

# THE RISE OF WOMEN'S SPORT

2019 IS SET TO BE A HUGE YEAR FOR WOMEN'S SPORT THANKS TO A NUMBER OF HIGH-PROFILE GLOBAL COMPETITIONS AND A RAFT OF NEW TECHNOLOGIES TO ENGAGE A GROWING FAN BASE.

## CHALLENGES

ALTHOUGH ON THE RISE, LOW AWARENESS OF WOMEN'S SPORTS HAS PREVENTED THEM FROM REACHING THEIR FULL POTENTIAL.

JUST **2.9%** OF ALL SPORTS IMAGES IN NATIONAL NEWSPAPERS WERE OF WOMEN.

Source: Totally Runable

2.9%



**0** WOMEN

FEATURED ON FORBES' 100 HIGHEST PAID ATHLETES LIST IN 2018.

Source: Forbes

**17%** OF FANS DON'T ATTEND WOMEN'S SPORTS EVENTS BECAUSE THEY DON'T HEAR ABOUT THEM.

Source: Ticketmaster



## SHIFTING PERSPECTIVES

GRADUAL SHIFTS IN ATTITUDES AND AN INCREASING NUMBER OF DIGITAL CHANNELS ARE LEADING TO A SURGE IN POPULARITY.



**66%**

OF PEOPLE ARE INTERESTED IN AT LEAST ONE WOMEN'S SPORT.

Source: Nielsen



**84%** OF SPORTS FANS ARE INTERESTED IN WOMEN'S SPORTS.

Source: Nielsen

**84%**

**40%** WOULD WATCH MORE WOMEN'S SPORTS IF IT WAS AVAILABLE ONLINE



...OF THOSE, **74%** WOULD BE WILLING TO PAY £10 FOR ACCESS.

Source: Nielsen

## PROVEN DEMAND

SPORTS FANS ARE BEGINNING TO EMBRACE WOMEN'S SPORTS EVENTS, LEADING TO LARGER AUDIENCE FIGURES.

LIVE AUDIENCES FOR ELITE WOMEN'S SPORTS EVENTS GREW BY **50%** BETWEEN 2017-2018.

Source: Two Circles



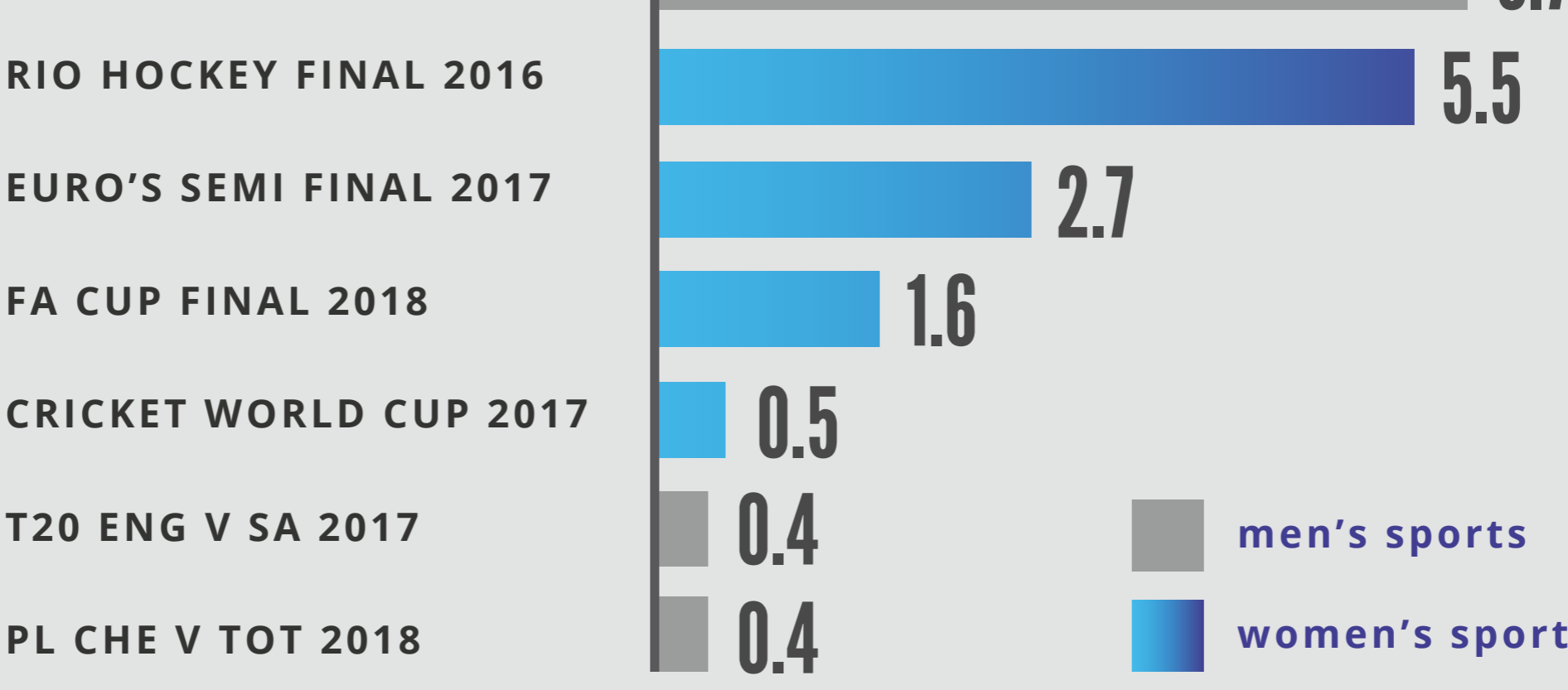
**53%**

OF AUSTRALIANS ARE WATCHING AND ATTENDING LIVE SPORTS EVENTS.

Source: Guardian

## WOMEN'S SPORTS VIEWERSHIP VS MEN'S SPORTS

UK live audience (millions)



## COMMERCIAL GROWTH

WITH PROVEN DEMAND AND EVEN MORE WAYS TO REACH AUDIENCES, WOMEN'S SPORTS ARE ATTRACTING MORE COMMERCIAL INVESTMENTS, ENABLING THEM TO GROW FURTHER.

**37%** INCREASE IN SPONSORSHIP DEALS IN WOMEN'S SPORTS, 2013-17.

Source: Nielsen

**37%**

**+47%**

INCREASE IN SPONSORSHIP AVERAGE DEAL SIZE.

Source: Nielsen

UEFA COMMITTED TO **50%** FUNDING RISE FOR WOMEN'S FOOTBALL FROM 2020.

Source: BBC



## GET IN TOUCH

To discuss your video management and distribution challenges, please contact us and one of our specialists will be in touch.

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