

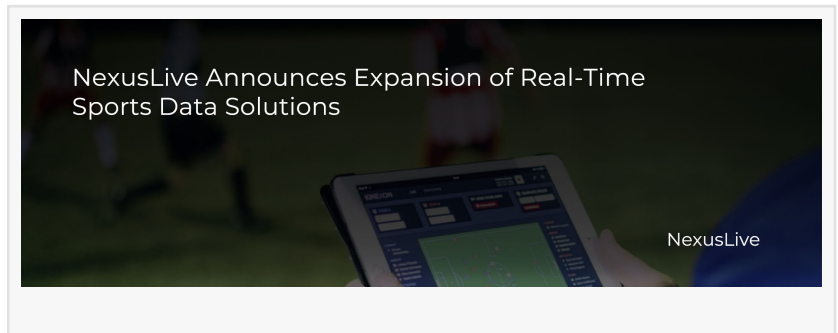
# NexusLive Announces Expansion of Real-Time Sports Data Solutions

*Empowering Asian Markets with Advanced Sports Analytics and AI-Driven Innovations*

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/EINPresswire.com/ -- [NexusLive](#), a global provider of real-time sports data and streaming technology, has

expanded its capabilities to support advanced sports analytics and predictive AI tools. By delivering comprehensive, real-time data solutions across more than 100 sports leagues worldwide, NexusLive is facilitating new advancements in sports technology and analytics, with a particular focus on Asian markets such as Malaysia and Indonesia.



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Our real-time sports data solutions are designed to enable innovation across various industries. We are committed to delivering high-quality data that meets the specific requirements of our clients.”

*Mei Ling Tan, Regional Data Manager at NexusLive*

This development follows a recent collaboration with a sports analytics startup aiming to enhance AI-driven game prediction tools. NexusLive provided scalable data feeds, including detailed player statistics and live game dynamics, which were essential for training and optimizing the startup’s predictive models. These advancements have demonstrated the value of real-time sports data in addressing the growing demand for innovation in the region’s sports markets.

Supporting Innovation in Sports Analytics

The collaboration showcased the transformative potential of real-time data in sports analytics. NexusLive’s tailored solutions enabled the analytics startup to overcome critical challenges, including the need for granular, live updates and seamless data integration. As a result, the startup’s AI-powered tools achieved unparalleled accuracy, setting new benchmarks in the industry.

“Access to reliable, real-time data empowers businesses to innovate and meet the rapidly evolving demands of the sports analytics landscape,” said Rachel Stephanie, Head Designer at

NexusLive. "Our solutions provide the foundation for creating tools that not only drive decision-making but also enhance audience engagement."

#### Key Achievements of the Collaboration:

**Enhanced Predictive Accuracy:** Leveraging NexusLive's real-time data, the startup's AI model achieved superior prediction rates.

**Industry Recognition:** Enabled strategic partnerships with prominent teams and organizations across Asia.

**Business Growth:** Supported increased revenue and market share for the analytics startup, particularly in key markets like Malaysia and Singapore.

#### Commitment to Quality and Scalability

NexusLive's comprehensive network covers over 150,000 annual events and supports 200,000+ organizations globally. Its focus on reliability and scalability ensures clients have access to the data required for diverse applications, including AI development, team performance analysis, and enhanced fan experiences.

By prioritizing the needs of Asian sports markets, NexusLive is fostering regional innovation. From cricket leagues in India to football tournaments in Southeast Asia, the company's data solutions are empowering organizations to harness the full potential of analytics and technology.

#### Driving Regional Growth in Asia

The collaboration underscores NexusLive's strategic focus on Asia as a growing hub for sports innovation. In Malaysia, the adoption of predictive AI tools has seen increasing interest, driven by the popularity of regional sports leagues and the rise of digital engagement platforms. NexusLive's tailored solutions cater to this demand, providing localized insights and robust analytics capabilities.

Real-time insights are becoming an essential resource for teams, analysts, and digital platforms aiming to enhance performance, engagement, and revenue. By integrating advanced technology with sports data, NexusLive is redefining how organizations interact with and benefit from analytics-driven strategies.

#### Expanding Capabilities in Streaming and Beyond

In addition to its data solutions, NexusLive is exploring opportunities to integrate streaming services with analytics tools. This combined approach aims to offer end-to-end solutions for

sports teams and broadcasters, further strengthening the value proposition for its clients. Through ongoing investments in technology and infrastructure, NexusLive is poised to remain a leader in the rapidly evolving sports tech landscape.

NexusLive's initiatives reflect its long-term commitment to supporting the growth of the sports industry in Asia and beyond. By aligning its services with the needs of regional markets, the company continues to set new standards for innovation and quality in real-time sports data and analytics.

#### About NexusLive

NexusLive specializes in real-time sports data and streaming technology solutions, serving clients in the betting, sports, and analytics sectors. With headquarters in Hong Kong and a team of over 500 professionals, the company provides services to over 100 sports leagues globally. NexusLive's solutions are designed to support advanced analytics, predictive modeling, and enhanced viewer experiences. For more information, visit [nexuslive.io](https://nexuslive.io).

Mei-Lin Cheng-Kwan

NEXUSLIVE LIMITED

info@nexuslive.io

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