



INFORMATION BULLETIN

Bulletin #: I2025-46
August 6, 2025

To: Ontario Soccer; District Membership and Associate Members
CC: Ontario Soccer; Board of Directors, Staff
From: Bjorn Osieck, Senior Director, Business

Subject: Ontario Soccer's New App, "MySoccer" Offers Blueprint for Grassroots Digital Engagement – One Year Before All Soccer Fans' Eyes Are on Canada

Ontario Soccer today announced a major milestone for [Ontario Soccer's MySoccer Powered by BMO app](#), developed by sports technology provider Sportswik. In just thirteen weeks the platform has onboarded over 13,300 users.

The purpose-built, white label app will also play a central role in [GeneratiON26](#), a bold community engagement campaign recently launched by Ontario Soccer and title partner BMO.

Ontario Soccer's MySoccer Powered by BMO – First 13 Weeks in Numbers:

- 13,329 registered users
- 1,321 matches covered
- 97 per cent of eligible matches featured live scoring
- 25 million page views

The results underscore the platform's potential to digitally transform amateur and youth soccer coverage across the province.

BMO, the initiative's presenting sponsor, continues to lead in connecting with communities through sport.

The underlying technology, developed by Sportswik, enables real-time match coverage and user-

Play . Inspire . Unite .



generated content through a branded, mobile-first experience.

As global soccer prepares for its marquee event in 2026, Ontario Soccer's MySoccer platform provides a community-first blueprint for driving grassroots media coverage, digital fan engagement, and sponsor activation.

Questions about Ontario Soccer's MySoccer App Powered by BMO, can be directed to [Bjorn Osieck, Senior Director, Business](#).

How do I stay connected to Ontario Soccer?

If you have not subscribed to our weekly e-Newsletter, [Subscribe to INSIDE THE 18](#). Follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).

P l a y . I n s p i r e . U n i t e .



YOUTUBE
Ontario Soccer



INSTAGRAM
Ontario Soccer



LINKEDIN
Ontario Soccer



NEWSLETTER
Ontario Soccer



MYSOCCER App
Ontario Soccer