



PLAY SNOOKER

NAGRAVISION Launches New Player and Community Platform for Snooker in Partnership with the World Professional Billiards and Snooker Association

Play Snooker is a digital platform developed by NAGRAVISION in partnership with the World Professional Billiards and Snooker Association (WPBSA), designed to connect players, clubs and fans across the global snooker community. Built on the NAGRA Sport Player & Community Platform, it brings participation, competition and engagement into one connected ecosystem, with verified profiles, rankings and structured competition tools.

It helps address long-standing fragmentation in grassroots snooker, where participation has typically been managed through disconnected club systems, informal leagues and paper-based tracking, with limited integration into the professional game.

The Opportunity

Snooker has more than 100 million participants worldwide, yet until April 2026, it lacked a unified digital infrastructure to connect its grassroots ecosystem. Participation has historically been organised through local clubs and informal competition structures, with limited visibility, standardisation or direct connection to governing-body systems.

This fragmentation has made it difficult to track participation consistently, develop structured competitive pathways, or build direct relationships between the sport's governing body and its global player base.

At the same time, digital engagement in sport has increasingly shifted toward integrated ecosystems that combine participation, content and community in a single environment, highlighting the need for a unified solution for snooker.

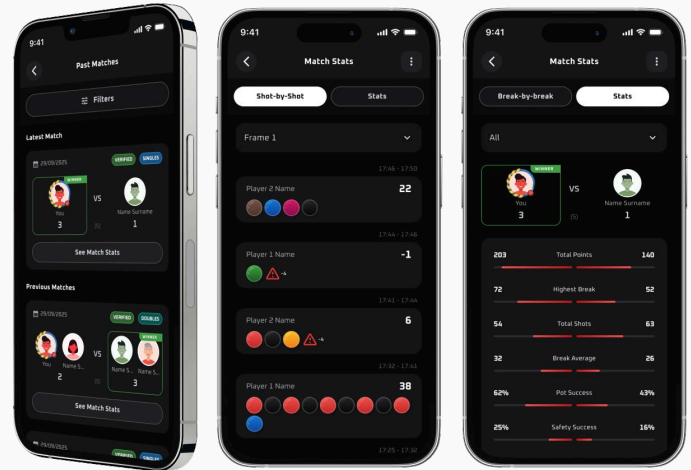


The Collaboration

NAGRAVISION and the WPBSA developed Play Snooker to create a single, official digital layer for the sport. Built on AWS cloud-native architecture, the platform delivers scalable performance, secure global deployment, and consistent functionality across markets.

The solution integrates verified player identities, global rankings, tournament management, match tracking and community features into one environment, establishing a direct digital relationship between the governing body and recreational players.

It also provides a foundation for future expansion in engagement, content and monetisation capabilities within a controlled, rights-holder-operated ecosystem.



“We’ve teamed up with NAGRAVISION for one reason. This world of IT and technology is complicated. It’s about safety. It’s about security. NAGRAVISION are a world leader in this industry”.

*James Ferguson,
Chairman - World Professional Billiards and Snooker Association*

Value and Benefits, Delivered



Unified Digital Ecosystem for Global Snooker

Play Snooker brings together players, clubs, coaches, referees and fans within a single WPBSA-connected digital ecosystem. This replaces fragmented grassroots systems with a unified structure that standardises participation and enables consistent engagement across local, national and international levels of the sport.



Verified Player Identity and Competitive Pathway

The platform introduces verified player profiles and dynamic rankings that formalise participation across the sport. This creates a connected pathway from recreational play to structured competition and strengthens the link between grassroots activity and the professional game through a transparent performance framework.



Structured Engagement and Future Commercial Model

By digitising participation, Play Snooker enables consistent tournament organisation, match tracking and community interaction at scale. This creates the foundation for future membership models, sponsorship opportunities and additional services within a rights-holder-controlled ecosystem, supporting long-term growth and sustainability of the sport.

