XPLERE

ANNUAL REPORT

2025

Xplere Sports & Entertainment Technology Report

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Executive Summary

Saudi Arabia's Sports and Entertainment sectors are entering a decisive decade of growth. Guided by Vision 2030 and supported by major public and private investment, these sectors have moved beyond lifestyle initiatives to become strategic economic drivers. They now contribute directly to non-oil GDP, job creation, youth engagement, and the Kingdom's global positioning.

By 2030, the combined Sports and Entertainment market in the Kingdom is projected to reach $22.4 billion, with an estimated GDP contribution exceeding $16.5 billion. While sports infrastructure and mega-events have laid the foundation, entertainment technology - particularly digital entertainment and esports - represents the fastest-growing and highest-margin opportunity within this ecosystem.
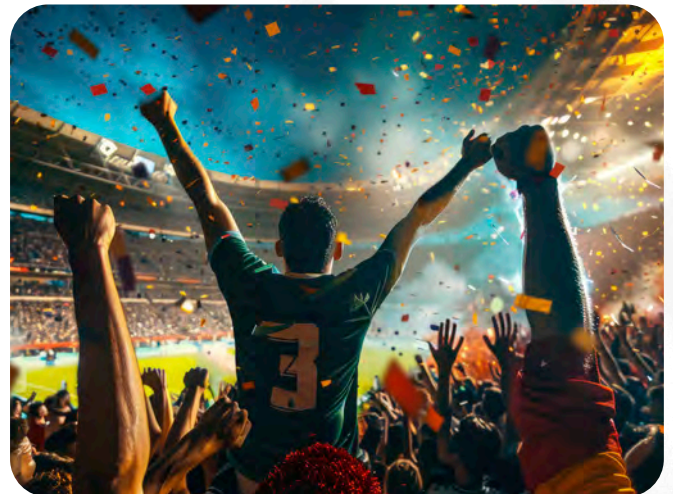
Xplere operates at the intersection of technology, commercialization, and national transformation, enabling government entities, federations, venues, and entertainment organizations to convert Vision 2030 ambition into measurable, scalable outcomes.

Vision 2030: National Alignment and Leadership

Vision 2030 positions Sports and Entertainment as core pillars of Saudi Arabia's transformation across its three strategic dimensions: A Thriving Economy, A Vibrant Society, and An Ambitious Nation.

Under the leadership of HRH Crown Prince Mohammed bin Salman, Sports and Entertainment have been elevated from supporting sectors to national growth engines. This leadership-driven strategy emphasizes:

Economic diversification beyond oil

Youth empowerment and job creation

Global engagement and soft power

Digital transformation and smart infrastructure

The result is a coordinated national ecosystem where policy, capital, regulation, and technology are aligned toward long-term impact.

Market Scale and Economic Impact

Combined Market Outlook (2030)

Total Market Size:
$22.4B

Sports:
$15.63B

Entertainment:
$6.77B

GDP Contribution:
$16.5B+

Jobs Created:
130,000+
(up from 22,000 in 2024)

Investment Momentum

- $7B invested between 2025–2020
- $2.7B allocated for 2028–2025
- Long-term capital deployment through PIF and private-sector

Sports and Entertainment are now material contributors to non-oil GDP, with strong multiplier effects across tourism, media, technology, and creative industries.

Sports Sector: Foundation of Scale

Saudi Arabia's sports sector has undergone rapid institutional and infrastructural development:

97+
national sports federations

128
professional clubs

15
new smart stadiums under development

30+
Hosting international sporting events annually

2034
Confirmed host of the 2034 FIFA World Cup

Social Impact

Physical activity participation increased from %14 to %58

Women's participation increased by %400 since 2015

Community sports programs active across major cities

Sports have become a platform for public health, inclusion, and national identity.

Entertainment Sector: The Growth Multiplier

While sports provided early momentum, entertainment represents the highest-growth opportunity within Vision 2030. By 2030, entertainment will account for 26% of the total Sports & Entertainment market.

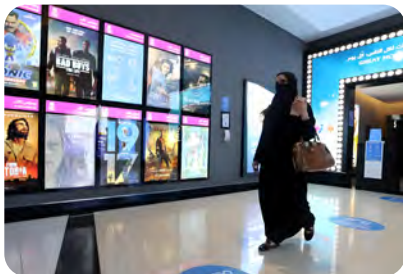## Key Entertainment Sub-Sectors

Digital entertainment and esports

Cultural and creative industries

Live entertainment and performing arts

Film, television, and content production

Media, broadcasting, and streaming platforms

Entertainment technology enables scale, exportability, and global reach allowing Saudi Arabia to compete internationally without geographic constraints.

Digital Entertainment & Esports Ecosystem

Saudi Arabia has committed $38 billion to becoming a global esports and digital entertainment leader.

Esports Targets by 2030
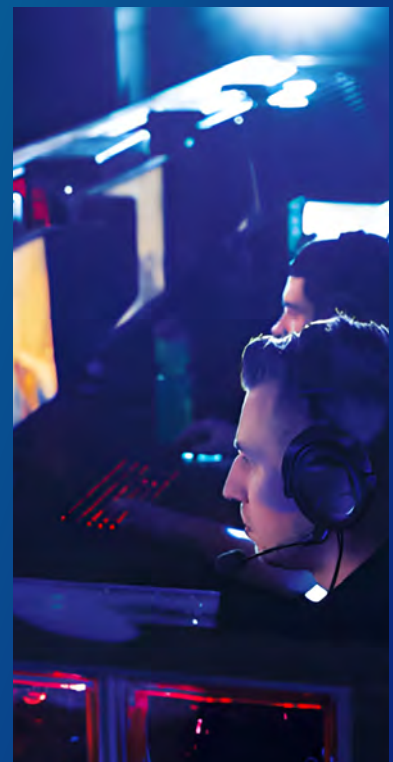
$13.3B
GDP contribution

39,000+
direct and indirect jobs

Professional leagues, franchises, and academies

World-class tournament venues

Cloud gaming and broadcast platforms

ENTERTAINMENT SECTOR OVERVIEW

The entertainment sector represents a high-potential growth opportunity within Saudi Arabia's diversification strategy.

Entertainment represents %26 of the $22.4B market opportunity by 2030.

Key Sub-Sectors:

Digital entertainment and e-sports ($13.3B GDP target)

Cultural and creative industries

Arts and design ecosystems

Media and broadcasting modernization

Live entertainment and performing arts

Strategic Importance:

Fastest-growing segment with highest profit margins and youth engagement potential. Entertainment technology enables global competitiveness without geographic constraints.

Cultural, Creative & Media Industries

Entertainment growth extends beyond gaming into cultural and creative ecosystems:

Cultural Infrastructure

Cultural development is driven by investments in museums and heritage sites, UNESCO-aligned restoration programs, and the expansion of national and regional cultural festivals to strengthen identity and cultural tourism.

Live Entertainment

Live entertainment is expanding through the development of concert halls and performance venues, the growth of theater, comedy, and performing arts, and strategic international entertainment partnerships that elevate content quality and global reach.

Media & Content Production

Media and content production is advancing through film studios, production facilities, and streaming platforms for local and regional content, supported by talent development in writing, directing, and production. Technology unifies these efforts, enabling efficient distribution, monetization, and global visibility.

Entertainment Technology: The Differentiator

Entertainment technology represents the highest-leverage opportunity for Vision 2030 because it combines:

Economic Impact:
High-margin, scalable business models

Youth Engagement:
Digital-native audiences with high lifetime value

Global Competitiveness:
Borderless distribution and monetization

Key Technology Segments

Smart venues and immersive experiences

Esports platforms and tournament technology

Data intelligence and analytics

Content production, streaming, and rights management

Web3, NFTs, and digital asset monetization

Global & Regional Market Trends

Global Sportstech:

$22.9B (2024) → $60.5B (2031)

MEA Sportstech:

$872M → $3.38B (%21+ CAGR)

Saudi Arabia:

positioned to capture %20–15 of MEA market share

Fastest-growing segments include smart venues, esports, analytics, and digital media.

Xplere Strategic Positioning

Xplere enables Sports and Entertainment organizations to operate as data-driven, revenue-optimized, digitally mature enterprises.

Core Capabilities

AI and data platform architecture

Computer vision and real-time analytics

Revenue intelligence and pricing optimization

Cloud infrastructure and systems integration

Enterprise-scale deployment and support

Xplere bridges strategy and execution across government, federations, venues, and entertainment companies.

Fan & Audience Intelligence

Xplere transforms fragmented audience data into unified intelligence:

+62%
fan retention improvement

+72%
digital engagement increase

+35%
ticket revenue uplift

Capabilities include CRM, personalization, loyalty automation, and dynamic pricing.

Performance, Health & Operations Analytics

45%
operational efficiency improvement

28%
injury reduction through medical intelligence

Real-time
performance benchmarking

Facility
staffing, and cost optimization

Analytics enable smarter decisions across performance, safety, and profitability.

Revenue Optimization & Monetization

Xplere unlocks new and existing revenue streams:

Ticketing
and demand-based pricing

Sponsorship
ROI measurement

Media rights
and digital asset optimization

Merchandise
and content monetization

Typical outcomes include 3.2x revenue uplift and 12–24 month payback periods.

Digital Transformation at Scale

End-to-end modernization includes:

Business
process redesign

Cloud
migration

Automation
and workflow optimization

Data integration
and governance

Results include 45% cost reduction, faster decision-making, and scalable operations.

XPLERE

Platform Architecture

Xplere's enterprise platform includes:

Data ingestion (IoT, CV, APIs)

AI and real-time processing

Predictive analytics and dashboards

Fan, operations, and commercial applications

Secure, modular, API-first architecture

Designed for national-scale deployment and long-term evolution.

Priority Opportunities in KSA

Smart stadiums:
$750M–$2.25B

League and club digitalization:
$300M–$900M

Esports ecosystems:
$2B–$5B

Sports tourism and analytics:
$200M–$600M

Total Addressable Opportunity: **$3.25B–$8.75B**

Implementation Model

Assessment & Design

Platform Deployment

Intelligence & Optimization

Scale& Continuous Improvement

Time to value ranges from 3–6 months for early impact to 12–18 months for full transformation.

Vision 2030 Impact

Xplere directly supports:

Non-oil GDP growth

Job creation and private-sector participation

Youth engagement and cultural development

Smart infrastructure and global competitiveness

Technology becomes the execution layer of national ambition.

Strategic Case Studies and Proven Impact

National Scouting Capability Development Program

Client: Saudi Arabian Football Federation (SAFF)

Client Context

As the Saudi Arabian Football Federation accelerated its strategic mandate to elevate football standards across the Kingdom, a critical constraint emerged in talent identification. Scouting practices varied significantly by region, competition level, and gender, resulting in inconsistent evaluation outcomes and fragmented player development pathways.

Strategic Challenge

Scouting knowledge remained largely experiential and non-standardized, with limited integration of analytics or best international practices. This constrained SAFF's ability to systematically identify, monitor, and develop talent across the national football ecosystem.

Solution Delivered

Xplere, in partnership with the Professional Football Scouts Association (PFSA), designed and delivered a national, in-person scouting education program aligned with SAFF standards.

The program combined theoretical foundations with applied practice and covered:

Structured talent identification frameworks

Opposition analysis and tactical evaluation

Professional scouting reporting methodologies

Specialized modules for women's football scouting

The curriculum incorporated hands-on exercises using video analysis platforms, data-driven assessment models, and scenario-based decision-making to ensure immediate operational applicability.

Measurable & Strategic Impact

Established a unified national language for talent evaluation

by introducing consistent terminology, assessment criteria, and evaluation frameworks that aligned all stakeholders—federation staff, regional scouts, and technical teams—under a single, coherent scouting methodology across the country.

Professionalized scouting as a formal, standardized discipline

through the implementation of structured processes, clear role definitions, and evidence-based evaluation tools, elevating scouting from an informal practice into an institutionalized function embedded within the national football ecosystem.

Strengthened talent pathways from grassroots to professional levels

by creating clearer identification, tracking, and progression mechanisms that ensured promising players could be consistently monitored, developed, and transitioned across age groups, regions, and competitive tiers.

Equipped participants with deployable skills aligned with international scouting benchmarks

by delivering practical training, modern evaluation techniques, and performance analysis methodologies that enabled graduates to immediately apply globally recognized best practices within local and national scouting operations.

Saudi Pro League – IT Strategic Transformation Partnership

Client: Saudi Pro League (SPL)

Client Context

As the Saudi Pro League expanded in scale, visibility, and operational complexity, a strategic IT modernization initiative was launched to enhance efficiency, strengthen data protection, and ensure readiness for future growth.

Strategic Challenge

SPL required a modern, integrated IT environment capable of supporting increased operational demands, improving productivity, reinforcing cybersecurity, and enabling sustainable digital growth.

Solution Delivered

Xplere partnered with SPL to define and execute a comprehensive IT transformation roadmap, encompassing:

Infrastructure modernization and network optimization

Cybersecurity enhancement and risk mitigation

Cloud integration and digital enablement tools

Automation of operational processes to improve efficiency

Measurable & Strategic Impact

Increased operational efficiency and reduced system downtime

Strengthened security posture and minimized technology-related risks

Enhanced team productivity through streamlined digital workflows

Positioned SPL for long-term, scalable digital growth

Advanced Football Analytics & Performance Intelligence

Client: Mahd Academy

Client Context

Mahd Academy is committed to developing elite football talent through data-driven methodologies. As the academy scaled, it required a unified analytics platform aligned with professional football standards.

Strategic Challenge

The academy needed a comprehensive football intelligence solution to support tactical analysis, match preparation, and performance evaluation, while ensuring scalability and consistent access for technical staff.

Solution Delivered

Xplere implemented an advanced Wyscout-based analytics platform tailored to Mahd Academy's requirements, delivering:

Centralized player, team, and match performance analytics

Video analysis, match statistics, and tactical insights

Pre- and post-match reporting tools

Real-time data access, including all required licenses andadditional user accounts

Measurable & Strategic Impact

Enhanced data-driven coaching and tactical decision-making

Improved performance visibility and analytical efficiency

Established a scalable, professional analytics environment aligned with elite football practices

Academy Management System with AI Engine

Client: Ettifaq Club

Client Context

Ettifaq Club required a unified digital ecosystem to manage athlete development, medical records, performance data, and stakeholder communication. Existing tools were fragmented, limiting transparency and informed decision-making.

Strategic Challenge

Academy operations relied on manual processes and disconnected systems, making it difficult to track athlete progression, manage medical data, and coordinate across technical and administrative teams.

Solution Delivered

Xplere deployed a cloud-based Academy Management System with an AI-powered engine covering the complete athlete lifecycle—from grassroots to elite performance. Key capabilities included:

Integrated athlete performance tracking and evaluation

Centralized injury management and medical records

Multi-stakeholder communication portals for coaches, medical staff, and administrators

Advanced analytics enabling personalized development pathways

Measurable & Strategic Impact

Digitized academy operations, reducing manual effort and inefficiencies

Enabled data-driven decision-making across technical and medical teams

Improved long-term athlete development outcomes through predictive insights

Enterprise Digital Engineering

Client: Al Qadsiah Club

Client Context

In line with its growth ambitions, Al Qadsiah Club sought to modernize its digital workplace and establish a secure, centralized collaboration environment to support governance and operational alignment.

Strategic Challenge

The club needed to transition to a unified and secure digital platform that would enhance data protection, improve governance, and support broader digital transformation objectives.

Solution Delivered

Xplere led a secure, structured migration to a single enterprise collaboration environment, focusing on:

Protection of business-critical data with minimal disruption

Centralized identity management, access control, and security policies

Secure cross-department collaboration

Change management and user enablement to support adoption

Measurable & Strategic Impact

Strengthened data security and governance frameworks

Simplified operations with clearer ownership of digital assets

Established a scalable foundation for future digital initiatives

Improved efficiency and security of internal communication

Driving Impact Through Partnerships

Saudi Arabian Football Federation (SAFF) Partnership

Xplere's partnership with the Saudi Arabian Football Federation (SAFF) represents a cornerstone collaboration in advancing football development across the Kingdom. Through this engagement, Xplere supported the modernization and standardization of scouting and talent identification capabilities, contributing to structured knowledge transfer, capacity building, and long-term institutional impact. The partnership aligns directly with Vision 2030 objectives, reinforcing SAFF's commitment to sustainable talent pipelines, data-driven decision-making, and national sporting excellence.

Kitman Labs Partnership

The partnership between Xplere and Kitman Labs focused on enabling data-driven sperformance, medical, and player management ecosystems for football stakeholders in the region. By combining Kitman Labs' advanced athlete intelligence platform with Xplere's regional expertise, the collaboration supported clubs and federations in adopting integrated performance analytics, injury prevention frameworks, and evidence-based decision-making. This partnership reinforced Xplere's role as a bridge between global sports technology leaders and regional sports institutions.

Bookme Partnership

Xplere's partnership with Bookme centered on enhancing digital ticketing and fan engagement solutions for sports and entertainment events. The collaboration aimed to unlock new commercial opportunities through seamless ticketing infrastructure, data insights, and audience reach optimization. By aligning technology, user experience, and market access, the partnership contributed to modernizing event monetization and strengthening the connection between rights holders and fans.

World Football Summit (WFS) Partnership

Xplere's partnership with World Football Summit positioned the company at the heart of global football dialogue and industry exchange. Through strategic participation and collaboration, Xplere strengthened its international presence, facilitated knowledge sharing, and engaged with key stakeholders across football governance, technology, investment, and innovation. This partnership reinforced Xplere's role as a regional thought leader and connector within the global football ecosystem.

TPT Global Partnership

The partnership with TPT Global focused on exploring innovative applications of technology, data, and digital infrastructure within the sports and entertainment sectors. Through collaborative initiatives, Xplere and TPT Global evaluated opportunities to deploy scalable, future-ready solutions that support operational efficiency, fan engagement, and commercial growth. This partnership reflects Xplere's commitment to leveraging cross-sector technology expertise to drive sustainable value creation.

Cogny Partnership

Xplere's partnership with Cogny aimed to advance intelligent data, analytics, and digital transformation capabilities within sports organizations. By aligning Cogny's data and AI expertise with Xplere's strategic advisory and ecosystem access, the collaboration supported smarter decision-making, performance optimization, and digital maturity. This partnership underscores Xplere's focus on enabling sports stakeholders to harness data as a strategic asset.

Conclusion

Saudi Arabia's Sports and Entertainment sectors are entering their most valuable decade. The convergence of Vision 2030 leadership, capital deployment, and digital technology creates a once-in-a-generation opportunity.

Xplere provides the platforms, intelligence, and execution capability required to transform ambition into sustainable economic and social impact.

THANK YOU

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