

Sports economics: commercial growth with tech

How digital fan platforms are reshaping sports commercialisation and what the Virsliga app story build by BlockSport.io means for baltic football.

THE NUMBERS RESHAPING SPORTS COMMERCIALISATION

Digital fan engagement platforms are no longer an experiment. The organisations that have moved earliest on owned data and app-first fan experiences are consistently outperforming their peers on commercial metrics - and the gap is widening.

40% Digital revenue growth — NFL clubs using owned app platforms (3-year period)	20–30% Sponsor renewal uplift seen in leagues with data-backed reporting	70%+ Of fans share demographic data when engaged through gamified platforms
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Bundesliga: Data-Led Sponsorship AWS/Bundesliga app engagement stat: Amazon Web Services, as the Bundesliga's official technology provider, used machine learning to personalise content for millions of fans globally, resulting in 17% longer app sessions and higher video engagement.	NFL: Owned Digital Revenue A shift toward owned app experiences and first-party data strategies grew digital revenue approximately 40% over three years, reducing dependency on third-party platforms for fan communication.
OH Leuven FC: Blocksport €70,000+ in new revenue per season generated through the Blocksport platform, with improved fan data acquisition cited as the primary commercial outcome.	Qarabağ FK: Blocksport Over 20,000 app downloads in the first two months post-launch — demonstrating how quickly digital fan engagement scales even in emerging football markets.

THE COMMERCIAL REALITY

For most clubs and leagues, the problem is not a lack of audience interest - it is a lack of owned fan data and structured digital infrastructure. Supporters follow on social, attend games, and engage with content, but that behaviour sits across disconnected systems. It makes it harder to segment audiences, prove value to sponsors, run targeted campaigns, or build recurring digital revenue.

That is the gap Blocksport has built its proposition around. The company positions itself as an AI-driven digital experience platform for sports, combining fan-facing mobile products with a central data and intelligence layer to help sports organisations move from fragmented communication to measurable digital commercialisation.

"The question is no longer whether digital matters. It is whether your digital infrastructure is actually helping you generate owned data, improve sponsor value, and grow revenue."

€125k+ Fan cashless spend across clients	65k+ App downloads	+70% Month-on-month user growth
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THE MODEL: ENGAGE, COLLECT, CONVERT

At the centre of Blocksport's commercial logic is a three-step framework that treats fan engagement not as a communications goal, but as a revenue pipeline.

<p>01. Engage</p> <p>The SuperApp gives clubs and sports properties a fan-facing platform built around content, gamification, interaction, and transactions — creating reasons for fans to return regularly and share data voluntarily.</p>	<p>02. Collect</p> <p>Data flows into Cockpit Hub — a central intelligence environment for dashboards, fan profiles, segmentation, and campaign activation.</p>
<p>03. Convert</p> <p>Segmented audiences are monetised through premium subscriptions, sponsor activations, marketing campaigns, and in-app purchases — improving ROI and long-term lifetime value.</p>	<p>Monetisation Routes</p> <p>Sponsorship increase · Premium subscription · Marketing campaigns · In-app purchases</p>

SUPERAPP AND COCKPIT HUB: THE PLATFORM IN PRACTICE

Blocksport's SuperApp is an all-in-one fan experience platform combining content, gamification, and transactions in a single mobile environment. Its performance benchmarks across deployed clients consistently exceed industry averages.

SUPERAPP PERFORMANCE BENCHMARKS
70% opt-in rate for fan data sharing · 100% verified email capture
70% of fans share phone numbers · 50% share home address data
90% gamification engagement · 4-minute average session duration · 5.2 screens per session

Cockpit Hub converts that activity into business intelligence, providing centralised dashboards, audience segmentation, automated content management, and AI-driven real-time analytics. The commercial impact is direct: 70% of fans interact with segmented content, 60% of campaigns show measurable engagement uplift, and sponsor campaign CTR improves by 35% through better targeting.

CASE STUDY: TONYBET VIRSLIGA × BLOCKSPORT

The Virsliga deployment is the most directly relevant proof point for the Baltic market. It shows a digital fan platform deployed at league scale - across all top-flight clubs simultaneously - delivering measurable commercial outcomes within a single season.

THE CHALLENGE

Fan engagement fragmented across social platforms the league did not own

Disconnected club experiences preventing a unified league ecosystem

Sponsors lacking measurable, data-backed ROI

Legacy systems failing modern fan expectations

Blocksport established the Digital Home for Latvian Football - a unified platform consolidating fan and club data into a single high-growth ecosystem, accessible via branded apps across all Virsliga clubs.

60% Weekly active user retention	72% Fan data opt-in rate	4.5m Avg. session duration
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Gamification drove exceptional daily engagement: **70% of app users participate in quizzes**, with DAU spiking 20% on new challenge launches and an 80% total engagement increase within quiz formats. Fantasy league participation reached **60% of all fans**, creating sustained match-day investment and premium sponsor placement opportunities.

On match days, the Live Match Hub drives a **40% DAU increase** through live broadcasts, interactive polls, and real-time fantasy updates. Sponsor activations and mobile ticketing run natively in the same environment - turning matchday into a sustained commercial window, not just a broadcast slot.

90% Verified email capture	+25% Sponsor CTR uplift	+40% Sponsor visibility increase
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WHAT COULD THIS MEAN FOR YOUR CLUB?

Blocksport's ROI Calculator allows any club or league to estimate their commercial opportunity with just one input.

ROI CALCULATOR : See Your Approximate ROI with Just One Number

Fan base size: Enter the total size of your known fan base. If you don't know — use the follower count from your organisation's biggest social media account.

Receive Year 1, Year 2, and Year 3 commercial return projections. Free, instant, no commitment.

[Try the ROI Calculator at blocksport.io](https://blocksport.io) →

WHY THIS MATTERS FOR BALTIC FOOTBALL

The Virsliga case shows what is achievable at a scale directly comparable to other Baltic leagues and ambitious clubs across the region. The infrastructure is deployable. The results are measurable. The

commercial opportunity - owned fan data, improved sponsor ROI, direct-to-fan revenue - is available now.

Technology becomes commercially meaningful when it helps a club know its audience better, communicate more directly, prove value to sponsors, and generate more income from the fan base it already has. That is the business case Blocksport is making, and the Virsliga numbers show it holds in this market.

CLOSER TO HOME: KALJU FC

The commercial case for digital fan platforms does not require a top-five European league as context. Kalju FC - one of Estonia's most successful clubs and a regular presence in UEFA competition - recently surpassed 1,000 digital fans on the Blocksport platform. For a club operating with a 400-seat stadium, that milestone represents a digital audience that meaningfully exceeds its physical capacity on any given matchday.

It illustrates a point that matters for every Baltic club exploring this space: digital fan infrastructure is not scale-dependent. The data, the sponsor reporting capability, and the direct-to-fan revenue channels are available regardless of stadium size - and in smaller markets, they may represent the most accessible route to commercial growth that exists.

“In the modern sports landscape, technology is a driver of commercial growth. Our goal is to help organisations move beyond simple digital presence to building an infrastructure that turns fan activity into measurable business value.”

Vladimir Liulka, CEO & Founder, Blocksport

FREE DIGITALISATION READINESS ASSESSMENT

Blocksport offers a complimentary Digitalisation Readiness Assessment for clubs, leagues, and sports organisations at any stage of their digital journey. The assessment provides a full audit of current digital activities and engagement, and delivers a structured output covering a summary of findings, specific points for improvement, and a strategic roadmap for implementation.

It is a practical starting point, not a sales pitch. Clubs receive a document they can act on whether or not they proceed further.

Free Digitalisation Readiness Assessment

A complimentary assessment for clubs, leagues, and sports organisations wanting to understand their digital commercial opportunity.

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