

**WinterGreen Research, INC.**

**Youth Team, League, and Tournament Sports: Market Shares,  
Strategies, and Forecasts, Worldwide, 2018 to 2024**



Torrie The Cat in the Tulips Picture by Susan Eustis

**WinterGreen Research, Inc.**

**Lexington, Massachusetts**

[www.wintergreenresearch.com](http://www.wintergreenresearch.com)

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

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**CHECK OUT THESE KEY TOPICS**

**Youth Team Management Is One Factor in Increasing Administrative Efficiency and Promoting Youth Team Building, Travel Teams Proliferate**

**Youth Sports**  
Youth development programs  
Youth Travel Teams  
Youth Sports Software  
Recreational League  
Sports Software  
League Software  
Youth Sports Coaching  
Sports Team Refistration  
Sports Wearables

**Travel Teams**  
Team Volunteer  
Management  
Team Flexible payment  
Team One tap payment  
Sports Software  
Club Management  
Sports Websites  
Sports Technology  
Team Roster Software

**Team Registration  
Management**  
Volunteer Management  
Software  
Flexible payment options.  
Youth Sports Team  
Communication

**New Revenue Models Drive Market Growth**

**Youth League Sports: Market Shares, Strategies, and Forecasts, Worldwide,  
2017-2023**

LEXINGTON, Massachusetts (September 12, 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 633 pages, 288 tables and figures. Worldwide youth sports markets are poised to achieve significant growth as travel teams become more popular and families learn to enjoy time together during a weekend sporting event. Enormous market efficiency is being achieved as youth and recreational teams move to automated process. Apps can be used to book hotels and make travel arrangements.

A \$15.5 billion market in the US, the youth sports market rivals the size of the \$14 billion NFL. Youth sports markets are comprised of segments that represent revenue generation from travel, equipment, team membership, facility construction, software, and venue rental. Leagues who purchase and distribute sports software to teams or clubs have created a large market from what were previously disparate parts of what was not even not even a market, just people buying clothes and equipment, and loosely organized groups of youth playing games on community fields.

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As a result of this coalescence of the varying market segments brought about by youth sports software, the youth sports market has become well defined. Apps are used for communication. The primary purpose of youth and adult sports team sports is to deliver fun for the youth. Other agendas get mixed in, like building a strong and healthy body, developing a well-rounded and pleasant personality, developing team skills, and preparing a child to be a professional athlete. Youth sports depend on communication, tournament play, and video coaching that are needed to run a team effectively. Transaction management, registration, and fee collection are key aspects of some of the software.

Youth sports facilities can become part of a community development program. Every team, every sport has appeal and as there is more leisure, as the economy spins out more and more wealth at the top of the economic scale, there will be more spending on sports. Professional sports, betting, fantasy teams, semiprofessional teams, and teams just for fun will continue to look for venues and players.

Youth sports are sure to benefit from this trend. The brightest and the best will want to get top notch sports training for their children, and the entire middle class will follow as best they can. Sports are fun, the professional teams have begun to recognize that they need to invest in team development programs targeting children starting at age 3. This is when you can get the attention of the child and build skills incrementally that are providing a steady stream of youth available later for the professional teams.

Professional teams have noticed that the most ardent fans are those who played a sport as a youth. All the professional leagues have to invest in youth sports because otherwise they do not have players now and fans later.

Foundations and corporate arms of all large companies want to invest in supporting youth of the country and what better way than through sports. They can tie educational advancement of the sport interest.

Communities have to invest in youth sports providing activities that are supervised and better for all the residents, sports and teams have greater society benefits than the enjoyment of team play. Communities have found that it is cheaper to invest in planned sporting activities and keep children involved than to deal with the problems caused by kids that grow up without supervision, getting in trouble all the time.

The police departments have become interested in connecting with youth in a positive manner, spending money and time to get to know kids and provide guidance when needed. They are active in getting communities to fund development of facilities. It will be a problem to pay for all the facilities that communities want to build, so it will be interesting to see if communities find ways to contribute to the capital investment needed.

Private investment that sees benefit youth sporting programs is building in quantity. Foundations generally see the benefit of children being given sport opportunities.

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The schools have by and large defunded gym programs for children creating a healthcare crisis of major proportion in the US and other parts of the world with childhood obesity and asthma creating lifelong chronic disease problems. The good news is that youth sports programs are becoming more available in more affluent parts of the world, poised to deliver healthy activity and build life long habits of movement and athletic skills development.

The market opportunity for youth team sports depends on a strong alliance between the schools and modern recreational facilities that meld education, drama, music and sports in a manner that supports learning and athletic development as one melded event.

With the advent of online learning, more students can move at their own pace and achieve academic excellence. One challenge is to make this happen in the context of incorporating sports achievement at the same time. Athleticism and brain development can be melded if education is done right.

Six in 10 children ages 6-12 regularly participate in team sports in the US. These sports programs are organized or casual.

With organized sports, there has been a rise in the number of travel teams, with the programs active at ever-earlier ages. There has been significant definition and growth in the youth sports industry. The coaching and league formation task is demanding for kids, families, and communities. Much of the organizational process has been automated with software.

The youth sports market is set to grow in response to increased interest worldwide in youth sports development programs. The programs are inherently satisfying to children and youth, giving them skills and accompanying self-esteem that translates to support academic skills as well as athletic ones. Software has become an important aspect of making team play easy to manage.

More changes are coming as digitization drives use of video so parents and children can share on the Internet the experience of team play. Video capture of game and practice play is poised to provide coaches and assistant coaches with an ever-increasing array of ways to help players improve play on the field.

Little league coaches bring a lot to the children whom they coach. The individual attention to skills development is a treasure to each child it touches. Stories proliferate about the value of little league coaches to girls and boys who had a dad or mom missing at crucial times of growing up. The same is true for the Girl's and Boy's clubs.

In these cases, a substitute parent is an invaluable part of forming a strong personality, able to be responsive to others, fit into a team, and perform with integrity. The coaches teach values in a context of fun.

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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. 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.

According to Susan Eustis, leader of the market research team that prepared the study for WinterGreen Research, "Vendors are making acquisitions to upgrade software so it is able to provide a wide range of capabilities. Modules brought in from different companies and developers are difficult to integrate into a functioning platform. Once a platform is in place, the organization of travel teams is facilitated."

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 \$15.5 billion U.S. youth sports market, the youth and amateur adult league travel teams are gaining traction because they provide family vacation fun while improving skills of a youthful player. This is a nascent market, there is no end to growth in sight. Markets are expected to reach \$41.2 billion by 2023. Youth sports teams will continue to get more organized and depend on software to provide increased management efficiency. Video images of play will provide better coaching.

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.

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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.

Key Words: youth sports, youth development programs, Youth Sports Software, Travel teams, Recreational League Sports Software, Youth Organization Of baseball, Youth Organization Of Softball, Youth Organization Of Basketball, Youth Organization Of Football leagues, Sports Platform, Sports Coaching, Sports Training, Sports Oxygen, Sports Wearables,

## Companies Profiled

### Market Leaders

Nike  
Adias  
InterContinental Hotels Group  
Bauer  
Blue Star Sports  
Time / Sports Illustrated Play

Ameri Sports / Wilson  
Underarmor  
Marriott  
Sports Facilities Advisory  
NBC Sports / SportsEngine

### Market Participants

Active Network	Comcast / NBC / Sport Engine	LeagueRepublic
Affinity Sports	Dicks / Blue Sombrero	Marriott
Aspen Institute	Engage Sports	NBC Universal / SportsEngine
Atheletrax / mysportsort	FiXi Competition Management	QSTC
Bear Dev	HorizonWebRef.com	RosterBot
Catapult	Hudl	Sideline Sports
Coach Logic	Jevin	Sports Facilities Advisory & Sports
Cogran	JoomSport	Facilities Management (SFA
	LeagueApps	SFM)
	LeagueLobster	Sportlyzer

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288 TABLES AND FIGURES

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Steel Sports  
Swimtopia  
Teamer  
TeamSideline.com  
TeamSnap

Time, Sports Illustrated Play  
Vista Equity Partners Fund IV and  
Vista Equity Partners Fund III /  
Active Network / ActiveSports /  
Lanyon

Under Armour  
Wooter  
YourTeamOnline  
Zuluru

## Youth Team, League, and Tournament Sports: Market Shares, Strategies, and Forecasts, Worldwide, 2017 to 2023

### Report Methodology

This is the 717th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search.

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Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2016. With 2016 and several years prior to that as a baseline, market projections were developed for 2017 through 2023. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes reference to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

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633 PAGES

288 TABLES AND FIGURES

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WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

## YOU MUST HAVE THIS STUDY

### Youth Team, League, and Tournament Sports: Market Shares, Strategies, and Forecasts, Worldwide, 2017-2023

#### Table of Contents

Abstract: Youth and Recreational Sports League Markets are at \$22 Billion Worldwide, \$17 Billion in the US	1
<b>YOUTH TEAM, LEAGUE, AND TOURNAMENT SPORTS EXECUTIVE SUMMARY</b>	<b>24</b>
Youth Team, League, and Tournament Sports Market Driving Forces	24
Six in 10 Children Ages 6-12 Regularly Participate In Team Sports in the US	31
Youth League Sports Market Dynamics	33
Youth League Sports Market Shares	35
Two Major Segments to Youth Team, League, and Tournament Sports	35
Youth Team, League, and Tournament Sports Market Forecasts	38
<b>1. YOUTH TEAM, LEAGUE, AND TOURNAMENT SPORTS: MARKET DESCRIPTION AND MARKET DYNAMICS</b>	<b>40</b>
1.1 Sport Participation Develops Core Values	40
1.1.1 Professional Sports Embrace Youth Development Programs	41
1.1.2 Jr.NBA.com Emphasizes Fundamentals for Youth	42
1.2 Clothing and Apparel a Core Aspect of Youth Sports Market	43
1.2.1 Little League Chose Dick's Team Sports HQ As Its Tech Provider	44
1.3 Hotels Leverage Vendor Positioning in Youth Sports Markets	45
1.4 Youth Sports League Software Is Highly Specialized	46
1.5 Barriers to Youth Sports Participation	47
1.5.1 Barriers To Youth Sports Participation	48
1.5.2 Aim To Ensure That All Kids Have The Chance To Grow Up Fit And Strong	50
1.5.3 Developing the Athletic and Human Potential of a Child	51
1.6 Youth Team Web Sites	52
1.6.1 Youth Sports Team Web Presence	55

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING

# WinterGreen Research, INC.

1.7	Supervising the Money from Youth Team Sports	59
1.8	Youth Sports Software Communications Functions	60
<b>2.</b>	<b>YOUTH TEAM, LEAGUE, AND TOURNAMENT SPORTS MARKET SHARES AND FORECASTS</b>	<b>61</b>
2.1	Youth Team, League, and Tournament Sports Market Driving Forces	61
2.1.1	Six in 10 Children Ages 6-12 Regularly Participate In Team Sports in the US	68
2.1.2	Youth League Sports Market Dynamics	70
2.1.3	Innovation Is Core To The Market Growth Of The Youth Sports Organizations	71
2.1.4	Backyard Sports	71
2.1.5	Movement Toward Travel Teams	72
2.1.6	Linking To Team Sponsors	74
2.1.7	Youth League Sports Market Growth Development Programs	75
2.1.8	Youth League Sports Software Functions	77
2.1.9	Protecting the Money Collected for a Youth Sports League	78
2.1.1	Team Sports Financial Reporting	79
2.1.2	Youth Team Sports Acquisitions	81
2.1.3	Youth League Sports Apps Model Market Factors	82
2.1.4	Applications	85
2.2	Youth League Sports Market Shares	86
2.2.1	Stack Sports	89
2.2.2	Comcast / NBC Universal / SportsEngine	91
2.2.3	Active Network / Active Sports	91
2.2.4	Hudl	91
2.2.5	TeamSnap	92
2.2.6	Dicks Sporting Goods	92
2.3	Youth Team, League, and Tournament Facilities Market including High School, College, Market Shares, Number Field Rentals, Worldwide, 2017	94
2.3.1	Youth Team, League, and Tournament Sports Software Number Employees vs. Revenue Analysis, Number Employees, Dollars per Employee	97
2.3.2	Youth Sports Athletic Footwear, Apparel And Equipment Market Shares	98
2.3.3	Youth Sports Team, League, and Tournament Facilities Consultants Market Shares	102
2.3.4	Youth Sports Team, League, and Tournament Hotels and Motels Market Shares, Dollars, Worldwide, 2016	103
2.4	Segments of Youth Team, League, and Tournament Sports	104
2.4.1	Youth Sports Team, League, and Tournament Software: Market	112
2.5	Youth Sports Travel, Field, and Ice Rink	117
2.6	Youth Team, League, and Tournament Sports Market Forecasts	120
2.6.1	High School Football Participation Numbers Dropping Amid Health Concerns	127
2.7	Youth and Recreational League Sports Trends	128
2.8	Local Recreational Sports Facilities are Being Developed as Services	129
2.8.1	Further Leverage the Reach That Team Sponsors Have	130
2.8.2	League Registration Features	133
2.8.3	Youth Sports Tournaments and Hotels	135
2.8.4	Youth Sports League Penetration Analysis	135
2.8.5	Youth Team Sports League Unit Analysis Assumptions	138
2.8.6	Youth Team Sports Functional Models Registration, Communication, and Web Site Development or Combination	139
2.8.7	League Software and App Revenue Models	142
2.8.8	Transactional App Revenue Model	144
2.8.1	Charge Card Revenue per Transaction	148
2.8.2	Software Licensing Model	149
2.8.3	Advertising Model	151
2.8.4	Extracting Value from Data	152
2.8.5	Youth League Sports Software Shipments by Sport: US and Worldwide	153
2.8.6	League Software Larger Market	155
2.8.7	Youth League Software by Sports	158
2.9	Healthcare and Youth Sports	160
2.10	Varsity and Collegiate Intermural and Club Sports	162
2.11	Youth and Adult Sports League Participation, United States and Worldwide, Number of Players, 2016	164

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

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# WinterGreen Research, INC.

2.11.1	Youth Team, League, and Tournament Sports Software Revenue Models Market Forecasts, Transactional Apps, Free Apps Information Based License Fee per Software Package, Cloud Based SaaS Model, Dollars, Worldwide, 2017-2023	165
2.12	Youth Sports Travel Teams	173
2.13	Youth League Sports Software Prices / Sports Software Pricing	175
2.13.1	Hudl Prices	179
2.13.2	Hudl Revenue Model	180
2.13.3	Stack Sports Prices	183
2.13.4	Affinity Sports	185
2.14	Youth League Sports Software Regional Market Analysis	186
2.14.1	US	189
2.14.2	Canada	191
2.15	Youth Team Sites Revenue Model	192
2.15.1	Applications	194
<b>3.</b>	<b>YOUTH LEAGUE SPORTS PRODUCT DESCRIPTION</b>	<b>195</b>
3.1	Vendors Build Brand with Significant Well Targeted Demographic	195
3.1.1	Vendors Address Needs of Different Types of Teams	195
3.1.2	Stack Sports GoalLine	196
3.1.3	Stack Sports Strengths	197
3.1.4	Stack Sports Challenges	198
<b>4.</b>	<b>YOUTH AND RECREATIONAL LEAGUE SPORTS SOFTWARE RESEARCH AND TECHNOLOGY</b>	<b>201</b>
4.1	Payment Gateways	201
4.1.1	Payment Processing Solutions For a League	201
4.1.2	Recommended Merchant Broker Authorize.net Gateway	201
4.2	Responsive Web Design	202
4.2.1	Robust Website Structure	203
4.3	Tournament Types	204
4.3.1	MatchDay Types	205
4.4	Season Registration & eSport Configuration	205
4.5	Venue	205
4.6	FE management	206
4.6.1	Extra fields	206
4.7	Artificial Intelligence And Software	206
4.8	Nike Open Source Software	207
<b>5.</b>	<b>YOUTH AND RECREATIONAL LEAGUE SPORTS SOFTWARE COMPANY PROFILES</b>	<b>208</b>
5.1	Youth and Recreational League Sports Software Acquisitions	208
5.2	Global Payments / Active Network	211
5.2.1	Active Network	212
5.2.2	Active Network Global Payments	212
5.2.3	Active Network / Active Sports	217
5.2.4	Active Sports Strengths	218
5.2.5	Active Sports Challenges	218
5.2.6	Active Sports Revenue Model	219
5.3	Affinity Sports	219
5.3.1	Affinity Sports Concussion Protocols and Product Positioning	220
5.4	Amer Sports / Wilson	221
5.5	Aspen Institute	221
5.6	Atheletrax / mysportsort	224
5.7	Bauer225	
5.8	Bear Dev	225
5.9	Catapult	226
5.9.1	Catapult Acquisitions	226
5.9.2	Catapult Customers	227
5.10	Coach Logic	228
5.11	Cogran	229
5.12	Comcast / NBC / Sport Engine	231
5.12.1	Comcast Revenue	231

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

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# WinterGreen Research, INC.

5.12.2	Comcast Business	231
5.12.3	NBC Sports Group Purchases Sport Ngin	233
5.12.4	NBC Universal / SportsEngine	235
5.12.5	SportsEngine Culture	236
5.13	Dick's / Blue Sombrero	237
5.13.1	Dick's Sporting Goods Revenue	237
5.13.2	Dick's Sporting Goods Acquisition Of Affinity Sports	241
5.13.3	Dick's Sporting Goods Business	241
5.13.4	Dick's Sporting Goods Competition	242
5.14	Engage Sports	244
5.15	EZFacility	246
5.16	FiXi Competition Management	246
5.16.1	FiXi Competition Management Revenue Model	247
5.16.2	FiXi Competition Management Features and Functions	247
5.16.3	FiXi Competition Management Target Markets	247
5.16.4	FiXi Competition Management Customization and League Requirements	248
5.17	HorizonWebRef.com	248
5.17.1	HorizonWebRef Revenue Model	249
5.18	Hudl 250	
5.18.1	Hudl Acquisitions	251
5.18.2	Hudl Financing	252
5.18.3	Hudl Partnership with Nike	253
5.19	InterContinental Hotels Group IHG	254
5.19.1	IHG Strategic Priorities	256
5.19.2	InterContinental Hotels Group IHG's Holiday Inn Express	256
5.19.3	Holiday Inn Express	258
5.20	Jevin 258	
5.21	Jonas Software / EZFacility	259
5.21.1	EZFacility Sports Facility & League Software	260
5.21.2	Revenue Model	261
5.21.3	EZFacility Features and Functions	261
5.21.4	EZFacility Target Market	262
5.22	JoomSport	263
5.22.1	JoomSport Revenue Model	263
5.22.2	JoomSport Target Market	264
5.22.3	JoomSport Features	265
5.23	LeagueApps	265
5.23.1	LeagueApps	266
5.23.2	LeagueApps Revenue Model	266
5.23.3	LeagueApps Features and Functions	267
5.23.4	LeagueApps Target Market	268
5.24	LeagueLobster	268
5.25	LeagueRepublic	269
5.25.1	LeagueRepublic Features	269
5.26	Marriott 273	
5.27	Nike 273	
5.27.1	Nike Personal Analytics	275
5.27.2	Nike Partnership with Hudl	276
5.28	QSTC 276	
5.29	RosterBot	276
5.29.1	Rosterbot Team Management Service	277
5.30	Sideline Sports	277
5.30.1	Sideline Sports XPS Network	277
5.30.2	Sideline Sports XPS Network for Coaches	278
5.30.3	Sideline Sports Tools	279
5.31	Sports Facilities Advisory & Sports Facilities Management (SFA   SFM)	281

**REPORT # SH27174732**

**633 PAGES**

**288 TABLES AND FIGURES**

**2017**

**\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING**

# WinterGreen Research, INC.

5.32	5.27 Sportlyzer	282
5.32.1	Sportlyzer Team Management Software	284
5.33	Stack Sports	287
5.33.1	Stack Sports Soccer	291
5.33.2	Stack Sports Is Building Through Acquisition	292
5.33.3	Stack Sports Goalline	294
5.34	Steel Sports	294
5.28	Swimtopia	295
5.28.1	Swimtopia Summer Swim Teams	295
5.28.2	SwimTopia Summer Swim Leagues	295
5.28.3	SwimTopia Revenue	297
5.28.4	Team Topia / SwimTopia	297
5.28.5	Team Topia Revenue Model	298
5.29	Teamer	298
5.30	TeamSideline.com	299
5.30.1	TeamSideline Features	299
5.30.2	TeamSideline Team Sites	300
5.31	TeamSnap	301
5.31.1	TeamSnap Sports Teams	302
5.31.2	20 Million in 2017, Up from 9 Million in 2015 Use TeamSnap:	304
5.32	Vista Equity Partners Fund IV and Vista Equity Partners Fund III / Lanyon	310
5.32.1	Vista Equity Partners STATS	312
5.32.2	Vista Equity Partners Amisco Prozone ("Prozone")	312
5.32.3	Vista Equity Partners Automated Insights	313
5.32.4	Vista Equity Partners The Sports Network (TSN)	313
5.32.5	Vista Equity Partners Bloomberg Sports	313
5.33	Under Armour	314
5.34	Wooter	314
5.35	YourTeamOnline	315
5.36	Zebra Technologies Sports Solutions	315
5.36.1	Zebra / NFL Partnership	317
5.37	Zuluru	318
5.37.1	Zuluru Revenue Model	318
5.38	Selected List of Youth Sports Software Companies	319
	<b>WINTERGREEN RESEARCH,</b>	<b>333</b>
	WinterGreen Research Methodology	333
	WinterGreen Research Process	335
	Market Research Study	335
	WinterGreen Research Global Market Intelligence Company	336
	Report Description: Youth League Sports Software and Revenue Models Matter	337
Abstract:	Youth and Recreational Sports League Markets are at \$22 Billion Worldwide, \$17 Billion in the US	1
Figure 1.	Market Growth Factors in High End Youth Sports Schools and Facilities	24
Figure 2.	Market Growth in Youth Sports Driving Forces	25
Figure 3.	Market Growth in Youth Sports Driving Factors	26
Figure 4.	Driving Forces for Market Growth in Community Development Using Youth Sports	27
Figure 5.	Youth Sports Driving Forces for Community Development	28
Figure 6.	Youth League Sports Market Driving Forces	32
Figure 7.	Youth Sports Team, League, and Tournament, Market Shares, Dollars, Worldwide, 2016	35
Figure 8.	Youth Sports League Major Market Segments, Dollars, US, 2016	36
Figure 9.	Youth Sports League Software, Equipment and Facilities, Game Equipment and Apparel: Market Shares, Dollars, Worldwide, 2016	37
Figure 10.	Youth Team, League, and Tournament Sports Software, Apparel, Equipment Market Segments by Sport Dollars, US, 2016	Error! Bookmark not defined.
Figure 11.	Youth Team, League, Tournament Sports Forecasts, Dollars, Worldwide, 2017-202339	

**REPORT # SH27174732**

**633 PAGES**

**288 TABLES AND FIGURES**

**2017**

**\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING**

# WinterGreen Research, INC.

Figure 12.	Barriers to Youth Sports Participation	48
Figure 13.	Challenges To Youth Sports Participation	49
Figure 14.	Aim to Ensure That All Kids Have The Chance To Grow Up Fit And Strong	50
Figure 15.	Youth Team Sports Organization Aspects	51
Figure 16.	Youth League Sports Software Market Driving Forces	53
Figure 17.	Youth League Sports Development Mapping	54
Figure 18.	Youth League Sports Market Factors	57
Figure 19.	Youth League Sports Software Functions1	58
Figure 20.	Youth Sports Software Communications Functions	60
Figure 21.	Market Growth Factors in High End Youth Sports Schools and Facilities	61
Figure 22.	Market Growth in Youth Sports Driving Forces	62
Figure 23.	Market Growth in Youth Sports Driving Factors	63
Figure 24.	Driving Forces for Market Growth in Community Development Using Youth Sports	64
Figure 25.	Youth Sports Driving Forces for Community Development	65
Figure 26.	Youth League Sports Market Driving Forces	69
Figure 27.	Youth League Sports Movement Toward Travel Teams	73
Figure 28.	Youth League Sports Market Growth Development Programs	75
Figure 29.	Youth League Sports Team Sponsors	76
Figure 30.	Youth League Sports Software Functions	77
Figure 31.	Team Sports HQ Reporting Functions	79
Figure 32.	Team Sports Payments and Order Tracking Functions	80
Figure 33.	Youth League Sports Software Revenue Model Market Factors	83
Figure 34.	Youth League Sports Software Market Demands	84
Figure 35.	Youth Sports Team, League, and Tournament, Software Market Shares, Dollars, Worldwide, 2017	86
Figure 36.	Youth Sports Team, League, and Tournament, Market Shares, Dollars, Worldwide, 2017	87
Figure 37.	Youth Sports Team, League, and Tournament, Market Shares, Dollars, Worldwide, 2017	88
Figure 38.	Stack Sports One-Stop Shop For Sports Registration, Payments And Management	90
Figure 39.	Youth Team, League, and Tournament Facilities Market including High School, College, Market Shares, Number Field Rentals, Worldwide, 2017	94
Figure 40.	Youth Team, League, and Tournament Participation, United States and Worldwide, Number of Players, 2017	95
Figure 41.	Youth Team, League, and Tournament Software Markets by Sport, Units and Dollars, 2017	96
Figure 42.	Efficiency Of The Various Software Providers, Revenue per Employee 2017	97
Figure 43.	Aspects of Competition in Youth Sports Team, League, and Tournament Apparel and Equipment Markets	99
Figure 44.	Youth Sports Team, League, and Tournament Apparel and Equipment Market Shares, Dollars, Worldwide, 2017	100
Figure 45.	Youth Sports Team, League, and Tournament, Apparel and Equipment Market Shares, Dollars, Worldwide, 2017	101
Figure 46.	Youth Sports Team, League, and Tournament Facilities Consultants Market Shares, Dollars, Worldwide, 2017	102
Figure 47.	Youth Sports Team, League, and Tournament Hotels and Motels Market Shares, Dollars, Worldwide, 2017	103
Figure 48.	Youth Sports League Major Market Segments, Dollars, Worldwide, 2017	104
Figure 49.	Youth Sports League Software, Equipment and Facilities, Game Equipment and Apparel: Market Shares, Dollars, Worldwide, 2017	105
Figure 50.	Youth Team, League, and Tournament Sports Software, Apparel, Equipment Market Segments by Sport Dollars, US, 2017	106
Figure 51.	Youth Sports Team, League, and Tournament Market Segments, Dollars, Worldwide, 2017	107
Figure 52.	Youth Sports Team, League, and Tournament Market Segments, Dollars, Worldwide, 2017	108
Figure 53.	Youth Sports Team, League, and Tournament Software, Market Shares, Users, Worldwide, 2017	109
Figure 54.	Youth Sports Team, League, and Tournament Apparel and Equipment Market Shares, Dollars, Worldwide, 2017	110

# WinterGreen Research, INC.

Figure 55.	Youth Sports Team, League, and Tournament, Apparel and Gear Market Shares, Dollars, US, 2017	111
Figure 56.	Youth Sports Team, League, and Tournament Software: Market Shares, Dollars, Worldwide, 2017	112
Figure 57.	Youth Sports Team, League, and Tournament Software, Market Shares, Dollars, Worldwide, 2017	113
Figure 58.	College and University Sports League Participation, United States and Worldwide, Number of Players, 2015	115
Figure 59.	College and University Team, League, and Tournament Sports Participation, United States and Worldwide, Number of Players, 2017	116
Figure 60.	Youth Sports Team, League, and Tournament Travel Destination Market Segments, Dollars, Worldwide, 2017	117
Figure 61.	Youth Sports Team, League, and Tournament Hotels and Motels Market Shares, Dollars, Worldwide, 2017	118
Figure 62.	Youth Team, League, Tournament Sports Forecasts, Dollars, Worldwide, 2018-2024	121
Figure 63.	Youth Organized Sports Market Segments, Travel, Motels, Facilities, Construction, Apparel and Gear, Facility Fees, and Software, Dollars, Worldwide, 2018-2024	122
Figure 64.	Youth Organized Sports Market Segments, Travel, Motels, Facility Construction, Apparel and Gear, Facility Fees, and Software, Dollars, Worldwide, 2018-2024	123
Figure 65.	Youth Organized Sports Market Segments, Travel, Motels Facility Construction, Apparel and Gear, Facility Fees, and Software Percent, Worldwide, 2018-2024	124
Figure 66.	Youth and Recreational League Sports Trends	128
Figure 67.	League Software Functions	132
Figure 68.	League Registration Features	133
Figure 69.	Youth Sports Hotels and Motels	135
Figure 70.	Youth and Amateur Adult Team Sports League Software Unit Analysis Percent Penetration, Worldwide, 2016-2022	137
Figure 71.	Youth Team Sports Software Functional Models Market Forecasts, Simple Registration, Registration, Communication and Web Site Development, or Combination with Coaching Video, Dollars, Worldwide, 2017-2023	140
Figure 72.	Youth Team, League, and Tournament Sports Software Revenue Models Market Forecasts, Transactional Apps, Free Apps Information Based License Fee per Software Package, Per User Fee, Dollars, Worldwide, 2016-2022	143
Figure 73.	Team Sports Software License, Transaction, and Advertising Revenue Models Market Forecasts, Number of Players, Worldwide, 2017-2023	144
Figure 74.	Active Sport Sliding Scale Registration Fee: Transaction Processing Fee	146
Figure 75.	Average Credit Card Processing Fees	147
Figure 76.	Youth Team, League, Tournament Sports Software Transactional Revenue Models Market Forecasts, Dollars, Worldwide, 2017-2023	148
Figure 77.	Youth, High School, University, College and Adult Team, League, Tournament Sports Software Revenue Models Market Forecasts, License Fee per Software Package, Dollars, Worldwide, 2017-2023	149
Figure 78.	Youth Team Sports Software Revenue Models Market Forecasts, Free App Software Package, Per User Fee, Dollars, Worldwide, 2017-2023	152
Figure 79.	Youth and Amateur Adult Team Sports Participation, United States and Worldwide, Number of Players, 2017-2023	154
Figure 80.	Applications for Youth Sports Software Platforms	156
Figure 81.	Organizations Served: Parks and Recreation	157
Figure 82.	Youth Team, League, and Tournament Sports Software Market Segments by Sport, Units and Dollars, US, 2016	159
Figure 83.	Youth Team, League, and Tournament Facilities Market including High School, College, Number Fields of Play Used Games and Practice, \$ per Field, US, 2017	160
Figure 84.	College and University Team, League, and Tournament Sports Participation, United States and Worldwide, Number of Players, 2016	163
Figure 85.	Youth and Adult Sports League Participation, United States and Worldwide, Number of Players, 2016	164
Figure 86.	Youth Team, League, and Tournament Sports Software Revenue Models Market Forecasts, Transactional Apps, Free Apps Information Based License Fee per Software Package, Cloud Based SaaS Model, Dollars, Worldwide, 2017-2023	166
Figure 87.	Youth Team Sports Software Transactional Revenue Models Market Forecasts, Dollars, Worldwide, 2017-2023	167

**REPORT # SH27174732**

**633 PAGES**

**288 TABLES AND FIGURES**

**2017**

**\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING**

# WinterGreen Research, INC.

Figure 88.	Youth Team Sports Software Revenue Models Market Forecasts, Free App Software Package, Per User Fee, Dollars, Worldwide, 2017-2023	168
Figure 89.	Youth, High School, University, College and Adult Team Sports Software Revenue Models Market Forecasts, License Fee per Software Package, Dollars, Worldwide, 2017-2023	168
Figure 90.	Team Sports Software License Revenue Models Market Forecasts, Number of Players, Worldwide, 2017-2023	170
Figure 91.	Team Sports Software License, Transaction, and Advertising Revenue Models Market Forecasts, Number of Players, Worldwide, 2017-2023	171
Figure 92.	Youth Team Sports Software Functional Models Market Forecasts, Simple Registration, Registration, Communication and Web Site Development, or Combination with Coaching Video, Dollars, Worldwide, 2017-2023	172
Figure 93.	Youth Team Organized Sports Travel Hotel, Motel, Bus, Airfare Market, and Total, Dollars, Worldwide, 2005-2014 and 2015-2025	174
Figure 94.	TeamSnap Free Features	175
Figure 95.	TeamSnap Basic Prices and Features	176
Figure 96.	TeamSnap Premium Features	176
Figure 97.	TeamSnap Ultra Prices and Features	178
Figure 98.	Hudl Prices	180
Figure 99.	Stack Sports Prices for Software	183
Figure 100.	Stack Sports Tools	184
Figure 101.	Youth Sports Team, League, and Tournament Software, Regional Market Segments, 2017	186
Figure 102.	Youth Sports Team, League, and Tournament Software Regional Market Segments, 2017	187
Figure 103.	Youth Sports Team, League, and Tournament Software Regional Market Segments, Dollars, 2016	188
Figure 104.	Youth Sports Team, League, and Tournament Software Regional Market Segments, 2016	189
Figure 105.	Number of Youth Sports Players US and Worldwide, Dollars per Player, 2016	190
Figure 106.	\$5.8 Billion Canadian Youth Sports Market	191
Figure 107.	Stack Sports GoalLine Customers	196
Figure 108.	Blue Star Sports One-Stop Shop For Sports Registration, Payments And Management	200
Figure 109.	Responsive Web Design (RWD) Illustrated	202
Figure 110.	Robust Website Structure	203
Figure 111.	Division of Tournament Types	204
Figure 112.	Active Sports Partners	211
Figure 113.	Active Network Solutions:	214
Figure 114.	Active Network Management Software Solutions:	215
Figure 115.	Active Network Platform Features	216
Figure 116.	Active Network Customers	217
Figure 117.	Affinity Sports Software Functions	219
Figure 118.	Crowdfunding for Sports Teams	224
Figure 119.	Catapult Customers	227
Figure 120.	Cogran Sports League Management Software Modules	230
Figure 121.	NBC Sports SportsEngine Partners	235
Figure 122.	Engage Sports Tools	245
Figure 123.	EZFacility Target Markets	246
Figure 124.	HorizonWebRef Pricing per Official	250
Figure 125.	EZ Facility Key Features	261
Figure 126.	EZFacility Target Markets	262
Figure 127.	LeagueRepublic Sports Software Functions	271
Figure 128.	Sideline Sports XPS Network Functions	278
Figure 129.	Sideline Sports Clients by Category And Sport	279
Figure 130.	Sportlyzer Monthly Recurring Revenue	282
Figure 131.	Sportlyzer Market Exit Strategy	284
Figure 132.	Sportlyzer Sports Customers	285
Figure 133.	Sportlyzer Sports Metrics	286
Figure 134.	Stack Sports Target Markets	288

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING



# WinterGreen Research, INC.

Figure 135.	Stack Sports Brands	289
Figure 136.	Stack Sports Soccer	291
Figure 137.	Stack Sports Software Competitive Advantage	293
Figure 138.	TeamSnap Coaching Platform Toolset Tasks	302
Figure 139.	TeamSnap Platforms Supported	303
Figure 140.	TeamSnap Target Market	303
Figure 141.	TeamSnap Online Sports Team Management Application	304
Figure 142.	TeamSnap Online Features	305
Figure 143.	Teamsnap Benefits	305
Figure 144.	TeamSnap Team Management Sports Targeted	306
Figure 145.	TeamSnap Integration Features	306
Figure 146.	TeamSnap Smartphone App Functions	308
Figure 147.	Average # of TeamSnap Touches/User/Month	309
Figure 148.	Zebra Technologies RFID Sports Positioning	316
Figure 149.	Zebra Has One Million RFID Tags in Place	317

Abstract: Youth and Recreational Sports League Markets are at \$17.8 Billion Worldwide, \$15 Billion in the US, Bigger than the NFL by Some Counts 1

## **YOUTH TEAM, LEAGUE, AND TOURNAMENT SPORTS EXECUTIVE SUMMARY 39**

Youth Team, League, and Tournament Sports Market Driving Forces 39

Six in 10 Children Ages 6-12 Regularly Participate In Team Sports in the US 46

Youth League Sports Market Dynamics 48

Youth League Sports Market Shares 50

Two Major Segments to Youth Team, League, and Tournament Sports 51

Youth Team, League, and Tournament Sports Market Forecasts 54

## **1. YOUTH TEAM, LEAGUE, AND TOURNAMENT SPORTS: MARKET DESCRIPTION AND MARKET DYNAMICS 56**

1.1 Sport Participation Develops Core Values 56

1.1.1 Professional Sports Embrace Youth Development Programs 57

1.1.2 Jr.NBA.com Emphasizes Fundamentals for Youth 58

1.2 Clothing and Apparel a Core Aspect of Youth Sports Market 59

1.2.1 Little League Chose Dick's Team Sports HQ As Its Tech Provider 60

1.3 Hotels Leverage Vendor Positioning in Youth Sports Markets 61

**REPORT # SH27174732**

**633 PAGES**

**288 TABLES AND FIGURES**

**2017**

**\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING**

# WinterGreen Research, INC.

1.4	Youth Sports League Software Is Highly Specialized	62
1.5	Barriers to Youth Sports Participation	63
1.5.1	Barriers To Youth Sports Participation	64
1.5.2	Aim To Ensure That All Kids Have The Chance To Grow Up Fit And Strong	66
1.5.3	Developing the Athletic and Human Potential of a Child	67
1.6	Youth Team Web Sites	68
1.6.1	Youth Sports Team Web Presence	71
1.7	Youth Sports Industry Transitions	75
1.7.1	Youth Team Software Products Addresses Automation of Process	76
1.7.2	Youth Team Software Products Automation of Finances	76
1.8	Sports League Software Specialized Revenue Models	77
1.8.1	Youth Sports League Software Revenue Models	77
1.8.2	Youth League Sports Different Business Models	79
1.9	Supervising the Money from Youth Team Sports	81
1.10	Youth Sports Software Communications Functions	82
<b>2. YOUTH TEAM, LEAGUE, AND TOURNAMENT SPORTS MARKET SHARES AND FORECASTS</b>		<b>83</b>
2.1	Youth Team, League, and Tournament Sports Market Driving Forces	83
2.1.1	Six in 10 Children Ages 6-12 Regularly Participate In Team Sports in the US	90
2.1.2	Youth League Sports Market Dynamics	92
2.1.3	Backyard Sports	93
2.1.4	Movement Toward Travel Teams	94
2.1.5	Linking To Team Sponsors	96
2.1.6	Youth League Sports Market Growth Development Programs	97
2.1.7	Youth League Sports Software Functions	99
2.1.8	Protecting the Money Collected for a Youth Sports League	100
2.1.1	Team Sports Financial Reporting	101
2.1.2	Youth Team Sports Acquisitions	103
2.1.3	Youth League Sports Apps Model Market Factors	104
2.1.4	Youth League Sports Software Revenue Model Market Factors	104
2.1.5	Applications	107
2.2	Youth League Sports Market Shares	108
2.2.1	Active Network / Active Sports	110
2.2.2	Blue Star Sports	110
2.2.3	Blue Star Sports Has Positioned to Provide USA Football with Player Development	111
2.2.4	Blue Star Sports Analysis	111
2.2.5	Affinity Sports	112
2.2.6	Affinity Sports API	113
2.2.7	Comcast / NBC Universal / SportsEngine	113
2.2.8	Hudl 114	
2.2.9	TeamSnap	114
2.2.10	Time / Sports Illustrated Play	115
2.2.11	Team Tennis	115
2.2.12	Dicks Sporting Goods / Blue Sombrero / GameChanger Media	115
2.2.13	Dick's Sporting Goods Is Expanding Its Youth Sports Tech Business	116
2.2.14	RosterBot	117
2.2.15	Bonzi 117	
2.2.16	Zuluru	117
2.2.17	Upper Hand Sports Business Financial Tools	118
2.2.18	FiXi 118	
2.2.19	Youth Team, League, and Tournament Sports Software Unit Analysis Market Shares, 2016	118
2.2.20	Youth Team, League, and Tournament Sports Software Number Employees vs. Revenue Analysis, Number Employees, Dollars per Employee	121
2.2.21	Youth Sports Athletic Footwear, Apparel And Equipment Market Participants	125
2.2.22	Youth Sports Team, League, and Tournament Apparel and Equipment Market Shares	127
2.2.23	Youth Sports Team, League, and Tournament Facilities Market Shares	129
2.2.24	Youth Sports Team, League, and Tournament Hotels and Motels Market Shares, Dollars, Worldwide, 2016	130
2.3	Two Major Segments to Youth Team, League, and Tournament Sports	131

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING

# WinterGreen Research, INC.

2.3.1	Youth Sports League Travel, Facilities, Fields, Ice Rinks, Hotel, Bus, Motel, Airfare: Market Segments, Dollars, US, 2016 136	
2.3.2	Youth Sports Team, League, and Tournament Software: Market	138
2.4	Youth Sports Travel, Field, and Ice Rink Construction	145
2.5	Youth Team, League, and Tournament Sports Market Forecasts	153
2.6	Youth and Recreational League Sports Trends	160
2.7	Youth and Recreational League Sports Software Acquisitions	161
2.8	Data Center Fabric, The Next-Generation Facebook Data Center Network	164
2.8.1	AWS Improving Continuity Replication Between Regions	165
2.8.2	AWS Step Function Software	165
2.8.3	AWS Network Scale	167
2.9	Time / Sports Illustrated Play / League Athletics	169
2.9.1	Sports Illustrated Play Online Registration	169
2.10	Local Recreational Sports Facilities are Being Developed as Services.	172
2.11	Sports Team And League Software Market Expansion Factors	181
2.11.1	Further Leverage the Reach That Team Sponsors Have	183
2.11.2	Overall Youth Sports Market Size Comments	185
2.12	Youth Sports Software for Leagues, Teams / Clubs, and Tournaments Forecasts	187
2.12.1	Youth Sports Software for Teams and Clubs Forecasts	191
2.12.2	Youth Sports Software for Leagues Forecasts	192
2.12.3	League Registration Features	195
2.12.4	Youth Sports Tournaments and Hotels	196
2.12.5	Youth Sports League Penetration Analysis	197
2.12.6	Youth Team Sports League Unit Analysis Assumptions	200
2.12.7	Youth Team Sports Functional Models Registration, Communication, and Web Site Development or Combination	201
2.12.8	League Software and App Revenue Models	204
2.12.9	Transactional App Revenue Model	206
2.12.1	Charge Card Revenue per Transaction	210
2.12.2	Software Licensing Model	211
2.12.3	Advertising Model	213
2.12.4	Extracting Value from Data	214
2.12.5	Youth League Sports Software Shipments by Sport: US and Worldwide	215
2.12.6	League Software Larger Market	217
2.12.7	Youth League Software by Sports	220
2.13	Healthcare and Youth Sports	222
2.14	Varsity and Collegiate Intermural and Club Sports	223
2.15	Youth and Adult Sports League Participation, United States and Worldwide, Number of Players, 2016 225	
2.15.1	Youth Team, League, and Tournament Sports Software Revenue Models Market Forecasts, Transactional Apps, Free Apps Information Based License Fee per Software Package, Cloud Based SaaS Model, Dollars, Worldwide, 2017-2023	226
2.16	Youth Sports Travel Teams	234
2.17	Youth League Sports Software Prices / Sports Software Pricing	236
2.17.1	Hudl Prices	237
2.17.2	Blue Star Sports Prices	239
2.17.3	Affinity Sports	241
2.18	Youth League Sports Software Regional Market Analysis	242
2.18.1	US	245
2.18.2	Canada	248
2.19	Youth Team Sites Revenue Model	249
2.19.1	Applications	251
<b>3. YOUTH LEAGUE SPORTS PRODUCT DESCRIPTION</b>		<b>252</b>
3.1	Vendors Build Brand with Significant Well Targeted Demographic	252
3.1.1	Vendors Address Needs of Different Types of Teams	252
3.2	Time / Sports Illustrated Play / League Athletics	253
3.2.1	Sports Illustrated Play Online Registration	253
3.2.2	Sports Illustrated Play Online Scheduling	255
3.2.3	Sports Illustrated Play for Tournaments	256
3.2.4	Sports Illustrated Play Online Team & Roster	257

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING

# WinterGreen Research, INC.

3.2.5	Sports Illustrated Play Online Scoring & Stats: iScore	258
3.2.6	Sports Illustrated challenged in Sports Software Market	260
3.2.7	Sports Illustrated Youth Software Revenue Model	262
3.3	Blue Star Sports	263
3.3.1	Blue Star Sports Registration & Payments	264
3.3.2	Blue Star Sports Back Office Management & Communication	269
3.3.3	Blue Star Sports Performance	271
3.3.4	Blue Star Sports Live Game Streaming	272
3.3.5	Blue Star Sports Sport Event Management	273
3.3.6	Blue Star Sports GoalLine	274
3.3.7	Blue Star Sports Strengths	277
3.3.8	Blue Star Sports Challenges	278
3.3.9	Blue Star Sports Vision Is to Connect All the Technologies And Services In The Market	281
3.4	NBC Universal / SportsEngine	282
3.4.1	NBC Universal / SportsEngine Sitebuilder	282
3.4.2	NBC Universal / SportsEngine Sitebuilder Website World-Class Design	288
3.4.3	SportsEngine Fundraising	295
3.4.4	SportsEngine Sitebuilder	296
3.5	Dicks Sporting Goods / Blue Sombrero	297
3.5.1	Dick's Team Sports HQ Business	298
3.5.2	Dick's Team Sports HQ	299
3.5.3	Dick's Team Sports HQ Online Registration	303
3.5.4	Dick's Team Sports HQ Websites	305
3.5.5	Dick's Team Sports HQ Scheduling	307
3.5.6	Dick's Team Sports HQ Communication Tools	309
3.5.7	Dick's Team Sports HQ Team & Volunteer Management	310
3.5.8	Dick's Team Sports HQ Reporting	311
3.5.9	Dick's Team Sports HQ Premium Support	312
3.6	Active Sports	315
3.6.1	Active Sports Strengths	316
3.6.2	Active Sports Challenges	316
3.6.3	Active Sports Online Sports Management Software	317
3.6.4	Active Sports Online Sports Registration	321
3.6.5	Active Sports - Sports League Management	321
3.6.6	Active Sports – Sports Website	323
3.6.7	Active Sports League Website Solutions	323
3.6.8	Active Sports Club Management	325
3.6.9	Active Sports Simplifies Sports Club Management	325
3.7	TeamSideline.com	328
3.7.1	TeamSideline Features	328
3.7.2	TeamSideline League Management Software Features	331
3.7.3	TeamSideline Text and Email Communications	331
3.7.4	TeamSideline Registration	332
3.7.5	TeamSideline Team Sites	332
3.7.6	TeamSideline Secure Administration	333
3.7.7	TeamSideline Officials Management	333
3.7.8	TeamSideline Tournament Scheduling	333
3.7.9	TeamSideline Player Registration	335
3.7.10	TeamSideline Team Registration	335
3.8	Teamsnap	337
3.8.1	TeamSnap Sports Teams	337
3.8.2	Teamsnap League Services	338
3.8.3	TeamSnap Strengths	339
3.8.4	TeamSnap Challenges	339
3.9	EZFacility.com Sports Facility & League Software	340
3.9.1	EZFacility Facility Scheduling & Management	340
3.9.2	EZFacility MemberMe+ - Branded Mobile App	342
3.9.3	EZFacility Trainer & Instructor Scheduling	343

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING

# WinterGreen Research, INC.

3.9.4	EZFacility Membership Management	344
3.9.5	EZFacility Customer Relationship Management	345
3.9.6	EZFacility Rentals & Special Events	347
3.9.7	EZFacility Invoice & Payment Tracking	348
3.9.8	EZFacility Locker & Equipment Tracking	349
3.9.9	EZFacility Front Desk Check-In	350
3.9.10	EZFacility Access Control	351
3.9.11	EZFacility Employee Time Clock	352
3.9.12	EZFacility Fitness Assessment	353
3.9.13	EZFacility League Scheduling & Management	354
3.9.14	EZFacility Extensive Reporting	355
3.9.15	EZFacility Registration Management	356
3.9.16	EZFacility Marketing Tools	357
3.9.17	EZFacility Member Self-Service	358
3.9.18	EZFacility Point of Sale	359
3.9.19	EZFacility Credit Card / ACH / EFT Processing	360
3.9.20	EZFacility Payroll & Commission Tracking	361
3.9.21	EZFacility Strengths	362
3.9.22	EZFacility Challenges	362
3.9.23	EZFacility Features	364
3.10	Cogran 365	
3.10.1	Cogran Sports League Management / Cogran Registration	365
3.10.2	Cogran Scheduling	367
3.10.3	Cogran Team Management	369
3.10.4	Cogran Sports League Management Pricing	370
3.10.5	Cogran Strengths	370
3.10.6	Cogran Challenges	371
3.10.7	Cogran Handles Sports League Management	372
3.10.8	Cogran Revenue	373
3.11	Marriott Hotels for Sports Teams	375
3.11.1	Marriott for Swimming Team Travel	376
3.11.2	Marriott for Hockey Team Travel	376
3.12	SwimTopia	377
3.12.1	Swimtopia Summer Swim Teams	377
3.12.2	SwimTopia Summer Swim Leagues	377
3.12.3	SwimTopia Revenue	379
3.13	BM Sports Leagues New York	379
3.14	Zebra Technologies Sports Solutions	380
3.14.1	Zebra / NFL Partnership	382
3.15	Coach Logic	382
3.15.1	Coach Logic Soccer	385
3.15.2	Coach Logic Field Hockey	387
3.15.3	Coach Logic Rugby	388
3.16	FiXi Competition Management	388
3.16.1	FiXi Competition Management Subscription Based Solution	389
3.16.2	FiXi Team	390
3.16.3	FiXi Team Management Software	390
3.16.4	FiXi Customer Platform	392
3.16.5	FiXi Calendar	394
3.16.6	FiXi Calendar Functions	395
3.16.7	FiXi Ladders	397
3.16.8	FiXi Reports	399
3.16.9	FiXi Financial Management	402
3.17	HorizonWebRef.com	404
3.18	Jevin 405	
3.19	Nike+ 406	
<b>4. YOUTH AND RECREATIONAL LEAGUE SPORTS SOFTWARE RESEARCH AND TECHNOLOGY 408</b>		

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING

# WinterGreen Research, INC.

4.1	Payment Gateways	408
4.1.1	Payment Processing Solutions For a League	408
4.1.2	Recommended Merchant Broker Authorize.net Gateway	408
4.2	Responsive Web Design	409
4.2.1	Robust Website Structure	410
4.3	Tournament Types	411
4.3.1	MatchDay Types	412
4.4	Season Registration & eSport Configuration	412
4.5	Venue	412
4.6	FE management	413
4.6.1	Extra fields	413
4.7	Artificial Intelligence And Software	413
4.8	Nike Open Source Software	414
<b>5.</b>	<b>YOUTH AND RECREATIONAL LEAGUE SPORTS SOFTWARE COMPANY PROFILES</b>	<b>415</b>
5.1	Youth and Recreational League Sports Software Acquisitions	415
5.2	Active Network	418
5.2.1	Active Network Follow-On Acquisition	424
5.2.2	Ministry Brands Acquires ACTIVE Network's Faith Division	425
5.2.3	Active Network / Active Sports	425
5.2.4	Active Sports Strengths	426
5.2.5	Active Sports Challenges	426
5.2.6	Active Sports Revenue Model	427
5.2.7	Lanyon Solutions / Active Networks / Active Sports	427
5.2.8	Active Network Acquires TeamPages	427
5.3	Affinity Sports	427
5.3.1	Affinity Sports Concussion Protocols and Product Positioning	429
5.4	Amer Sports / Wilson	429
5.5	Aspen Institute	429
5.6	Atheletrax / mysportsort	432
5.7	Bauer434	
5.8	Bear Dev	434
5.9	Blue Star Sports	434
5.9.1	Blue Star Sports Equity Investment From Genstar Capital	437
5.9.2	Blue Star Sports Has Nine Acquisitions, Adds 350 Employees	437
5.9.3	Blue Star Sports CaptainU and Other Acquisitions	438
5.9.4	Blue Star Sports Acquires Student Sports	438
5.9.5	Blue Star Sports Acquires SportsTG	438
5.9.6	Blue Star Sports Acquires Krossover	438
5.9.7	Blue Star Sports Has Positioned to Provide USA Football with Player Development	439
5.9.8	Blue Star Sports Association Contracts	440
5.9.9	USA Football Selects Blue Star Sports As Its Official Club, League, Team Technology Partner	440
5.9.10	Blue Star Sports Is Building Through Acquisition	441
5.9.11	Blue Star Sports Goalline	443
5.9.12	Blue Star Sports Acquires Groupnet Solutions	444
5.9.13	Blue Star Sports Acquires Bigfoot Hoops	444
5.9.14	Blue Star Sports Acquires LeagueLineup Blue Star Sports Adds Top Technology Provider To The Team	444
5.9.15	Blue Star Sports Acquires Primetime Sports	445
5.10	Catapult 445	
5.10.1	Catapult Acquisitions	445
5.10.2	Catapult Customers	446
5.10.3	Catapult Team Customer Base	448
5.10.4	Catapult Monitoring Elite Athletes	471
5.11	Coach Logic	475
5.12	Cogran	476
5.13	Comcast / NBC / Sport Engine	478
5.13.1	Comcast Revenue	478

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING

# WinterGreen Research, INC.

5.13.2	Comcast Business	478
5.13.3	NBC Sports Group has purchased Sport Ngin	481
5.14	Dicks / Blue Sombrero	482
5.14.1	Dick's Sporting Goods Revenue	483
5.14.2	Dick's Sporting Goods Business	487
5.14.3	Dick's Sporting Goods Competition	488
5.14.4	Dick's Sporting Goods Management Discussion	488
5.14.5	Revenue Model and Acquisitions	491
5.14.6	Dicks / Affinity Sports	491
5.14.7	Affinity Sports API	492
5.14.8	Dick's Sporting Goods Announces Acquisition Of Affinity Sports	493
5.14.9	Dick's Sporting Goods Acquires Mobile Scorekeeping Company GameChanger Media	494
5.15	Engage Sports	495
5.16	FiXi Competition Management	498
5.16.1	FiXi Competition Management Revenue Model	498
5.16.2	FiXi Competition Management Features and Functions	499
5.16.3	FiXi Competition Management Target Markets	499
5.16.4	FiXi Competition Management Customization and League Requirements	499
5.17	HorizonWebRef.com	500
5.17.1	HorizonWebRef Revenue Model	500
5.18	Hudl 502	
5.18.1	Hudl Acquisitions	502
5.18.2	Hudl Revenue Model	503
5.18.3	Hudl Financing	506
5.18.4	Hudl Partnership with Nike	506
5.18.5	Hudl Combine App	509
5.19	InterContinental Hotels Group IHG	509
5.19.1	IHG Strategic Priorities	511
5.19.2	InterContinental Hotels Group IHG's Holiday Inn Express	511
5.19.3	Holiday Inn Express	513
5.20	Jevin 513	
5.21	Jonas Software / EZFacility	514
5.21.1	EZFacility Sports Facility & League Software	515
5.21.2	Revenue Model	516
5.21.3	EZFacility Features and Functions	516
5.21.4	EZFacility Target Market	517
5.22	JoomSport	518
5.22.1	JoomSport Revenue Model	518
5.22.2	JoomSport Target Market	519
5.22.3	JoomSport Features	520
5.23	LeagueApps	520
5.23.1	LeagueApps	521
5.23.2	LeagueApps Revenue Model	521
5.23.3	LeagueApps Features and Functions	522
5.23.4	LeagueApps Target Market	523
5.24	LeagueLobster	523
5.25	LeagueRepublic	524
5.25.1	LeagueRepublic Features	524
5.26	Marriott 528	
5.27	NBC Universal / SportsEngine	528
5.27.1	SportsEngine Culture	529
5.27.2	SportsEngine Shared Values	539
5.28	Nike 539	
5.28.1	Nike Personal Analytics	541
5.28.2	Nike Partnership with Hudl	542
5.29	QSTC 542	
5.30	RosterBot	542

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING

# WinterGreen Research, INC.

5.30.1	Rosterbot Team Management Service	543	
5.31	Sideline Sports	543	
5.31.1	Sideline Sports XPS Network	543	
5.31.2	Sideline Sports XPS Network for Coaches	544	
5.31.3	Sideline Sports Tools	545	
5.32	Sports Facilities Advisory & Sports Facilities Management (SFA   SFM)	547	
5.33	5.27 Sportlyzer	548	
5.33.1	Sportlyzer Team Management Software	550	
5.34	Steel Sports	553	
5.28	Swimtopia	554	
5.28.1	Team Topia / SwimTopia	555	
5.28.2	Team Topia Revenue Model	555	
5.29	Teamer 556		
5.30	TeamSideline.com	556	
5.30.1	TeamSideline Features	557	
5.30.2	TeamSideline Team Sites	558	
5.31	TeamSnap	558	
5.31.1	TeamSnap Sports Teams	560	
5.31.2	15 Million in 2017, Up from 9 Million People a Year Ago Use TeamSnap:	563	
5.31.2	TeamSnap Target Sports	566	
5.31.3	TeamSnap / Manage League	575	
5.31.4	TeamSnap Metrics	575	
5.31.5	Teamsnap \$10 Million Investment Led by Northgate Capital	576	
5.31.6	TeamSnap Acquires EasyTeamManager	577	
5.32	Time 580		
5.32.1	Time Revenue	580	
5.32.2	Time Business	581	
5.32.3	Time Strategy	582	
5.32.4	Time / Sports Illustrated	585	
5.32.5	Sports Illustrated Play	586	
5.32.6	Sports Illustrated Play	587	
5.32.7	Sports Illustrated Strengths	587	
5.32.8	Sports Illustrated Challenges	587	
5.32.9	Si Acquires League Athletics	588	
5.32.10	LeagueAthletics.com	588	
5.32.11	LeagueAthletics Revenue Model	588	
5.32.12	LeagueAthletics Features and Functions	589	
5.32.13	Tourney Machine Partnership with Sports Illustrated Play Prelude to Acquisition	589	
5.32.14	Sports Illustrated Play acquires Iowa-based Tourney Machine	590	
5.32.15	SI Online Sports Registration	590	
5.32.16	SI Play Secure Communication	591	
5.32.17	SI Play: Information About The Game Matters	595	
5.32.18	SiPlay-Online-Registration-Secure Online Payments	596	
5.32.19	Sports Illustrated Play Teamwall Mobile App	596	
5.32.20	SiPlay-Customizable Online-Registration	598	
5.32.21	Time Revenue Model	598	
5.32.22	Time Acquires Viant	598	
5.33	Vista Equity Partners Fund IV and Vista Equity Partners Fund III / Active Network / ActiveSports / Lanyon	599	
5.33.1	Active Network Activity and Participant Management Software Solutions For Event And Activity Organizers.601		
5.33.2	Sister Companies San Diego Software Firm Active Network and Lanyon, both Part of Vista Equity Partners' Portfolio	603	
5.33.3	ActiveSports	608	
5.33.4	Vista Equity Partners STATS	609	
5.33.5	Vista Equity Partners Amisco Prozone ("Prozone")	609	
5.33.6	Vista Equity Partners Automated Insights	610	
5.33.7	Vista Equity Partners The Sports Network (TSN)	610	
5.33.8	Vista Equity Partners Bloomberg Sports	610	
5.34	Under Armour	611	

**REPORT # SH27174732**

**633 PAGES**

**288 TABLES AND FIGURES**

**2017**

**\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING**



# WinterGreen Research, INC.

5.35	Wooter	611	
5.36	YourTeamOnline		612
5.37	Zuluru	612	
5.37.1	Zuluru Revenue Model		613
5.38	Selected List of Youth Sports Software Companies		613
	<b>WINTERGREEN RESEARCH,</b>		<b>628</b>
	WinterGreen Research Methodology		628
	WinterGreen Research Process		630
	Market Research Study		630
	WinterGreen Research Global Market Intelligence Company		631
	Report Description: Youth League Sports Software and Revenue Models Matter		632

Abstract: Youth and Recreational Sports League Markets are at \$17.8 Billion Worldwide, \$15 Billion in the US, Bigger than the NFL by Some Counts

			1
Figure 1.	Market Growth Factors in High End Youth Sports Schools and Facilities		39
Figure 2.	Market Growth in Youth Sports Driving Forces		40
Figure 3.	Market Growth in Youth Sports Driving Factors		41
Figure 4.	Driving Forces for Market Growth in Community Development Using Youth Sports	42	
Figure 5.	Youth Sports Driving Forces for Community Development		43
Figure 6.	Youth League Sports Market Driving Forces		47
Figure 7.	Youth Sports Team, League, and Tournament, Market Shares, Dollars, Worldwide, 2016	50	
Figure 8.	Youth Sports League Major Market Segments, Dollars, US, 2016		51
Figure 9.	Youth Sports League Software, Equipment and Facilities, Game Equipment and Apparel: Market Shares, Dollars, Worldwide, 2016		52
Figure 10.	Youth Team, League, and Tournament Sports Software, Apparel, Equipment Market Segments by Sport Dollars, US, 2016		52
Figure 11.	Youth Team, League, Tournament Sports Forecasts, Dollars, Worldwide, 2017-2023	55	
Figure 12.	Barriers to Youth Sports Participation		64
Figure 13.	Challenges To Youth Sports Participation		65
Figure 14.	Aim to Ensure That All Kids Have The Chance To Grow Up Fit And Strong		66
Figure 15.	Youth Team Sports Organization Aspects		67
Figure 16.	Youth League Sports Software Market Driving Forces		69
Figure 17.	Youth League Sports Development Mapping		70
Figure 18.	Youth League Sports Market Factors		73
Figure 19.	Youth League Sports Software Functions1		74
Figure 20.	Youth Sports Software Communications Functions		82
Figure 21.	Market Growth Factors in High End Youth Sports Schools and Facilities		83
Figure 22.	Market Growth in Youth Sports Driving Forces		84
Figure 23.	Market Growth in Youth Sports Driving Factors		85
Figure 24.	Driving Forces for Market Growth in Community Development Using Youth Sports	86	
Figure 25.	Youth Sports Driving Forces for Community Development		87
Figure 26.	Youth League Sports Market Driving Forces		91
Figure 27.	Youth League Sports Movement Toward Travel Teams		94
Figure 28.	Youth League Sports Market Growth Development Programs		97
Figure 29.	Youth League Sports Team Sponsors		98
Figure 30.	Youth League Sports Software Functions		99
Figure 31.	Team Sports HQ Reporting Functions		101

REPORT # SH27174732

633 PAGES

288 TABLES AND FIGURES

2017

\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING

# WinterGreen Research, INC.

Figure 32.	Team Sports Payments and Order Tracking Functions	102
Figure 33.	Youth League Sports Software Revenue Model Market Factors	105
Figure 34.	Youth League Sports Software Market Demands	106
Figure 35.	Youth Sports Team, League, and Tournament, Market Shares, Dollars, Worldwide, 2016	108
Figure 36.	Youth Sports Team, League, and Tournament, Market Shares, Dollars, Worldwide, 2016	109
Figure 37.	Youth Team, League, and Tournament Sports Software Unit Analysis Market Shares, 2016	118
Figure 38.	Youth Team, League, and Tournament Software including High School, College, Market Shares, Percent, Worldwide, 2016	119
Figure 39.	Efficiency Of The Various Software Providers, Revenue per Employee	121
Figure 40.	Youth and Adult Sports League Software Number Employees vs. Revenue Analysis, Number Employees, Dollars per Employee, 2016	122
Figure 41.	Youth Team, League, and Tournament Participation, United States and Worldwide, Number of Players, 2016	123
Figure 42.	Youth Team, League, and Tournament Software Markets by Sport, Units and Dollars, 2016	124
Figure 43.	Aspects of Competition in Youth Sports Team, League, and Tournament Apparel and Equipment Markets	126
Figure 44.	Youth Sports Team, League, and Tournament Apparel and Equipment Market Shares, Dollars, Worldwide, 2016	127
Figure 45.	Youth Sports Team, League, and Tournament, Apparel and Equipment Market Shares, Dollars, Worldwide, 2016	128
Figure 46.	Youth Sports Team, League, and Tournament Facilities Consultants Market Shares, Dollars, Worldwide, 2016	129
Figure 47.	Youth Sports Team, League, and Tournament Hotels and Motels Market Shares, Dollars, Worldwide, 2016	130
Figure 48.	Youth Sports League Major Market Segments, Dollars, US, 2016	131
Figure 49.	Youth Sports League Software, Equipment and Facilities, Game Equipment and Apparel: Market Shares, Dollars, Worldwide, 2016	132
Figure 50.	Youth Team, League, and Tournament Sports Software, Apparel, Equipment Market Segments by Sport Dollars, US, 2016	132
Figure 51.	Youth Sports Team, League, and Tournament Apparel and Equipment Market Shares, Dollars, Worldwide, 2016	133
Figure 52.	Youth Sports Team, League, and Tournament, Apparel and Gear Market Shares, Dollars, US, 2016	135
Figure 53.	Youth Sports League Major Market Segments, Dollars, US, 2016	136
Figure 54.	Youth Sports Travel, League Facilities, Fields, Ice Rinks, Hotel, Bus, Motel, Airfare: Market Segments, Dollars, US, 2016	137
Figure 55.	Youth Sports Team, League, and Tournament Software: Market Shares, Dollars, Worldwide, 2016	138
Figure 56.	Youth Sports Team, League, and Tournament Software, Market Shares, Dollars, Worldwide, 2016	139
Figure 57.	Youth, High School, College Team, League, and Tournament Software, Market Shares, Dollars, Worldwide, 2016	142
Figure 58.	Youth, High School, College Team, League, and Tournament Software, Market Shares, Percent, Worldwide, 2016	143
Figure 59.	College and University Sports League Participation, United States and Worldwide, Number of Players, 2015	144
Figure 60.	Youth Sports League Facilities, Fields, Ice Rinks, Hotel, Bus, Motel, Airfare: Market Segments, Dollars, Worldwide, 2016	145
Figure 61.	Youth Sports Team, League, and Tournament Travel, Facilities Construction Market Shares, Dollars, US, 2016	146
Figure 62.	Youth Sports League Hotel, Bus, Motel, Airfare: Market Segments, Dollars, Worldwide, 2016	147
Figure 63.	Youth Sports Team, League, and Tournament Hotels and Motels Market Shares, Dollars, Worldwide, 2016	149
Figure 64.	Youth Team Organized Sports Travel Hotel, Motel, Bus, Airfare Market, and Total, Dollars, Worldwide, 2015-2025	150

# WinterGreen Research, INC.

Figure 65.	Youth Team, League, and Tournament Sports Revenue Segments, Software, Facilities, Private Coaches, Airfare, Motels, Apparel, Equipment Markets, US 2016	151
Figure 66.	Youth Team, League, Tournament Sports Forecasts, Dollars, Worldwide, 2017-2023	154
Figure 67.	Youth Organized Sports Market Segments, Travel, Motels, Facility Construction, Apparel and Gear, Facility Fees, and Software, Dollars, Worldwide, 2017-2023	155
Figure 68.	Youth Organized Sports Market Segments, Travel, Motels Facility Construction, Apparel and Gear, Facility Fees, and Software Percent, Worldwide, 2017-2023	156
Figure 69.	Youth and Recreational League Sports Trends	160
Figure 70.	Sports Illustrated Play Online Registration	169
Figure 71.	Blue Star Sports One-Stop Shop For Sports Registration, Payments And Management	171
Figure 72.	Youth Team, League, Tournament Sports Software Forecasts, Dollars, Worldwide, 2017-2023	176
Figure 73.	Youth Team, League, Tournament Sports Software Forecasts, Dollars, Worldwide, 2017-2023	177
Figure 74.	Market Division Between Youth And Amateur Adult Sport Leagues	178
Figure 75.	Sports Team And League Software Market Expansion Factors	181
Figure 76.	Youth Team Organized Sports Travel Hotel, Motel, Bus, Airfare Market, and Total, Dollars, Worldwide, 2015-2025	185
Figure 77.	Youth Team Organized Sports Travel Hotel, Motel, Bus, Airfare Market, and Total, Dollars, Worldwide, 2006-2014	186
Figure 78.	Youth Team Organized Sports Fees, Software, Apparel Market Forecasts, Youth Team Sports Travel Sports Market, and Total, Dollars, Worldwide, 2015-2025	186
Figure 79.	Youth Team Organized Sports Fees, Software, Apparel Market Forecasts, Youth Team Sports Travel Sports Market, and Total, Dollars, Worldwide, 2006-2014	186
Figure 80.	Youth Organized Sports Software Markets, Units and Dollars, Installed Base, Units, Total, Worldwide, 2017-2023	188
Figure 81.	Youth Organized Sports Software Market Segments, League, Team, Tournament, Dollars and Units, Worldwide, 2017-2023	189
Figure 82.	Youth Organized Sports Software Market Segments, League, Team, Tournament, Percent, Worldwide, 2017-2023	190
Figure 83.	League Software Functions	194
Figure 84.	League Registration Features	195
Figure 85.	Youth Sports Hotels and Motels	197
Figure 86.	Youth and Amateur Adult Team Sports League Software Unit Analysis Percent Penetration, Worldwide, 2016-2022	199
Figure 87.	Youth Team Sports Software Functional Models Market Forecasts, Simple Registration, Registration, Communication and Web Site Development, or Combination with Coaching Video, Dollars, Worldwide, 2017-2023	202
Figure 88.	Youth Team, League, and Tournament Sports Software Revenue Models Market Forecasts, Transactional Apps, Free Apps Information Based License Fee per Software Package, Per User Fee, Dollars, Worldwide, 2016-2022	205
Figure 89.	Team Sports Software License, Transaction, and Advertising Revenue Models Market Forecasts, Number of Players, Worldwide, 2017-2023	206
Figure 90.	Active Sport Sliding Scale Registration Fee: Transaction Processing Fee	208
Figure 91.	Average Credit Card Processing Fees	209
Figure 92.	Youth Team, League, Tournament Sports Software Transactional Revenue Models Market Forecasts, Dollars, Worldwide, 2017-2023	210
Figure 93.	Youth, High School, University, College and Adult Team, League, Tournament Sports Software Revenue Models Market Forecasts, License Fee per Software Package, Dollars, Worldwide, 2017-2023	211
Figure 94.	Youth Team Sports Software Revenue Models Market Forecasts, Free App Software Package, Per User Fee, Dollars, Worldwide, 2017-2023	214
Figure 95.	Youth and Amateur Adult Team Sports Participation, United States and Worldwide, Number of Players, 2017-2023	216
Figure 96.	Applications for Youth Sports Software Platforms	218
Figure 97.	Organizations Served: Parks and Recreation	219
Figure 98.	Youth Team, League, and Tournament Sports Software Market Segments by Sport, Units and Dollars, US, 2016	221

**REPORT # SH27174732**

**633 PAGES**

**288 TABLES AND FIGURES**

**2017**

**\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING**

# WinterGreen Research, INC.

Figure 99.	College and University Team, League, and Tournament Sports Participation, United States and Worldwide, Number of Players, 2016	224
Figure 100.	Youth and Adult Sports League Participation, United States and Worldwide, Number of Players, 2016	225
Figure 101.	Youth Team, League, and Tournament Sports Software Revenue Models Market Forecasts, Transactional Apps, Free Apps Information Based License Fee per Software Package, Cloud Based SaaS Model, Dollars, Worldwide, 2017-2023	227
Figure 102.	Youth Team Sports Software Transactional Revenue Models Market Forecasts, Dollars, Worldwide, 2017-2023	228
Figure 103.	Youth Team Sports Software Revenue Models Market Forecasts, Free App Software Package, Per User Fee, Dollars, Worldwide, 2017-2023	229
Figure 104.	Youth, High School, University, College and Adult Team Sports Software Revenue Models Market Forecasts, License Fee per Software Package, Dollars, Worldwide, 2017-2023	229
Figure 105.	Team Sports Software License Revenue Models Market Forecasts, Number of Players, Worldwide, 2017-2023	231
Figure 106.	Team Sports Software License, Transaction, and Advertising Revenue Models Market Forecasts, Number of Players, Worldwide, 2017-2023	232
Figure 107.	Youth Team Sports Software Functional Models Market Forecasts, Simple Registration, Registration, Communication and Web Site Development, or Combination with Coaching Video, Dollars, Worldwide, 2017-2023	233
Figure 108.	Youth Team Organized Sports Travel Hotel, Motel, Bus, Airfare Market, and Total, Dollars, Worldwide, 2005-2014 and 2015-2025	235
Figure 109.	Hudl Prices	238
Figure 110.	Blue Star Sports Prices for Software	239
Figure 111.	Blue Star Sports Tools	240
Figure 112.	Youth Sports Team, League, and Tournament Software, Regional Market Segments, 2016	242
Figure 113.	Youth Sports Team, League, and Tournament Software Regional Market Segments, 2016	243
Figure 114.	Youth Sports Team, League, and Tournament Software Regional Market Segments, Dollars, 2016	244
Figure 115.	Youth Sports Team, League, and Tournament Software Regional Market Segments, 2016	245
Figure 116.	Number of Youth Sports Players US and Worldwide, Dollars per Player, 2016	246
Figure 117.	Youth and Adult Sports Team, League, and Tournament Software Users, Players and Teams Analysis, Number by Vendor, Worldwide, 2016	247
Figure 118.	\$5.8 Billion Canadian Youth Sports Market	248
Figure 119.	Sports Illustrated Play Online Registration	253
Figure 120.	Sports Illustrated Play Online Scheduling	255
Figure 121.	Sports Illustrated Play Online Team & Roster	257
Figure 122.	iScore Sports Illustrated Play Online Scoring & Stats	258
Figure 123.	iScore Specific Sports Scorekeeping	259
Figure 124.	Sports Illustrated League and Club Team Software Strengths	261
Figure 125.	Sports Illustrated League and Club Team Software Challenges	262
Figure 126.	Blue Star Sports Registration & Payments	264
Figure 127.	Blue Star Sports Registration & Payments Functions	266
Figure 128.	Blue Star Sports Web & App Builder	267
Figure 129.	Blue Star Sports Back Office Management & Communication	269
Figure 130.	Blue Star Sports Key Features	270
Figure 131.	Blue Star Sports Performance	271
Figure 132.	Blue Star Sports Performance Tools	272
Figure 133.	Blue Star Sports Sport Event Management Functions	273
Figure 134.	Blue Star Sports GoalLine Customers	274
Figure 135.	Blue Star Sports One-Stop Shop For Sports Registration, Payments And Management	280
Figure 136.	SportsEngine Drag-And-Drop, One-Click Website	283
Figure 137.	SportsEngine Website	284
Figure 138.	SportsEngine Sitebuilder Website Content Management Software Sports Organization Functions	285
Figure 139.	SportsEngine Sitebuilder Website Content Management Software Sports Organization Features	286
Figure 140.	SportsEngine / SportsEngine Hockey Websites	287

**REPORT # SH27174732**

**633 PAGES**

**288 TABLES AND FIGURES**

**2017**

**\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING**

# WinterGreen Research, INC.

Figure 141.	SportsEngine Online Registration	288
Figure 142.	SportsEngine Sitebuilder Website E-Commerce Functions	289
Figure 143.	NBC Universal / SportsEngine Sitebuilder Website Governing Bodies Support Functions	290
Figure 144.	SportsEngine SportsEngineLive Scoring	291
Figure 145.	SportsEngine Sitebuilder Website Live Game View	292
Figure 146.	SportsEngineMobile App	293
Figure 147.	SportsEngine Fundraising	295
Figure 148.	SportsEngine Strengths	296
Figure 149.	SportsEngine Challenges	297
Figure 150.	Dick's Blue Sombrero FanWear Store Website	300
Figure 151.	Dick's Team Sports HQ	300
Figure 152.	Dick's Team Sports HQ	301
Figure 153.	Dick's Team Sports HQ App Functions	302
Figure 154.	Dick's Team Sports HQ Online Registration	303
Figure 155.	DICK'S Team Sports HQ App Registration System For Programs, Leagues, And Tryouts	304
Figure 156.	Dick's Team Sports HQ Websites	305
Figure 157.	Dick's Team Sports HQ App Features	306
Figure 158.	Dick's Team Sports HQ Scheduling Features	307
Figure 159.	Dick's Team Sports HQ Payments & Order Tracking Functions	308
Figure 160.	Dick's Team Sports HQ Communication Tool Functions	309
Figure 161.	Dick's Team Sports HQ Team & Volunteer Management Functions	310
Figure 162.	Dick's Team Sports HQ Reporting Functions	311
Figure 163.	Dick's Team Sports HQ Premium Support Functions	312
Figure 164.	Dick's Blue Sombrero Software Strengths	314
Figure 165.	Dick's Blue Sombrero Software Challenges	315
Figure 166.	Active Sports National Sports Governing Body Partners	318
Figure 167.	League Management Solutions	319
Figure 168.	Sports Management Solutions	319
Figure 169.	Active Sports Online Sports Registration	321
Figure 170.	Active Sports - Sports League Management	322
Figure 171.	Active Sports – Sports Website	323
Figure 172.	Active Sports Club Management	325
Figure 173.	Active Sports Club Management Functions	326
Figure 174.	Active Sports Club Management Functions by Type of Club	327
Figure 175.	TeamSideline Features	328
Figure 176.	TeamSideline Tournament Scheduling Functions	334
Figure 177.	TeamSideline League Schedule Maker Modules	336
Figure 178.	EZFacility Facility Scheduling & Management	340
Figure 179.	Figure 59. EZFacility Facility Scheduling & Management Functions	341
Figure 180.	EZFacility MemberMe+ - Branded Mobile App	342
Figure 181.	EZFacility's MemberMe+ Mobile App For Sports Or Fitness Businesses Classes, Clinics, And Rentals Functions	343
Figure 182.	EZFacility Trainer & Instructor Scheduling	343
Figure 183.	EZFacility Fitness Business Optimize Trainer Productivity, Schedule Recurring Sessions Software Features	344
Figure 184.	EZFacility Membership Management	344
Figure 185.	EZFacility Customer Relationship Management	345
Figure 186.	EZFacility Customer Relationship Management Functions	346
Figure 187.	EZFacility Rentals & Special Events	347
Figure 188.	EZFacility Invoice & Payment Tracking	348
Figure 189.	EZFacility Locker & Equipment Tracking	349
Figure 190.	EZFacility Front Desk Check-In	350
Figure 191.	EZFacility Access Control	351

**REPORT # SH27174732**

**633 PAGES**

**288 TABLES AND FIGURES**

**2017**

**\$4,200 SINGLE COPY -- \$8,400 WEB SITE POSTING**

# WinterGreen Research, INC.

Figure 192.	EZFacility Employee Time Clock	352
Figure 193.	EZFacility Fitness Assessment	353
Figure 194.	EZFacility League Scheduling & Management	354
Figure 195.	EZFacility Extensive Reporting	355
Figure 196.	EZFacility Registration Management	356
Figure 197.	EZFacility Marketing Tools	357
Figure 198.	EZFacility Member Self-Service	358
Figure 199.	EZFacility Point of Sale	359
Figure 200.	EZFacility Credit Card / ACH / EFT Processing	360
Figure 201.	EZFacility Payroll & Commission Tracking	361
Figure 202.	EZFacility Sports Facility & League Software Scheduling & Management Types	363
Figure 203.	Cogran Registration	365
Figure 204.	Cogran Sports League Management / Cogran Registration Features	366
Figure 205.	Cogran Scheduling	367
Figure 206.	Cogran Organizations Served	372
Figure 207.	Cogran Systems Flexible Payments Systems Functions	374
Figure 208.	Cogran Supports Major Payment Processors:	375
Figure 209.	Marriott for Hockey Team Travel Functions	377
Figure 210.	Zebra Technologies RFID Sports Positioning	381
Figure 211.	Coach Logic Player Development Functions	383
Figure 212.	Coach Logic Video Analysis	384
Figure 213.	Coach Logic Soccer	385
Figure 214.	Coach Logic Player Development Functions	385
Figure 215.	Coach Logic Field Hockey	387
Figure 216.	Coach Logic Rugby	388
Figure 217.	FiXi Team Organization Screen	390
Figure 218.	FiXi Customer Management Functions	392
Figure 219.	FiXi Team Player Medical Tracking	393
Figure 220.	FiXi Calendar	394
Figure 221.	FiXi Ladders	397
Figure 222.	FiXi Ladders Functions	398
Figure 223.	FiXi Reports	399
Figure 224.	FiXi Business Operations Monitoring Functions	400
Figure 225.	FiXi Business Operations Monitoring Allocation Breakdown	401
Figure 226.	FiXi Business Operations Monitoring Functions	401
Figure 227.	FiXi Financial Management	402
Figure 228.	FiXi Supports Tracking Business Financials In One Place	403
Figure 229.	Jevin Registration Functions	405
Figure 230.	Responsive Web Design (RWD) Illustrated	409
Figure 231.	Robust Website Structure	410
Figure 232.	Division of Tournament Types	411
Figure 233.	Active Network Solutions:	420
Figure 234.	Active Network Management Software Solutions:	421
Figure 235.	Active Network Platform Features	422
Figure 236.	Active Network Customers	423
Figure 237.	ACTIVE Highlights	423
Figure 238.	Affinity Sports Software Functions	428
Figure 239.	Crowdfunding for Sports Teams	433
Figure 240.	Blue Star Sports Software Competitive Advantage	442
Figure 241.	Catapult Customers	446
Figure 242.	Catapult Team Customer Base	449
Figure 243.	Catapult for Coaches Providing Scientifically-Validated Metrics on Athlete Performance	472
Figure 244.	Cogran Sports League Management Software Modules	477

**REPORT # SH27174732**

**633 PAGES**

**288 TABLES AND FIGURES**

**2017**

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# WinterGreen Research, INC.

Figure 245.	Engage Sports Tools	497
Figure 246.	HorizonWebRef Pricing per Official	501
Figure 247.	EZ Facility Key Features	516
Figure 248.	EZFacility Target Markets	517
Figure 249.	LeagueRepublic Sports Software Functions	526
Figure 250.	NBC SportsEngine Culture	530
Figure 251.	SportsEngine Party	536
Figure 252.	SportsEngine Culture	537
Figure 253.	NBC SportsEngine Team Bonding	538
Figure 254.	Sideline Sports XPS Network Functions	544
Figure 255.	Sideline Sports Clients by Category And Sport	546
Figure 256.	Sportlyzer Monthly Recurring Revenue	548
Figure 257.	Sportlyzer Market Exit Strategy	550
Figure 258.	Sportlyzer Sports Customers	551
Figure 259.	Sportlyzer Sports Metrics	552
Figure 260.	SwimTopia Investors	554
Figure 261.	TeamSnap Employees	560
Figure 262.	TeamSnap Coaching Platform Toolset Tasks	561
Figure 263.	TeamSnap Platforms Supported	562
Figure 264.	TeamSnap Target Market	562
Figure 265.	TeamSnap Online Sports Team Management Application	563
Figure 266.	TeamSnap Online Features	564
Figure 267.	Teamsnap Benefits	565
Figure 268.	TeamSnap Mobile App	566
Figure 269.	TeamSnap Team Management Sports Targeted	567
Figure 270.	TeamSnap Integration Features	567
Figure 271.	TeamSnap Free Features	569
Figure 272.	TeamSnap Basic Prices and Features	570
Figure 273.	TeamSnap Premium Features	570
Figure 274.	TeamSnap Ultra Prices and Features	572
Figure 275.	TeamSnap Smartphone App Functions	574
Figure 276.	TeamSnap Smartphone System Requirements	575
Figure 277.	Teamsnap Awards	576
Figure 278.	TeamSnap Metrics in 2016	579
Figure 279.	Key Components of Time Platform Strategy	583
Figure 280.	Sports Illustrated Si Play	587
Figure 281.	SI Communication Smart Phone and Online	591
Figure 282.	SI Play Sending League Members An Email Or Text Message	592
Figure 283.	Game And Player Statistics	593
Figure 284.	Sports Illustrated League and Club Team Software Strengths	594
Figure 285.	Sports Illustrated League and Club Team Software Challenges	594
Figure 286.	Sports Illustrated TeamWall Mobile App	597
Figure 287.	Vista Equity Partners Active Network Follow-On Acquisitions	602
Figure 288.	Vista Equity Partners Portfolio Companies'	605

## **ABOUT THE COMPANY**

**WinterGreen Research**, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

**WinterGreen Research**, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology.

Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

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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**Susan Eustis**, President, co-founder of WinterGreen Research, is a senior analyst. She has done research in communications, healthcare equipment, and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multiprocessing, and electronic voting. She is the author of recent studies of the Regional Bell Operating Companies' marketing strategies, Internet equipment, biometrics, a study of Internet Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College. Ms. Eustis was named Top Woman CEO in 2012 by Who's Who Worldwide. She was named Top Woman Market Research Analyst the same year and successive years 2013, 2014, 2015, and 2016 thereafter. She has been featured twice on the cover of Women of Distinction.

**About the WinterGreen Research Team:** The WinterGreen Research Team is comprised of senior analysts that prepare the market research and analysis that is offered to the client and developed using an iterative process to achieve a final study. Typical projects include providing market/viability research. The team can look at how drones can be applied to critical infrastructures safety, including: type of market existing, Barriers, Forecast demand and competitors, SWOT and competitive advantages, Price Analysis, product design recommendations (marketing orientation).

Research is typically for many different regions or localities, for example EU countries including Spain, UK, Nordic, Germany, and France. Typical projects profile the United States and areas of Asia. It is common to three representative countries from South America, Brazil, Argentina, Chile, and Mexico. Representative countries from Asia APAC typically include Japan, China, India, and Australia.

Critical infrastructure safety, including: type of market existing, barriers to entry and to faithful execution of product provision, forecast of demand, market share, SWOT, competitive advantage of major competitors, identification of new technologies and new companies, price performance analysis, product design recommendations, and marketing considerations are typical topics covered.