

Beyond the Game: The Sports Report 2026

The latest trends in sports across
mobile, web, and advertising



Executive Summary | Key Takeaways

01

The FIFA World Cup Reinforced Sports' Ability to Drive Digital Engagement

The 2026 FIFA World Cup generated one of the largest surges in digital sports activity in recent years, boosting app downloads, website traffic, sports wagering, and advertising across multiple categories. Its impact extended well beyond official viewing, driving increased engagement with live score apps, betting platforms, and gaming experiences.



02

Official Partnerships Still Matter, but They're No Longer the Only Winning Strategy

Official sponsorships and licensed IP continue to provide powerful advantages for monetization and marketing, as seen with Betano's FIFA World Cup campaigns and licensed sports games. At the same time, brands without official rights successfully leveraged tournament-related marketing and fan engagement to capture meaningful growth.



03

Prediction Markets Are Reshaping the Sports Wagering Landscape

Prediction markets rapidly expanded their audience in 2026, led by Kalshi and Polymarket, increasing their share of sports wagering users while attracting younger and more diverse audiences than traditional sportsbooks. At the same time, sportsbooks remain highly dependent on major sporting events such as the NFL season and FIFA World Cup for user acquisition.



04

Women's Sports Continue to Expand Their Commercial Reach

Women's sports continued to gain momentum across the digital economy, led by the WNBA's rapid audience growth. As fan engagement increased, advertisers from categories including consumer packaged goods and healthcare significantly expanded their investment, highlighting the league's growing appeal to mainstream brands.



Executive Summary | Sports Market Landscape at a Glance, H2 2025 - H1 2026

