

Barcroft Studios launches '*Totally Game*'

New multichannel show reveals amazing real-life stories from the world of gaming

(London – 8th July 2020) Factual production company Barcroft Studios, part of Future plc, today announces the launch of a brand-new original short form documentary series that explores the real lives of remarkable video gamers.

Available across multiple channels including Snapchat, YouTube, Tik Tok and Facebook, '*Totally Game*' is the first series devised in collaboration with the games division of Future plc, which acquired the business in November 2019.

See the trailer [here](#)

Episodes from the show will be featured across Future's substantial portfolio of gaming websites and social media communities including GamesRadar, PC Gamer, TechRadar websites and Official Playstation Magazine and Official Xbox Magazine Facebook pages. pcgamer.com and gamesradar.com reach over 50 million monthly users, globally.

'*Totally Game*' is a brand new and unique gaming show that not only features some of the world's best gamers but reveals the amazing true stories from the gaming community in episodes of around 3 to 6 minutes in length.

From the players who've overcome adversity or found love online, to the diehard fans who have spent their life savings transforming their bodies and homes in homage to their favourite titles – '*Totally Game*' will uncover unique stories of the lives changed through video gaming.

Some of the amazing gamers featured in the first few episodes include the owner of the world's biggest video game memorabilia collection, the gamer from Pakistan who was crowned world Tekken champion in Japan, the woman who saved her friend's life during a Fortnite Battle Royale, and the Star Wars fan who converted a basement into his very own amusement arcade.

The announcement follows Barcroft Studio's recent launch of scheduled OTT channel *truly* on Pluto TV which features long form documentary content including hit shows *Love Don't Judge*, *Brand New Me*, *Hooked on the Look* and *Born Different*.

Alex Morris, Creative Director of Barcroft Studios said: *“We’re so excited to be launching our first collaborative video series with our Future colleagues, leveraging the fantastic gaming heritage with our mass social reach and young audience to bring something new and fresh to the market”.*

Daniel Dawkins, Content Director, Games and Film at Future plc said *“Totally Game brings something completely fresh to our gaming sites and social channels. With its high production values, social-first approach and focus on real gamers’ lives, Totally Game is the perfect complement to our editorial mix of news, reviews, previews and guides. I’m excited to see how Totally Game can work with our industry partners to bring community and human stories to life, plus the opportunities it presents for events such as the Golden Joystick Awards.”*

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For further information on Barcroft Studios please contact Justin Crosby or Andrew Dickens at Boom! PR justin@boomdialogue.com +44 (0) 7966 228361

About Barcroft Studios

Established by CEO Sam Barcroft in 2003, **Barcroft Studios** is an award-winning factual production company that specialises in producing amazing content, enjoyed and shared by millions of people worldwide. Its partners are global platforms, broadcasters and media outlets around the world. Part of Future plc, the business is dedicated to creating world-class television and digital video content celebrating a diverse range of incredible true stories. Barcroft Studios was acquired by Future plc in November 2019. <http://www.barcroftstudios.com/>

About Future

Future is a global platform business for specialist media with diversified revenue streams.

The Media division is high-growth with three complementary revenue streams: eCommerce, events and digital advertising including advertising within newsletters. It operates in a number of sectors including technology, games, music, home interest, hobbies and B2B and its brands include TechRadar, PC Gamer, Tom's Guide, Android Central, Homebuilding & Renovating Show, GamesRadar+, The Photography Show, Top Ten Reviews, Live Science, Guitar World, MusicRadar, Space.com and Tom's Hardware. The Magazine division focuses on publishing specialist content, with over 75 publications and over 568 bookazines published per year, totalling global circulation of 1.5 million. The Magazine portfolio spans technology, games and entertainment, music, creative and photography, hobbies, home interest and B2B. Its titles include Classic Rock, Guitar Player, FourFourTwo, Homebuilding & Renovating, Digital Camera, Guitarist, How It Works, Total Film, What Hi-Fi? and Music Week.