainment and Warner Bros. He drove major platform launches at PlayStation (PS5, PS4) and led global rollouts of DVD, Blu-ray, and digital distribution as President of Warner Bros.

Dominique Cor

CMO / Head of Partnerships

30+ years in tech-driven industries with senior leadership roles at Electronic Arts, SEGA, and Vivendi. Former Head of Brand Sponsorship Strategy at EA, driving global partnerships for franchises like FIFA and Apex Legends.

Godwin Schembri

CTO

25+ years in software, blockchain, and payment technologies. Recognized for pioneering secure, cloud-based, and tokenomics-driven solutions at the intersection of gaming, blockchain, and payments.

Oliver Wolff

Ambassador

Former Universal Music Group executive, Olivier brings global media and digital expertise, enriching Sbarter's brand and community strategy.

Leadership & Advisory Board — continued

Enrico Bradamante

Ambassador

30+ years in tech and iGaming with senior leadership at Pariplay (NeoGames) and NetEnt. Founder & Chairman of iGEN, driving industry advocacy. Former senior executive at Kodak and Dell; also founded Elysium, a slots studio acquired by Glitnor in 2023.

Christophe Aulnette

Ambassador

20+ years in tech and services with senior leadership across Europe and Asia. Former President, Microsoft France (2001–2005) and CEO, Altran (€1.5bn revenues). Recognized for driving growth, transformation, and strategic innovation.

Scott Johnson

Ambassador

An expert in entertainment and gaming law, advises leading publishers on IP, compliance, and monetization, supporting Sbarter's global legal framework.

Kazutoshi Miyake

Ambassador

Former Sega Europe COO and Codemasters Japan President, Kazutoshi leverages global publishing and localization expertise to drive Sbarter's international growth.

Stefan Lampinen

Ambassador

Former EA, Microsoft, NVIDIA, and GameStop executive, Stefan combines AAA launch expertise and policy insight to strengthen Sbarter's global strategy.

Nick Andrews

Communications Director

35 years in communications consultancy working for international clients across global markets. Specialising in communications strategy, positioning, messaging and issues and crisis.

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