

Global Sports Event Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Sports Event Software market size was valued at US\$ 1087 million in 2025 and is forecast to a readjusted size of US\$ 2224 million by 2032 with a CAGR of 10.7% during review period.

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 is a detailed and comprehensive analysis for global Sports Event Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Sports Event Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Sports Event Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Sports Event Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Sports Event Software market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Sports Event Software

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

Market segmentation

Sports Event Software market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

On-premises

Cloud-based

Market segment by Event Complexity

Large-scale Comprehensive Event Platform

Small and Medium-sized Single-event Software

Market segment by Core Functions

Event Operation and Management Software

Real-time Data and Media Software

Sports Performance Analysis Software

Sports Betting and Fantasy Sports Software

Market segment by Application

Live Broadcast of Events

Data Analysis

Audience Interaction

Athlete Training

Others

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Sports Event Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Sports Event Software, with revenue, gross margin, and global market share of Sports Event Software from 2021 to 2026.

Chapter 3, the Sports Event Software competitive situation, revenue, and global market

share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Sports Event Software market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Sports Event Software.

Chapter 13, to describe Sports Event Software research findings and conclusion.

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