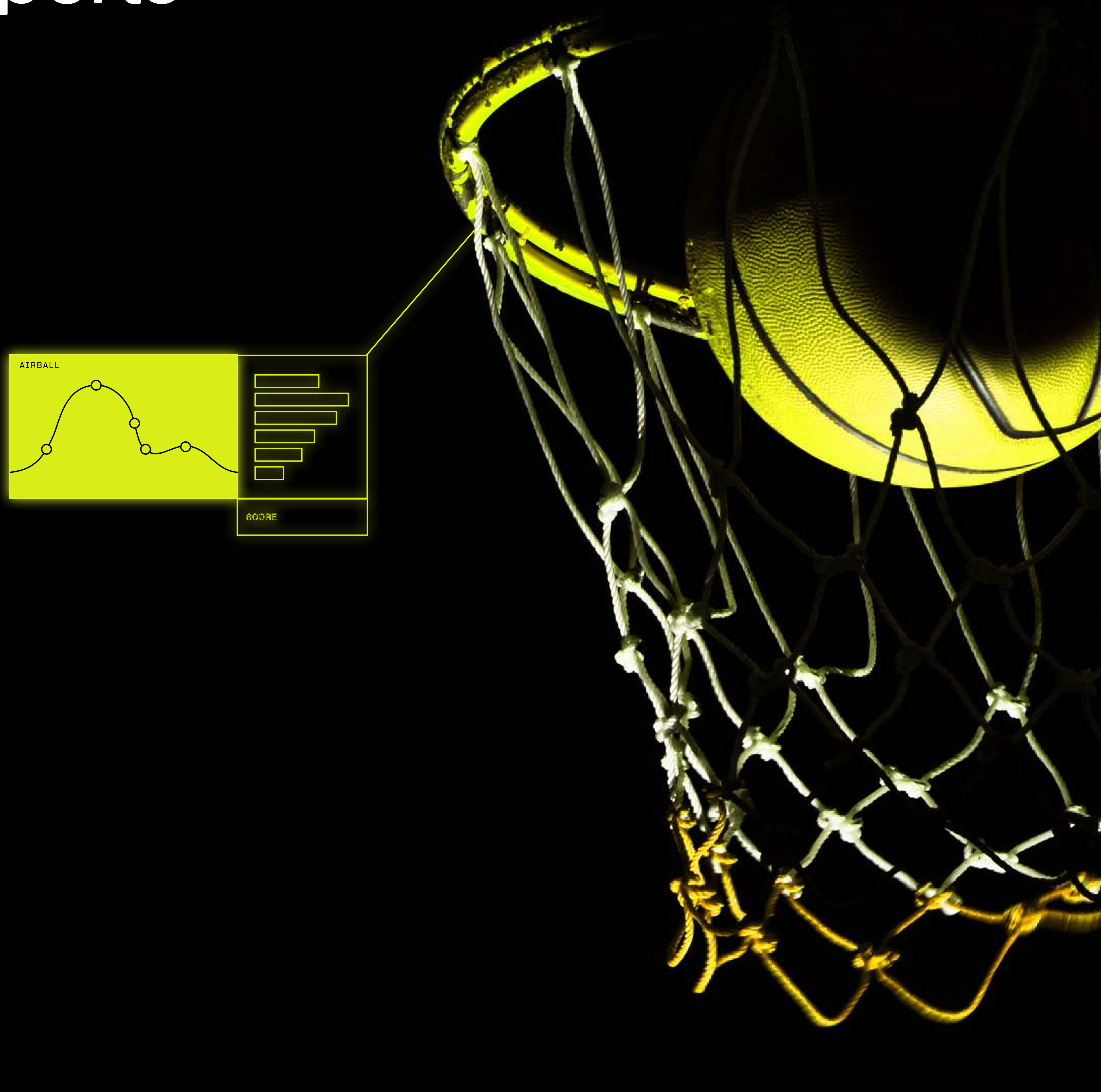
INSIDE THE ACTION: LSPORTS QUARTERLY DATA REPORT – Q2 2025

LSports



FROM THE CEO

The pace of sports betting remains relentless, fueled by headline-making acquisitions and sweeping regulatory shifts across global markets. Against this dynamic backdrop, I am pleased to present our **Q2 2025** Data Report.

The headline: A second consecutive quarter of year-over-year growth in data demand, with familiar powerhouses holding their ground while new growth stories emerge. Other key takeaways include the measurable impact of revamped formats in major football competitions and notable shifts in the rankings of tennis's most popular events.

In this quarter's edition, we've introduced new analysis tools, most notably the Fixture Consumption Index (FCI), designed to reveal the true popularity of a league. Combined with our ongoing market insights, we're confident these additions provide sportsbooks with a clearer, more accurate view of emerging demand, and how best to act on it.

Dotan Lazar
CEO, LSports

INTRODUCING FIXTURE CONSUMPTION INDEX (FCI)

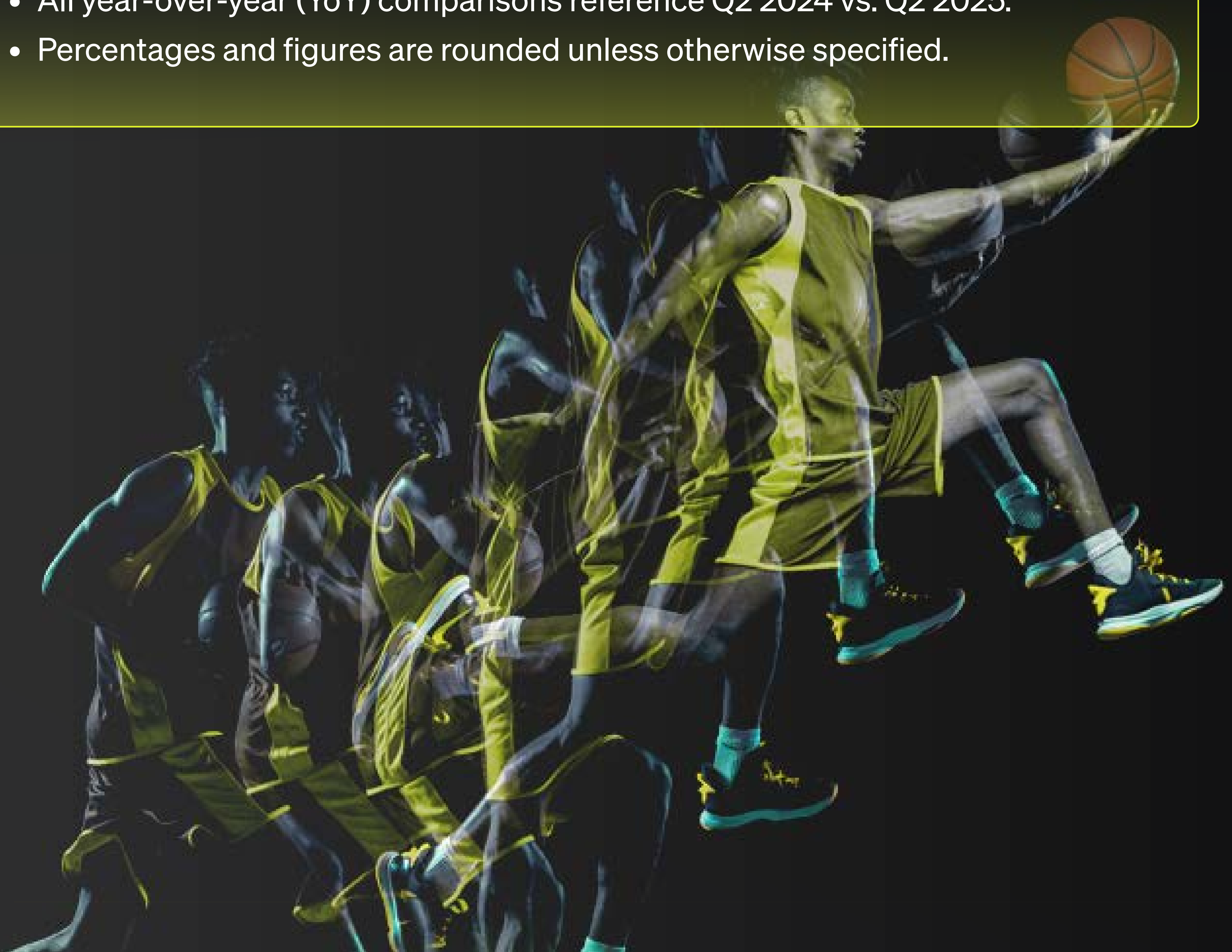
In this edition of our quarterly data report, we're launching a new metric that offers a clearer picture of a league's or sport's true demand among sportsbooks. FCI balances raw client consumption with fixture volume, normalizing demand across competitions of varying sizes to enable more accurate comparisons.

In simpler terms, FCI shows the average number of times a fixture from a given league was ordered by our partners.

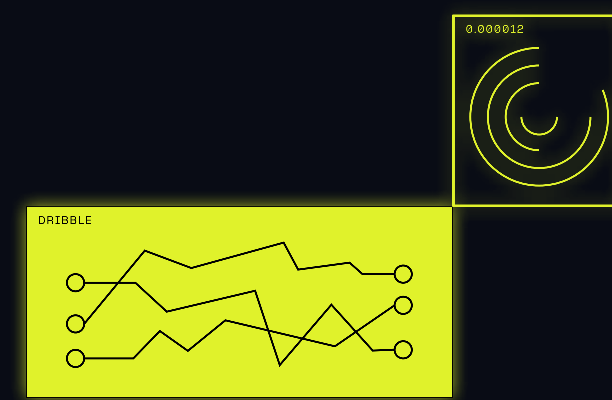
All league-level comparisons and rankings are based on FCI calculations, unless stated otherwise.

Comments

- This report analyzes trends in sports data consumption during Q2 2025.
- All year-over-year (YoY) comparisons reference Q2 2024 vs. Q2 2025.
- Percentages and figures are rounded unless otherwise specified.



MOMENTUM CONTINUES: SPORTS BETTING SEES ANOTHER QUARTER OF GROWTH



Although slightly less pronounced than in Q1, the industry recorded a second consecutive quarter of strong demand growth, with data consumption rising **19%** YoY. Football, table tennis, and esports once again claimed the top spots in overall demand, while basketball delivered a strong quarter, surpassing football as the second-fastest-growing sport by growth rate.

SPORTS DATA DEMAND UP 19%

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	52%
2	BASKETBALL	42%
3	FOOTBALL	25%
4	ICE HOCKEY	22%
5	VOLLEYBAAL	20%
6	TABLE TENNIS	13%

NBA LEADS, EUROPEAN FOOTBALL DOMINATES, ASIA EMERGES

When drilling down to league-level analysis, the NBA claims the top spot, thanks in large part to its dramatic deciding playoff stages. It is followed by a strong lineup of European football competitions, led by UEFA Champions League. Rounding out the list are three Asian competitions, both club and national, highlighting the region's growing presence in global sports betting demand.

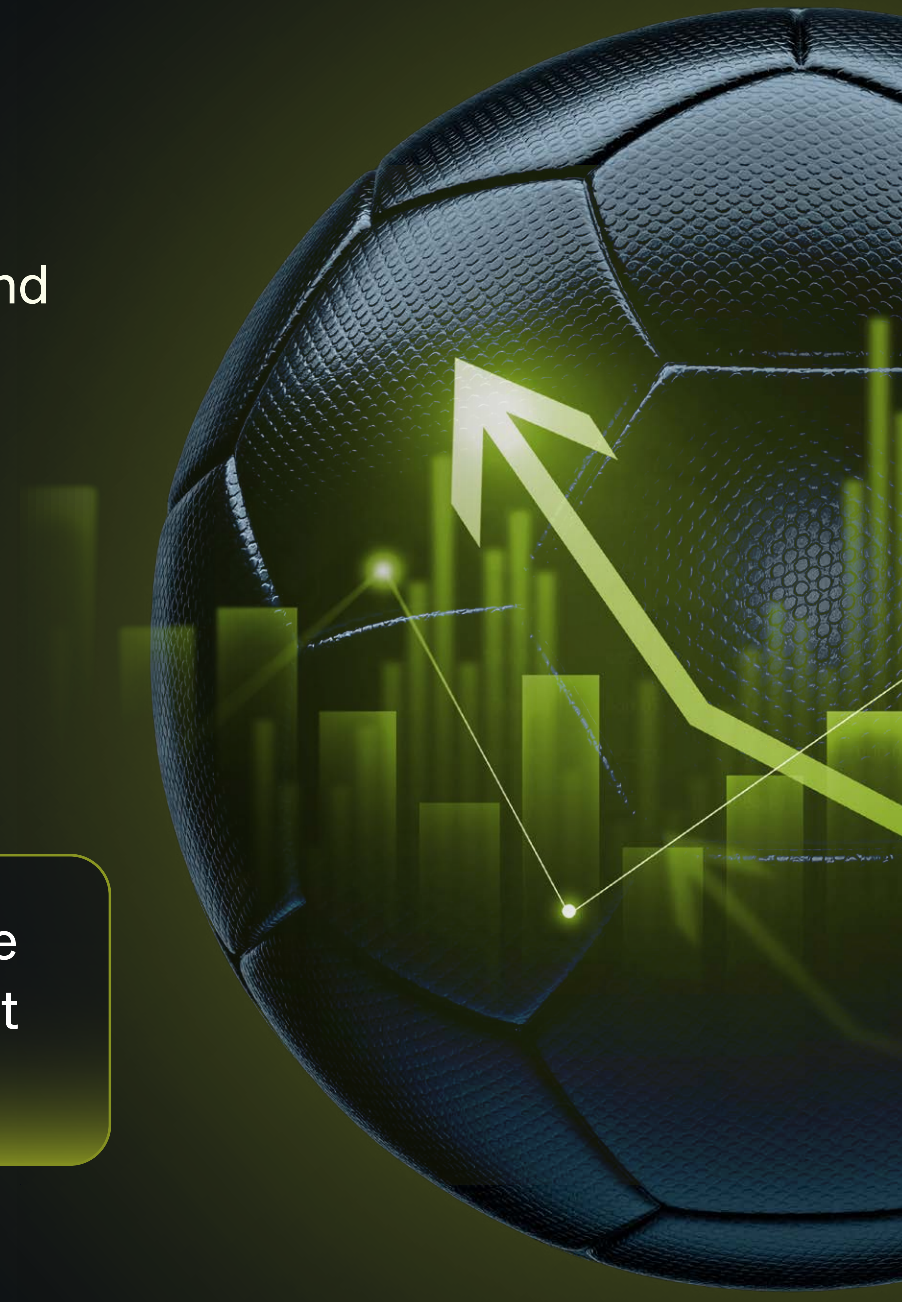
TOP LEAGUES RANKED BY AVG. ORDERS PER FIXTURE

NEW COMPETITION FORMATS MAKE WAVES IN FOOTBALL

Football, the king of sports betting, recorded another quarter of growth with a **25%** increase in consumption, surpassing **5.5** million ordered fixtures for the first time.

LEAGUE	YOY RANKING CHANGE (BY AVG. ORDERS PER FIXTURE)
UEFA Champions League	+3 ↑
UEFA Europa League	+5 ↑
Serie A	–2 ↓
Premier League	–2 ↓
Bundesliga	= →
LaLiga	–3 ↓
Ligue 1	–1 ↓
UEFA Conference League	+4 ↑
Eredivisie	= →
AFC Champions League Elite	NEW

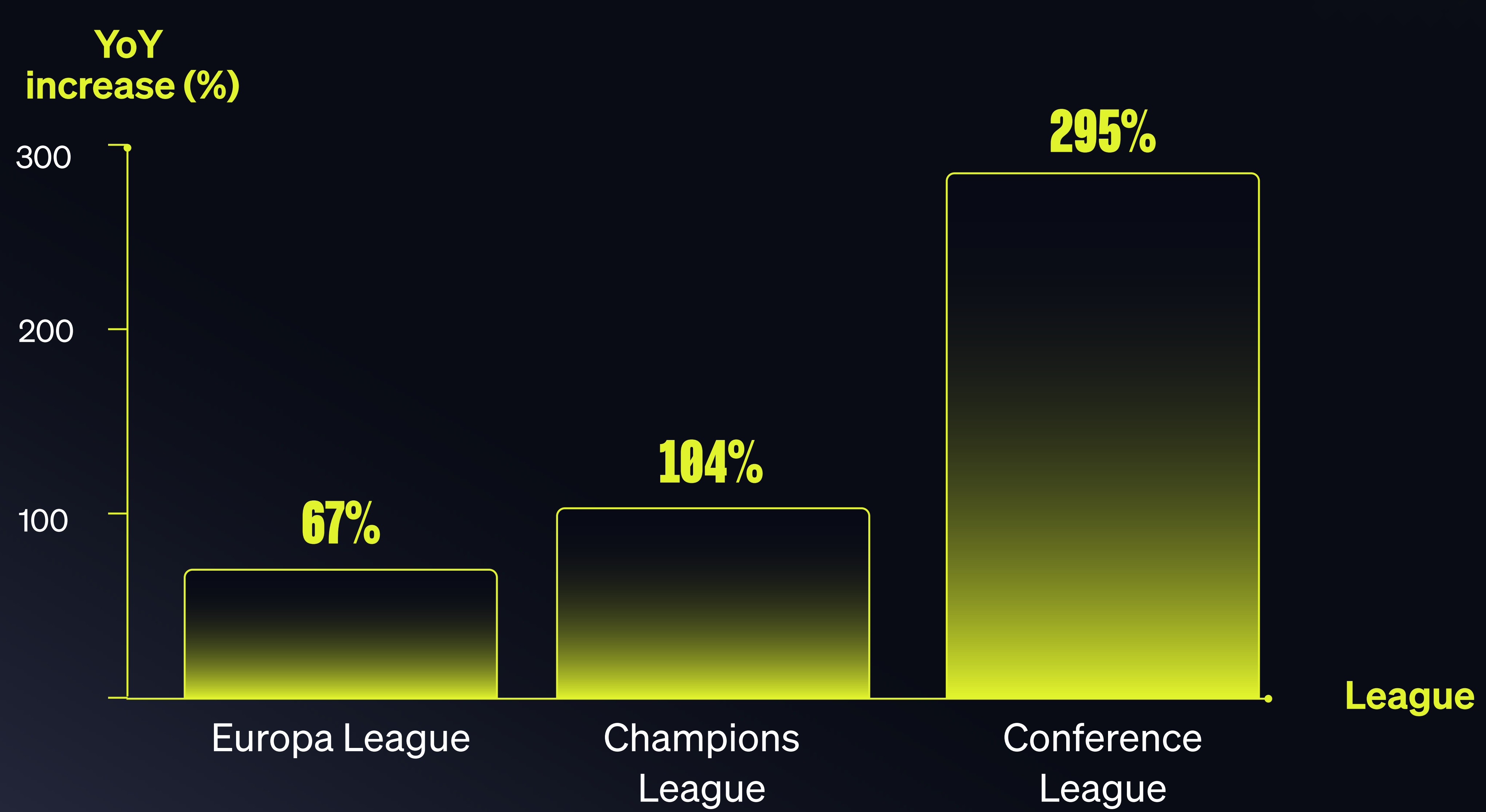
Despite drawing much scrutiny, FIFA Club World Cup's expanded format, debuting in June, delivered clear demand signals for sportsbooks



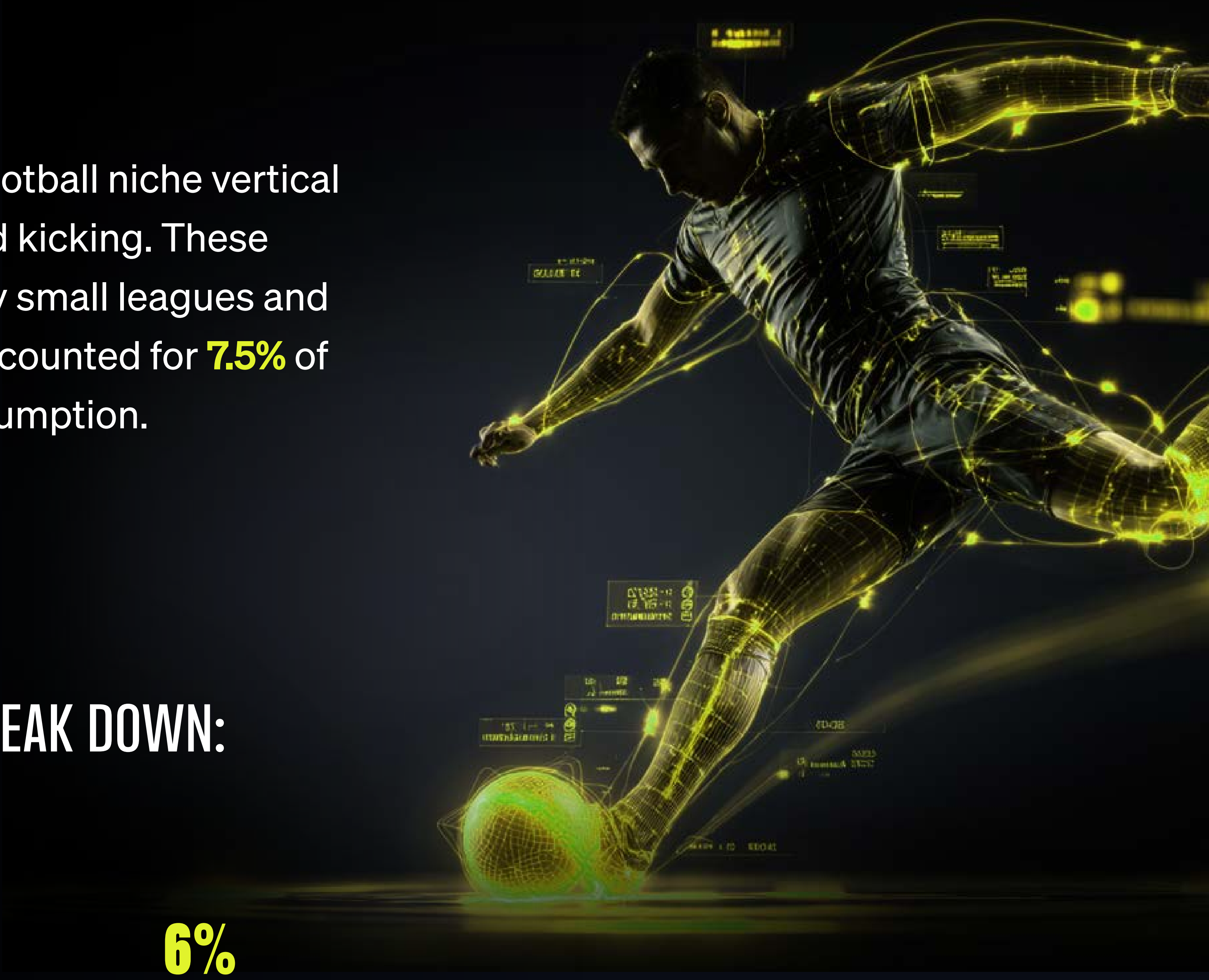
Each fixture was ordered more than **100** times on average, ranking the tournament among the top **20** most in-demand competitions.

The event drove a **66%** year-over-year increase in consumption in **North America**—the highest growth rate of any region.

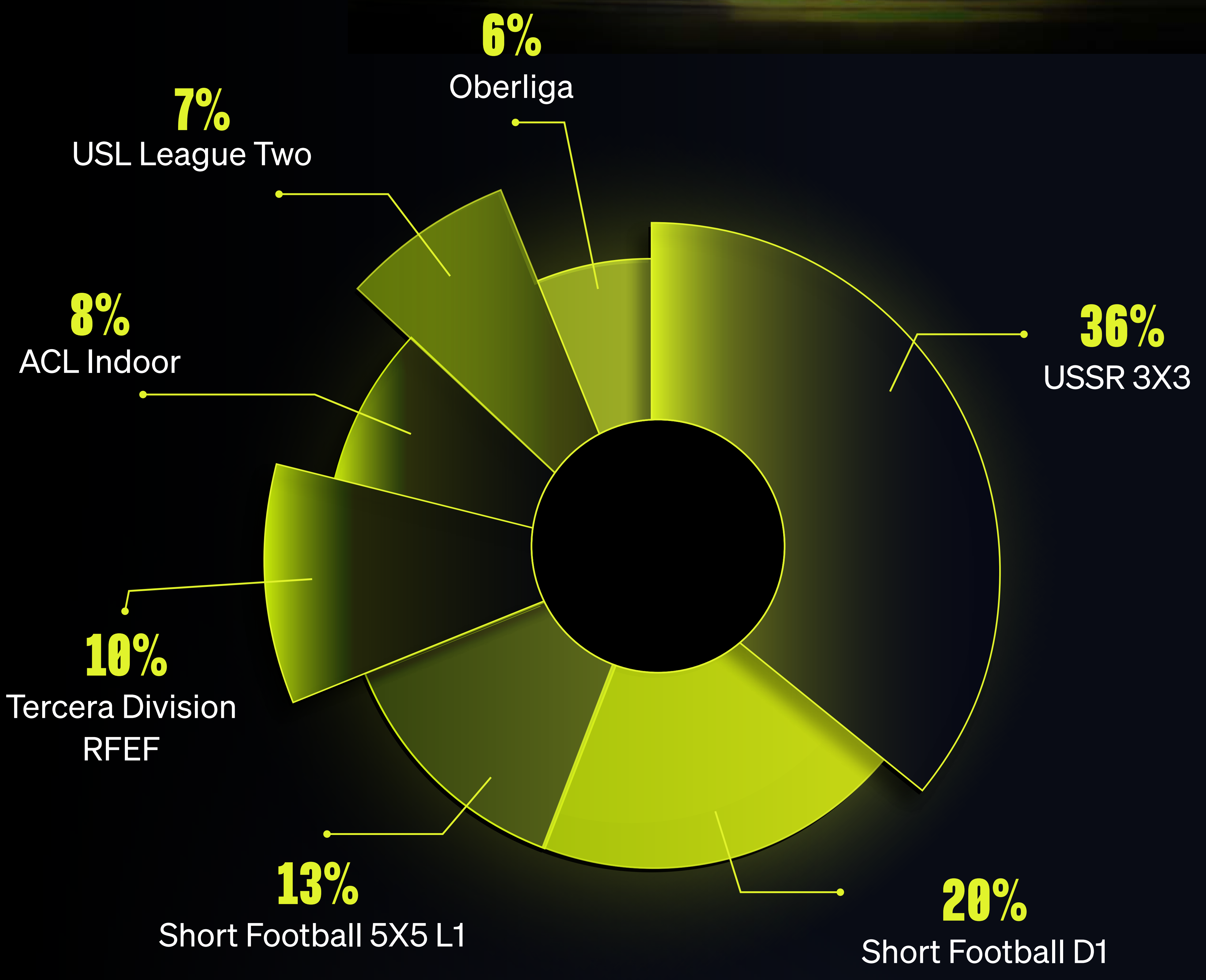
Football's overall 25% rise was driven to a great extent by the three flagship European club competitions. Fueled by new formats, the Champions League, Europa League, and the Conference League together recorded a striking **155%** YoY increase.



As seen in Q1 2025, the football niche vertical is still very much alive and kicking. These seven lower-tier, relatively small leagues and competitions together accounted for **7.5%** of overall football data consumption.



HERE IS HOW THEY BREAK DOWN:



RISING RANKS SHAPE THE TENNIS BETTING SCENE

Q2 was filled with high-level events, including the lead-ups to the French Open and Wimbledon, as well as the French Open itself. While they dominate in popularity, an interesting trend to follow is the rise of WTA events, with three of the new entries in the quarterly top 10 coming from mid- to lower-level competitions.

LEAGUE	YOY RANKING CHANGE (BY AVG. ORDERS PER FIXTURE)
WTA Wimbledon | Women | Singles	+1 ↑
WTA French Open | Women | Singles	+2 ↑
WTA Bad Homburg | Women | Singles	+8 ↑
WTA Rome | Women | Singles	+2 ↑
ATP French Open | Men | Singles	–5 ↓
ATP Wimbledon | Men | Singles	–5 ↓
WTA Eastbourne | Women | Singles	NEW
ATP Challenger Lima Peru | Men | Double	NEW
ATP Tour Eastbourne | Men | Singles	= →
WTA Hertogenbosch | Women | Singles	NEW

WTA's growth in popularity among bettors is no longer a surprise. In Q2, it claimed **four of the top five** spots in the most-requested leagues table, surpassing the ATP in slams while also showing strong year-over-year growth in overall consumption.

WTA → **18%** YoY Growth

Reflecting a sport with one of the busiest yearly calendars, mid-level pro events continued to set the tone in tennis:

6 OF THE 15
most popular events in Q2 were smaller tournaments - WTA & ATP 250 and lower.

OVER 50K
new ITF fixtures were added YoY, as the tour continued to deliver strong results.

Moving beyond the pro level into niche competitions, two events stood out in overall consumption, signaling the value this vertical carries for sportsbooks:

PTT PREMIER TENNIS TOUR → **38%** increase from Q1 2025 → **507%** YoY Growth

gtr cup → **85%** increase from Q1 2025

NBA STAYS STRONG, EUROPE BREAKS NEW GROUND, INDEPENDENT LEAGUES SURGE

Basketball saw a sharp YoY increase of **42%,** ranking as the second-fastest growing sport by growth rate. Led by the NBA, the leading leagues remained stable, with the major European competitions reaching their highest positions yet.

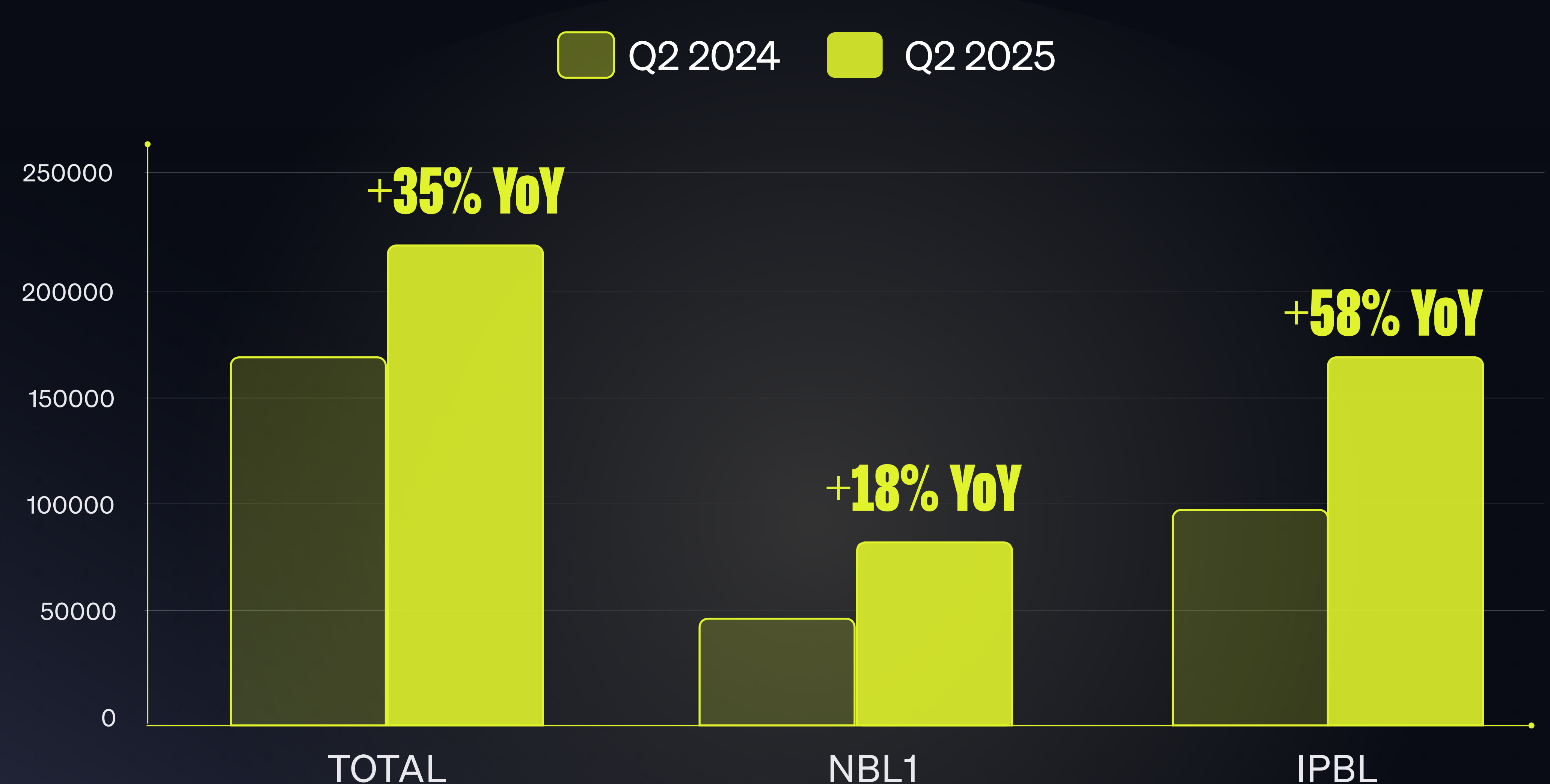
LEAGUE	YOY RANKING CHANGE (BY AVG. ORDERS PER FIXTURE)
NBA	= →
Korean Basketball League	= →
WNBA	= →
Euroleague	+1 ↑
CBA	–1 ↓
EuroCup	+1 ↑
FIBA Champions League	NEW
EuroBasket Women	–3 ↓
B.League – B1	= →
FIBA Europe Cup	–1 ↓

A highly dramatic and high-stakes playoffs pushed the NBA to a modest YoY increase in popularity among sportsbooks. The same was true for the EuroLeague, which concluded a thrilling season with its first Final Four held outside Europe.

Avg. Orders per Fixture

	Q2 2024	Q2 2025
NBA	140	144
Euroleague Basketball	96	103

Independent basketball leagues (NBL1 and IPBL), ranging from semi-professional to professional level, dominated the raw consumption rankings with over **200K fixtures** ordered.

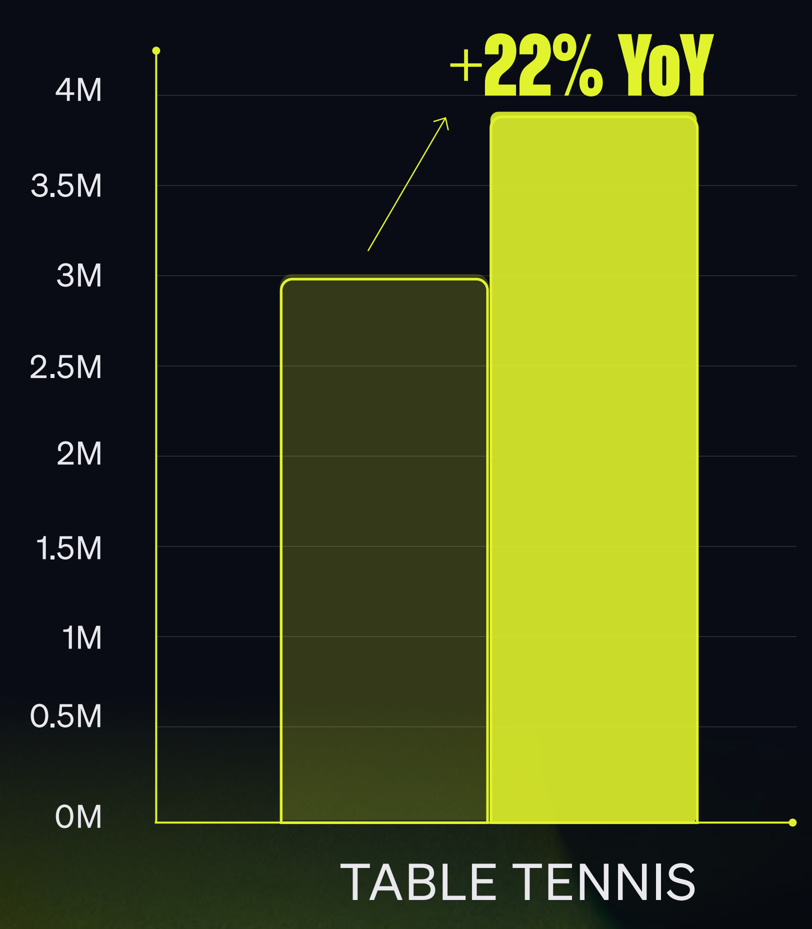


ESPORTS & TABLE TENNIS: WHERE RAW CONSUMPTION COUNTS

A year-round, tightly packed calendar with over **1,800** combined events makes esports and table tennis genuine assets for sportsbooks. Together, they offered more than **450K** fixtures in Q2, with **8.6** million consumed, ensuring a constant flow of action and fast turnover.

THE PERFORMANCE OF THE TOP 10 LEAGUES IN BOTH SPORTS TELLS THE STORY:

Q2 2024 Q2 2025



CURIOUS ABOUT THE KEY DATA TRENDS SHAPING THE INDUSTRY?

We provide free consultation tailored to your sportsbook's unique needs, plus additional insights derived 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 – 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