



LiveScore™

25 YEARS

EVOLUTION OF FAN

AS LIVESCORE PROUDLY COMMEMORATES ITS 25-YEAR LEGACY, THE EVOLUTION OF FAN REPORT DIVES INTO THE SEISMIC SHIFTS IN FOOTBALL FANDOM OVER THE PAST QUARTER-CENTURY, AS TECHNOLOGY HAS ADVANCED METEORICALLY.

CONTENTS

FOREWORD PAGE 1

THE INFORMATION AGE PAGE 4-35

1998
THE DIGITAL KICK-OFF

2001
GOLDEN BALLS

1999
TREBLE IN PARADISE

2002
DIGITAL COLLAPSE

2000
THE MILLENNIUM BUG

2003
CR7

2004
SOCIAL SURGE

2009
CLEVER SMARTPHONES

2013
THE WORLD OF WEARABLES

THE SOCIAL AGE PAGE 36-95

2005
THAT NIGHT IN ISTANBUL

2010
INSTAGRAM LAUNCHES

2014
CROSSING THE LINE

2006
TWITTER FOUNDED

2011
BROADCASTING CLASIC RIVALRIES

2015
MANAGERIAL MASTERMINDS

2007
FINGERTIP FANDOM

2012
EXPECTED GOALS

2016
FANTASTIC FOXES

2008
THE RISE OF TIKI-TAKA

THE META AGE PAGE 96-125

2017
A SQUILLION EUROS

2021
PROJECT RESTART

2018
CHECK COMPLETE

2022
ROARING SUCCESS

2019
VIRTUAL REALITY

2023
THE RISE OF THE SAUDI PRO LEAGUE

2020
THE WAVE OF THE STREAM

FUTURE FORWARD PAGE 126



Foreword by Sam Sadi,
LiveScore Group CEO

FOREWORD

Fans of Football & Friends of LiveScore,

As we celebrate **LiveScore's 25th anniversary**, it is a time for reflection, appreciation, and anticipation. Over the last quarter of a century, we have witnessed remarkable changes in the way football is experienced, consumed and loved. We have seen technology evolve at a staggering pace, transforming the very essence of what it means to be a football fan.

From the days of **Teletext** in 1998 to the instant and interactive experience offered today through **mobile devices**, LiveScore has been your trusted companion throughout this extraordinary journey. We've been right there with you, delivering the passion, excitement, and joy of football, one goal at a time.

The Evolution of Fan report analyses data from c.**25,000** football fans and is a testament to the changing behaviours of football fans. It's a journey through time, a captivating exploration of how technology has enabled new trends, new ways of experiencing matchdays, and new connections between fans and the sport they love.

We are excited to unveil this report, showcasing data from thousands of LiveScore users, which explores the intricate tapestry of fan culture, technology, iconic games, and unforgettable moments over **25 years**. It reaffirms our commitment to providing you, the fans, with the most up-to-date and relevant football content, delivered with true innovation.



But the Evolution of Fan report is more than just a stroll down memory lane. It's a demonstration of LiveScore's historic and ongoing role in **shaping the future of football fandom**. As CEO of LiveScore Group, I'm proud to say that our journey has been characterised by a commitment to improving your experience as a fan, ultimately leading us to our convergence model, which merges various types of sports content into a LiveScore ecosystem, making the life of a sports fan easier, better and more cost-effective.

LiveScore Group is not just one platform; it's an interconnected network of services designed to offer you a frictionless, seamless experience. It merges the most relevant sports content, real-time updates, news, and streaming services with world-class and innovative sportsbooks. In a world where sports content is scattered across various platforms, our convergence model simplifies your journey as a sports fan and delivers **everything you need in one place**.

Thank you for being a part of our incredible story. Here's to the past 25 years and to the exciting chapters yet to come.

Sam Sadi
LiveScore Group CEO

EVOLUTION OF FAN



METHODOLOGY

The **Evolution of Fan** report utilises data from nearly **25,000** football fans and LiveScore users, following primary research in the form of a multiple choice and free data entry survey.

The aim of the report is to analyse the shifts in how fans interact with football as technology has developed. LiveScore has over **50 million** users across the globe, **2.5 million** of which are in the UK, with survey data sourced from approx **10,000 users**, as well as primary data from a further **15,000** of LiveScore's **10 million** social media followers.

Participants were both **male** and **female** from the UK only and ranged from the ages of **18 - 55+**.

The data was gathered in November 2023.

25,000
FOOTBALL
FANS ♀

SECTION 4

THE INFORMATION AGE

Introduction of the Internet: The world witnessed the widespread adoption of the Internet during this period, transforming how information is accessed and shared.

Emergence of Online Communities: Football fans started to connect through online forums and chat rooms, creating virtual communities to discuss matches, players, and clubs.

Digital Media Expansion: The rise of digital media platforms allowed fans to access match highlights, interviews, and analysis online.

DAVID BECKHAM
RED CARD SENDS
ENGLAND HOME



1998

ARSENAL
WIN THE
DOUBLE



FRANCE WIN
THE WORLD CUP
ON HOME SOIL



THE DIGITAL KICK-OFF

Football has been deeply ingrained within culture since before the first-ever international match between Scotland and England in **1872**. As the world emerged from the Industrial Revolution, a crowd of around **4,000** people gathered at a field at the West of Scotland Cricket Club in Glasgow to watch the goalless draw.

Fast forward 126 years to the FIFA World Cup France '98, where an audience of approximately **1.3 billion** people tuned in to the final between hosts France and Brazil, demonstrating football's soaring growth in popularity, powered by the advancements of technology.

The same year saw the launch of the iconic Nokia 5110 mobile phone, the first iMac G3, and Google. This pioneering year for technology also **gave birth to LiveScore**, and the rest of history follows...



82% of fans feel technology has **improved** the fan match experience, compared to 25 years ago.

82%

19% of Gen Z don't know what Teletext is.

19%

1 100 Wed 18 Jan 16:50/36		
CEEFAX		
NAL TV AND LOCAL RADIO 170		
199	NEWS HEADLINES	101
695	NEWS FOR REGION	160
568	NEWSROUND	570
360	RADIO	BBC1 640
2 650	READ HEAR	BBC2 640
500	SPORT	300
540	SUBTITLING	888
2 200	TRAVEL	430
550	TV FEATURES	520
660	TV LINKS	615
555	TV LISTINGS	600
530	WEATHER	400

93% of fans believe technology, and the ability to keep up to date with football news and results in real-time, has **positively impacted the game of football** off the pitch.

93%

82%

82% of those **over 55** can't imagine a world without instant sports updates, despite living through an era without mobile phones and wireless internet.

ORIGINS OF LIVESCORE

When LiveScore founder and avid Manchester United fan Peter Jerie embarked on a trek across Table Mountain in Cape Town, South Africa, he didn't want to miss out on how his beloved team were getting on.

A programmer by trade, Jerie crafted code to send **Teletext** score updates to his mobile phone via SMS. Such was the popularity of this code with his friends, later that year, LiveScore was registered on the internet and now, 25 years later, stands as one of the leading real-time score updates, streaming services and news content providers.

LiveScore™

25
YEARS

EVOLUTION
OF FAN

PRINT & TELETEXT IS NOT DEAD



PRINT IS NOT DEAD 1998

Despite these technological advancements, fans still relied on **newspapers** and **teletext** for their sports news. Updates were few and far between, except for the most important news. Fans' patience was at an all time high comparatively to the current day, waiting for the teletext pages to

go around, or even waiting for the whole next day for what's written in black and white.

WORDS FROM LIVESCORE

DID YOU KNOW:

France 98' was the first FIFA World Cup where fourth officials used **electronic boards**, rather than the cardboard used previously to signal substitutions and added time.



LiveScore™



**RIVALDO WINS
BALLON D'OR**

1999



**MANCHESTER UNITED MAKE
CONTROVERSIAL DECISION TO
WITHDRAW FROM THE FOLLOWING
SEASON'S FA CUP, FOCUSING THEIR
EFFORTS ON THE NEWLY FORMED
FIFA CLUB WORLD CUP**



**SERENA WILLIAMS
WINS HER FIRST
US OPEN**

SERENA WILLIAMS
WINS HER FIRST
US OPEN



**MICHAEL JORDAN
RETIRES FROM NBA**

MICHAEL JORDAN
RETIRES FROM NBA

TREBLE IN PARADISE: NOT SO INSTANT UPDATES



While Jerie was shaping his LiveScore vision, 1999 was a big year for the red half of Manchester as the Red Devils became one of the most iconic teams in football history thanks to their dramatic treble win.

Picking up the **UEFA Champions League, Premier League** and **FA Cup** silverware meant that Sir Alex Ferguson's men went down in history, with the late drama of that epic Champions League Final against Bayern Munich now footballing folklore.

Coming before the time of global connectivity via **smartphones** and **social media**, the story of the '99 Champions League final was passed through the generations by **word of mouth**.

So, back in '99, can you imagine what getting those last-minute Champions League goal updates must have been like for fans who weren't in the stadium or watching via live TV?

Though 1999 saw the first **Bluetooth device** introduced to the consumer market, fans didn't quite have the luxury of social media or the instant updates of today's football media. It must have been tense to say the least...

Source: www.britannica.com

79%

Today, **63%** of fans say they engage with social media platforms or online communities while following live football scores, with **79%** of LiveScore users thinking that modern football fans' content consumption is driven by immediacy and mobility.

63%

84%

84% of fans feel more connected to their favourite teams since the emergence of instant score updates.

DID YOU KNOW:

Manchester United and **Bayern Munich** shared the same group in the UEFA Champions League 98/99 season, meaning the final was the third time the two teams met that year. **Teddy Sheringham** scored an own goal in the 89th minute in the first meeting, before securing redemption in the final with his 90th minute strike.





FRANCE CROWNED CHAMPIONS OF EUROPE AFTER DAVID TREZEGUET SCORES GOLDEN GOAL TO CAP OFF A DRAMATIC COMEBACK AGAINST ITALY



ENGLAND FLOP AT EURO 2000

2000



LUIS FIGO JOINS REAL MADRID FROM BARCELONA



CHELSEA WIN THE FA CUP



SYDNEY HOSTS SUMMER OLYMPICS

THE MILLENNIUM BUG

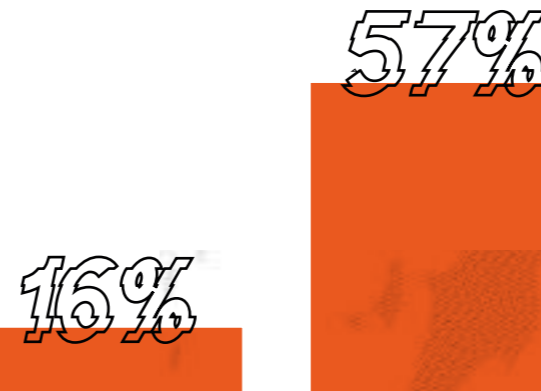
The dawn of the millennium marked a significant turning point for football fans, as the internet began to weave its way into everyday life. **One in four** British homes started using the internet in 2000, according to the Office for National Statistics, doubling the number of users in the previous year.

DID YOU KNOW:

Across the world, **£240bn** was invested to prevent the millennium bug from causing a global computer meltdown, ultimately mitigating widespread disruption.



Before owning a mobile phone, **39%** of football fans between the ages of **18-24** got their football news online, while **48%** from conversations with friends and family equated.



Before owning a mobile phone, only **16%** of football fans **over the age of 55** got their football news online, with **57%** preferring Teletext updates.



59% of over 55s now get their football news online, compared to **3%** still opting for Teletext.



BEIJING WINS BID TO HOST THE 2008 SUMMER OLYMPIC GAMES



TIGER WOODS WINS THE SECOND OF HIS FIVE MASTERS TOURNAMENTS

2001

SVEN-GÖRAN ERIKSSON SUCCEEDS KEVIN KEEGAN AS ENGLAND MANAGER, SIX MONTHS AHEAD OF SCHEDULE



GORAN IVANIŠEVIĆ AND VENUS WILLIAMS WIN WIMBLEDON SINGLES TITLES



GOLDEN BALLS

Over the 25 years of our existence, LiveScore has been documenting football one goal at a time. There have been a whole host of memorable strikes, some controversial, others comical, and some down-right out-of-this-world.

The fans' favourite? It's that man David Beckham with his breathtaking freekick for England against Greece in 2001.

You know the one; Old Trafford. 2-1 down. 93rd minute. Up steps Becks, shaved head and long-sleeved all-white kit. Goal. See you in the World Cup finals next year.



There are some cracking goals that were pipped to no.1. **WHICH WAS YOUR FAVOURITE?**

THE PEOPLE'S GOAL

LiveScore asked fans to choose the goals scored **over the last 25 years** that mattered most to them...



With technology continuing to advance rapidly, the legendary **Apple iPod was released**, laying the foundations for the mobile-first world, which now provides instant streaming propositions at the flick of a finger.

24: EVOLUTION OF FAN REPORT



28%

WAYNE ROONEY

MANCHESTER UTD VS MANCHESTER CITY 2011

20%

OLE GUNNAR SOLSKJAER

MANCHESTER UTD VS BAYERN MUNICH 1999

20%

SERGIO AGÜERO

MAN CITY VS QPR 2012

19%

GARETH BALE

REAL MADRID VS LIVERPOOL 2018

17%

CRISTIANO RONALDO

MANCHESTER UTD VS PORTO 2008

15%

THIERRY HENRY

ARSENAL VS LIVERPOOL 2004

15%

DENNIS BERGKAMP

ARSENAL VS NEWCASTLE 2002

14%



DAVID BECKHAM

ENGLAND VS GREECE 2001

*Data comes from multiple choice selection

LiveScore™



**BRAZILIAN RONALDO
WINS FIFA WORLD
PLAYER OF THE YEAR**

2002



**THE GOLDEN JUBILEE
OF ELIZABETH II**

ZINEDINE Z
GREATEST
HISTORY II
AT HAMPD

**ZINEDINE ZIDANE SCORES ONE OF THE
GREATEST GOALS IN UEFA CHAMPIONS LEAGUE
HISTORY IN THE FINAL VS. BAYER LEVERKUSEN
AT HAMPDEN PARK, CLAIMING BOTH THE
TROPHY AND MAN OF THE MATCH AWARD**

**SOUTH KOREA AND
JAPAN HOST 2002 FIFA
WORLD CUP**





DIGITAL COLLAPSE

As technology has evolved, and with it the way football fans consume the sport they love, major television broadcasters and media companies began to swoop in for premium broadcast rights, delivered to fans via traditional TV subscriptions.



53% of all fans believe technology has rendered regulations and historical laws around football, such as the **3pm blackout**, irrelevant.

HOW DOES THIS OPINION COMPARE BETWEEN GENERATIONS?



61% of **18-24** year olds compared to **50%** of people **55+** believe the same. Raising the question of whether historical laws around football, such as the 3pm blackout, are obsolete?



THE AGE OF BROADCASTERS

2002 was a monumental year for football broadcasting, as ITV Digital acquired three-year rights to show Football League matches for **£315 million**. The move beckoned a new era, reshaping football coverage, bringing the game into millions of UK households, and promising a new dawn of revenue for clubs. The deal, which set out to rival the Premier League's revolutionary domestic broadcast deal with Sky and BT Group, didn't quite go as planned.

Not long after cutting the deal, ITV Digital was placed into administration, nearly taking English football with it, as it was unable to make the payment promised to the Football League. With most clubs spending the money from the false dawn, swathes of clubs were plunged into a financial crisis throughout the pyramid.

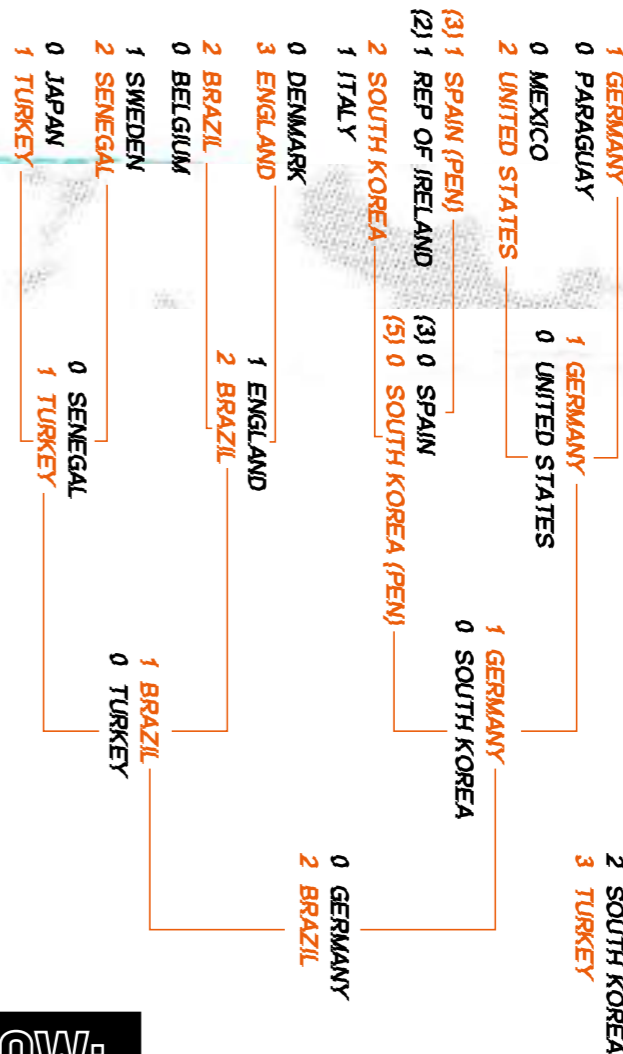
Jump ahead to today's world where multiple streaming platforms vie for subscriptions and rights. This shift has influenced LiveScore's approach, with our mobile app becoming a home for free-to-air broadcast rights, premium sports content, and access to sports betting. **Everything today's football fan wants and needs**, all under one roof...

30: EVOLUTION OF FAN REPORT



DID YOU KNOW:

The FIFA World Cup 2002 was the **first World Cup to be hosted in Asia**, and the first to be hosted by two nations. Hosts South Korea reached the semi-finals, overcoming Poland, Portugal, Italy and Spain.



**GERMANY WIN
THE WOMEN'S
WORLD CUP**



**DAVID BECKHAM BECOMES A
GALACTICO, ENDING MONTHS
OF SPECULATION BY SIGNING
FOR REAL MADRID**



2003

**ROGER FEDERER WINS
FIRST GRAND SLAM AND
WIMBLEDON TITLE, BEATING
MARK PHILIPPOUSSIS IN
STRAIGHT SETS**



**JONNY WILKINSON'S
DROP KICK GIVES
ENGLAND THEIR FIRST
RUGBY WORLD CUP WIN**



CR7

A big chunk of LiveScore's 25-year history has been dominated by the goals, headlines, and debates surrounding one man: **Cristiano Ronaldo**.

CR7 signed for Manchester United on August 12th 2003 and went on to become one of the biggest sporting stars the world has ever seen; changing the way that fans engage with individual players along the way.



Due to the rise of social media and the emergence of players like Ronaldo, **20%** of LiveScore users say they now follow specific players irrespective of the team they play for, and only **15%** solely follow players from the club they support. As the most followed athlete on Instagram with over **600 million** followers, it's clear to see that Cristiano has changed the game in more ways than one...

20%

15%

DID YOU KNOW:

Cristiano Ronaldo is no stranger to LiveScore being the **Official Global Brand Ambassador** from 2021 - 2023.

THE SOCIAL AGE

The late **1990s** and early **2000s** introduced the evolution from hardware to software, across various industries. The music industry was disrupted by the advent of sharing services, commencing the shift from physical media such as CDs to digital formats.

As the **internet swept through households**, playing a more significant role in the consumption of football, video games such as **FIFA** and **Pro Evolution Soccer** gained popularity, allowing fans to engage with the sport in a virtual setting.

While in 1998, fans were able to purchase their teams' merchandise in physical shops, as time progressed into the early 2000s, the **growth of e-commerce** allowed access to a wider range of merchandise through online platforms.

Fan Empowerment:

Social media gave fans a voice, allowing them to share opinions, create content, and directly interact with players and clubs.

Social Media Boom:

The explosion of social media platforms revolutionised fan engagement, allowing supporters to connect globally in real-time.

In 2023, LiveScore saw **411 million** Social Media Engagements.

411,000,000

Mobile Access:

The widespread adoption of smartphones made football content easily accessible anytime, anywhere.



GREECE DEFY THE ODDS TO WIN EURO 2004

SCHUMACHER WINS RECORD BREAKING 7TH TITLE IN HIS 700TH RACE FOR FERRARI

2004

ARSENAL'S 'INVINCIBLES' REMAIN THE ONLY TEAM TO COMPLETE A FULL PREMIER LEAGUE SEASON WITHOUT DEFEAT



SOCIAL SURGE

64%

31%

In 2023, **64%** of fans aged between **18** and **24** got their football news via social media, compared to just **31%** of fans aged **55** years and **above**.

Mobile sports apps and online sites are the two most popular ways fans aged **55** and **over** get their football news.

25%

Thierry Henry ranks as the fourth most influential player of the last 25 years for fans, winning **25%** of votes, behind Lionel Messi, Cristiano Ronaldo and Zinedine Zidane.

Laying the foundations for a new world of online social interaction, Mark Zuckerberg launches Facebook from Harvard University. Now boasting **2.74 billion** active users, equating to roughly **34%** of the global population.

Facebook rebranded as Meta in **2021** and began placing significant focus on building the Metaverse. This has led to football clubs seeking ways to enhance the experience and engagement of their fans, with the likes of Manchester City and FC Barcelona entering the **Metaverse** to build their stadia and give fans the chance to enjoy a game from the comfort of their headset.

In 2023, LiveScore saw a **48%** Social Media Follow Growth.

+48%

LIVESCORE'S BEST EVER PERFORMING FACEBOOK POST IN TERMS OF ENGAGEMENT



LiveScore™



FERNANDO ALONSO WINS F1 WORLD CHAMPIONSHIP FOR THE FIRST TIME WITH RENAULT

LANCE ARMSTRONG WINS 7TH CONSECUTIVE TOUR DE FRANCE VICTORY BEFORE ANNOUNCING HIS RETIREMENT FROM PROFESSIONAL CYCLING



2005

TIGER WOODS WINS 4TH MASTERS TOURNAMENT



MARADONA GOOD, PELE BETTER, GEORGE BEST
Football legend and widely regarded best of all time George Best dies

THAT NIGHT IN ISTANBUL

42: EVOLUTION OF FAN REPORT

2005 was home to LiveScore users' second most iconic scoreline of the last 25 years - pipped only by **England's 5-1** demolition of Germany in 2001.

Yes, it's Istanbul. Whether it's Steven Gerrard dragging his Liverpool team back from **3-0 down**, or Jerzy Dudek dancing across his goal line before saving the decisive penalty... Who can forget that epic Liverpool Champions League comeback against AC Milan?

2005 also saw the **launch of YouTube** which, as it happens, is the perfect place to go and watch the highlights from that night in Istanbul. The streaming website changed the way content is created, shared, and consumed, and it has gone on to become a platform for countless fan channels, creators, and highlights reels.



66% of fans feel the increased number of broadcast platforms has impacted their football viewing habits.

66%

78%

78% of fans cannot imagine a world without access to football content shared within an instant.

25% of fans think Liverpool 3-3 AC Milan is the most iconic scoreline of the last 25 years.

25%

LiveScore™



**ITALY WIN
WORLD CUP**

THE SECOND
CONSECUTIVE YEAR



**CHELSEA WIN
THE LEAGUE FOR
THE SECOND
CONSECUTIVE YEAR**

2006



GOOGLE
PURCHASES
ZINEDINE
SEES RED

**ZINEDINE ZIDANE
SEES RED**

In his final game as a professional footballer Zidane was sent off following an infamous head-butt on Marco Materazzi in the final of the FIFA World Cup 2006

**GOOGLE PURCHASES
YOUTUBE FOR
US\$1.65 BILLION**



TWITTER FOUNDED

Twitter, or X as we now know it, came into the world in **2006** and it's fair to say that it quickly became a big part of online football culture thanks to its real-time reporting nature and its ability to give fans their team's news in an instant.

Love it or hate it, the platform quickly became a space for fans and players to share their opinions too. The arguments, the memes, the iconic player tweets; there's been some brilliant tweets over the years.

LiveScore later integrated Twitter feeds into the app, giving fans personalised updates from relevant creators, teams, players and matches. There's no doubt that Twitter has been a **feature of football fandom**, giving fans a voice and a platform to share their love (or hate) of the game.

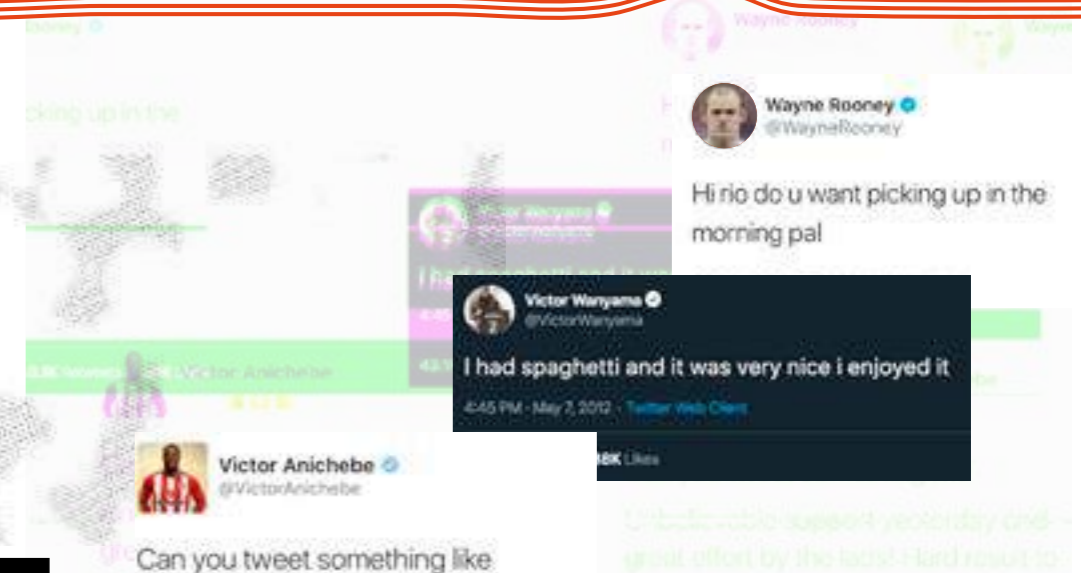


2:32 pm - 26 Jun 2023 - 72.3K Views
85 Retweets 4 Quotes 1,647 Likes 1 Bookmark

LIVESCORE'S BEST EVER PERFORMING TWITTER POST IN TERMS OF ENGAGEMENT



93% of fans feel social media has enhanced their fan match experience.



Can you tweet something like: Unbelievable support yesterday and great effort by the lads! Hard result to take! But we go again!



63% of fans engage with social media platforms or online communities while following live football scores.



Cristiano Ronaldo @Cristiano
NEVER miss a goal
Favourite matches and stay up-to-date with the @LiveScore app
bit.ly/LiveScoreTW

MANCHESTER UNITED WIN HOTLY CONTESTED PREMIER LEAGUE TITLE RACE



LIONEL MESSI SCORES FIRST CAREER HAT-TRICK IN EL CLÁSICO



DAVID BECKHAM JOINS LA GALAXY FROM REAL MADRID



2007

RAFAEL NADAL WINS THIRD SUCCESSIVE FRENCH OPEN TITLE, AND IS NAMED 'KING OF CLAY'



AC MILAN GET REVENGE ON LIVERPOOL IN THE UEFA CHAMPIONS LEAGUE FINAL



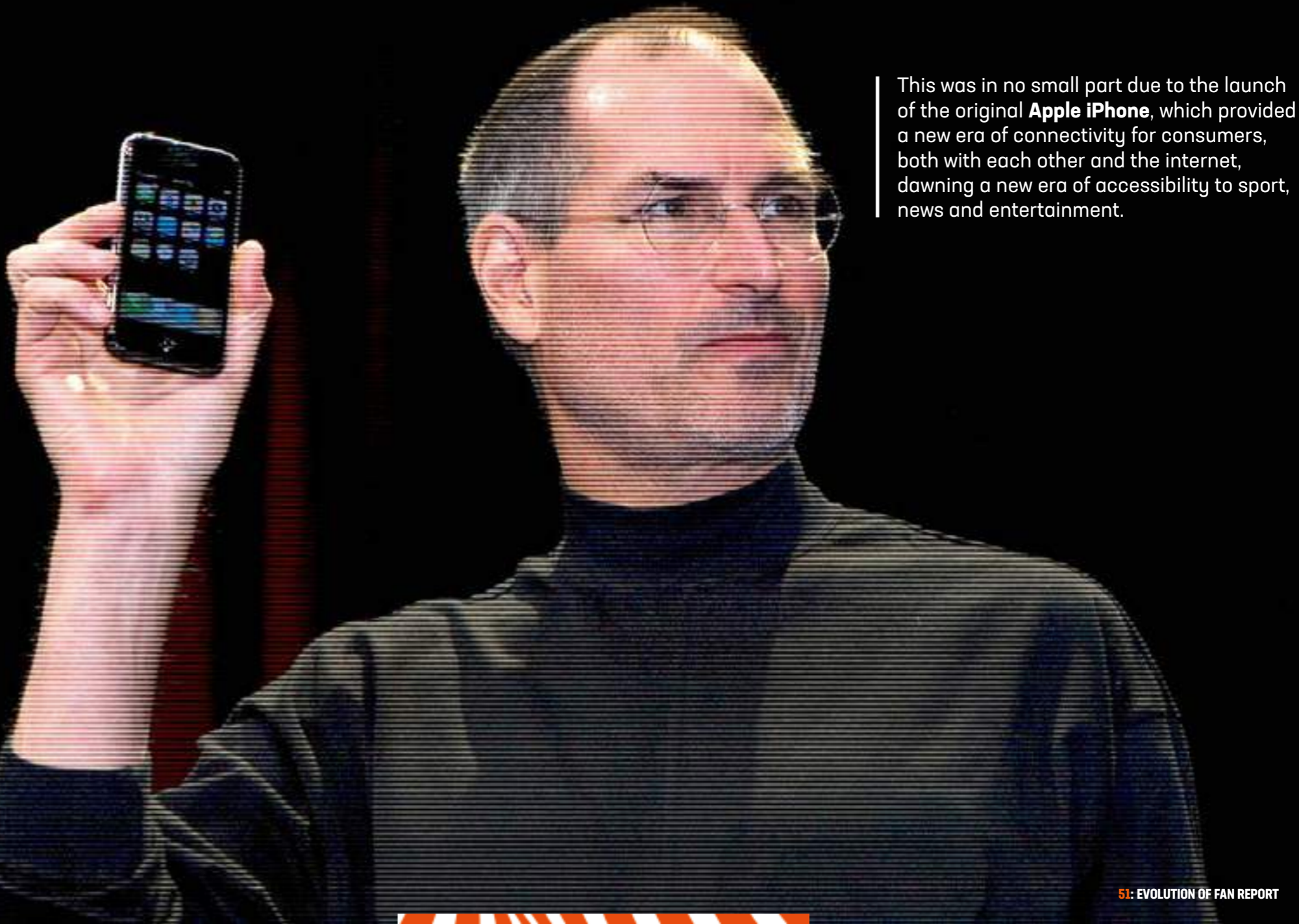
FLOYD MAYWEATHER DEFEATS RICKY HATTON AT MGM GRAND GARDEN ARENA IN LAS VEGAS



FINGERTIP FANDOM

According to Statista, by 2007, **78%** of UK households owned mobile phones, resulting in the football fan landscape reaching the cusp of a transformation to true digital fandom.

78%



This was in no small part due to the launch of the original **Apple iPhone**, which provided a new era of connectivity for consumers, both with each other and the internet, dawning a new era of accessibility to sport, news and entertainment.



SHEIKH MANSOUR LEADS THE TAKEOVER OF MANCHESTER CITY, BECOMING THE RICHEST CLUB OWNER IN WORLD FOOTBALL



LEWIS HAMILTON CROWNED WORLD F1 CHAMPION



BARACK OBAMA BECOMES THE FIRST AFRICAN AMERICAN PRESIDENT OF THE UNITED STATES

2008



MANCHESTER UNITED OVERCOME CHELSEA ON PENALTIES TO WIN THE UEFA CHAMPIONS LEAGUE



LIGHTNING BOLT

Usain Bolt became the first ever man to set world records in both the 100m, 200m and 4x100-metre relay at the 2008 Olympic Games in Beijing

THE RISE OF TIKI-TAKA

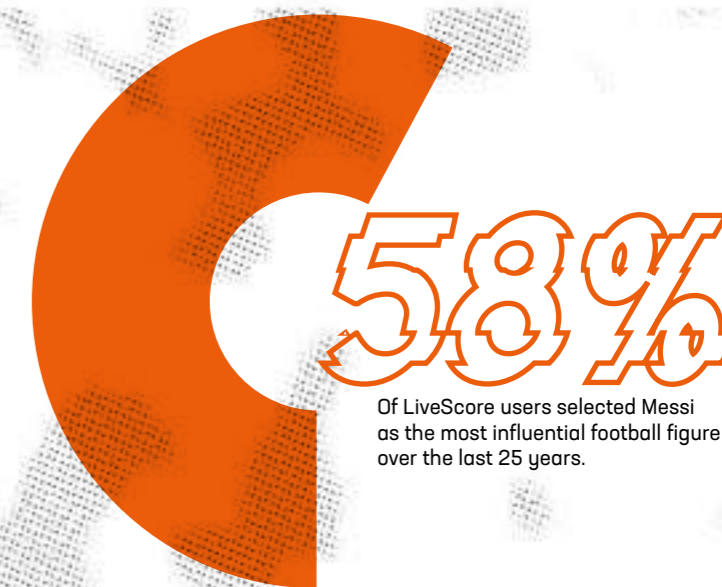
Pep Guardiola caused quite the stir when appointed Barcelona manager in **2008** and immediately announced that key players Ronaldinho, Samuel Eto'o and Deco were not part of his plans... Surprisingly, those plans turned out to forever change the game.

51%

Of LiveScore users selected Pep as the most influential football figure over the last 25 years.



Guardiola and Lionel Messi went on to become the face of that famous Barca team renowned for its 'Tiki-taka' style of play which truly changed the game. As such, LiveScore users voted them as the most important football figures over the last 25 years.



DID YOU KNOW:

2008 saw the photo finish reach a new level of accuracy, with the introduction of a new camera able to capture **3,000** images per second, compared to **1,000** previously.



USAIN BOLT BREAKS HIS OWN WORLD RECORDS IN 100M AND 200M AT THE WORLD ATHLETICS CHAMPIONSHIPS IN BERLIN

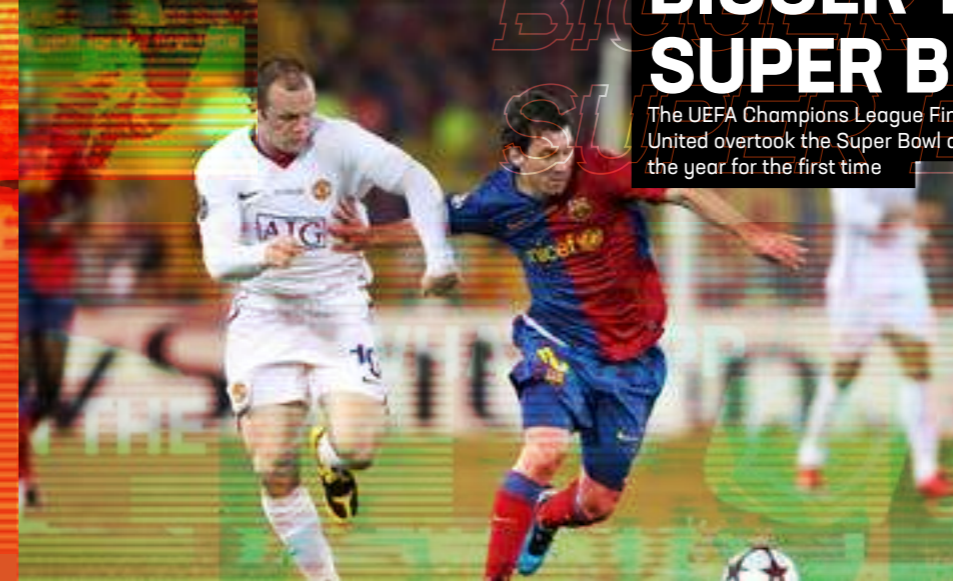


CRISTIANO RONALDO JOINS REAL MADRID FROM MANCHESTER UNITED FOR WORLD RECORD FEE



LIONEL MESSI WINS HIS FIRST BALLON D'OR

2009



CHAMPIONS LEAGUE BIGGER THAN THE SUPER BOWL

The UEFA Champions League Final between Barcelona and Manchester United overtook the Super Bowl as the most watched sports broadcast of the year for the first time



WHATSAPP LAUNCHED AS A CHAT APP SERVICE

CLEVER SMARTPHONES

Two years on from the launch of the **iPhone 1**, and others entering the market, the smartphone began to reach people's pockets and help to create a new world of connectivity for football fans.

The rise of the smartphone wasn't just defined by the handheld access to sending emails, sharing images and posting social media statuses; the world's favourite sport now also found a new home in the palm of our hands through the **innovation of the app**.

With mobile access to the internet, apps, social media sites and more, football fans found a new level of interaction with the game, players and teams, as well as each other. LiveScore had begun to **unite fans from different corners of the globe**.

2,000,000,000

85,000

Over the course of 2009, Apple's App Store had seen over **2,000,000,000** downloads, with over **85,000** applications available to download.

Source: Fierce Wireless



DID YOU KNOW:

Today, **98%** of all UK adults aged **16-24** have a smartphone.



SEBASTIAN VETTEL BECOMES THE YOUNGEST F1 DRIVERS' CHAMPION, LEADING RED BULL TO THEIR 1ST CONSTRUCTORS' CHAMPIONSHIP



INDIAN CRICKETER SACHIN TENDULKAR SCORES FIRST DOUBLE CENTURY IN ONE DAY INTERNATIONAL (ODI) CRICKET



2010

SPAIN WIN WORLD CUP IN SOUTH AFRICA FOR THE FIRST TIME IN THEIR HISTORY, DEFEATING THE NETHERLANDS IN EXTRA-TIME



ENGLAND CRASH OUT OF 2010 FIFA WORLD CUP AT THE HANDS OF GERMANY

First ever World Cup to be held in Africa takes place, as England crash out of 2010 FIFA World Cup at the hands of Germany following Frank Lampard 'Ghost Goal' - sparking calls for goal line technology

SKY LAUNCH 3D FOOTBALL IN PUBS ACROSS THE UK

INSTAGRAM LAUNCHES

By this point, Twitter was up and running and starting to take football by storm. But 2010 brought about a new social media player: **Instagram.**

Cristiano Ronaldo is the most-followed individual sportsperson on Instagram with over **600m** followers.

600M FOLLOWERS

Lionel Messi is ranked second, and is the most-followed South American on Instagram with **492m** followers.

492M FOLLOWERS

DID YOU KNOW:

In 2010, former Bayern Munich and current Barcelona striker **Robert Lewandowski's** transfer to Sam Allardyce's Blackburn fell through after the eruption of the **Eyjafjallajokull** volcano in Iceland grounded his flight from Poland.



27M
ARSENAL

40M
BAYERN MUNICH

40M
CHELSEA

42M
LIVERPOOL

48M
MANCHESTER CITY

59M
JUVENTUS

62M
MANCHESTER UNITED

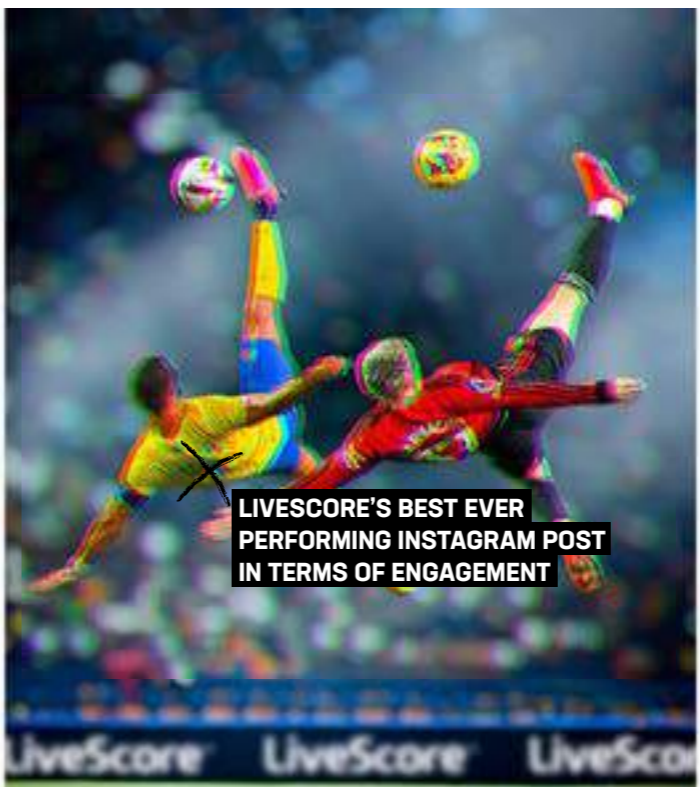
66M
PARIS ST-GERMAIN

123M
FC BARCELONA

145M
REAL MADRID

THE BIGGEST INSTAGRAM CLUB

Nowadays, Instagram is a key communication channel for most clubs and players, with **millions of fans** flocking to the platform to see their favourite player or team content. It is a window into the lives and interests of players, which in turn has allowed fans the opportunity to connect more with players than ever.



LiveScore™



DJOKOVIC WINS FIRST WIMBLEDON CHAMPIONSHIPS

The first time since 2002 that the trophy had not been won by tennis legends Rafael Nadal or Roger Federer



STEVE JOBS RESIGNS AS CEO OF APPLE

2011

DJOKOVIC WINS 3 OUT OF 4 GRAND SLAMS, ANNOUNCING HIMSELF ONTO THE WORLD STAGE



JAPAN BEAT USA ON PENALTIES TO WIN THEIR FIRST EVER WOMEN'S WORLD CUP



BROADCASTING CLÁSIC RIVALRIES

The football calendar can be a strange thing. From Boxing Day fixtures to international breaks and selective competitions, fans across the world are treated to a feast of football almost every month of every year.

In 2011, an interesting calendar quirk emerged as Europe and Spain's biggest rivals braced themselves for **four El Clásicos** in the space of **two and a half weeks**.

Historically, fans tune in to this fixture more than any other when it comes to club football, with a potential audience reach of **650 million** from across more than **185 countries**.

Source: LALIGA

LiveScore's Competition Pages, which give users the chance to dive into the leagues they want to follow, see statistics, players, and much more, showcase the interest in LALIGA from fans across the globe... In 2023, LALIGA's Competition Page reached **6,226,025** impressions from a total of **1,186,020** users, ranking second in leagues fans engage with most.

DID YOU KNOW:

As part of LALIGA's leading offering, their **'Be The Player'** technology puts the viewer at home in the player's eye view of the action, revealing how the players themselves experienced a particular moment.

6,226,025

1,186,020

The Premier League has agreed a deal with TNT Sports and Sky Sports for the **2025-2029** rights cycle for a staggering **£6.7bn**, further increasing the revenue for each club.

PREMIER LEAGUE

£143M

TOP 5 LEAGUES BROADCASTING RIGHTS

According to UEFA's Benchmarking Report, Premier League clubs earn an average of **£143 million** per year each from broadcast revenue, leading the European football landscape for TV rights. Here's how the top European leagues compare...

LALIGA
£66M

BUNDESLIGA
£60M

SERIE A
£54M

LIGUE 1
£3M

Source: UEFA Benchmarking Report

LONDON HOSTS MEMORABLE OLYMPICS, NOTABLY USAIN BOLT BECOMES FIRST MAN TO REPEAT GOLDS IN 100M AND 200M



GOAL-LINE TECHNOLOGY APPROVED

The International Football Association Board (IFAB) approves goal-line technology and amends the 'Laws of the Game'.



SPAIN DEFEND THEIR EURO 2008 TITLE, BECOMING CHAMPIONS AFTER A DOMINANT 4-0 WIN OVER ITALY IN THE FINAL



2012

LANCE ARMSTRONG STRIPPED OF ALL HIS TITLES AFTER DOPING ALLEGATIONS WERE PROVEN



ANDY MURRAY WINS TENNIS GOLD MEDAL FOR GREAT BRITAIN, DEFEATING ROGER FEDERER IN THE FINAL



xG EXPECTED GOALS

xG

In 2012, Opta introduced the **xG** stat to the football world, going on to become one of the most enlightening data points within the game. It has since been embraced by clubs, media, and fans alike, serving as a valuable tool to unravel the underlying intricacies of the beautiful game.

xFAN ENGAGEMENT

Beyond dissecting player performances and contributing to managers' tactical insights, data has proven indispensable for **fan engagement**. Its influence extends to shaping **Fantasy Football** teams, as well as broadcasters generating heatmaps and infographics to captivate their audience. Historical match data also takes centre stage, weaving compelling narratives around specific fixtures.

In today's digital era, sports enthusiasts crave the integration of data into their media consumption, elevating their experience to new depths. Pundits have become statisticians and statisticians have become influencers. Advanced analytics has emerged as a pivotal element in the fan experience, with an overwhelming **84%** of fans now attesting to historical match **data** and **statistics** enriching their understanding and appreciation of football.



DID YOU KNOW:

In **October 2015**, Arsène Wenger became the first high-profile manager to publicly reference '**Expected Goals**'.



LiveScore™



**SIR ALEX
FERGUSON
RETIRES**

ENGLAND

Goal-Line Technology used for the first time in England, in the Community Shield Final between Manchester United and Wigan Athletic.



**GOAL-LINE TECH
MAKES ITS WAY TO
ENGLAND**

Goal-Line Technology used for the first time in England, in the Community Shield Final between Manchester United and Wigan Athletic

2013



**LIONEL MESSI WINS
FOURTH BALLON D'OR**



**THE SPECIAL ONE
RETURNS**

José returns to Chelsea for a second stint



**PEP GUARDIOLA TAKES
CHARGE OF BAYERN
MUNICH AFTER LEAVING
BARCELONA**

THE WORLD OF WEARABLES

2013 saw the advancement of wearable technology, with Smart Watches becoming more mainstream in popular culture. However, on the football training pitches, GPS sports vests were transforming the game, with analysts, coaches, and sport scientists able to track player data and **assess performance** and **fitness**.

Though it wasn't until **2015** that FIFA allowed players to use wearable devices in matches, the technology was being used at the training grounds to gather 660 raw data points per second, with VO2 max, heart rate, and distance covered all among the figures being used to **prevent injury** and **increase performance**.

Smart watches are now used by fans across the world to receive their LiveScore notifications and goal updates from their favourite teams.





**GERRARD SLIP
HANDS CITY THE
PREMIER LEAGUE**



**MARIO GÖTZE'S EXTRA-TIME
WINNER CLINCHES WORLD CUP
GLORY FOR GERMANY AGAINST
ARGENTINA**

2014



**GERMANY BEAT BRAZIL 7-1 IN
WORLD CUP SEMI-FINAL IN ONE
OF THE MOST MEMORABLE AND
SHOCKING MATCHES IN WORLD
CUP HISTORY**



**MADRID WIN
LA DECIMA**

Real Madrid win the Champions League for a record tenth time after defeating local rivals Atletico 4-1 after extra-time in the UEFA Champions League final

CROSSING THE LINE

2014 was a big year for football milestones. No, we're not talking about Real Madrid winning **La Decima** after beating their Madrid rivals Atleti in the Champions League Final...

We're talking about the introduction of **goal-line technology**, which was used at a World Cup for the first time in 2014. The first World Cup goal given by the tech was scored by France in a group stage game against Honduras.

So has technology improved the fan match experience compared to 25 years ago? Well, **88%** of fans surveyed for this report think it has. Try telling that to Honduras...

88%

DID YOU KNOW:

In 2014, Adidas introduced the **miCoach Smart Ball**, a revolutionary football embedded with sensors and Bluetooth technology. This smart ball allowed players to track and analyse their kicking technique, power, spin, and trajectory.

LiveScore™



LIONESSES ROAR

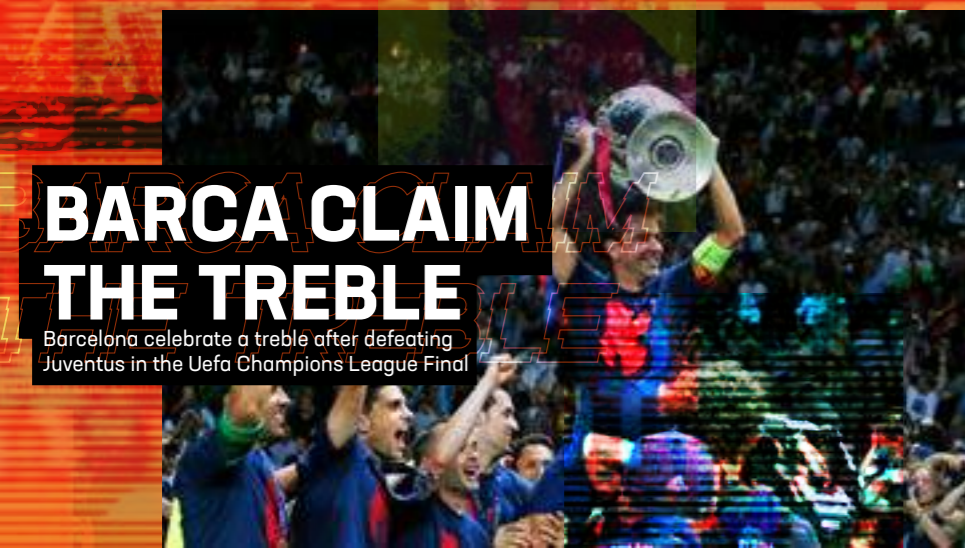
The Lionesses finish third in the Women's World Cup in Canada, pulling off the second-best performance by an England football side since 1966

2015



FIFA HAVE QUESTIONS TO ANSWER

Nine FIFA Officials and Five Corporate Executives indicted by the US Department of Justice for Racketeering Conspiracy and Corruption



BARCA CLAIM THE TREBLE

Barcelona celebrate a treble after defeating Juventus in the Uefa Champions League Final



KANE BAGS GOLDEN BOOT

MANAGERIAL MASTERMINDS: RESHAPING FOOTBALL



50% of fans believe Pep Guardiola has reshaped football, compared to 30% for Jurgen Klopp.



PEP GUARDIOLA 52%

SIR ALEX FERGUSON 50%

ARSÈNE WENGER 39%

JOSÉ MOURINHO 38%

According to 18-24-year-olds, Pep Guardiola trumps Sir Alex Ferguson, Arsène Wenger and José Mourinho as the best Premier League manager over the past 25 years.



Fans over the age of 55, however, favour Sir Alex Ferguson as the most influential manager over the last 25 years, winning 59% of the votes, with Guardiola in second with 45%



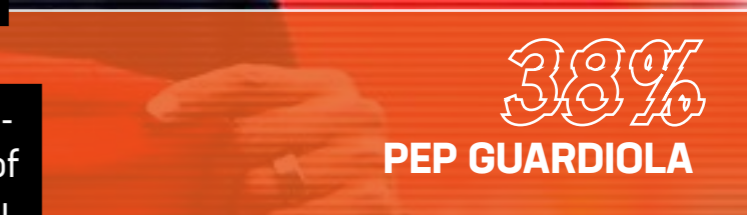
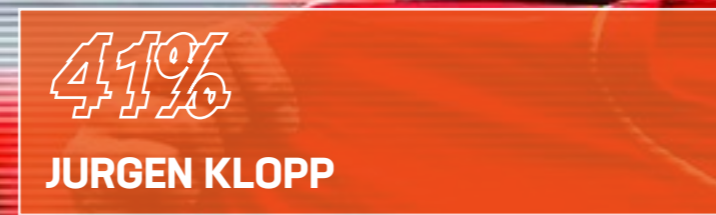
'THE NORMAL ONE' JOINS THE KOP

In 2015, **Jurgen Klopp** replaced Brendan Rodgers as Liverpool manager, going on to become one of the most influential managers in the British game.

Followed a year later by serial winner **Pep Guardiola** joining Man City from German giants Bayern Munich, the two managers have gone on to become respectful rivals, battling it out for Premier League titles and European glory, and pushing Premier League football to another level never seen before.

At the time of publishing the pair have clashed **15 times** in English football's top-flight, producing one of the most intriguing head-to-head records seen in Premier League history, with both clubs never holding back.

DID YOU KNOW: Liverpool owner John W. Henry used Cambridge theoretical physicist **Ian Graham's mathematical model** to select Jurgen Klopp as the ideal candidate to be Liverpool manager, as well as for player transfers, ultimately leading to the UEFA Champions League win in 2018/19 season. Graham now heads up Liverpool's data department.



They first met in the DFL Supercup in Germany in 2013 - the first of **29 meetings** in total - with Klopp currently leading the way in the head-to-head standings, winning **41%** of matches against his adversary, compared to **38%** for Guardiola.

PEP PIPS IT FOR FANS

Despite on-the-pitch results favouring Klopp, LiveScore's Evolution of Fan data reveals that fans believe Guardiola has had a more **impactful influence** on the beautiful game, with some fans even believing his influence surpasses that of Manchester United legend Sir Alex Ferguson.

52%

And it's fair to say the next generation of football fans truly believe that Pep is the real 'special' one. **52%** of fans between the ages of **18** and **24** believe Guardiola is the most influential manager over the last 25 years.



This compares to **32%** preferring Klopp, despite his heroic achievements.



Guardiola's influence also trumps managerial legends including Sir Alex Ferguson (**50%**), Arsène Wenger (**39%**) and José Mourinho (**38%**) - a sign of the times that the Evolution of Fan has grown with the evolution of managers.



BREXIT

United Kingdom votes to leave the European Union following one of the highest profile political referendums



DONALD TRUMP BEATS HILLARY CLINTON TO WIN US PRESIDENCY

2016



LEICESTER CITY DEFFY 5000/1 ODDS TO WIN THE PREMIER LEAGUE

CRISTIANO RONALDO WINS THE BALLON D'OR FOR THE FOURTH TIME





FANTASTIC FOXES

RETURN £72,000

One of the great football stories of the last 25 years came to fruition when Vardy, Mahrez, Kanté and co went down in history having defied all odds to win the Premier League title with Leicester.

A moment very few football fans saw coming, Bookmakers had Leicester down at **5000/1** at the start of the season. A big moment in the world of football betting, penny for the thoughts of the fan who cashed out his **£50** bet for **£72k**. Not a bad return...

BET £50



DID YOU KNOW:

Famous tenor **Andrea Bocelli** - a fellow countryman of Leicester's legendary title-winning manager Claudio Ranieri - celebrated the Foxes' coronation by singing on the King Power stadium pitch. The opera singer provided the soundtrack as captain Wes Morgan was presented with the Premier League trophy. Not a dry eye in the house.

SECTION THREE

THE META AGE

Rise of Augmented Reality (AR) and Virtual Reality (VR):

Technologies like AR and VR begin to chart a path towards a new fan experience, offering immersive ways to engage with matches and content, while also providing clubs, players, leagues, governing bodies with opportunity to develop the game.



STREAM A GAME

In 2023, LiveScore broadcasted every UEFA Champions League fixture for free in Ireland.

Data-Driven Fan Engagement: Clubs use data analytics to personalise content and enhance fan experiences.

LiveScore had 2.4 million Global Audio Commentary Listeners throughout 2023.

The LiveScore app saw 63 billion total global page views in 2023.

63,000,000,000



CRISTIANO RONALDO WINS THE BALLON D'OR FOR THE FIFTH TIME

2017



REAL MADRID SECURE BACK-TO-BACK UEFA CHAMPIONS LEAGUE TITLES



DONALD TRUMP TAKES OFFICE AS THE 45TH PRESIDENT OF THE UNITED STATES

A SQUILLION EUROS

2017

€4.5bn

2016
€3.375bn

Headlined by Neymar's transfer from Barcelona to Paris St-Germain for a staggering **€222 million**, the 2017 summer transfer window reached a gross spend of **€4.5bn** across Europe's top five leagues, a **33%** increase from the previous year.

Neymar wasn't the only man on the move for big money, with Ousmane Dembele switching Borussia Dortmund for Barcelona for **€105 million**, and Kylian Mbappe joining Neymar in Paris for... **€180 million**.



92% of fans engage with football news and content at least daily.

92%

51%

51% of fans engage with football news and content every few hours.

48% of fans feel current football news is more trustworthy since the introduction of digital platforms.

48%

83%

With social media now in full flow and over half of fans engaging with football news and content hourly, it's no surprise that **83%** of fans feel social media platforms have provided them with more knowledge of football transfers in real time.

LiveScore™



**CRISTIANO RONALDO
LEAVES REAL MADRID
FOR JUVENTUS**



**ELIUD KIPCHOGE BREAKS
MARATHON WORLD
RECORD IN 2018 BERLIN
MARATHON IN 2:01:39**



**GERMANY EXIT FIFA
WORLD CUP 2018 AT THE
GROUP STAGE**

2018



**KYLIAN MBAPPE
STARS IN WORLD
CUP AND LEADS
FRANCE TO GLORY**

**CELEBRATION AS
THAILAND RESCUES
ALL 12 CAVE BOYS**

Twelve boys aged between 11 and 16, as well as their football coach, were rescued from a flooded cave in Thailand after more than two weeks of being trapped



CHECK COMPLETE

In November 2018, Premier League clubs voted unanimously to introduce **VAR** to the English top flight.

Impairing the spirit of the game? Killing the moment? Making referees' lives easier? The technology has since become the topic of much debate, with fans unable to agree on whether it has improved the game. However, LiveScore data suggests that younger fans are more in favour, with **92%** of those aged between **18** and **24** believing technology has had a positive impact on their match experience.

92%

41% of football fans believe the number of technology products has impacted the amount of games they attend.

41%

Injury time in the Premier League has risen by **12%** since the introduction of VAR.

+12%

Source: SpredEX

Amount of red cards have decreased by **6%** across Europe's five major leagues.

-6%

Source: SpredEX

DID YOU KNOW:

Spain manager **Julen Lopetegui** was sacked on the eve of the FIFA World Cup, replaced by Spain Sporting Director **Fernando Hierro**. They were eliminated on penalties by hosts Russia. Hierro did however take the FIFA fair play trophy back to Spain.

LiveScore™



**LIVERPOOL WIN THE CHAMPIONS LEAGUE
AFTER BEATING TOTTENHAM HOTSPUR
2-0 IN THE FINAL**



**LEBRON JAMES
OVERTAKES MICHAEL
JORDAN IN ALL-TIME
SCORING LIST IN NBA**



**ARGENTINIAN
FOOTBALLER EMILIANO
SALA DIES IN A PLANE
CRASH**

2019



**TIGER WOODS WINS
COMEBACK MASTERS
TOURNAMENT, 11 YEARS
AFTER HIS LAST MAJOR
TOURNAMENT WIN**



**TEAM USA TRIUMPHS AT
THE 2019 FIFA WOMEN'S
WORLD CUP FINAL**

VIRTUAL REALITY

Following years of speculation and technological challenges, 2019 was the year when **Augmented Reality** (AR) and **Virtual Reality** (VR) technology, finally became a reality when the Oculus Quest was launched.

It is suggested that Facebook sold **1,000,000** Oculus Quest sets, demonstrating the new trend was already catching on among consumers.

Following the breakthrough and future shift of fandom, football clubs and leagues had already begun working on how they would integrate the technology into their fan experience.

With **new stadiums being built** with the capability for AR and VR experiences for fans, who knows what the future will bring... but more about that later.

1,000,000

DID YOU KNOW:

Leicester City recorded the biggest ever English top-flight away win by defeating 10-man Southampton **9-0**, beating the previous biggest away victory, which was a joint record held by three clubs, including an **8-1** win by Manchester United over Nottingham Forest in 1999.



**LEWIS HAMILTON EQUALS
MICHAEL SCHUMACHER'S
RECORD WITH 7TH F1 WORLD
CHAMPIONSHIP DRIVERS' TITLE**

**PROFESSIONAL
FOOTBALL IN ENGLAND
POSTPONED UNTIL
APRIL 2021**



2020



**COVID PANDEMIC
PROMPTS SERIES
OF LOCKDOWNS**



**KOBE IN HELICOPTER
ACCIDENT**

Tributes pour out for basketball legend Kobe Bryant, who died in a helicopter crash, with the All-Star MVP Award renamed in his honour

THE WAVE OF THE STREAM

Since the 1980s, homes across the country were fitted with **satellite dishes**, providing them with more **traditional television channels** and therefore the ability to spectate football from the sofa.

As consumer behaviours and technology matured, particularly in 2012 when **Netflix entered the UK market** with its streaming offering, the satellite dish began to go down the stream...

LiveScore launched its free-to-air streaming offering via the app in June 2020. Within two months, more than **600,000** people (60% of LiveScore's UK and Ireland mobile users) had streamed a match. **1,000 matches** throughout the 2020/21 season were streamed on the app, including Serie A, UEFA Champions League and Premier League in Nigeria.

In the third quarter of **2023**, the number of UK households subscribing to video-on-demand services amounted to around **19.3 million**.

Source: Statista

The introduction of sports **OTT** options from pay TV players has accelerated the underlying decline in linear engagement in certain age brackets.

Source: Ofcom

42% of all **18-24** year olds only watch live sport via streaming services, whereas older audiences still predominantly prefer to view via linear broadcast TV.

Source: Ofcom

42%

83%

83% of fans feel that the emergence of streaming service providers has improved their match viewing experience.

56% of fans feel the integration of betting features within football related apps has improved their fan experience.

56%

59%

59% of LiveScore users have an interest in betting.

**NOVAK DJOKOVIC WINS 20TH
GRAND SLAM AT WIMBLEDON,
TYING THE RECORD WITH ROGER
FEDERER AND RAFAEL NADAL**



**ENGLAND
LOSE OUT ON
PENALTIES**



**18-YEAR OLD BRIT EMMA
RADUCANU BECOMES FIRST
EVER QUALIFIER IN HISTORY
TO WIN US OPEN**



**DELAYED EURO
2020 HELD
ACROSS EUROPE**



**LIONEL MESSI MARKS END OF FC
BARCELONA ERA IN GROUND-BREAKING
TRANSFER TO PARIS SAINT-GERMAIN**



LIVESCORE RECEIVED IAB GOLD STANDARD 2.0 CERTIFICATION, JOINING SELECT GROUP OF CERTIFIED ADVERTISERS

JUNE VAR USED FOR THE FIRST TIME IN EUROPEAN INTERNATIONAL COMPETITION, AS WELL AS AN ADDITIONAL TWO SUBS ALLOWED FOR TEAMS

JULY LIVESCORE APP INTEGRATES TEAM PAGES, GIVING FANS DEDICATED PAGES CONTAINING NEWS, FIXTURES AND OTHER CONTENT

DECEMBER LIVESCORE LAUNCH 'WATCH', PROVIDING EXCLUSIVE VIDEO CONTENT INCLUDING VIDEO-ON-DEMAND AND LIVE STREAMING. GIVING FANS THE CHANCE TO WATCH OFFICIAL PREMIER LEAGUE HIGHLIGHTS

THE EVOLUTION OF FAN REPORT

PROJECT RESTART

The turn of 2021 saw the end of a historic year as the world grappled with the **coronavirus pandemic**. The challenges posed went far beyond football, however the momentous return to stadiums for fans of the beautiful game in 2021 provided respite from a dark time.

The postponed UEFA Euro 2020 kicked off on 11th June at the Stadio Olimpico in Rome, where nearly **13,000** fans gathered to watch Italy's 3-0 win over Turkey in the opening game, culminating in a final (for England to forget) where **67,000** fans attended Wembley.

Though the Premier League had initiated '**Project Restart**' to complete the 2019/2020 season and fans had returned in April of 2021, the delayed Euros marked the true comeback of football.

Football brought people back together post-Covid, but it was social media and online communities that helped to get us there.



Even when fans couldn't be in the stands, there was still a strong sense of community across football. **81%** of people agree that technology has improved the sense of community among football fans and **63%** engage with social media platforms and online communities while following football scores.



LiveScore™



**ENGLAND WOMEN WIN
EURO 2022, BEATING
GERMANY 2-1 IN
EXTRA-TIME IN THE FINAL**



**WILL SMITH SLAPS
CHRIS ROCK
DURING OSCARS
AWARDS CEREMONY**



QUEEN ELIZABETH II DIES

2022



**LIONEL MESSI GUIDES
ARGENTINA TO WORLD
CUP GLORY IN QATAR**



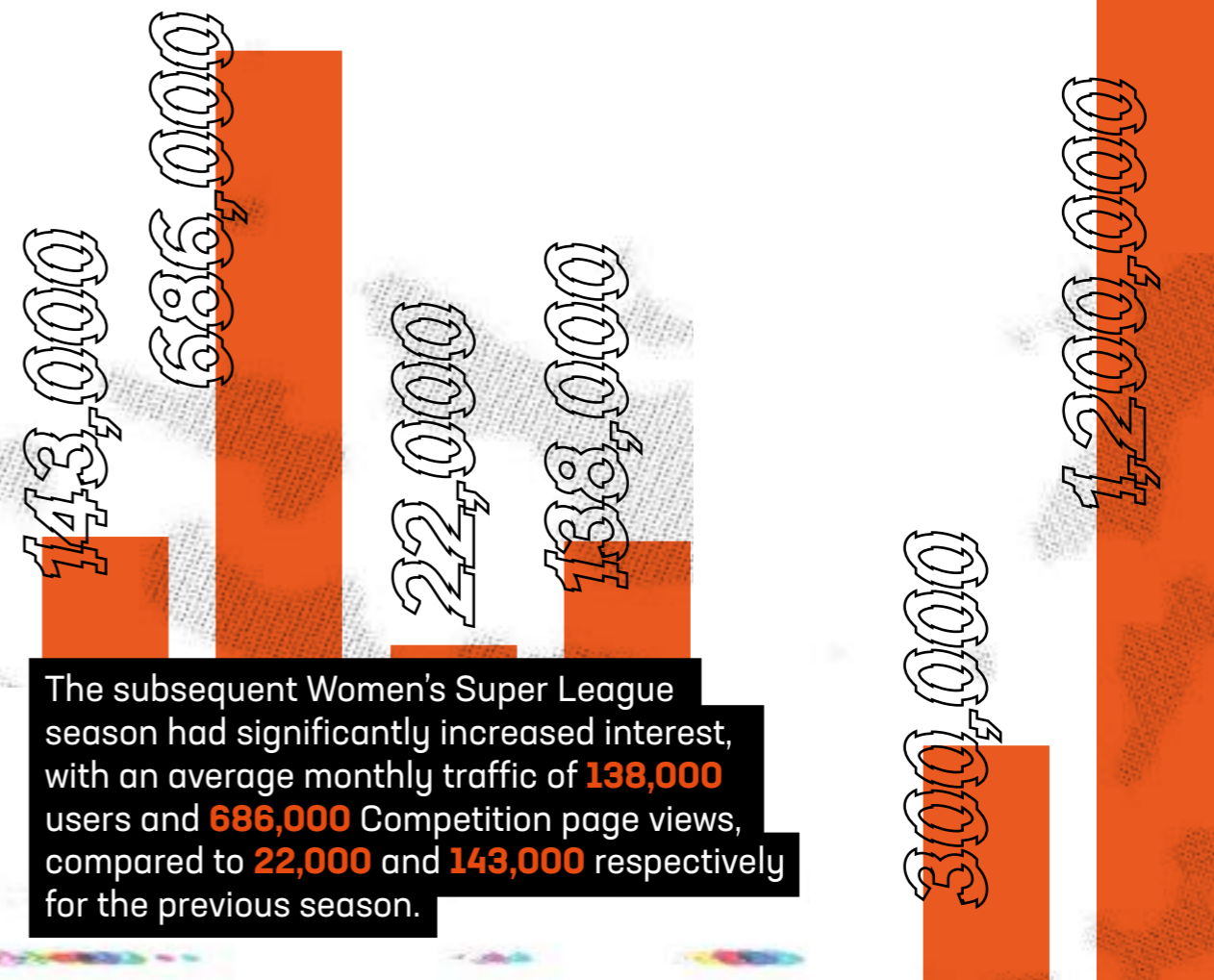
**ROGER FEDERER ANNOUNCES
RETIREMENT FROM TENNIS
AFTER ILLUSTRIOUS CAREER**

ROARING SUCCESS



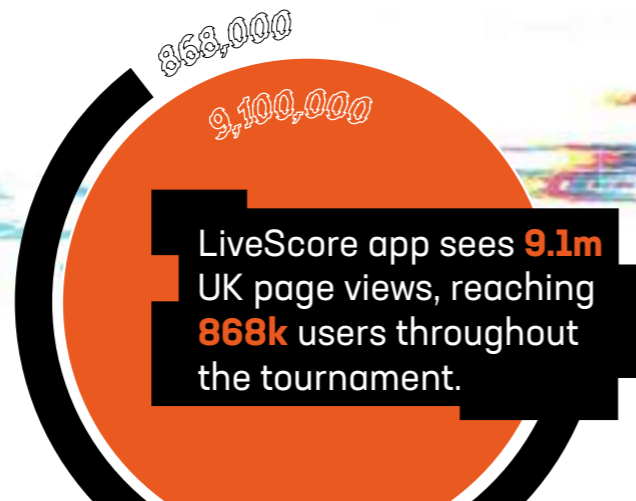
The Lionesses winning EURO 2022 at Wembley signalled a bold new era for women's football.

Chloe Kelly's tournament-winning goal ranked as the **13th** most important goal to fans over the last 25 years.



The subsequent Women's Super League season had significantly increased interest, with an average monthly traffic of **138,000** users and **686,000** Competition page views, compared to **22,000** and **143,000** respectively for the previous season.

The 2022/23 Women's Super League season saw **1.2m** users engage with competition specific pages in the UK alone - representing over **400%** growth compared to 21/22.



WOMEN'S FOOTBALL



1921
WOMEN'S FOOTBALL BANNED

Women's football has been on quite a journey. A journey which has shaped how fans have been able to consume the game.

From being banned in **1921 to its return in 1970**, the women's game has overcome an unimaginable struggle that led to one of English football's greatest ever moments, followed by a cultural and inclusivity impact, the likes of which we have never seen.



1970
WOMEN'S FOOTBALL RETURNS

2022
LIONESSES ROAR

Sell-out crowds saw late drama, and the roaring Lionesses journey didn't just finish in front of a record **87,192** crowd witnessing Chloe Kelly's extra-time winner, but with a lasting legacy of schools pledging for every girl in England to be given **equal access to football and sport in school**.

The UEFA Women's Euro 2022 tournament was watched by **365 million** people globally, generated **453.3m** cumulative social interactions, and shattered attendance records. The final itself attracted a cumulative live viewership of **50 million worldwide**, which was over three times more than the 2017 final.

Source: UEFA

SPAIN WIN THE WOMEN'S WORLD CUP FOR THE FIRST TIME, DEFEATING ENGLAND 1-0 IN THE FINAL



WREXHAM PROMOTED

Wrexham AFC, co-owned by Ryan Reynolds and Rob McElhenney, gain promotion to the Football League for first time in 15-years

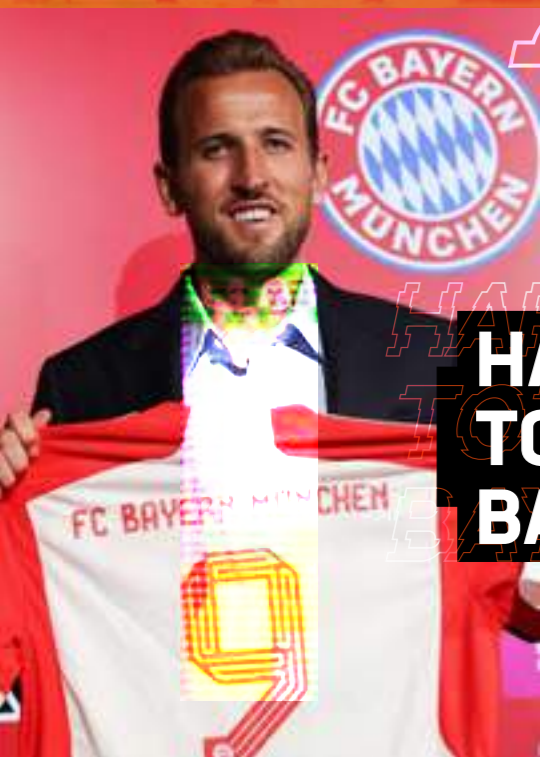
HAALAND HITS 36

Erling Haaland scores 36 Premier League goals for Manchester City, the most ever scored in a single Premier League season



2023

HARRY KANE LEAVES TOTTENHAM FOR BAYERN MUNICH



CITY WIN THE TREBLE

Manchester City complete the Treble, emulating Manchester United's 1999 achievement

THE RISE OF THE SAUDI PRO LEAGUE

The 2023 summer transfer window saw an eye-watering **£784.2 million** worth of players make the switch to the Middle East. But did it result in a growing fanbase for the Saudi Pro League?

Data from the LiveScore app showed a colossal upsurge in football fans' interest in the league, with a staggering **4,303%** growth of fans interacting with the Saudi Pro League over the preceding 12 months. The LiveScore Saudi Pro League Competition page saw **11,201** engagements in August 2022, a figure that rocketed to **1,181,442** in the month of September 2023.

Cristiano Ronaldo's impact is evident, too. Al Nassr, his club, saw their Team Page visits leap from **576** in August 2022, to **942,713** just one year later. However, our Player Page feature shows that Leo Messi is still eclipsing Ronaldo on an individual player basis with **26,292** views in August 2023, compared to Ronaldo's **17,648**.

C. RONALDO
17,648

MESSI
26,292

Who knows what the future holds for Saudi football but right now, it's certainly grabbed the attention of football fans.

79% of fans now use Mobile Sports Apps to get their football news.

78%

78% of fans couldn't imagine a world without access to great football content shared in an instant.

79%

FUTURE FORWARD

THE NEXT FRONTIER OF FOOTBALL FANDOM:

LiveScore's vision for the future and strategies for continued innovation and fan engagement

88% of fans believe the growth of technology has improved the fan match experience.

88%

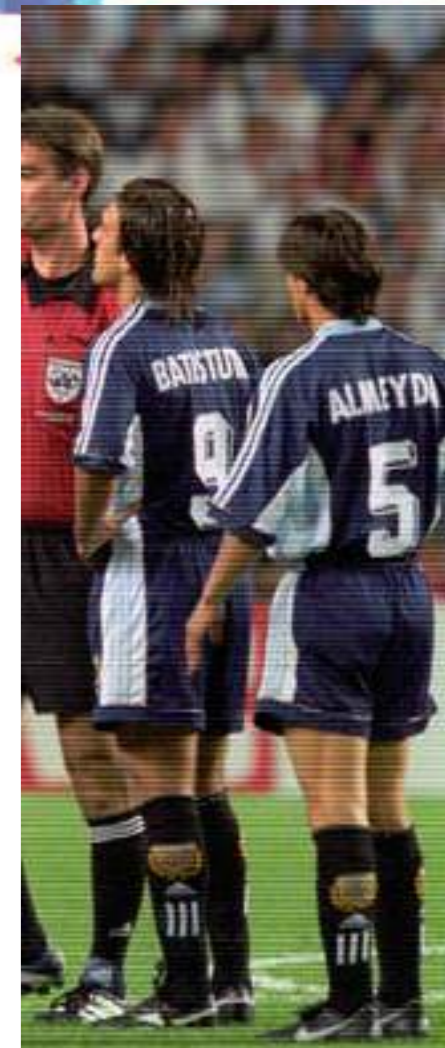
THE NEXT FRONTIER OF FOOTBALL FANDOM

Closing Remarks by Sam Sadi, CEO of LiveScore Group

As we draw the curtains on this retrospective journey through 25 years of football fandom, I find myself reflecting on the remarkable evolution that has brought us to this moment. It's been a pleasure to revisit the milestones, memories, and moments that have shaped the way we experience the beautiful game. From the humble beginnings of **Teletext** to the **digital age of real-time updates** and **immersive experiences**, it's been an extraordinary journey.

One of my personal highlights has been witnessing the resilience and passion of football fans around the world. Through the highs of the Lionesses' success, to the lows of a pandemic pause to life, the unwavering support of fans has been the lifeblood of the sport. It perfectly encapsulates the true power of football to unite, inspire, and captivate.

Of course, as we stop to reflect on the past, it's important to look ahead and wonder what the future holds. Whilst what comes next for the sport we all love is difficult to predict with certainty, there are several trends and developments that we believe will **shape the future of football fandom** over the next 25 years.



The landscape of football broadcasting has undergone significant changes over the past quarter-century, from exclusive rights holders Sky delivering Premier League games, to the complete fragmentation of subscription-based services, with multiple streaming services all vying for subscriptions. Looking ahead, we anticipate a **rebundling of these rights**, with a renewed focus on delivering a streamlined, user-centric experience through direct-to-consumer platforms. These platforms will prioritise fan experience, offering flexible subscription models tailored to individual preferences, with fans having the flexibility to choose subscription levels, unlocking various features and content, and offering a seamless and consolidated viewing experience.

In-stadium experiences have evolved into tech-savvy hubs, with giant screens, mobile ticketing systems, and interactive fan zones enhancing the live experience. As we look to the future, technologies like **Virtual Reality** (VR) promise to revolutionise in-stadium experiences, transporting fans to the heart of the action like never before, allowing them to watch games live as if they were physically present. Additionally, the emergence of the Metaverse offers the potential to connect fans globally in virtual stadiums, creating a shared sense of community across countries and continents.

It's no secret that the rise of **Artificial Intelligence** (AI) has far reaching potential to



revolutionise society. This digital revolution has already paved the way for more personalised experiences, powered by AI algorithms with the power to fuel a vast reservoir of individual data, and dynamically curate content based on individual preferences. This personalisation extends beyond match updates to include tailored news feeds, personalised highlights, and predictive analysis.

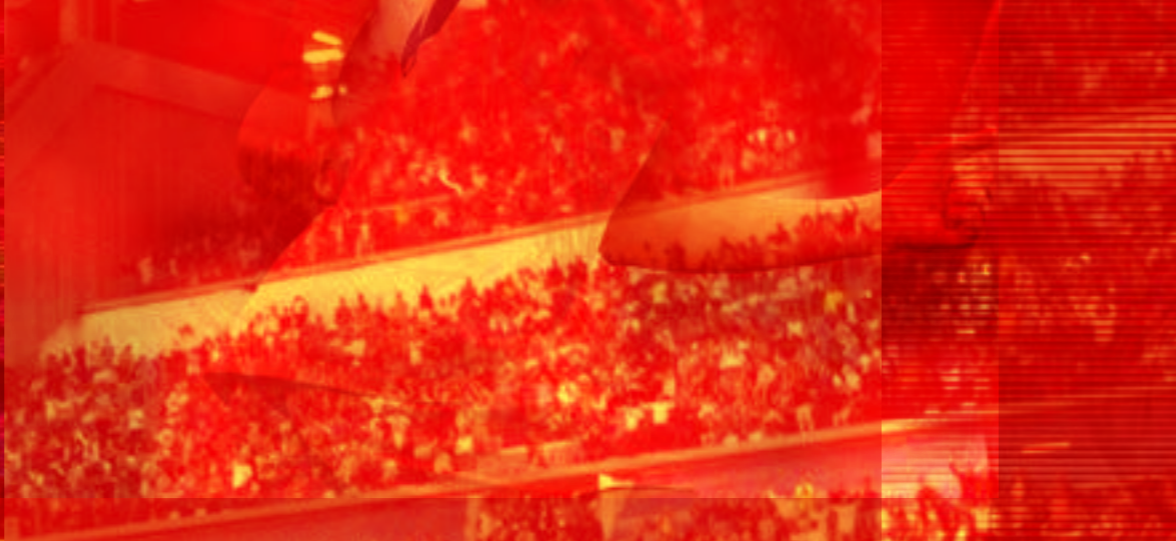
As we harness the power of AI to capture the individual essence of each fan, we can then anticipate the **emergence of new sub-communities** centred around niche interests and preferences, who will then be able to connect and celebrate their individual nuanced love of the game.

As we look ahead to the **next 25 years**, I am excited to continue pushing the boundaries of innovation and fan engagement, ensuring that LiveScore remains your ultimate companion in the world of football.

Here's to the next chapter of the Evolution of Fan. Thank you for being part of the incredible journey so far.

Sam Sadi
LiveScore Group CEO





EVOLUTION OF FAN