

# Global Sports Event Software Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Sports Event Software market size is expected to reach \$ 2224 million by 2032, rising at a market growth of 10.7% CAGR during the forecast period (2026-2032).

Sports event software is a comprehensive information system specifically designed to support the digital management and services of the entire sports event process. By integrating cloud computing, big data, and mobile internet technologies, it automates core functions such as event planning, online registration, schedule arrangement, athlete management, and results statistics and publication. This software typically includes modules such as a competition management system, an event command center, arrival and departure management, timing and scoring coordination, real-time data interaction, and multi-terminal display, serving various users including organizers, athletes, referees, and spectators. It aims to replace the inefficient traditional manual operation model, improve event organization efficiency, reduce error rates, and enhance the transparency and social impact of events. It is widely used in professional leagues, multi-sport games, and amateur club events.

With the deep penetration of artificial intelligence, 5G, and digital twin technologies, sports event software is rapidly evolving from a basic management tool into an intelligent, immersive experience platform. In the future, the software will deeply integrate generative AI and computer vision to achieve automatic tactical analysis of event footage, intelligent highlight editing, and personalized content delivery, transforming professional-grade analysis tools into products usable by the general public. Meanwhile, digital twin technology will construct a three-dimensional dynamic visualization platform for the race track, assisting in efficient decision-making and emergency dispatch; the integration of AI live streaming systems with wearable devices will bring viewers an immersive viewing experience and provide athletes with real-time

physiological data tracking and injury prevention support. In the field of fan interaction, the software will enhance user stickiness through personalized communication, instant updates, and virtual communities, driving the upgrade of the sports economy towards data-driven and community-based approaches, with broad market prospects.

This report studies the global Sports Event Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Sports Event Software, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Sports Event Software that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Sports Event Software total market, 2021-2032, (USD Million)

Global Sports Event Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Sports Event Software total market, key domestic companies, and share, (USD Million)

Global Sports Event Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Sports Event Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Sports Event Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Sports Event Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Kaptiva Sports, Swiss Timing, Iventis, Timely, TicketManager, Daktronics, SAP Sports One, Blue Star Sports, Active Network, Jersey Watch, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Sports Event Software market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

**Global Sports Event Software Market, By Region:**

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

**Global Sports Event Software Market, Segmentation by Type:**

On-premises

Cloud-based

**Global Sports Event Software Market, Segmentation by Event Complexity:**

Large-scale Comprehensive Event Platform

Small and Medium-sized Single-event Software

## Global Sports Event Software Market, Segmentation by Core Functions:

Event Operation and Management Software

Real-time Data and Media Software

Sports Performance Analysis Software

Sports Betting and Fantasy Sports Software

## Global Sports Event Software Market, Segmentation by Application:

Live Broadcast of Events

Data Analysis

Audience Interaction

Athlete Training

Others

## Companies Profiled:

Kaptiva Sports

Swiss Timing

Iventis

Timely

TicketManager

Daktronics

SAP Sports One

Blue Star Sports

Active Network

Jersey Watch

TeamSideline

Fingent

in2

iSportz

ARMIS Digital Sport

Pegasus One

Omnify, Inc.

Upper Hand

#### Key Questions Answered

1. How big is the global Sports Event Software market?
2. What is the demand of the global Sports Event Software market?
3. What is the year over year growth of the global Sports Event Software market?
4. What is the total value of the global Sports Event Software market?
5. Who are the Major Players in the global Sports Event Software market?
6. What are the growth factors driving the market demand?

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