

WORLD CUP 2026

Leading Industry Companies Reveal How They Are Preparing for the Biggest Sporting Event on the Planet



PARTICIPATING PROVIDERS AND OPERATORS

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World Cup 2026: Leading Industry Companies Reveal How They Are Preparing for the Biggest Sporting Event on the Planet



Technology providers and leading operators share their perspectives on the trends, challenges, and opportunities that will shape the **FIFA World Cup 2026**.

The **FIFA World Cup 2026** will be the largest edition in the tournament's history. With 48 participating national teams and 104 matches played across several weeks, the competition is expected to break records in audience reach, digital engagement, and sports betting activity across global markets.

For the gaming and sports betting industry, the **World Cup** represents far more than a football tournament. It is a unique opportunity to acquire new customers, strengthen player retention, test the scalability of platforms, and accelerate the adoption of technologies powered by artificial intelligence, automation, and personalization.

From technology providers to leading operators, companies across the sector are already implementing strategies to respond to a scenario where demand is expected to reach unprecedented levels. **Digital Gaming News** spoke with some of the industry's most prominent stakeholders to explore the trends that will define this global event.



Scalability, Artificial Intelligence, and the Rise of Live Betting

For **Novusbet**, the **FIFA World Cup 2026** will reinforce a trend that has already been reshaping the industry: the dominance of live betting. The company anticipates significant growth in same-game parlays and micro-markets, particularly among younger bettors seeking more dynamic and interactive experiences while following matches in real time.

The evolution of player behavior has increased the need for products capable of responding instantly to events happening on the field. In this context, **Novusbet** believes personalization will be a key differentiator in an increasingly competitive market.

Artificial intelligence plays a central role in this strategy. The company highlights its application in market personalization, dynamic risk management, and the automation of operational processes. By leveraging behavioral data and analytics, platforms can deliver more relevant experiences, driving both retention and engagement.

From a technological perspective, **Novusbet** emphasizes the importance of microservices-based architectures to manage massive traffic spikes. The ability to independently scale specific components helps ensure platform stability and operational continuity during peak activity periods. According to the company, extensive preparation, load testing, and resilience planning will be critical success factors throughout the tournament.



“ The real difference during the World Cup will not simply be handling more traffic, but delivering personalized experiences capable of adapting to each user in real time. ”

Simone Suppa, Managing Director, Novusbet





DATA BET

More Markets, More Data, and a More Personalized Experience

For **DATA.BET**, the **FIFA World Cup 2026** represents an unprecedented opportunity for the sports betting industry. The expanded tournament format, featuring more teams and matches than ever before, is expected to generate record levels of activity and unlock new opportunities for operators and suppliers alike.

The company expects substantial growth in live betting, Bet Builders, accumulator bets, and player-focused markets. The longer tournament schedule will allow operators to maintain customer engagement over an extended period, creating more opportunities for interaction throughout the competition.

DATA.BET also highlights the importance of regulatory developments in Latin American markets such as Brazil. **The 2026 World Cup** will be the first major global football event to take place under more mature regulatory frameworks in several key jurisdictions, requiring operators to carefully balance customer acquisition, compliance, and sustainable growth.

From a technology standpoint, the company views intelligent data utilization as one of the industry's most important competitive advantages. Every interaction within a sportsbook generates valuable information that can be used to optimize pricing, personalize offers, and enhance the overall customer experience.

Artificial intelligence is also transforming risk management, unusual betting pattern detection, and the operation of thousands of live markets simultaneously. For **DATA.BET**, these technologies will be essential to maintaining operational efficiency and a competitive offering during one of the industry's most demanding events.



“ The combination of more matches, more data, and increasingly mature regulation will create an environment where personalization becomes one of the key success factors for operators. ”

Thomas Donson, Head of Trading, **DATA.BET**



The Rise of Micro-Markets and Prediction Markets

Turbo Stars believes that the **FIFA World Cup 2026** will accelerate the industry's shift toward increasingly immediate and interactive betting experiences. For the company, micro-markets will be among the tournament's most influential trends.

Bettors are no longer focused solely on match outcomes. Increasingly, they are interested in markets tied to specific in-game actions such as corners, cards, substitutions, and other events that settle within minutes. This evolution reflects an audience accustomed to real-time content consumption and highly dynamic digital experiences.

The company also sees strong potential in prediction markets, which allow users to remain engaged throughout the tournament through long-term wagers involving champions, top scorers, and other competition-wide outcomes.

Regarding artificial intelligence, **Turbo Stars** argues that its true value emerges when it functions as a layer across the entire operation. From market personalization to campaign automation and operational optimization, AI can significantly improve efficiency for both operators and users.

From an operational standpoint, the company warns that challenges often extend beyond sportsbook engines. Payment systems, KYC processes, bonus management, and PAM platforms frequently become the most vulnerable points during peak demand periods, making comprehensive preparation essential for delivering a seamless World Cup experience.

“The question is no longer whether someone will bet on the match, but whether they will bet on the next corner, the next card, or the next substitution.”

Alex Kozachenko, CEO, Turbo Stars





SIS

Keeping Players Engaged Beyond the 90 Minutes

SIS projects that the **FIFA World Cup 2026** will generate record levels of betting activity worldwide. The company estimates that live betting will account for more than 70% of total wagering volume in Latin America, highlighting the increasing sophistication of bettors throughout the region.

With a packed match schedule and multiple daily fixtures, interest in live betting is expected to continue growing significantly.

SIS emphasizes the importance of complementary products capable of maintaining engagement during periods when live football is not taking place. Solutions such as H2H Global Gaming League eSoccer provide continuous content and additional betting opportunities that help keep audiences active throughout the tournament.

The company also highlights the growing role of artificial intelligence in odds optimization, risk management, and customer experience personalization. These technologies enable operators to deliver more relevant promotions, tailored recommendations, and more engaging experiences.



According to **SIS**, the operators that achieve the strongest results during the World Cup will be those capable of combining robust infrastructure, effective data strategies, and entertainment offerings that extend well beyond the match itself.

“The operators that succeed during this World Cup will be those that think beyond the 90 minutes and build a continuous betting experience.”

Oscar Murueta González, Commercial Executive LATAM, SIS





apuesta**total**

Connecting with the Passion of Football Fans

For **Apuesta Total**, the **World Cup** is one of the industry's most powerful behavioral catalysts. During the tournament, users who typically engage only occasionally become significantly more active and involved.

The company notes that the **World Cup** not only boosts football betting activity but also serves as a gateway for users to discover additional products and verticals within gaming platforms.

To emotionally connect with fans, **Apuesta Total** has developed a strategy centered around the cultural experience surrounding the tournament. Its "**Poliajuste Mundialista**" campaign, featuring Jorge Luna, reflects a familiar reality among Peruvian fans: supporting different national teams as the tournament progresses.

In addition to marketing campaigns, the company has introduced promotions, activations, special dynamics, and new product features designed to enrich the customer experience throughout the tournament.

From a product perspective, **Apuesta Total** expects strong growth in markets such as qualification, qualification method, double chance, and corner bets, particularly during the knockout stages. The company believes modern bettors increasingly seek dynamic, intuitive, and social experiences that complement the excitement of the competition.



The World Cup turns betting into part of the collective experience of following the tournament.



Gonzalo Pérez, CEO, Apuesta Total





betsson

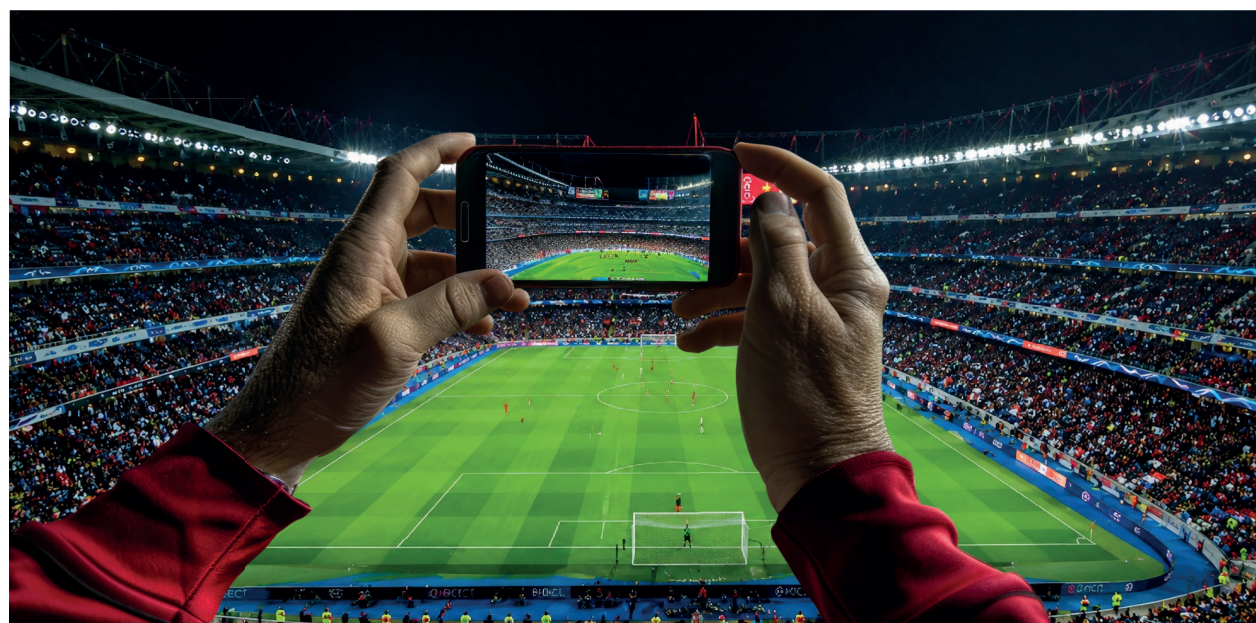
Innovation, Retention, and New Betting Experiences

Betsson Group expects betting volumes during the **FIFA World Cup** to increase between 200% and 400% compared to a regular league season. The tournament attracts not only existing customers but also a substantial number of casual bettors drawn by the scale of the event.

The company anticipates strong growth in straightforward betting markets such as match winners, while also observing increasing demand for products such as Bet Builders and player-focused betting markets.

To capitalize on this opportunity, **Betsson** will deploy localized acquisition and retention campaigns, including free bets, cashback initiatives, and loyalty rewards. The company will also enhance its Bet Builder offering and introduce new experiences such as Upside Betting, designed to increase engagement during matches.

Today's bettors expect fast, intuitive, and personalized platforms. The customer journey extends far beyond odds, encompassing registration, payments, gameplay, and post-event interaction.



“ The experience is no longer just about competitive odds; users are looking for speed, personalization, and entertainment at every touchpoint. ”

Andrea Rossi, Commercial Director for Latin America, Betsson Group



Stake .pe

Trust, Local Relevance, and Sustainable Growth

For **Stake Peru**, the **FIFA World Cup** represents a strategic opportunity to strengthen brand awareness and build long-term relationships with new customers.

The company highlights the tournament's ability to attract individuals who may not typically engage in sports betting, making it a valuable gateway into the broader online gaming ecosystem.

Stake's strategy combines exclusive promotions, strong brand visibility, and a mobile experience tailored to local market needs. The goal is not simply to acquire customers during the tournament, but to establish long-lasting relationships that continue beyond the final whistle.

The company believes that Peruvian users place particular importance on trust, transparency, and familiarity. Beyond odds and promotions, loyalty is built when a platform understands local preferences, supports familiar payment methods, and delivers technology that meets global standards.





Speed, Entertainment, and Personalization at the Core of the Experience

Betcris believes the World Cup fundamentally transforms player behavior. The tournament attracts new bettors driven by social conversation and global excitement while significantly increasing engagement among existing users.

The company expects strong growth in live betting, same-game parlays, and player-statistics-based markets. According to Betcris, today's customers want highly personalized experiences that allow them to build custom bets and actively engage with every moment of the match.

To meet these expectations, Betcris is focusing on personalization, real-time content, gamification, and CRM initiatives designed to maintain engagement throughout the tournament.

The company also emphasizes the importance of platform stability. During events of this scale, factors such as payment speed, processing efficiency, and application performance become critical drivers of customer satisfaction and retention.

“ Today's user is looking for speed, simplicity, and entertainment. They want to experience the World Cup in a more immersive and personalized way. ”

Claudia María Sánchez González,
Marketing Manager, Betcris





A World Cup That Will Define the Future of the Industry

The **FIFA World Cup 2026** will be far more than the world's biggest football tournament. For the **sports betting** industry, it will serve as a unique opportunity to showcase how far technology, personalization, and operational excellence have evolved.

The perspectives shared by participating companies reveal an industry moving toward increasingly dynamic experiences powered by live betting, artificial intelligence, data analytics, and automation. At the same time, they highlight the growing need for resilient infrastructures capable of handling record-breaking demand and rising customer expectations.

From technology providers developing next-generation solutions to operators focused on creating more engaging and personalized experiences, all participants agree that success during the World Cup will require far more than competitive odds. The true differentiator will be the ability to create value, build trust, and foster long-term engagement.

When the first ball is kicked in 2026, competition will not be limited to the pitch. It will also be defined by the industry's ability to transform the world's greatest sporting spectacle into memorable experiences for millions of users around the globe.

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