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Youth and Amateur Adult League Sports Software: Market Shares, Strategies, and Forecasts, Worldwide, 2016-2022

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Abstracts

LEXINGTON, Massachusetts (August 3, 2016) – WinterGreen Research announces that it has published a new study Youth League Sports Software: Market Shares, Strategy, and Forecasts, Worldwide, 2016 to 2022. The 2016 study has 389 pages, 185 tables and figures. Worldwide Youth and Amateur Adult League Sports Software markets are poised to achieve significant growth and enormous market consolidation as youth and recreational teams move to automated process Integration of a variety of technologies is the functional direction of market development as vendors seek to build out a platform. As companies try to build out specialized payment processing, registration, scheduling, and team communications capability, the platforms become very complex and difficult to change. The classic software problems associated with integration of different software modules begin to plague systems developers. The platform can include a lot of different functions illustrated below.

Sports Software

Club Management

Sports Websites

Sports Technology

Team Roster Software

Team Registration Management

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Volunteer Management Software

Flexible payment options.

Users can choose from various payment methods

Pay by check or by credit card

Track cash payments

Make payment on account

Provides an advertising base for retail outlets

Advertising base has local reach

Broad functionality

Administrators can collect online payment securely

One tap payment

Discounts & coupons are supported

Create one multifaceted product

Tracks rosters, schedules, game attendance, practice attendance

Tracks availability, team payments, and statistics

Text communications

Email communications

Messaging

Team web site communications

Effective communications capability

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Fields

Courts

Lessons

Referees

Parties

Multipurpose rooms

Equipment

Background Screening

Equipment Tracking

Facility Management

Game Results Tracking

Online Registration

Scheduling

Team Assignments

Volunteer Management

Youth sports package software often generates revenue b taking a small percentage of the transactions that are run through the software by the teams. Standard software licenses are also used to pay for the software. A third revenue model depends on an annual fee per registration. In some cases, the fee is $50 per web site and an additional $299 annually A vendor typically charges $2.50 per registrant. Custom graphics are available for $599 typically.

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Several youth team software vendors provide web site design tools, other vendors permit users to work with a graphics team to support building the appropriate design. Most vendors offer premium features to make them available in high end web sites. This includes text messaging, team, and effective communications capability.

A very few vendors are specialists in payments processing. Credit card processing is an important part of running an team. The teams revolve around shared use of fields, courts or ice. Payments processing provides a way to collect the money easily, providing a base for the team. Most youth team software is available with an initial free trial. This lets people try out the web site for an organization. The strength of the software is the player registration process. Other vendors have strength in payments processing. Still others specialize in the web site design. A vendor that provides the best registration software considers it the bread and butter for the company.

Communication is a more elaborate software requirement and that is being upgraded by most vendors. Vendors work to make their software customizable. Vendors permit users to ask questions specific to the league, they can add an additional fee to be collected during the registration process. According to Susan Eustis, leader of the market research team that prepared the study for WinterGreen Research, “Vendors are making acquisitions to make the software able to provide a large set of capabilities. Modules brought in from different companies and developers are difficult to integrate into a functioning platform. Frequently functionality brought in from an acquisition is torn down and rewritten to make it conform to a platform standard.”

Market growth comes from increased benefits of organization in youth and amateur adult sports leagues. Travel teams and tournaments are in vogue. These do not happen in a consistent manner unless there is automated process in place. Automated process is just better for making a team function smoothly, eliminating vast amounts of politics. Shared resource is always a problem, having automated management is better. Once one aspect of the team management is automated, there is demand to automate all the processes across the board leading to plenty of consolidation and acquisitions in this market.

In a $9 billion U.S. youth sports market, the software for youth and amateur adult league teams at $389.4 represents 4.3% of the total spending. This is a nascent market, there is no end in sight, markets are expected to reach $5.9 billion by 2022. Sports teams will continue to get more organized and depend on software to provide increased management efficiency.

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WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, and Thompson Financial.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

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