

FOR IMMEDIATE RELEASE

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SportsDataIO and Enetpulse Launch SportsDataExchange (SDX): Open IDs for Global Sports, Free Mapping Tools, and a New Universal Sports Data API

A long-overdue open standard for the global sports data industry arrives alongside a unified API that gives developers worldwide access to comprehensive sports data through a single integration point

LEAD

SCOTTSDALE, AZ & COPENHAGEN, DENMARK — April 30, 2026 — SportsDataIO (sportsdata.io) and Enetpulse (enetpulse.com) today announced the launch of SportsDataExchange (SDX), the sports data industry's first open standard for unique global sports data identifiers. Available now at sportsdataexchange.com, SDX introduces more than 2 million open, persistent IDs across core sports entities: leagues, games, teams, players and stadiums, along with free, open-source mapping tools that enable any organization to download the full catalog, map directly to their database, and share mapping catalogs with connected partners, customers and suppliers.

Alongside the launch of SDX, SportsDataIO and Enetpulse also announced a new universal sports data API, combining SportsDataIO's deep North American coverage with Enetpulse's extensive international sports data catalog into a single integration platform. The combined offering provides comprehensive global coverage with specific solutions for sportsbooks and gaming platforms, media and broadcast brands, AI and data science projects, and other use-cases across sports technology.

THE PROBLEM SDX SOLVES

Across every major data-intensive industry, data standards are not only foundational but commonplace, aligning communications across systems in ways that remove unnecessary challenges and unlock new opportunities.

Today, every league, broadcaster, sportsbook, and technology platform that relies heavily on sports data to function maintains its own custom solution for keeping track of the same public data everyone makes use of every day. This lack of standards continues to result in expensive, error-prone, and endlessly repeated data management and mapping processes across all industries that touch professional sports. And this problem has persisted because the organizations with the ability to solve it have had little incentive to do so.

SDX aims to solve this long-overdue issue with everyone who is involved in sports technology.

WHAT SDX DELIVERS

SportsDataExchange introduces a free, open set of unique identifiers covering the core entities at the heart of every sports data ecosystem, with coverage spanning 1,000+ leagues across 100+ sports. :

- Competitions — Unique IDs for every league, tournament, and competition globally.
- Games — Persistent identifiers for every match and event, spanning 1,000+ leagues across 100+ sports
- Teams — Open IDs for every club, franchise, and national team worldwide.
- Players — Unique identifiers for athletes across all sports and competitions.
- Stadiums & Venues — Open IDs for every facility and venue in the catalog.

The SDX catalog is maintained and kept current through ongoing cooperation between SportsDataIO and Enetpulse, whose combined coverage spans 1,000+ leagues across 100+ sports.

Alongside the identifier catalog, SDX releases the SDX Open-Source Mapping Tools: a free CLI tool that allows anyone to download the full SDX catalog and map their existing proprietary identifiers to the open SDX standard. The tools are freely available to the entire global sports data ecosystem to participate in and benefit from the standard.

THE SPORTSDATA.IO UNIVERSAL API

In addition to SDX, SportsDataIO and Enetpulse are making their combined sports data available through a new universal API. The partnership brings together two companies whose data offerings are highly complementary: SportsDataIO's deep coverage of North American sports and Enetpulse's extensive international sports data catalog.

Fans today have easy access to engage with virtually any professional sport on the planet — whether it be watching games, consuming content, or competing in online contests. That has led to an incredibly difficult challenge for companies that need to be agile in adapting to an ever-evolving landscape of user preferences and tastes. Between SportsDataIO and Enetpulse, the universal API covers virtually every sport and league on the planet, delivering it all through a single integration point.

The universal API is available now. Developers and companies interested in access or more information can visit sportsdata.io.

QUOTES

“Every other major data industry figured this out years ago. Sports hasn’t happened yet; not because it was technically hard, but because the few companies with the reach to do it chose not to. We decided to change that. SDX is free, it’s open, and it’s available to everyone in the industry starting today. We built this because it’s what our industry needs to evolve, and because we believe a rising tide lifts all boats. Alongside SDX, our new universal API with Enetpulse brings together a truly global sports data offering allowing us to better serve our partner’s needs as fans demand more content and better experiences. We believe our industry is long overdue for this moment.”

— **Dustin Sullivan, CEO, SportsDataIO**

“When Dustin and I started talking about this, it became clear very quickly that SDX was the most important thing we could build together; more important than

any single product or API. Open standards are how industries mature. They are how ecosystems grow. SportsDataExchange is our contribution to this industry's

future, and we are proud to make it freely available to everyone. Combined with our unified API, we believe we're giving the entire ecosystem the tools and data access it needs to move forward. Our hope is that we're bringing something forward that allows everyone to build faster, connect easier, and unlock new opportunities that have previously been out of reach.

— Simon Skarsholm, CEO, Enetpulse

AVAILABILITY

Sports Data Exchange is available now at sportsdataexchange.com. The full SDX identifier catalog and the SDX Open-Source Mapping Tools are free to access and use. The SportsDataIO universal API is also available now at sportsdata.io. Organizations interested in contributing to or adopting the SDX standard can visit sportsdataexchange.com to get started.

ABOUT SPORTSDATAEXCHANGE (SDX)

SportsDataExchange (SDX) is an open standard for global sports data identifiers, launched jointly by SportsDataIO and Enetpulse. SDX provides free, persistent, open IDs for competitions, games, teams, players, and stadiums across sports worldwide, along with open-source mapping tools that enable any organization to integrate the standard into their existing systems. SDX is free for the entire sports data ecosystem to use. Learn more at sportsdataexchange.com.

ABOUT SPORTSDATA.IO

SportsDataIO is a leading provider of sports data, feeds, and analytics solutions, delivering real-time and historical data across major North American sports leagues including the NFL, NBA, MLB, NHL, and more. Leveraged by top brands across betting & gaming, media & entertainment, and beyond, SportsDataIO powers hundreds of applications and platforms with fast, accurate and reliable sports data. Learn more at sportsdata.io.

ABOUT ENETPULSE

Enetpulse is a leading international sports data provider, known for more than 25 years of offering accurate, reliable, and in-depth coverage of football (soccer), tennis, basketball, and over 100 other sports and competitions across the globe. Enetpulse sports data helps media companies and digital platforms power engaging sports experiences for audiences around the world. Learn more at enetpulse.com.



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