Dima Saksonov: Why Web3 Is the Structural Reset the Sports Industry Needs

Garden City, New York Feb 17, 2026 (Issuewire.com**)** - The global blockchain-in-sports sector is already valued at approximately **$2 billion**, with projections suggesting it could exceed **$10 billion over the next decade**. Within that expansion, on-chain ticketing alone is expected to approach **$4 billion in market value** in the coming years.

For Dima Saksonov — Founder and CEO of the Blockchain Sports Ecosystem and creator of the sports-focused Layer-1 blockchain Atleta — these numbers reflect something deeper than market growth. They signal a structural shift in how sport may operate in the future.

According to Saksonov, today's sports economy is built on fragile foundations.

"The industry is drowning in opaque deals, corruption, and a general lack of trust and transparency."

Where the System Breaks

Saksonov argues that the problem is not talent, fan engagement, or revenue potential. The problem is control.

Professional sport remains dominated by centralized entities that manage data, contracts, and financial flows behind closed doors. In football transfers, for example, he describes a system layered with intermediaries who insert themselves into negotiations and collect significant commissions.

Clubs and supporters rarely see full financial transparency.

Player performance and medical data are also controlled by institutions whose incentives may not align with open disclosure.

"There's no open ledger of medical transparency: buyers rely on whatever sanitized version the selling club shares."

In Saksonov's view, this structure persists because the data itself is centralized. When one party controls information, that party controls the narrative.

If performance records or injury histories are selectively presented, there is often no independent mechanism to verify accuracy.

Verifiable Performance Data

Saksonov sees blockchain infrastructure as a corrective layer.

Atleta integrates performance sensors and wearable devices that capture match activity in real time. That data is written directly to the blockchain, where it becomes tamper-resistant and independently verifiable.

"Atleta's infrastructure uses sensors to capture everything happening with players during matches and records it on the blockchain."

This approach shifts performance tracking from private databases to immutable records.

Rather than relying solely on subjective reporting, clubs and scouts can access consistent on-chain data. The same applies to historical performance metrics and, where appropriate, medical transparency.

Saksonov believes this could fundamentally change negotiations, valuations, and player mobility.

"Blockchain replaces guesswork with trust."

Infrastructure, Not Gimmicks

While several blockchain projects have focused narrowly on fan tokens or digital collectibles, Saksonov emphasizes that Atleta's mission is broader.

"We have a clear focus on the sports industry, but we're not limiting ourselves to narrow use cases like fan tokens or on-chain ticketing. We're building a holistic infrastructure that helps sports institutions and athletes tackle their long-standing problems."

This infrastructure includes:

- A proprietary Layer-1 blockchain optimized for sports use cases
- On-chain performance data systems
- Developer grants to build sports-related decentralized applications
- Integration with DeFi infrastructure

Technically, Atleta processes up to **80 transactions per second**, operates with a **6-second block time**, and offers instant finality.

"Our blockchain processes up to 80 transactions per second with a block time of 6 seconds, and finality is instant — no need to wait for multiple block confirmations until the transaction is irreversible."

This speed is critical when logging thousands of real-time data points from sensors during matches or supporting live betting and prediction markets.

From Data to Opportunity

Atleta's expansion includes a football academy in Brazil, where performance data from young athletes is tokenized and made visible to clubs and scouts.

Saksonov frames this as a pathway to visibility for players who may otherwise be overlooked.

Rethinking Ticketing and Fan Participation

Ticketing is another area where Saksonov believes blockchain can eliminate inefficiencies.

Counterfeit tickets and extreme resale markups have long frustrated supporters. On-chain ticketing introduces verifiable ownership and programmable resale conditions.

He also points to deeper engagement models:

"Instead of being passive spectators, supporters can participate in polls, unlock exclusive content, or trade digital assets tied to their team."

Blockchain-based systems allow fans to own digital collectibles, participate in governance mechanisms, and receive direct rewards for engagement.

The goal is to move fans from spectators to stakeholders.

Makig Web3 Invisible

Despite advocating for blockchain infrastructure, Saksonov stresses that complexity must not reach the end user.

"Web3 mostly works for fans if the blockchain part disappears into the background."

Fans should not need to understand wallets, gas fees, or private keys. Payments should function with

familiar methods. The blockchain layer should operate quietly behind the scenes.

"Fans should be able to buy with a card, get their ticket in a wallet they barely notice is blockchain, and enjoy extras like loyalty points or digital collectibles."

In other words: remove friction, preserve simplicity, retain transparency.

The Long View

Saksonov expects blockchain adoption in sport to expand steadily across:

- Player transfers
- Performance analytics
- Ticketing
- Betting infrastructure
- Fan governance
- Digital collectibles

He does not present Web3 as a quick fix or marketing trend. Instead, he frames it as foundational infrastructure capable of addressing long-standing inefficiencies.

For Saksonov, the shift is inevitable.

"People will increasingly use blockchain to attend matches and be part of their favorite club's story."

If that transition materializes, sports may move toward a model where data is verifiable, transactions are transparent, and participation extends beyond watching from the stands.

In Saksonov's view, Web3 is not about speculation. It is about rebuilding trust into the architecture of global sport.

Media Contact

TOO "PRagent"

*********@yandex.ru

Source : LLC "PR-agent"

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