

FANTASY SPORTS: GROWTH, OPPORTUNITY, AND CHALLENGES TO SUCCESS



In 2021, the fantasy sports market made an impressive **\$24 billion**. By 2030, that number is projected to increase to **\$78.5 billion**, growing nearly 14% each year.

Where's this growth coming from? Various factors, including more relaxed government regulations and the emergence of several new entrants into the space.

Here are some other stats to consider:

- In India, one of the largest and fastest-growing fantasy sports markets thanks to cricket's Indian Premier League, 67% of the population, i.e, 2 out of every 3 people, are aware of fantasy sports.
- Globally, 89% of the people who've ever played fantasy sports continue to play it, proving just how sticky the category is and the high levels of engagement it provides.

With such an amazing opportunity for new revenue growth, understanding the technology challenges and opportunities are critical to success.

THE TECHNOLOGY — AND TRUST — CHALLENGE

As more and more startups bring new fantasy sports apps to market, the battle for users will continue to heat up. Those who win this battle will be those who can provide a personalized, relevant, and meaningful customer experience when it's needed.

But it's also about building credibility and trust through 100% data accuracy and extreme low

latency—meaning no game delays, late payments, or missed wallet counts. Fantasy sports involves real money. Inaccuracies of any kind can lead to mistrust.

The problems don't typically come at the onset of getting a fantasy sports app going, they come after the app accrues a certain amount of concurrent users—typically 1 million+.

Fantasy sports apps need to be able to handle the following AT SCALE:

- Quick contest joins in real time without diminishing latency, accuracy, or the app experience.
- Rapid disbursement of money to winners.
- Massive traffic spikes with hundreds of thousands of concurrent users.
- Highly personalized content to keep customers engaged and loyal.

If your data platform can't support all of the above, you are looking at major costs and headaches as your fantasy sports app grows. You will also lose in reputation and brand trust, and ultimately your users will move to other platforms.

WHY LEADING FANTASY SPORTS PLATFORMS CHOOSE VOLT

Volt is the data platform of choice for major fantasy sport industry players such as Dream11.

Why? Because we enable fantasy sports apps to scale without compromising on performance in any way.

INDUSTRY BRIEF

Volt's unique strengths include:

- 1. Data accuracy** and real-time decisions that guarantee trust for your fantasy sports app users.
- 2. Guaranteed business continuity** through high availability and productized geo-resiliency—especially important during those mission-critical IPL and NFL playoff games and peak usage periods.
- 3. Single-digit millisecond latency** so you can act on your customers' data instantly and ensure a top-notch player/user experience.
- 4. Hyper-personalization** so your users stay engaged and keep coming back your app because you meet their preferences.
- 5. Wallet services** — Small bets create a surge in traffic a half hour before every IPL game starts, leading to an opportunity for things like royalties to drive customer loyalty, but this can only happen smoothly, at scale, with Volt's unique capabilities.
- 6. Quick, seamless payouts** — Gaming platforms have about 2 minutes to understand who has won what and pay the digital money so the customer can leverage it for the next match. If these payouts don't happen quickly and accurately, it can lead to user churn.

HOW THE WORLD'S LARGEST FANTASY SPORTS PLATFORM USES VOLT

With 110 million+ total users, Dream11 helps Indian sports fans actively engage with real-life sporting events and showcase their knowledge of cricket, football, kabaddi, basketball, hockey, volleyball, handball, rugby, futsal, American football, and baseball. Dream11 has a concurrency of 7 million+ users, which demands a data platform that can manage that kind of scale and volume.

ABOUT VOLT ACTIVE DATA

The Volt Active Data Platform enables companies to unlock the full value of their data and applications by making it possible to have scale without compromising on speed, accuracy, or consistency. Based on a simplified stack and an ingest-to-action layer that can perform sub 10-millisecond decisioning, Volt's unique, no-compromises foundation gives enterprises the ability to maximize the ROI of their 5G, IoT, AI/ML, and other investments, ensure "five 9's" uptime, prevent fraud and intrusion, deliver hyper-personalized customer engagement, and save on operational costs.

Dream11 has been a Volt customer for over 4 years. During this time, Dream11 has reached record participation (150 million+ registered users) and scaled seamlessly, thanks in large part to being built on the Volt Active Data Platform.

For Dream11, Volt delivers highly concurrent performance at scale for exceptional user experiences and lower total cost of ownership, including personalized offers and fast joins in real time.



Volt's secret sauce for Dream11 includes:

Intelligent segmentation — Volt maps cohorts based upon activity, playing pattern, and history. These cohorts change in real time based on activity and events, allowing for a personalized playing experience.

Hyper-personalization — Among other things, Volt allows Dream11 to personalize match banners to draw users to the bets and offers most relevant to them in real time.

Supercharge Your Fantasy Sports Platform

Volt has clearly proven itself as a data platform that can support even the largest, most rapidly growing fantasy sports apps. Learn more about how Volt supports fantasy sports platforms here.

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