

spOrtradar

WORLD CUP

2026

**OPPORTUNITIES FOR THE LATIN AMERICAN
SPORTS BETTING MARKET**



TABLE OF CONTENTS

1. Executive Summary	3
2. The Cup Puts the Sports Betting Market at Center Field	4
3. Acquiring and Retaining Bettors Requires Data and Technology	7
4. The Three Pillars of Success	9
5. Artificial Intelligence: The Technology Behind the Strategy	13
6. Conclusions	16

S
T
M
E
T
M
C
O

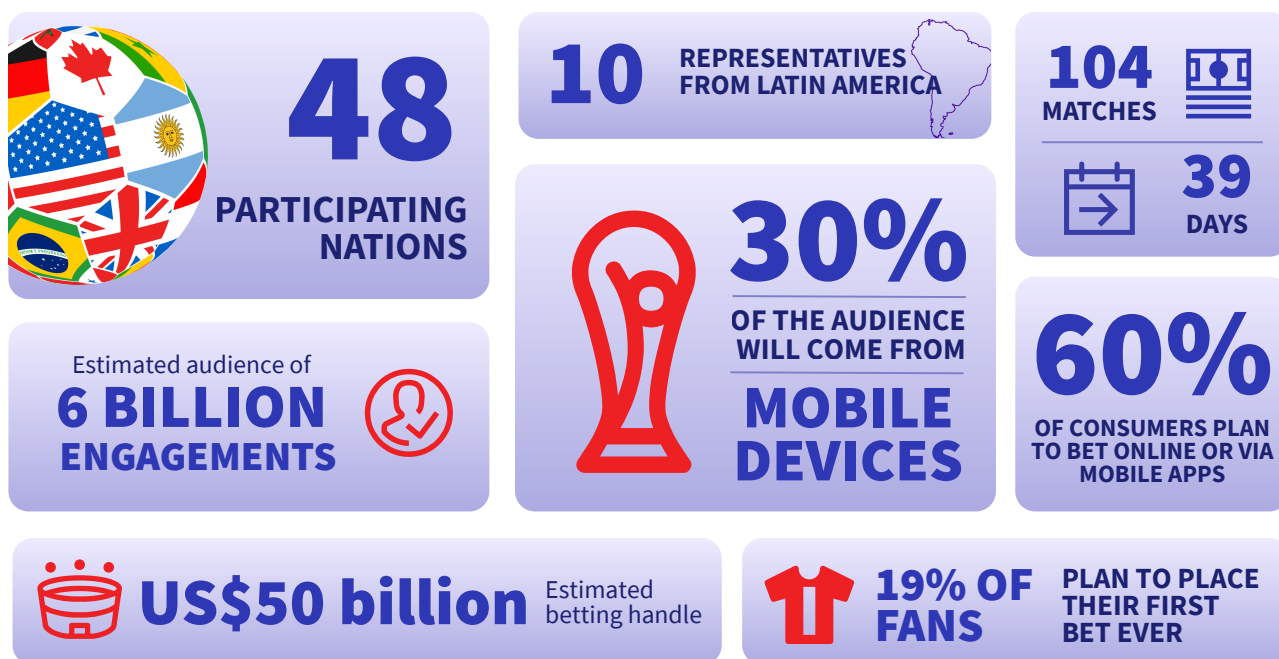
1. EXECUTIVE SUMMARY

The summer's global soccer competition will bring exponential growth in wagering activity and new bettors to operators across Latin America. In addition to the favorable time zone for fan engagement during matches, the number of participating teams has expanded to 48, being 10 from de region, generating a total of 104 games to be played in just over one month.

Beyond being ready to handle the surge in deposit volume, the real challenge for operators lies in meeting the needs of a new bettor profile, one that demands personalization, frictionless payment options, and real-time interaction across multiple channels, driving up operational complexity and platform resilience requirements.

The key to acquiring and retaining customers beyond this demand spike lies in a strategy built on three pillars: an enhanced betting experience, deepening fan engagement, and an ecosystem of uncompromising integrity, all within an increasingly regulated market with tighter margins.

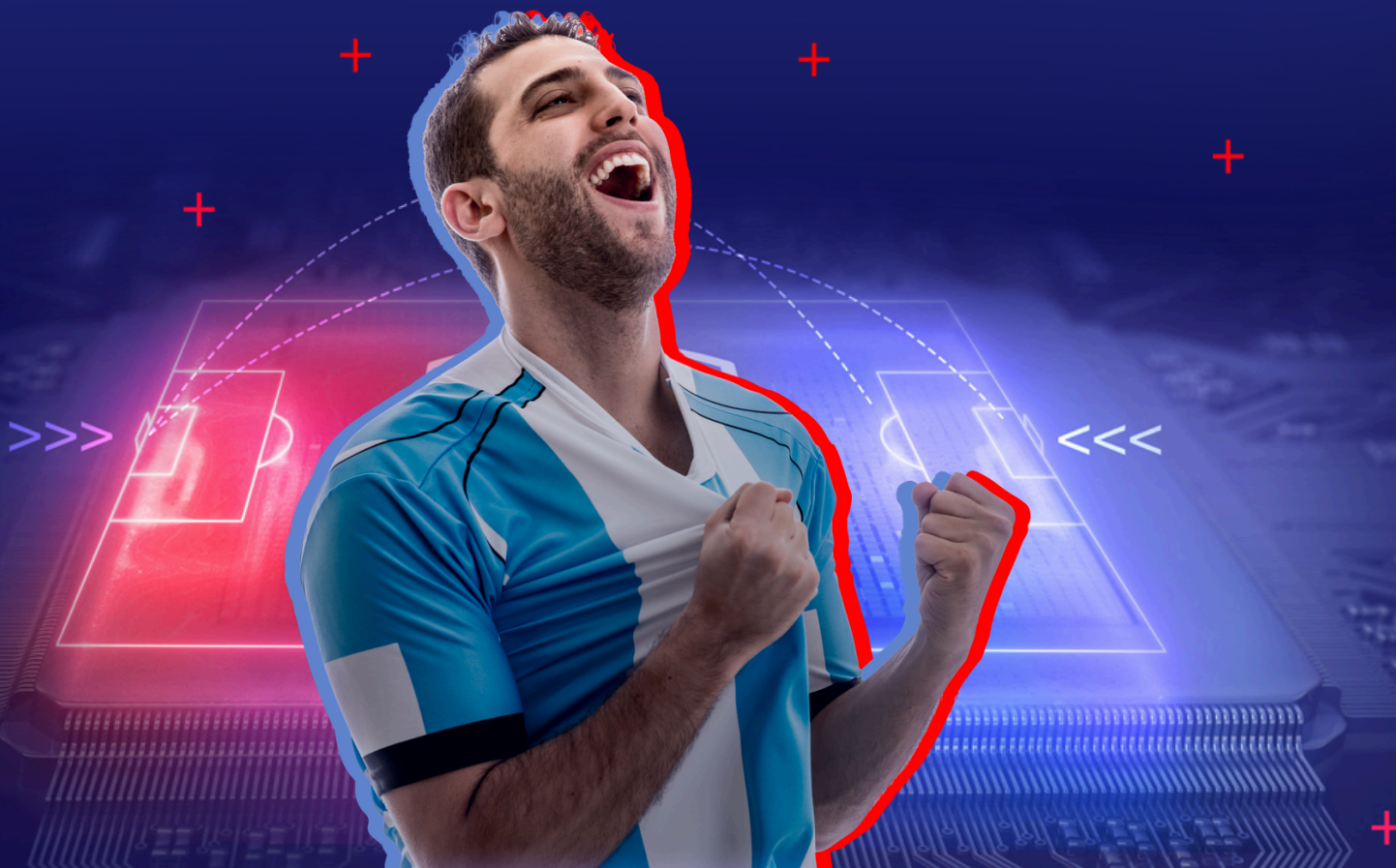
Artificial intelligence (AI) is the foundational technology enabling this unique bettor experience during and after the Cup. Sportsbooks that are truly prepared will not only grow their revenue across the tournament's 39-day run but will also elevate their business to a new level over the long term.



2. THE CUP PUTS THE SPORTS BETTING MARKET AT CENTER FIELD

For 39 days — from June 11 to July 19, 2026 — the world’s attention will be locked on the tournament, hosted across the United States, Canada, and Mexico. This is one of the biggest sporting events on the planet, and beyond determining the fate of coaches and players representing their countries on the world’s greatest football stage, the tournament also marks a decisive moment for the present and future of the regulated sports betting market in Latin America.

The organization projects approximately 6 billion engagements with the tournament across all available broadcast formats: traditional TV, streaming, digital platforms, and public screenings. Streaming and mobile content consumption are expected to account for over 30% of the event’s total audience.¹



With an expanded format (48 national teams, 104 matches), a favorable time zone, and unrivaled coverage, this edition is expected to increase both the betting opportunity and the operational complexity for Latin American sportsbooks looking to capitalize on this moment not just now, but for years to come.

The tournament's commercial impact is significant: during Qatar 2022, Sportradar Managed Trading Services processed more than 153 million bets globally, while Cup periods can represent approximately 20–30% of² annual sportsbook revenue and drive major increases in first-time deposits.

This growth trend in new bettors is reinforced by industry data showing that around 60% of consumers plan to bet online or via mobile apps during the tournament, including nearly 19% who plan to bet for the very first time.³ It's worth noting that soccer holds a central place in Latin American culture.

Major tournaments like that mobilize audiences well beyond traditional sports fans, drawing in casual viewers and generating collective engagement, especially in qualified countries, but not exclusively.



This edition is poised to reinforce this tournament's contribution to industry growth, bolstered by regulatory progress and evolving consumer behavior.

Brazil, for example, will enter its first full event cycle under a licensing framework, with the regulated market having generated R\$37 billion (approximately US\$ 7.3 billion) in gross gaming revenue in the 2025 alone.⁴

The country is projected to account for approximately 10% of global betting handle during the sport's premier tournament.⁵

Looking at this landscape, rising fan engagement and a surge in first-time bettors signal a significant opportunity for operators to expand both handle and long-term customer acquisition.

On the flip side, this growth potential also brings some operational challenges. More matches mean more in-play betting windows, greater liability exposure, and higher volatility. Meeting the surge in demand and building lasting customer loyalty requires innovative and robust marketing strategies and technology infrastructure.

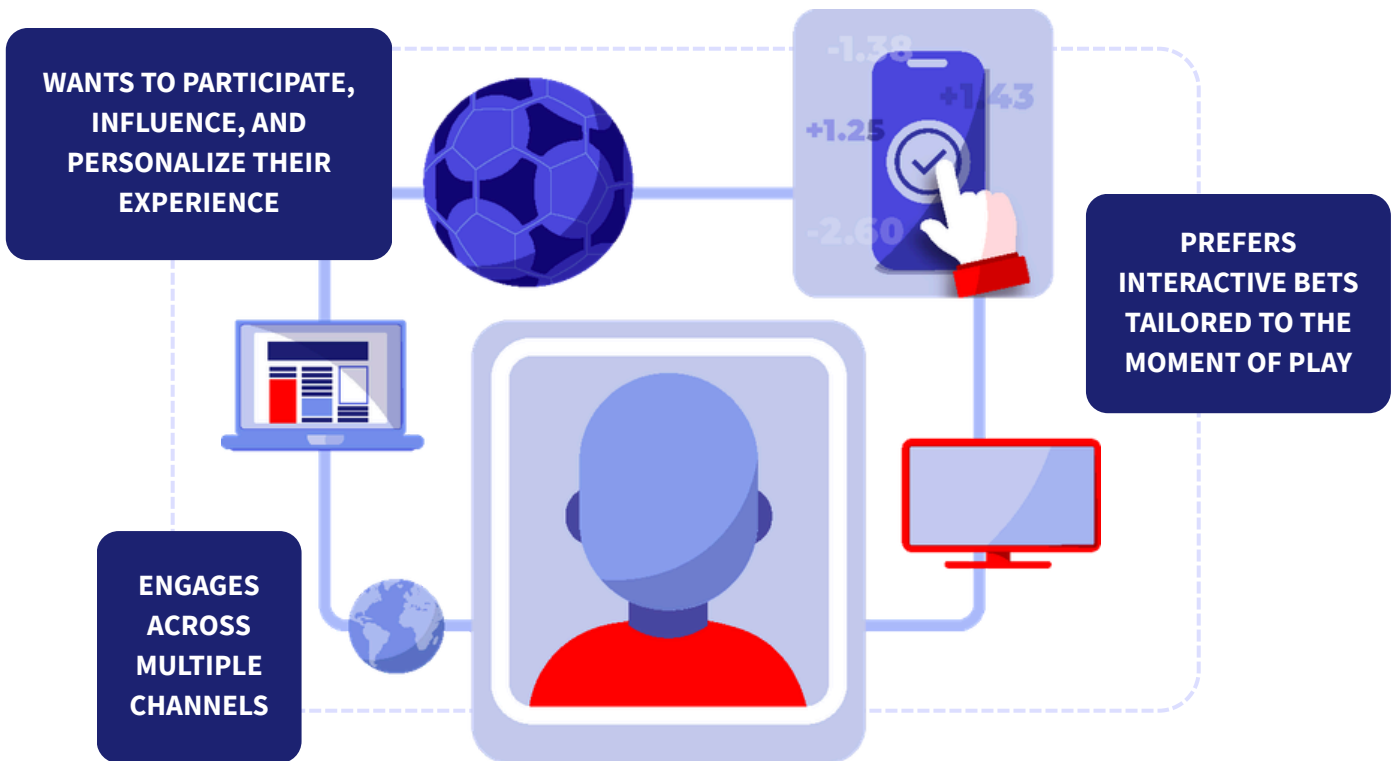
In the pages that follow, we will show Latin American sports betting operators how to turn this tournament into a long-term customer acquisition opportunity, not just a fleeting moment.

3. ACQUIRING AND RETAINING BETTORS REQUIRES DATA AND TECHNOLOGY

As we outlined above, the tournament will be unlike any previous edition for Latin American sportsbooks. Beyond the expanded format, the wider range of engagement options and increasingly regulated betting markets present new challenges for operators looking to use this event as a platform to take their business to the next level.

The first factor to consider is the evolving bettor profile. Today's fans want more than just watching a soccer match, they want to participate, influence, and personalize their experience. Interactive betting formats emerge as a natural extension of that desire. Sportradar's ongoing research into consumer behavior and the evolution of sports engagement consistently confirms this trend.

THE NEW BETTOR PROFILE



Major events like the Cup, which generate new bettors, reinforce demand for more interactive and accessible wagering formats. Sportradar's internal analyses show a significant increase in handle on customized betting formats compared to standard wagers during regular league periods. Market data also indicates that a considerable share of new entrants actively seek personalized experiences from their very first contact with betting platforms.

This type of experience increases both entertainment value and bettor engagement cycles. That is precisely why the depth and flexibility of product offerings become decisive for competitive differentiators in converting tournament interest into sustained long-term revenue.

Another central component of the consumer experience is seamless deposit flow. Mobile betting platforms, digital wallets, and instant payment systems have significantly reduced barriers to entry for new users. In Brazil, for example, PIX (the instant payment system) already accounts for nearly half of all transactions demonstrating that having a payments infrastructure tailored to local options plays a critical role in improving user experience and operational efficiency.

Regulatory advances, particularly in Brazil, are reshaping the industry and creating a more structured environment for operators. Sportsbooks typically increase marketing spend by 80% to 100%⁶ during the tournament cycle, with particular emphasis on the first 15 days when novelty and match density peak. In regulated markets, however, performance depends less on mass exposure and more on audience segmentation, regulatory compliance, and contextual activation.

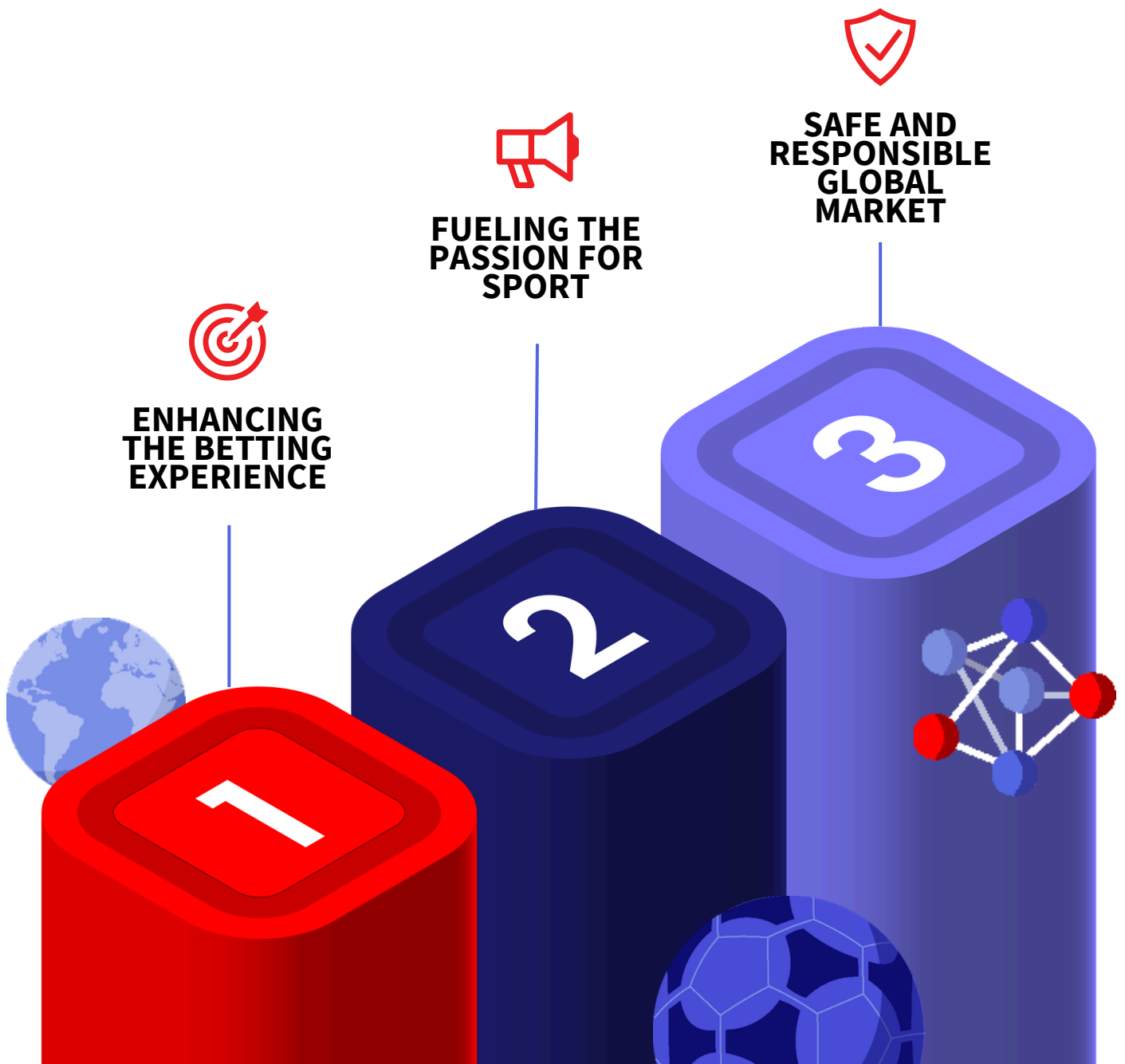
Operating in this environment and scaling new products requires sophisticated technology infrastructure. A competitive advantage will belong to operators capable of prioritizing retention over short-term spikes — combining data, AI-driven personalization, and dynamic in-play betting products to convert the signups into long-term customers. All without losing sight of sports betting market integrity.

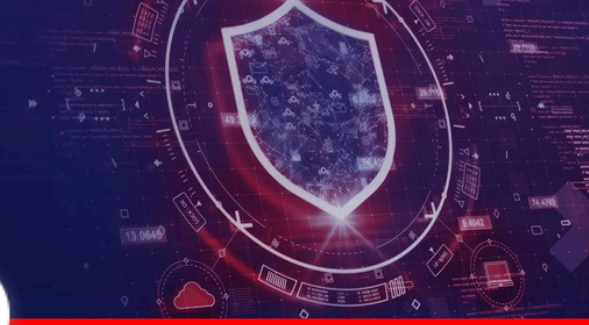


4. THE THREE PILLARS OF SUCCESS

With fans seeking interactivity and following the Cup simultaneously across multiple platforms, from free-to-air TV to social media and sportsbook apps, a successful strategy for acquiring and retaining these customers demands a holistic, omnichannel approach that reaches current and prospective users wherever they are.

Drawing on market research and hands-on experience with Sportradar’s operator partners, we have developed a business strategy built around three core pillars:





ENHANCING THE BETTING EXPERIENCE

In this dynamic environment, deepening customer experience personalization is key. Products such as Parlays and Bet Builders are becoming increasingly popular. Sportradar reports show substantial growth in the adoption of these formats among operator partners.

These formats allow users to combine multiple selections into a single wager, creating personalized experiences intrinsically tied to match narratives.

Rather than simply predicting game outcomes, fans can engage with the action through combinations of player performance, in-game events, and tactical developments.

However, offering these products at scale requires sophisticated technology infrastructure, one that delivers true scalability and the ability to manage the exponential increase in data volume captured and analyzed, transaction throughput, and demand for new markets.





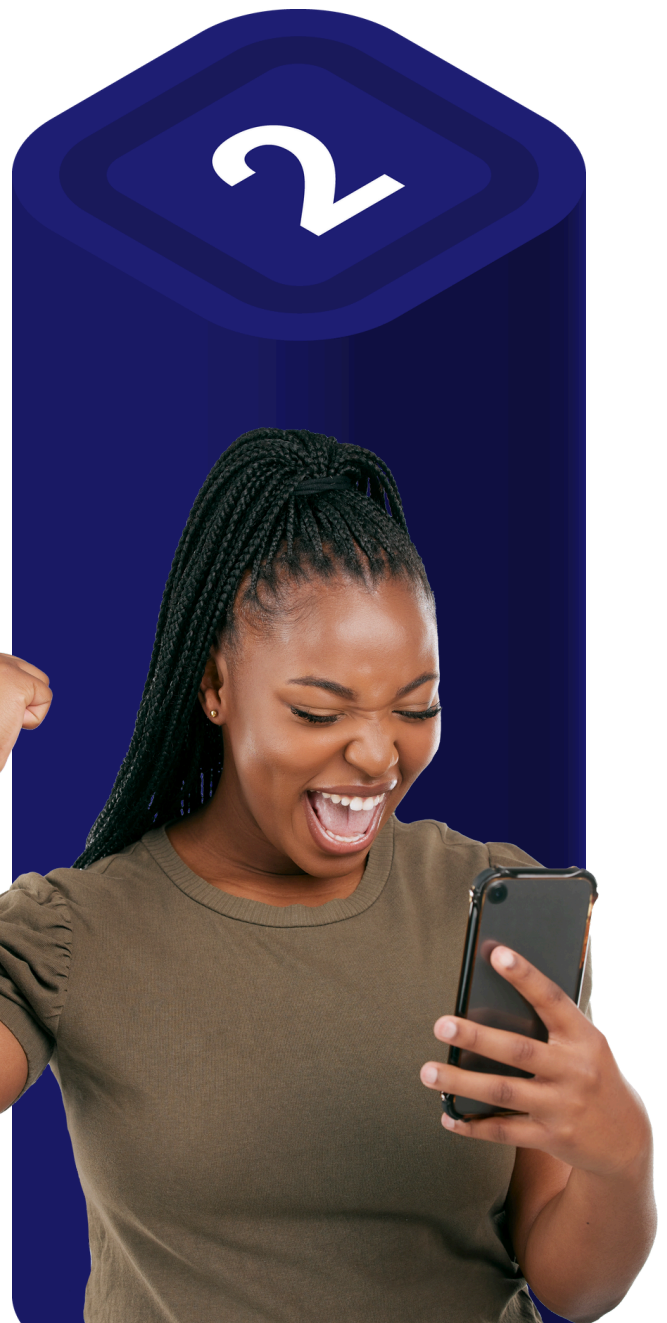
FUELING THE PASSION FOR THE SPORT

the real opportunity for operators lies not only in facilitating wagers on game outcomes, but in becoming an authentic part of the moments that truly matter. A championship-winning goal or a last-minute comeback against a fiercest rival are the kinds of events that leave a lasting emotional imprint. Market data shows that 74% of sports fans associate brands with these memories.

Building this type of connection, however, requires a shift in the traditional marketing playbook. Instead of simply buying media around an event, sportsbooks must learn how to engage fans throughout the entire emotional arc of the match — from pre-game anticipation and the intensity of live action to the conversations, celebrations, and reactions that continue after the final whistle.

The modern fan experience is fluid, spanning pre-match anticipation, the real-time drama of the game, and the euphoria that follows the final whistle. The winning brands will be those that understand how to authentically participate in this emotional journey across every communication channel, achieving what is known as “emotional salience.”

AI-powered technology is the key to unlocking this deeper level of fan engagement by transforming the match from a 90-minute event into a continuous, immersive experience, while building a truly sustainable marketing ecosystem.





ESTABLISHING A SAFE AND RESPONSIBLE GLOBAL MARKET

sport thrives when the outcome is uncertain. That unpredictability is its core economic asset. When manipulation interferes, it compromises the entire financial logic of the industry, undermining consumer trust, operator reputation, and the very economic viability of the ecosystem.

Major tournaments reinforce the importance of strong integrity frameworks across the global sports ecosystem. While the scale of betting activity surrounding these events naturally draws attention to integrity risks, major international tournaments are typically among the safest environments in sports from an integrity perspective.

This is because visibility creates protection. The higher the public exposure of competition, the greater the level of monitoring, traceability, and international cooperation involved. During these events, matches are monitored in real time by federations, betting operators, integrity monitoring companies, regulators, and public authorities across multiple jurisdictions.

FIFA has also established an Integrity Task Force, bringing together key international stakeholders to monitor and safeguard its major competitions against match-fixing and other integrity-related threats. Sportradar is part of this initiative alongside other leading organizations in the sector.

Combating this sophisticated global threat also requires a cutting-edge technological defense.



5. ARTIFICIAL INTELLIGENCE: THE TECHNOLOGY BEHIND THE THREE PILLARS OF SUCCESS

Artificial intelligence is what transforms raw data into emotion, engagement, and ultimately a sustainable, exciting future for the entire sports betting ecosystem. Sportradar is a pioneer in providing the technology that underpins the three pillars of sportsbook success.

ENHANCING THE BETTING EXPERIENCE

Data is essential to enhancing the betting experience. Sportradar is the global leader in sports data collection and distribution, delivering high-quality information across hundreds of thousands of markets per minute with millisecond precision. Our global, redundant network ensures the resilience and availability of these critical data streams, even under peak demand during major events.

Our trading infrastructure processes millions of transactions per second, ensuring that Parlay and Bet Builder odds are calculated and updated with minimal latency, enabling a seamless, uninterrupted in-play betting experience. Our pricing models are built on years of data analytics and AI expertise, capable of automatically pricing thousands of bet combinations in real time to ensure competitive and accurate odds.

Our proprietary AI algorithms and specialized trading teams monitor the risk exposure associated with complex combination bets. Our risk management technology helps operators identify suspicious betting patterns and optimize margins protecting the integrity of our partners' operations while enabling dynamic adjustment of limits and pricing.

FUELING THE PASSION FOR THE SPORT

This is where technology turns strategy into reality. Through Sportradar's Sports Moments Marketing AI platform, operators can now capture and act on a match's emotional triggers in real time. The process runs as an automated, continuous flow:



THE MOMENT HAPPENS:

a goal is scored, a penalty is awarded, a team stages a dramatic comeback.



THE AI TRIGGER FIRES:

backed by proprietary data solutions such as Sportradar FanID, the platform instantly detects the event.



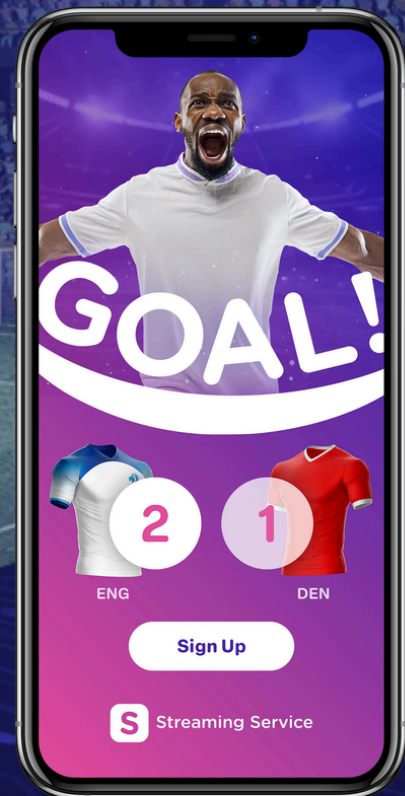
THE CREATIVE ADAPTS:

the ad is dynamically and automatically updated to reflect the context of the moment. This can range from a simple score update to incorporating advanced statistical insights, such as: "Harry Kane has scored the opening goal in each of his last three matches."



THE AD IS DELIVERED:

the relevant, emotion-charged message is distributed across an omnichannel network — TV, video, social media, and even Digital Out-of-Home (DOOH) — reaching fans on whatever screen they happen to be using.



ESTABLISHING A SAFE & RESPONSIBLE GLOBAL MARKET

Combating the sophisticated global threat posed by criminal networks attempting to fix sporting results requires a cutting-edge technological defense. Sportradar's Universal Fraud Detection System (UFDS AI) is the most advanced monitoring tool in the industry.

Its power lies in its scale and depth: the system analyzes over 30 billion odds movements from more than 600 global operators annually. It goes beyond simple line movement by also processing account-level betting data, enabling the detection of suspicious micro-scale activity that would otherwise remain invisible.

UFDS AI is specifically calibrated for modern manipulation methods, recognizing that the vast majority of cases — approximately 89% — target in-play markets during the match. In 2025, AI drove a 56% increase in detections, demonstrating its expanded capability to uncover new and sophisticated manipulation schemes.

LATIN AMERICAN CLIENTS

recorded an average **27% reduction** in cost per acquisition (CPA) during the 2024 Copa América, despite an average **115% increase in media spend**.

ADS ALIGNED TO LIVE MATCH CONTEXT

generate up to 3x more purchase intent, +23% brand recall, and +18% emotional engagement



These three pillars

are the foundations of a single unified strategy, interconnected components of one sustainable ecosystem, with technology as the critical cross-cutting enabler.

6. CONCLUSIONS

With the largest field of participants, the most matches ever played, and record-breaking viewership, the Cup represents a long-term customer acquisition and retention opportunity. More than a fleeting one-month event, the tournament is a catalyst for raising the bar across the sports betting industry and contributing to a future for the Latin American market that is balanced, responsible, and fan-centric.

With rising regulation across multiple countries in the region and a new bettor profile increasingly demanding personalized experiences, operators must adapt their technology platforms and marketing strategies to acquire and retain customers well beyond the tournament initial buzz.

Today, the fan experience is fluid, spanning pre-match anticipation, the real-time drama of live action, and post-game euphoria.

The brands that will win the battle for greater market share will be those that know how to authentically participate in this emotional journey at exactly the right moment.

Competitive advantage will increasingly belong to operators capable of prioritizing retention over short-term handle spikes combining data, AI-driven personalization, dynamic in-play products, and ecosystem integrity protection. This holds true not just for the Cup, but for every regional or domestic sporting event on the calendar.

The real opportunity for operators lies not merely in facilitating wagers on game outcomes, but in becoming an authentic part of these powerful, emotion-charged moments.

spor**o**tradar

REFERENCES

- 1 <https://theworlddata.com/fifa-world-cup-viewership-statistics/>
- 2 <https://www.intergameonline.com/sports-betting/insights/world-cup-betting-industry-sportradar-latam>
- 3 <https://sbcnoticias.com.br/paysafe-pesquisa-apostadores-copa-do-mundo-2026/>
- 4 <https://veja.abril.com.br/economia/bets-movimentam-r-37-bilhoes-no-brasil-e-passam-a-disputar-o-orcamento-das-familias/>
- 5 <https://www.soloazar.com/pt/categoria/sportsbook/a-copa-do-mundo-2026-pode-movimentar-mais-de-us-35-bilhoes-em-apostas-com-brasil-respondendo-por-10-do-total>
- 6 <https://www.intergameonline.com/sports-betting/insights/world-cup-betting-industry-sportradar-latam>