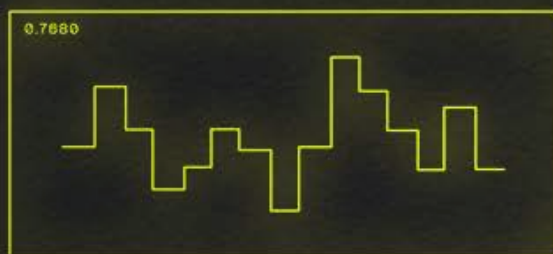




INSIDE THE ACTION: LSPORTS' QUARTERLY DATA REPORT





FROM THE CEO

The sports betting industry is undergoing rapid shifts, with competition intensifying across markets. In this environment, relying on instinct alone is no longer enough. Sportsbook operators need reliable, actionable data to understand where demand is moving and how consumption trends are reshaping bettor behavior. This report delivers exactly that: clear insights rooted in real market activity.

By analyzing client data from across our network of 450+ partners, we've uncovered key patterns in consumption across sports, leagues, and region-offering a data-driven perspective on where the industry is heading next.

Whether you're a trader, a product leader, or a decision-maker shaping long-term strategy, I'm confident you'll find insights here that offer a clearer view of the opportunities ahead-and how to act on them.

Dotan Lazar
CEO, LSports

- This report analyzes Q1 2025 sports data trends based on data from 450+ LSports clients worldwide
- All comparisons are year-over-year (YoY), referencing Q1 2024 vs. Q1 2025, unless stated otherwise
- Percentages and figures are rounded unless specified




SPORTS BETTING DEMAND IS SKYROCKETING

The industry saw a significant surge in sports data demand in **Q1 2025**, with total consumption rising **32%**. While the most requested sports ranking remained largely stable, notable shifts emerged when looking at growth rates. **Esports was a standout performer**, highlighting a rising appetite among operators for new betting verticals.









SPORTS DATA DEMAND UP 32%

TOP SPORTS BY OVERALL DEMAND

1		FOOTBALL
2		TABLE TENNIS
3		ESPORTS
4		BASKETBALL
5		TENNIS
6		ICE HOCKEY

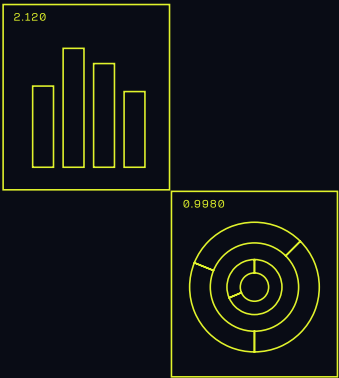
TOP SPORTS BY GROWTH RATE

1		ESPORTS	75%
2		BASEBALL	59%
3		FOOTBALL	38%
4		BASKETBALL	37%
5		TENNIS	29%
6		TABLE TENNIS	27%

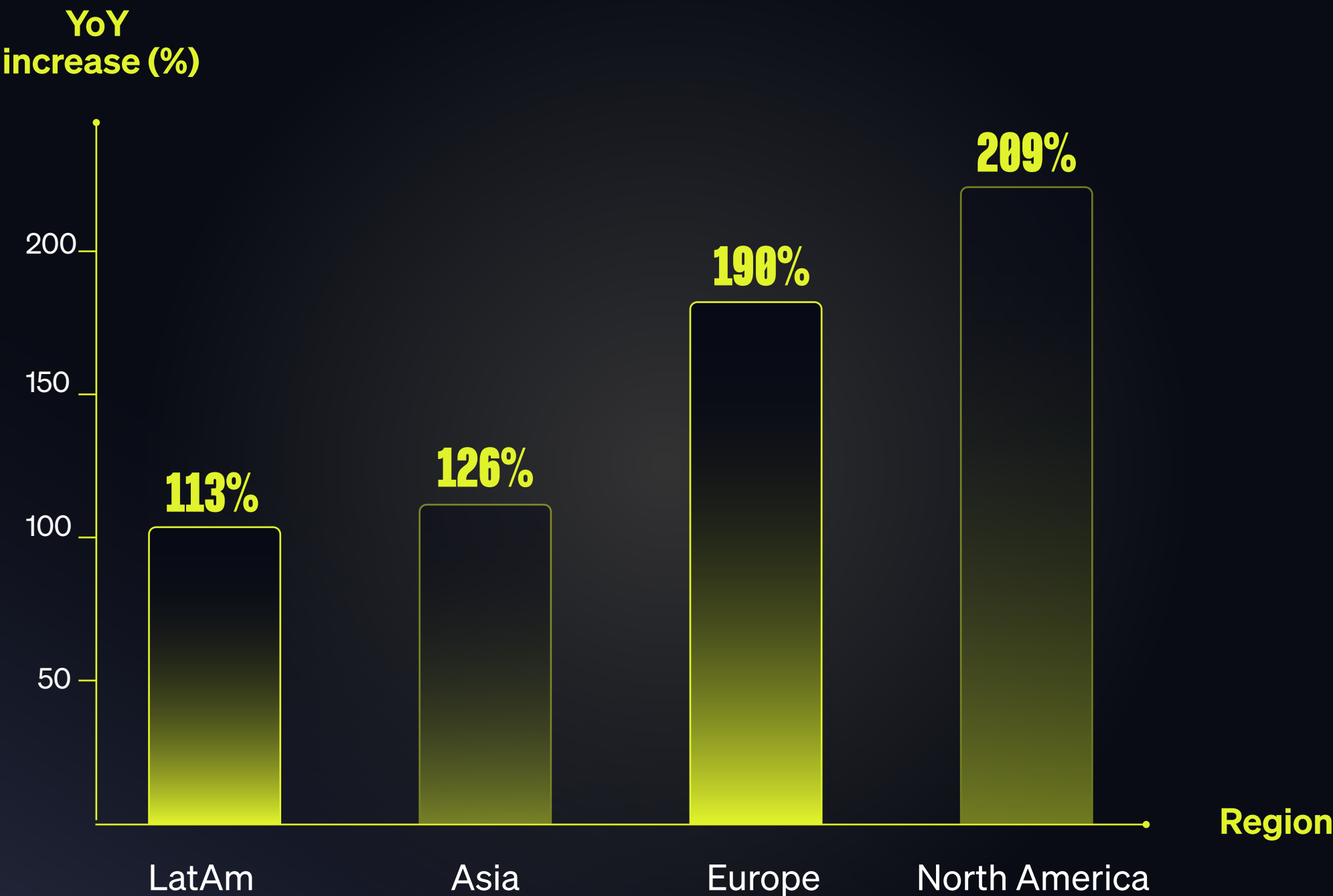


UNDERDOGS TAKE THE SPOTLIGHT IN FOOTBALL BETTING

Football data consumption saw a noticeable shift, with UEFA Champions League’s expanded format driving a **134%** surge in fixture demand. North America, in particular, posted a **209%** spike-highlighting a growing appetite for elite European football in the region.

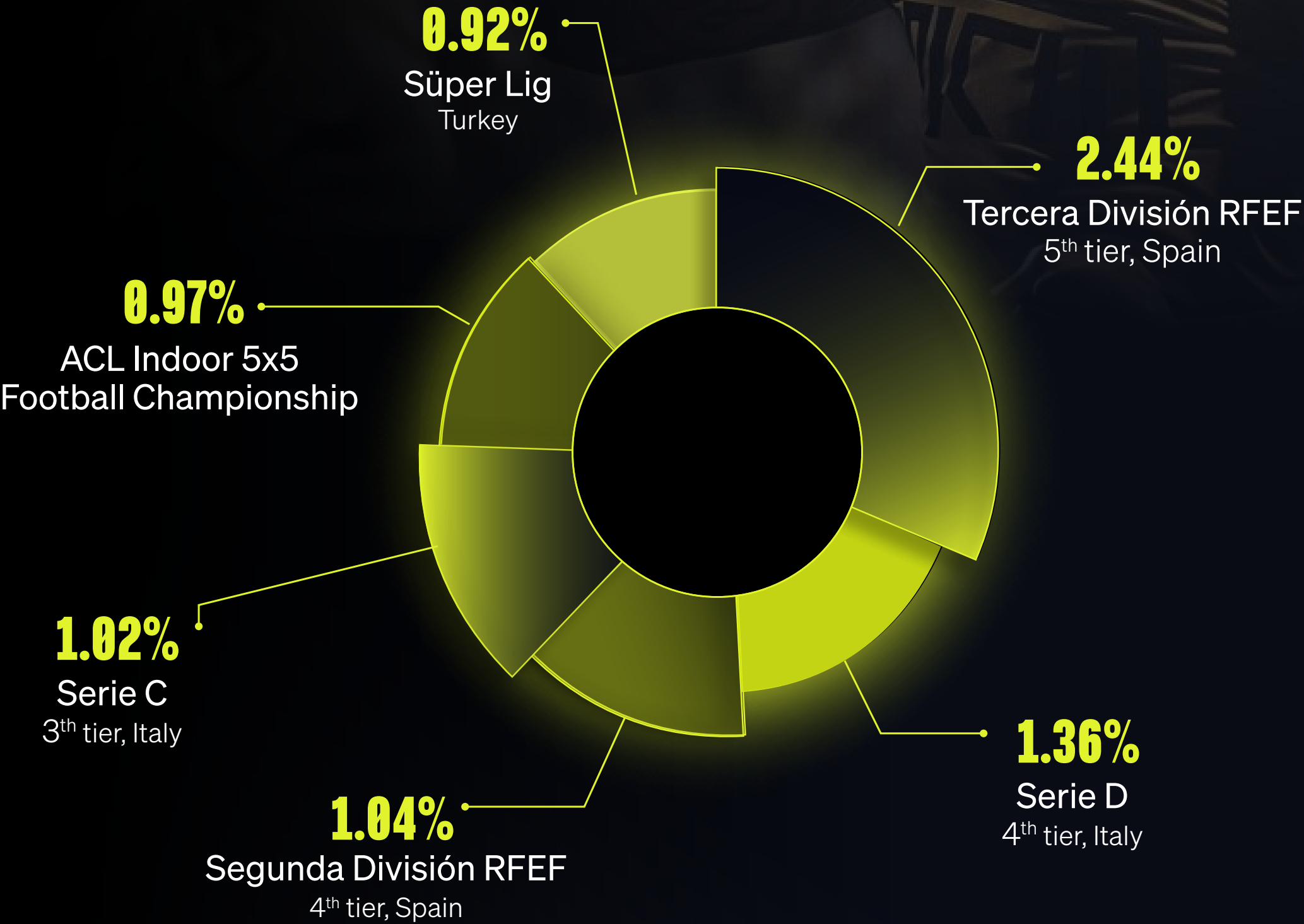


CHAMPIONS LEAGUE DATA DEMAND UP **134%**



Football's overall **38%** rise wasn't limited to major leagues. Lower-tier and niche leagues made up **six of the ten** most requested football competitions during the quarter, signaling a trend that bookmakers should watch closely.

THESE LEAGUES ACCOUNTED FOR NEARLY 8% OF FOOTBALL DATA CONSUMPTION. THE BREAKDOWN IS AS FOLLOWS:

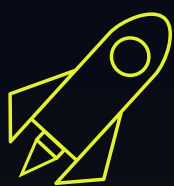




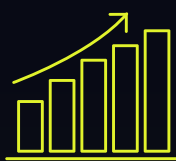
3 MILLION REASONS TO STOP SLEEPING ON ESPORTS

Esports continued its remarkable surge in Q1 2025, growing over **75%** and further solidifying its status as a must-have vertical for sportsbooks.

Simulated sports gained significant momentum, with titles like **E-Football** and **E-Basketball** driving record-breaking engagement. Core esports staples such as **CS2** and **Dota 2** also contributed to the vertical's strong performance, reinforcing its broad and growing appeal.



Esports demand up **75%**



Simulated sports topped **3M fixtures** ordered



Core titles CS2 and Dota 2 rose **59%**



E-Football and E-Basketball grew **79%** and **122%**, respectively



Asia up **103%** in fixture demand; Europe passed **2M** for the second time



TENNIS DATA SPIKES IN Q1 – AND THE FRONT–RUNNERS MAY SURPRISE YOU

Over **30,000** fixtures were offered by LSports in Q1 2025, including the Australian Open, two Masters 1000 events, and numerous ITF tournaments. This packed calendar contributed to a sharp increase in overall tennis data demand.



29%

Overall increase in tennis fixture consumption

HOWEVER, ANOTHER BREAKOUT PERFORMER STOLE THE SPOTLIGHT

The Daily Premier Tour began gaining real traction in 2025 but quickly rose to **third** in the consumption rankings with over 50K orders.



122%

Increase from Q4 2024



478%

YoY growth

The Australian Open, Q1's biggest tennis event, saw a 12% increase with all competitions—Men's and Women's Singles and Doubles—recording a rise.



12%

Growth

The **ITF** continues to serve as a key engagement driver for sportsbooks within the tennis vertical. Data from **LSports Tennis Premium** shows a striking increase in demand.



77%

Increase



570K+

ITF fixtures ordered in Q1



SPORTS BETTING'S DARK HORSE: TABLE TENNIS CONTINUES TO CLIMB

Table tennis has long been a hidden niche powerhouse for sportsbooks. With a calendar packed with high match volume and tight match cycles, it creates the perfect storm for in-play turnover and user retention.

2nd

Most-requested
sport at LSports

4.2M

Fixtures ordered
in 2025 Q1

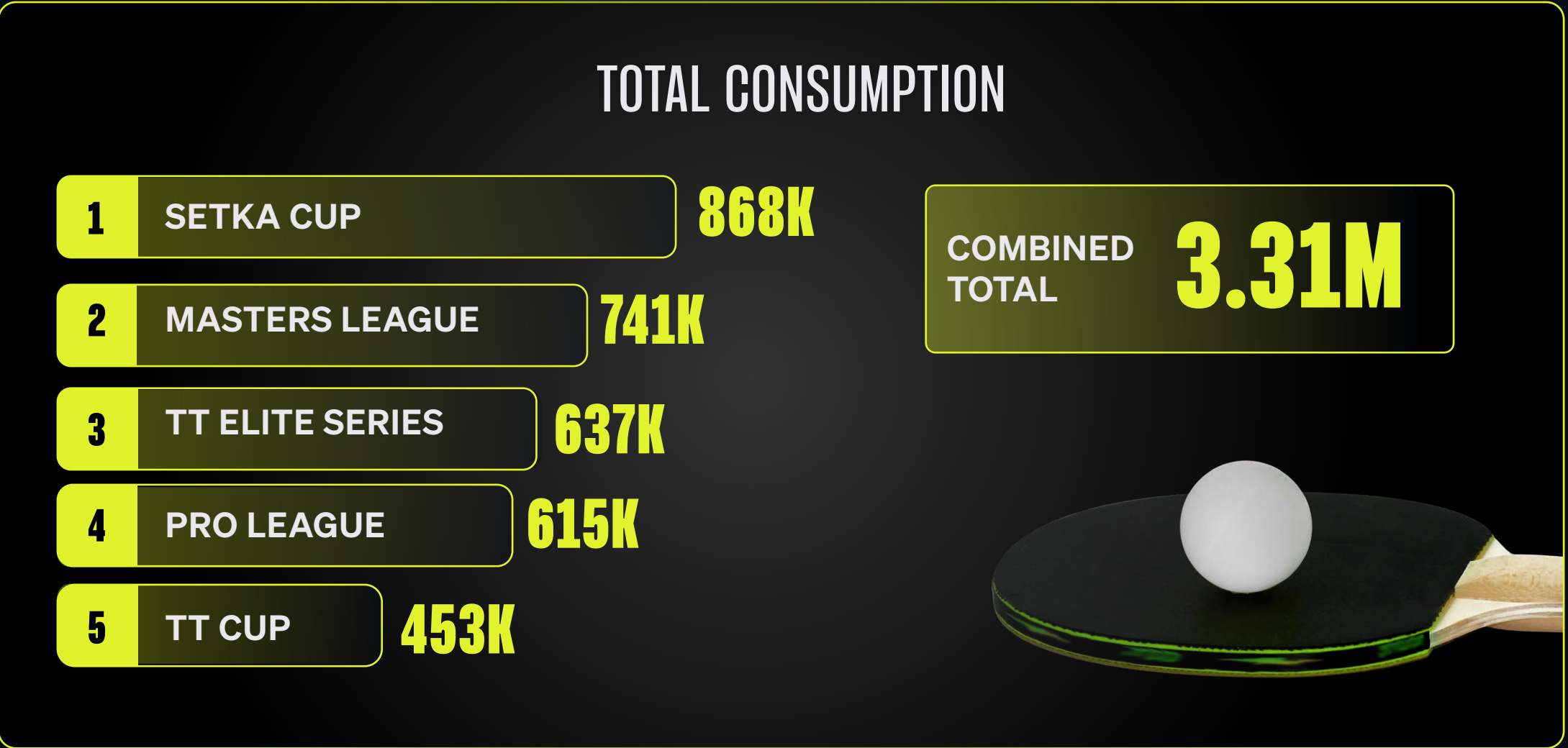
27%

Overall increase in
table tennis fixture
consumption



The top five most-requested competitions help explain why table tennis has become a must-have vertical for sportsbooks. Most deliver high-frequency, 24/7 action - making them ideal for continuous live betting.

Here is a breakdown, based on total consumption and year-over-year growth:

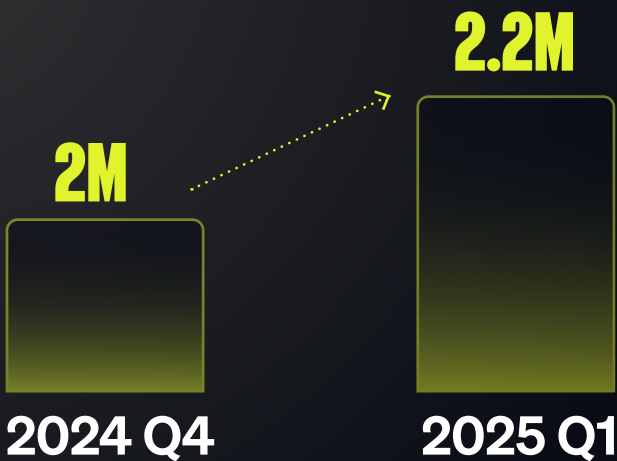


MARCH MADNESS DOMINATES AGAIN

37%

Year-over-year increase pushed basketball consumption from **1.6M** to **2.2M**.

Q1 2025 recorded the highest single-quarter fixture consumption ever - **2.2M**, surpassing the **2M** recorded in Q4 2024.



As expected, March Madness drew major attention from sportsbooks, with the NCAA Men’s and Women’s tournaments ranking as the most ordered basketball events.



17%

Increase compared to Q1 2024

An interesting trend this quarter: NCAA basketball, typically more popular in North America, saw its largest growth in Europe **with a 17.5% increase**. Meanwhile, the EuroLeague - more traditionally followed in Europe - recorded its highest growth in North America, **jumping by 81.5%**.



WANT TO LEARN MORE ABOUT THE KEY DATA TRENDS SHAPING THE INDUSTRY?

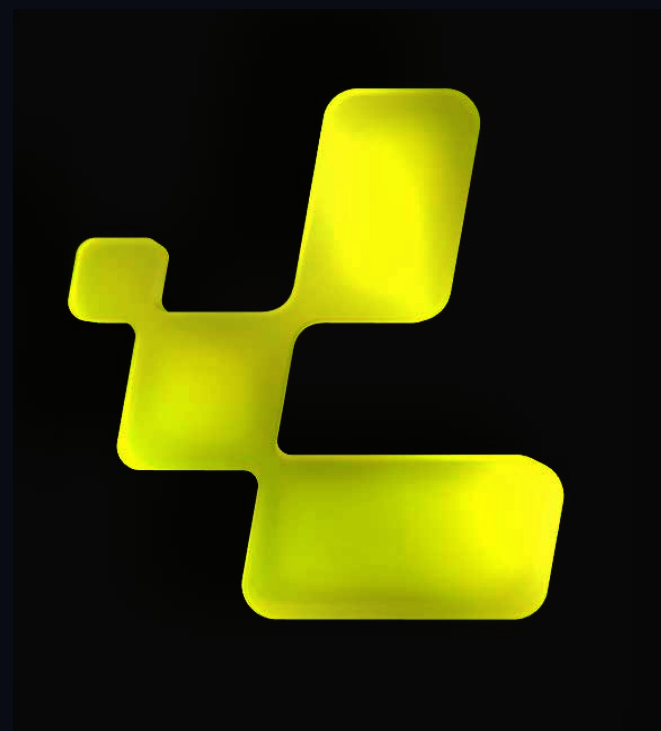
We offer a **free consultation** tailored to your sportsbook's specific needs, along with additional insights drawn from our extensive dataset

LET'S TALK

WHO WE ARE

LSports is a world-leading sports data provider, setting the industry standard by delivering real-time data with unmatched accuracy and reliability. Powered by cutting-edge technology and tailored solutions, we help sportsbooks trade smarter, maximize profits, and enhance player engagement.

With the industry's most extensive coverage - sourced from over 100 live feeds and spanning more than 100 sports - we empower bookmakers at every stage of development to gain a competitive edge and serve every betting sector and demographic.



DELIVERING THE MOST COMPREHENSIVE COVERAGE IN THE MARKET

100+
SPORTS

23
ESPORTS

15,000+
LEAGUES

2,500
MARKETS

3M
FIXTURES

CLOSE TO
ZERO
LATENCY