

***Youth Team, League, and Tournament Sports Software: --  
Markets Reach \$6.9 Billion By 2023***

LEXINGTON, Massachusetts (July 14, 2017) – WinterGreen Research announces that it has published a new study Youth League Sports Software: Market Shares, Strategy, and Forecasts, Worldwide, 2017 to 2023. The 2016 study has 737 pages, 419 tables and figures. Worldwide youth sports software markets are poised to achieve significant growth and enormous market consolidation as youth and recreational teams move to automated process

The youth sports software is sold or given away free to teams, leagues and tournaments. Often a league will distribute the software to teams, clubs, or tournaments. Sometimes teams and clubs buy the software directly. A lot of youth sports software had been homegrown functionality bolted onto a stable platform. This homegrown small market software has basically become outdated, slated to be replaced with packaged, licensed or cloud software that is more robust.

The youth sports software provides registration and payment collection for team participation and clothing. The payment collection aspect of the software is sometimes important because it creates a way to collect a transaction fee that is used to pay for the software and provide continuing revenue to the provider.

The primary purpose of youth and adult sports team software is to deliver robust, automated process for the registration, scheduling, web site construction, coaching management, communication, tournament play, and video coaching that are needed to run a team effectively. Transaction management and fee collection are key aspects of some of the software.

Active solutions based on transaction payments are often available at no additional cost to the teams and parents of players. Transaction fee basis provides a revenue model that makes the availability of the app free.



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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
- Volunteer Management Software
- Travel Team Marketing
- Travel Team Advertising
- 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
- Fields



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- Courts
- Lessons
- Referees
- Parties
- Multipurpose rooms
- Equipment
- Background Screening
- Equipment Tracking
- Facility Management
- Game Results Tracking
- Online Registration
- Scheduling
- Team Assignments
- Volunteer Management

This illustrates the complexity of Youth sports package software often generates revenue by 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. Software license revenue is a market factor. SaaS applications are sure to emerge as cloud computing becomes more relevant to the software industry.

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.



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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 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 \$1.2 represents only a portion of the total spending on the market. This is a nascent market, there is no end in sight, markets are expected to reach \$6.9 billion by 2023. Sports teams will continue to get more organized and depend on software to provide increased management efficiency.



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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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