

VISIBILITY UNCOVERED

2024 - THE YEAR IN REVIEW

A WOMEN'S SPORT TRUST REPORT INTO VISIBILITY

February 2025

INTRODUCTION

The business of women's sport in 2024 showed significant growth, marked by new momentum and a louder presence. But that focus also brought with it added pressures and expectations, highlighting both progress and ongoing challenges in reaching full equity and investment.

From a visibility data perspective, it was set to be an intriguing year, with the Lionesses—who had captured the nation's attention—not competing in a major international football tournament. However, the year has certainly not disappointed.

2024 saw continued growth and significant milestones, with England securing a Grand Slam in the Women's Six Nations, showcasing the rise of women's rugby. At Paris 2024, gender parity was achieved with an equal number of male and female athletes, marking a step forward in gender equality.

And in women's football, the WPLL signed a historic broadcast deal, securing widespread coverage across major UK broadcasters. This deal promises to boost visibility, attract new viewers, and increase sponsorship opportunities, further propelling the league's growth. As demand for women's sport content rises, streaming platforms are also expanding their coverage.

And we should also celebrate the announcement of new pay agreements in cricket, with England's women cricketers securing equal pay with their male counterparts for international matches.

However, the work is far from done. The sector faces many challenges, including budget constraints and competition for visibility.

Our October 2024 visibility report demonstrated the pivotal role social media can take, driving engagement through athlete storytelling. We also pointed to the need to drive fandom through better segmentation on digital and the importance of growing a multi-platform strategy

Moving forward, innovation will be key to standing out and seizing growth opportunities in the expanding media landscape. Euro 2025 and the Women's Rugby World Cup, hosted in the UK, also offers another significant chance to capture attention and build revenue for women's sport.

This full review of 2024, made available for free by The Women's Sport Trust thanks to the generous support of Sport England, takes a comprehensive look at women's sport cross platform consumption, assesses gender parity of coverage, provides global benchmarking of women's leagues and clubs, reflects on the era of the female athlete, and predicts the key growth opportunities for women's sport in 2025.



Tammy Parlour MBE
CEO & Co-founder

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DEFINITIONS



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Defining Women's, Mixed and Men's Sport

Women's Sport



Mixed Sport



Men's Sport



Paris Olympics and Paralympics
are considered separately from
Mixed Sports on certain slides

WOMEN'S SPORT TV LANDSCAPE

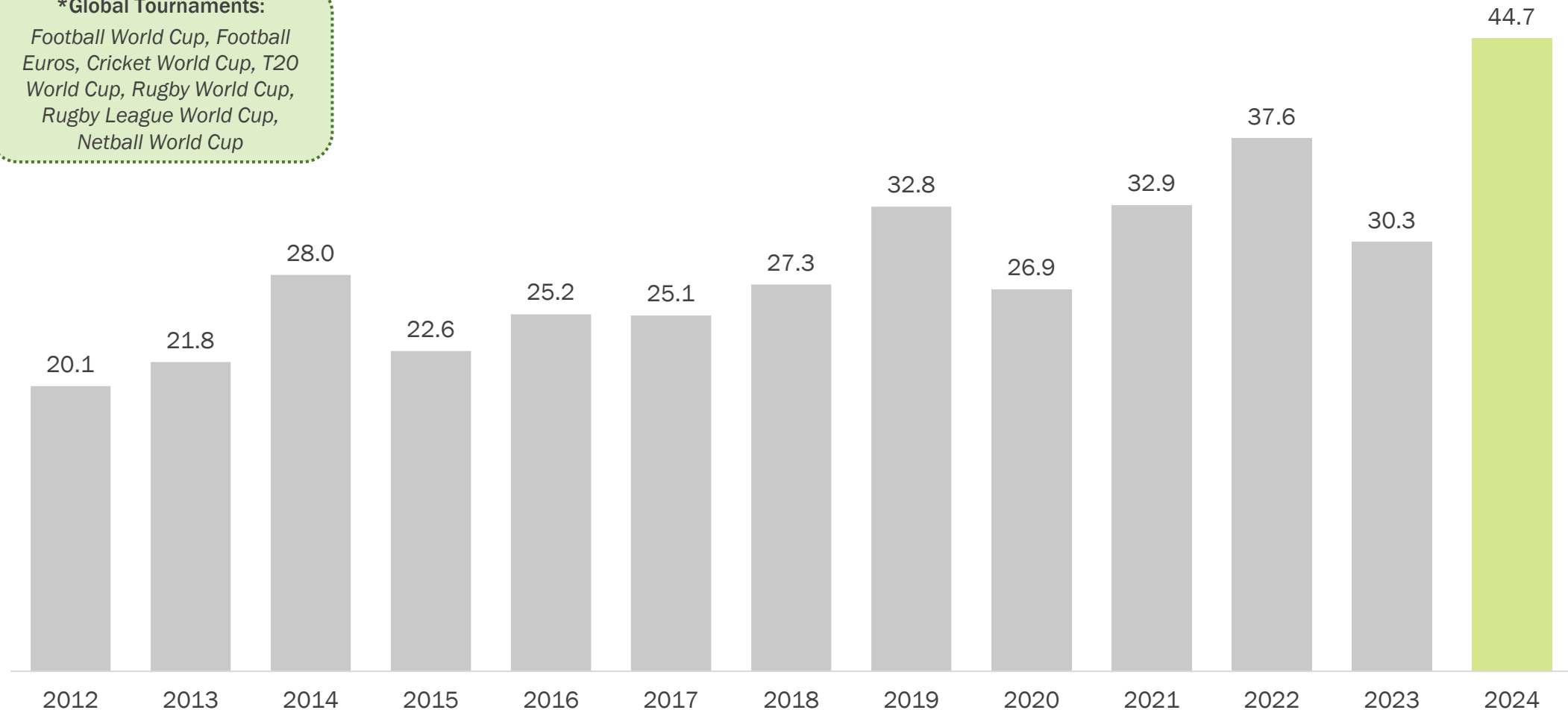
Excluding global tournaments, 2024 is the most-watched year for Women's Sport



Women's Sport Programming, excluding global tournaments*: 1+ Minute Unique Reach (m)

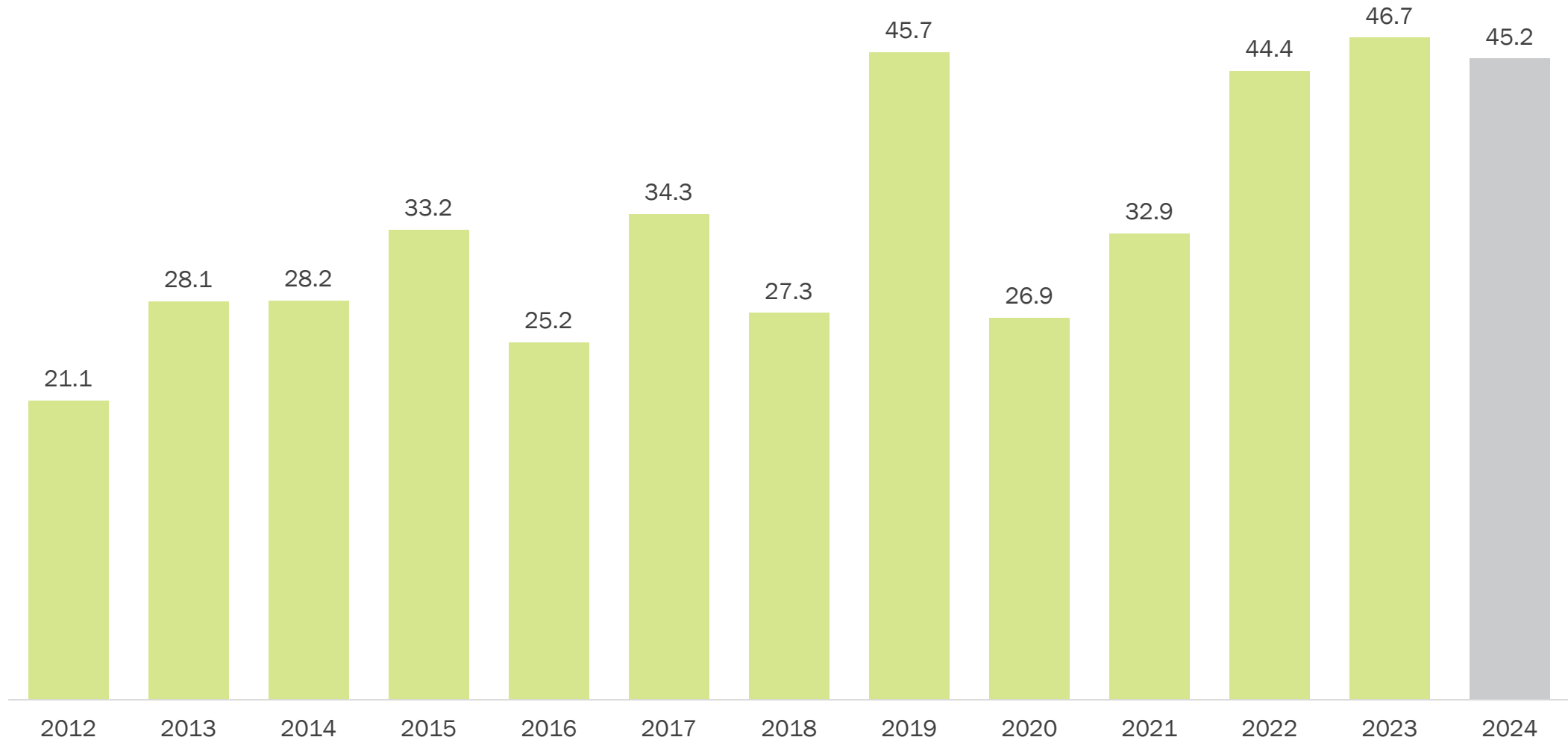
*Global Tournaments:

Football World Cup, Football Euros, Cricket World Cup, T20 World Cup, Rugby World Cup, Rugby League World Cup, Netball World Cup



Women's Sport reach in 2024 just below peaks in 2019 and 2023

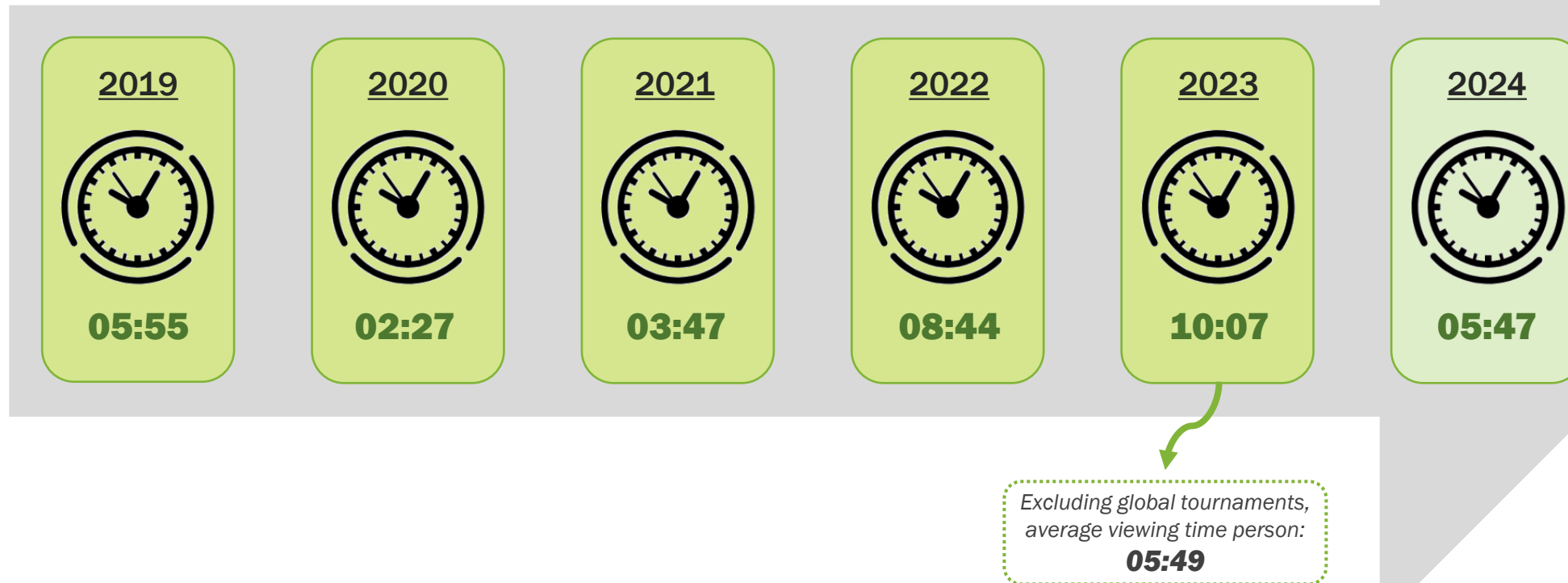
Women's Sport Programming: 1+ Minute Unique Reach (m)



Engagement dropped in 2024 without international tournaments

Average viewing time per person across all women's sport programming, by year, hh:mm

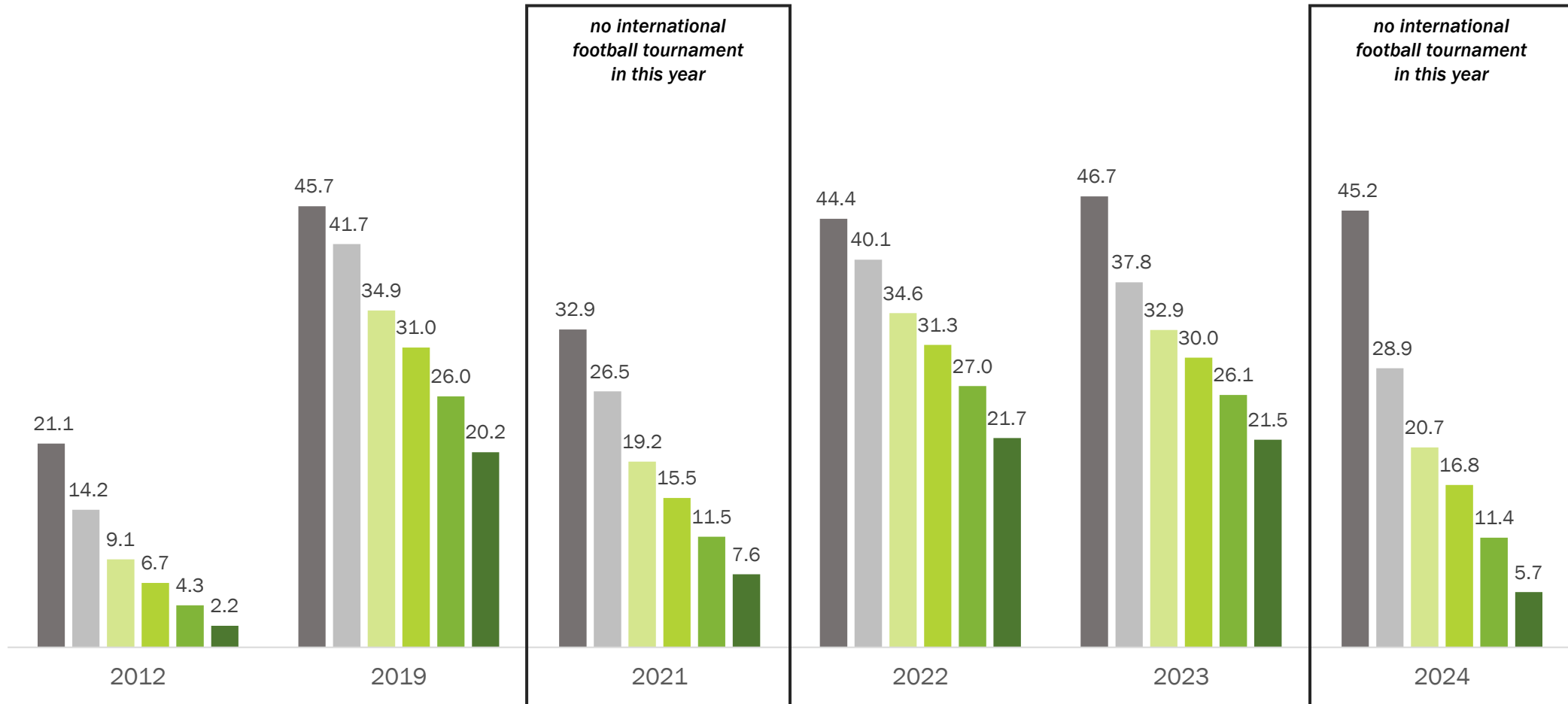
Average viewing time per person



Women's Sport still reaches many people but engagement dropped

Unique reach for women's sport programming by year and threshold, non-consecutive (m)

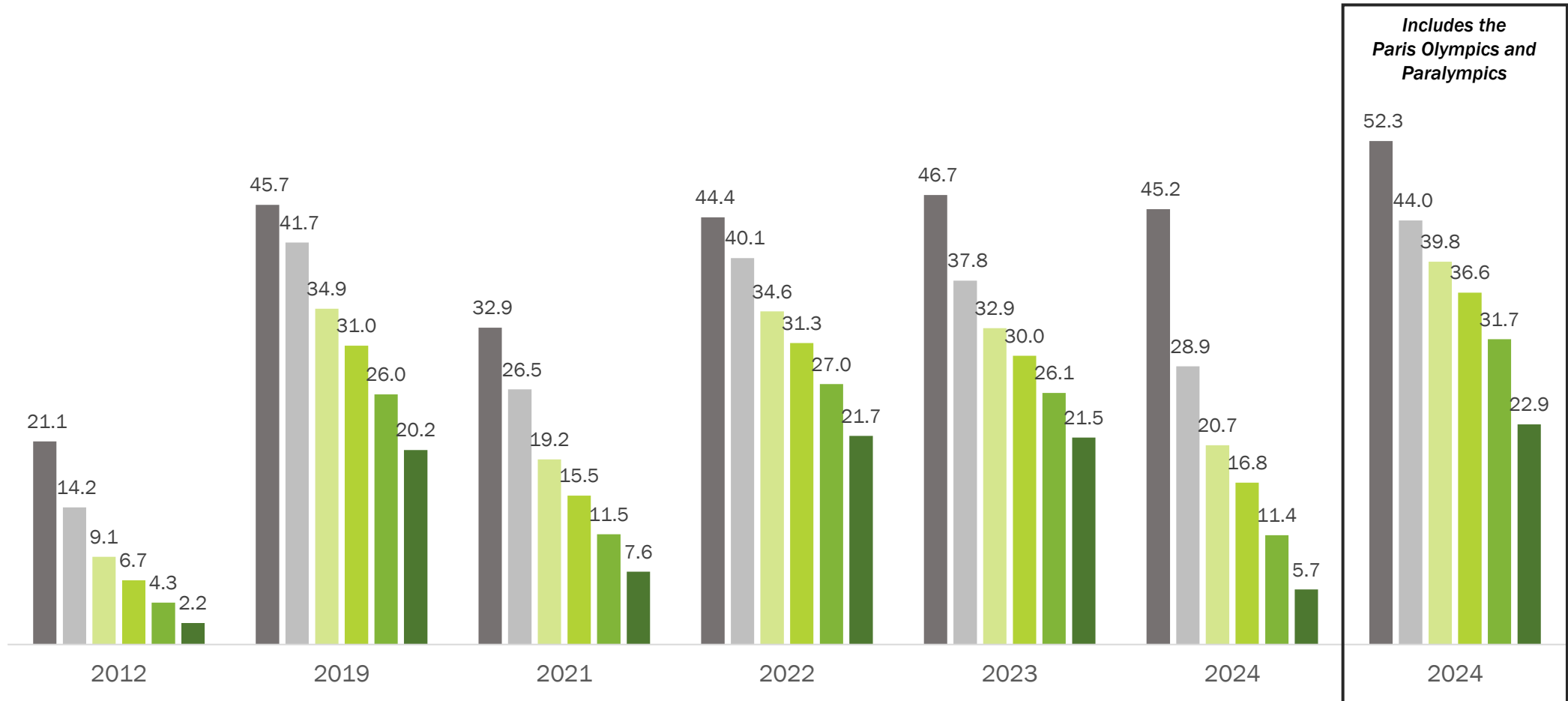
■ 1+ minute ■ 3+ minutes ■ 15+ minutes ■ 30+ minutes ■ 1+ hours ■ 2+ hours



2024 growth in more engaged viewership when including Paris Games

Unique reach for women's sport programming by year and threshold, non-consecutive (m)

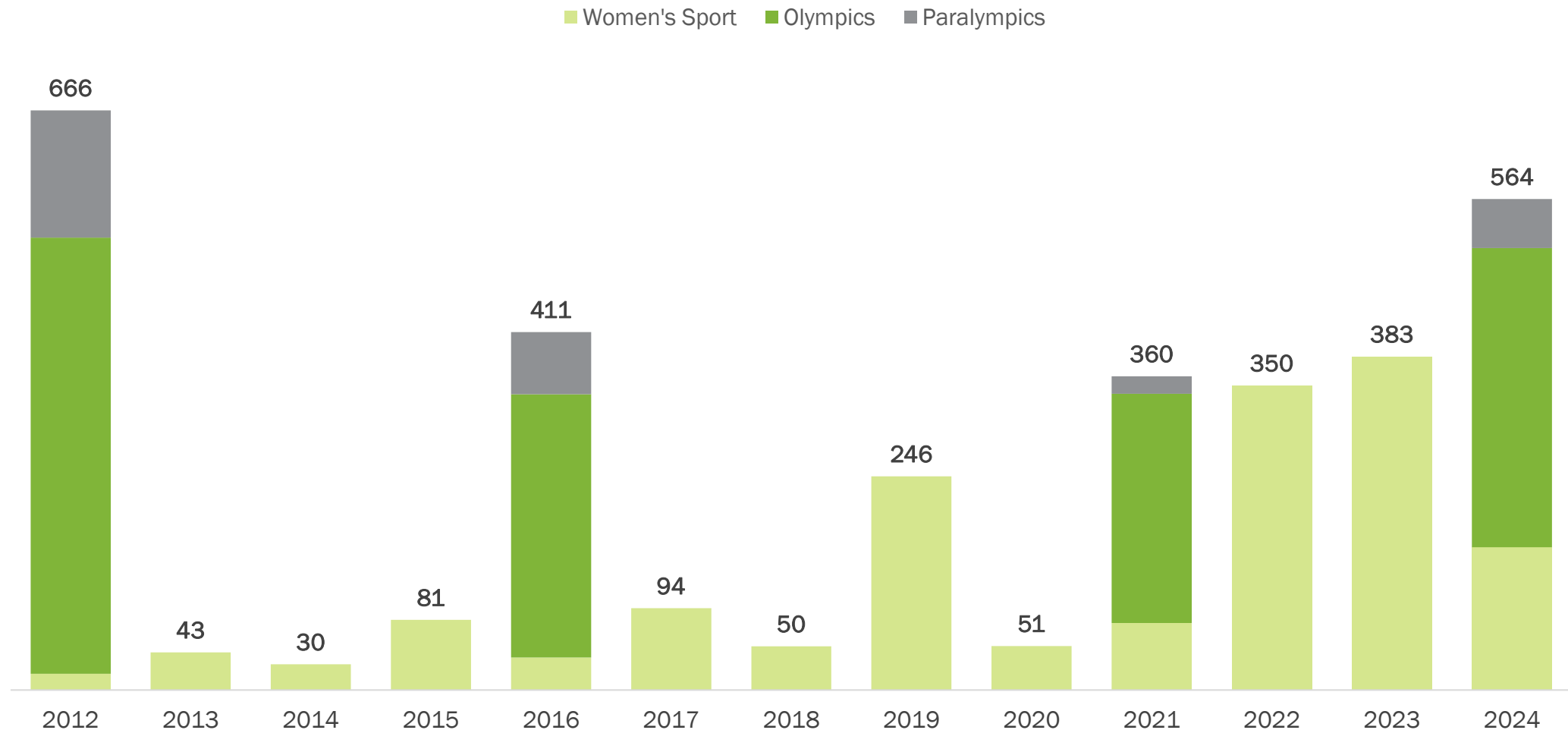
■ 1+ minute ■ 3+ minutes ■ 15+ minutes ■ 30+ minutes ■ 1+ hours ■ 2+ hours



Paris 2024 inclusion boosts Women's Sport to highest year since 2012



Viewing hours (m) for women's TV sport programming, including Olympics & Paralympics (based on the number of live TV audio mentions by athlete gender)

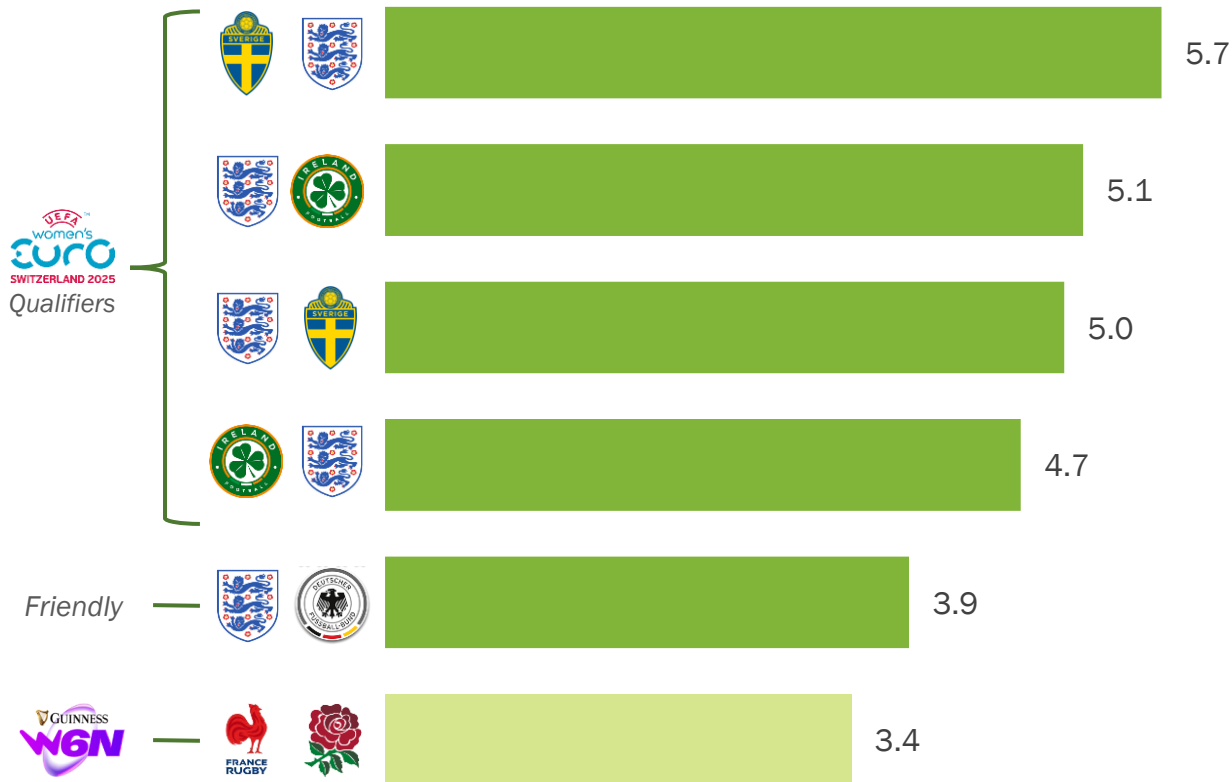


Lionesses' Euro 2025 qualifiers dominate most-viewed Free-to-Air games, but Olympics tops peak audience moments

Free-to-Air only in 2024

Most Watched Women's Sports Games in 2024, by Viewing Hours (m)

BBC itv



Top 2024 Women's Sport Moments, by Peak (m)

BBC



9.4m

Women's 800m Final

Paris Olympics



7.9m

Women's 200m Final

Paris Olympics



7.7m

Women's 5000m Final

Paris Olympics



7.5m

Women's 800m Semi-Final

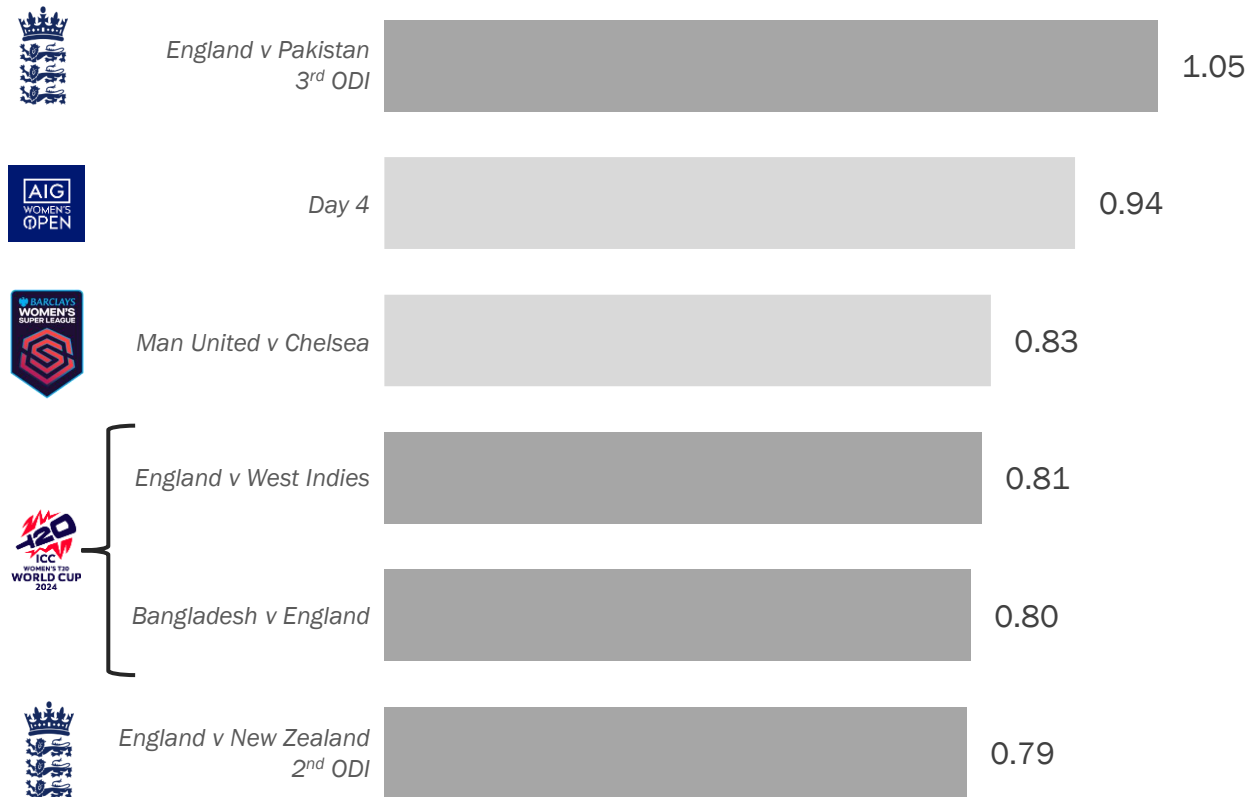
Paris Olympics

Cricket features four times in the top six most-watched Pay-TV Women's Sports events in 2024

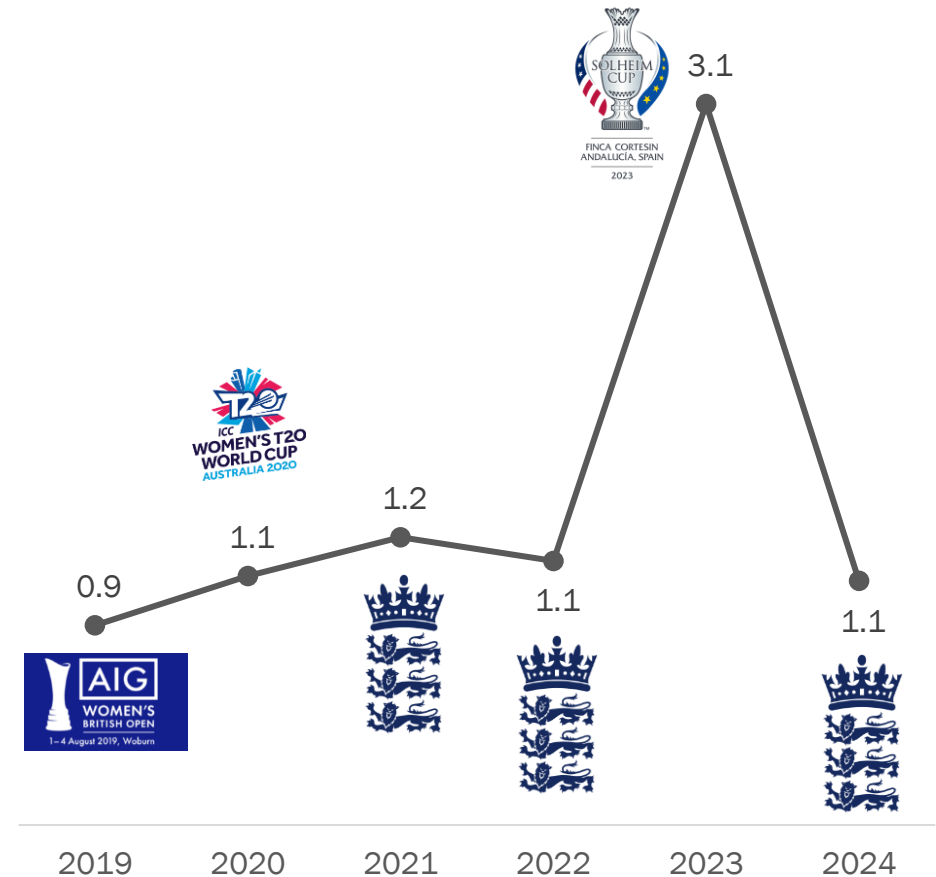


Viewing hours (m) – Pay-TV only

Most Watched Women's Sports Games in 2024



Most Watched Women's Sports Games by Year

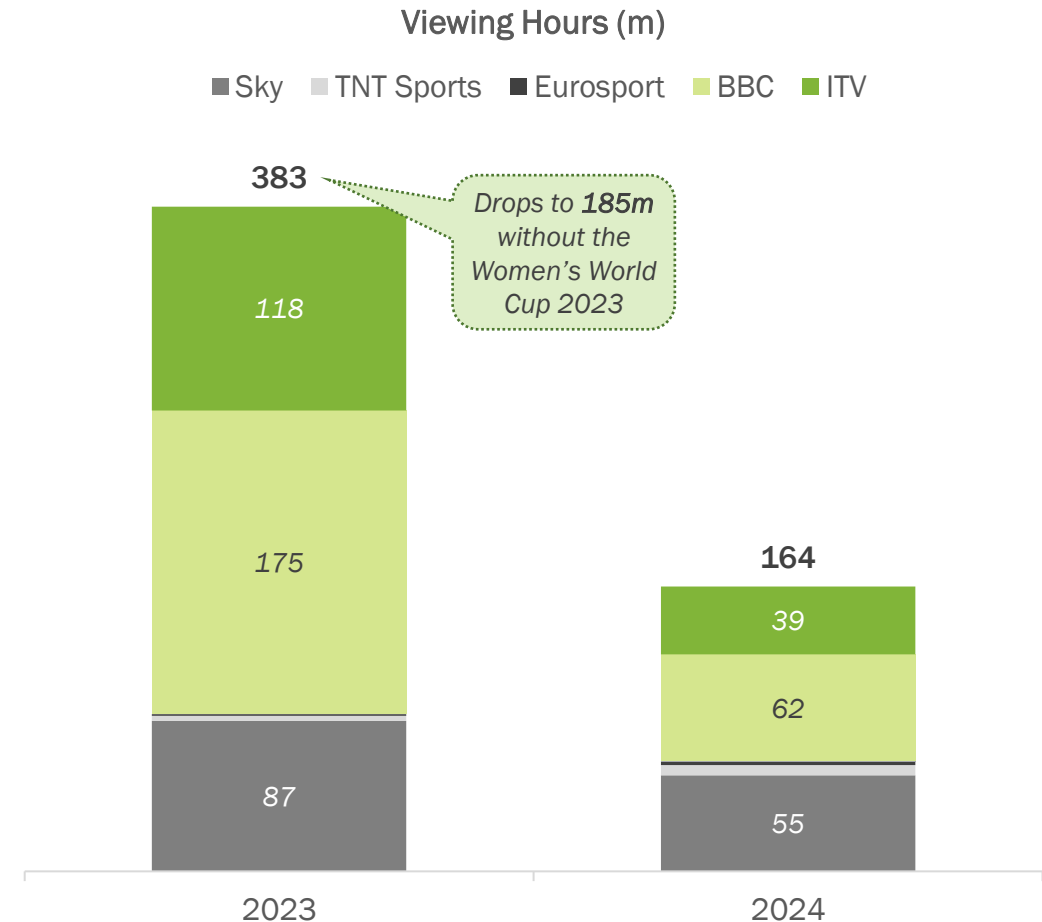
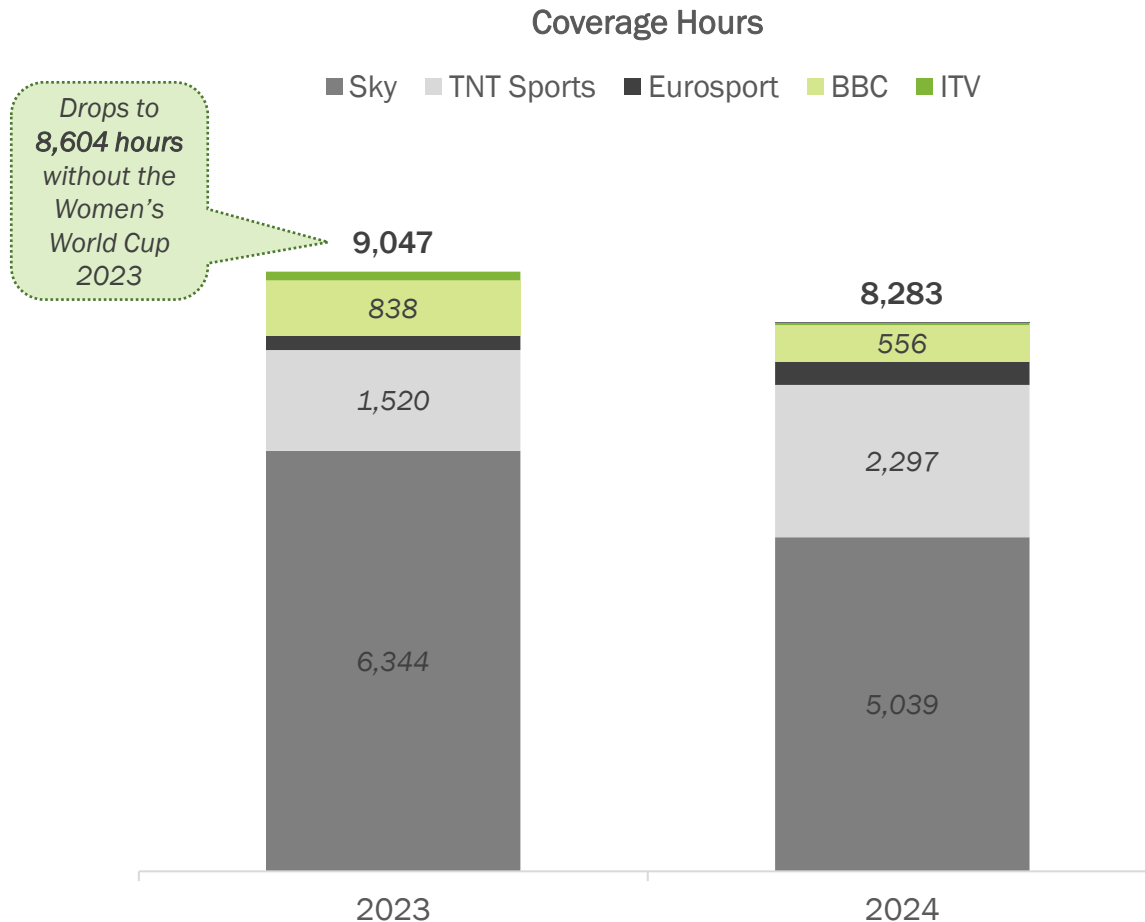


2021 – Women's ODI Cricket: England v India

2022 – Women's International T20 Cricket: England v South Africa

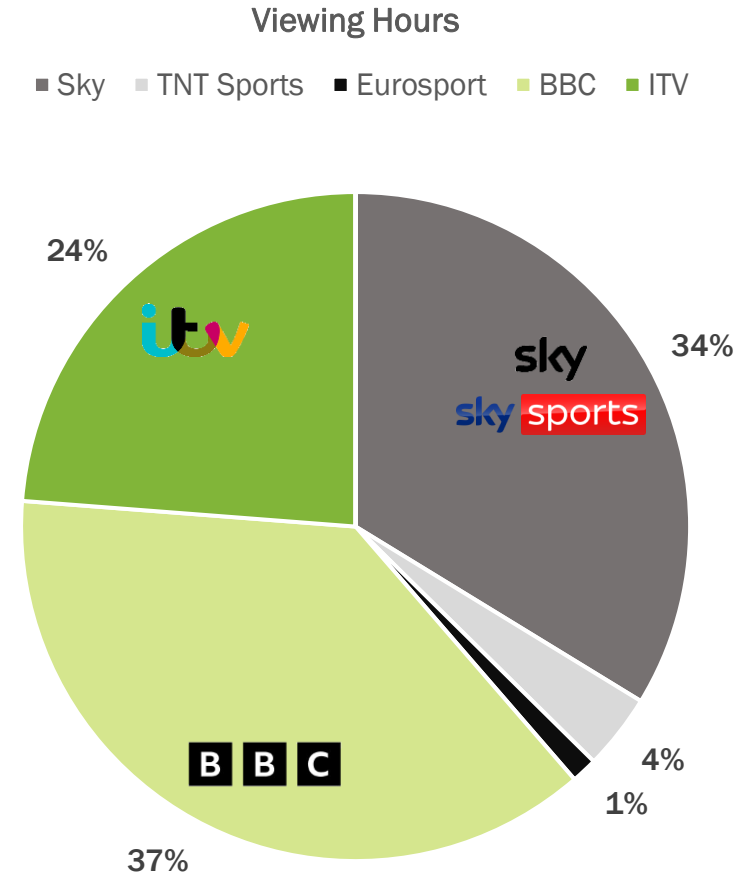
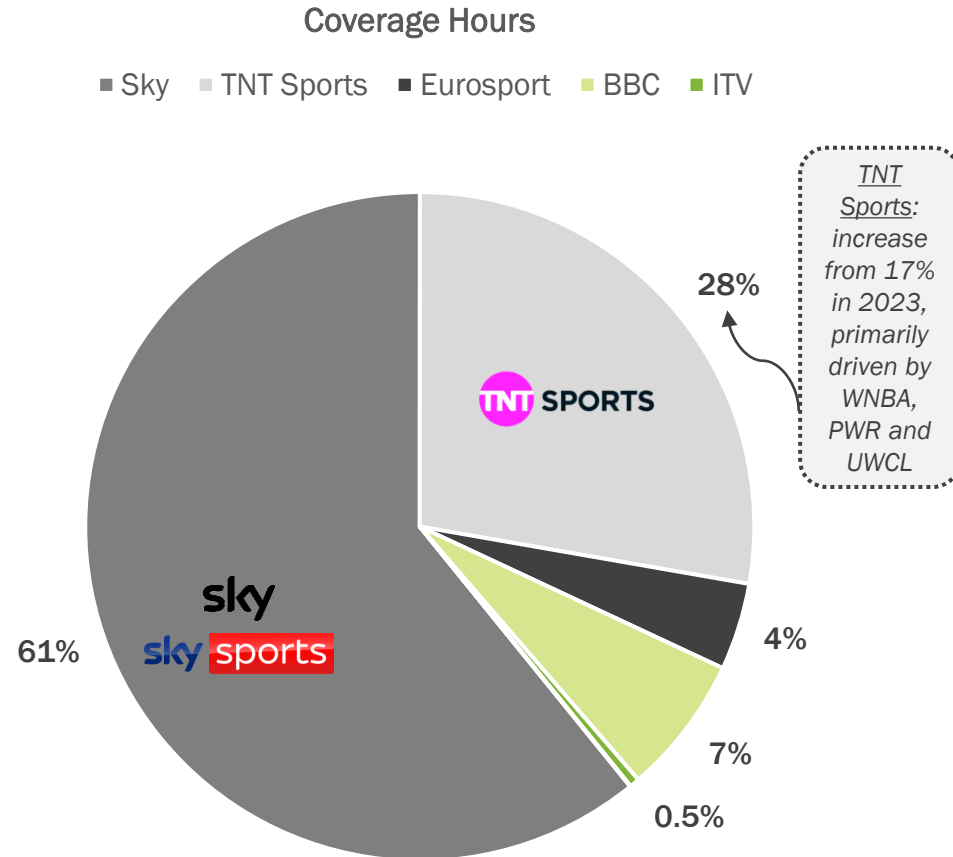
Viewing hours in 2024 decline compared to 2023 due to lack of international football tournament

Coverage hours and viewing hours (m) for women's sport, 2023 and 2024



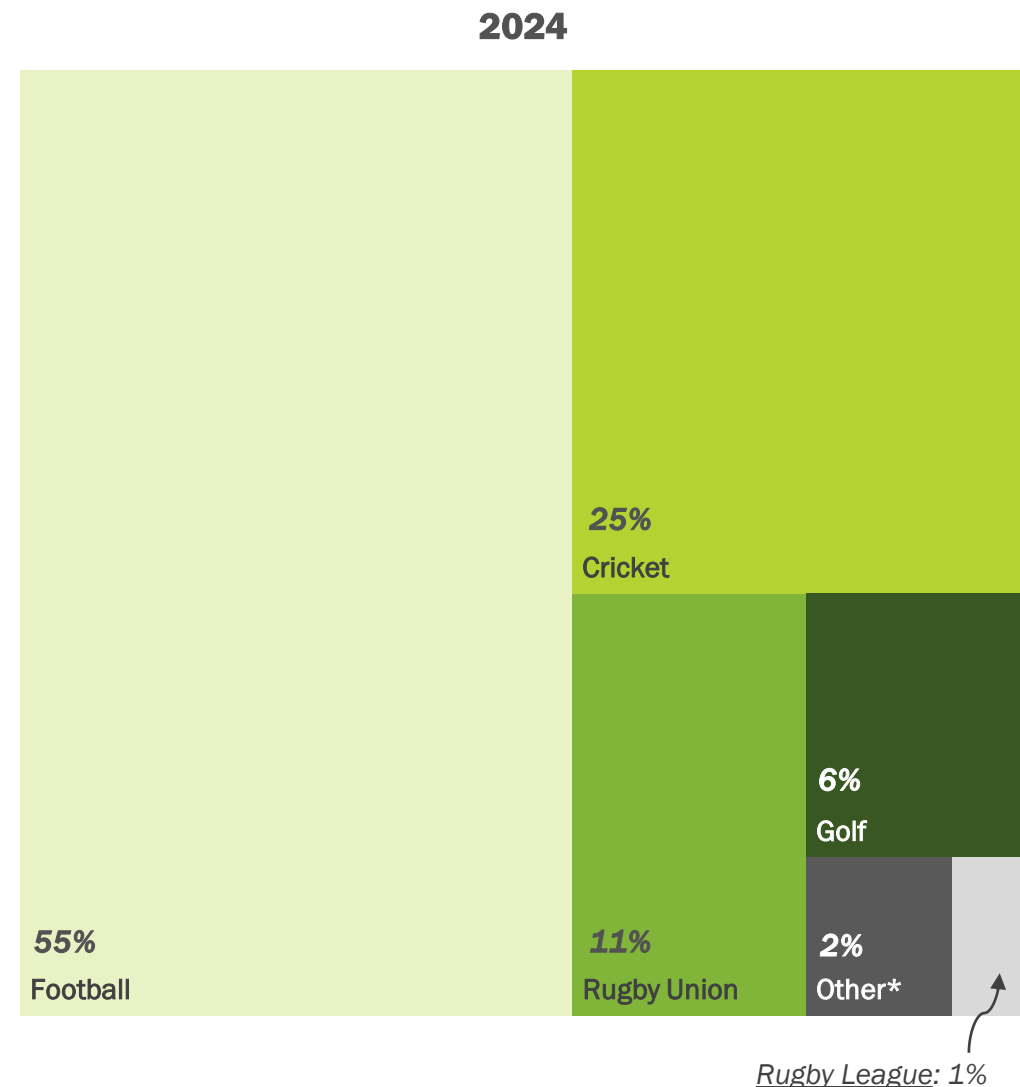
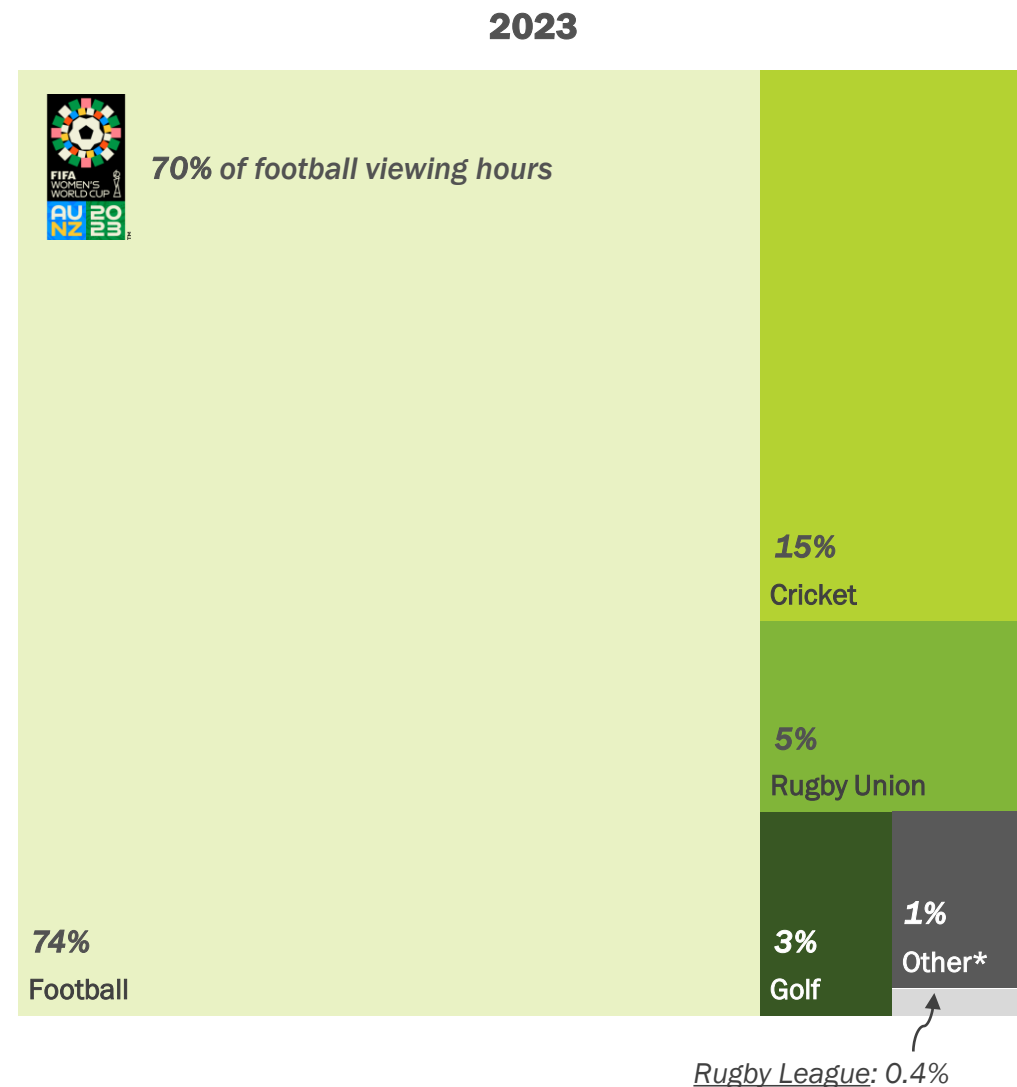
Sky provided 61% of coverage hours and just over a third of viewing

Coverage hours and viewing hours by broadcaster for women's sport, 2024



Football still accounts for over half of viewing in 2024, but Cricket, Rugby Union, and Golf all increased their proportions versus 2023

TV Viewing hours for women's sport by sport



GENDER PARITY OF COVERAGE



FUTURES
Sport & Entertainment

In primetime TV broadcast slots in 2024, 6% of sports programming is dedicated to Women's Sport



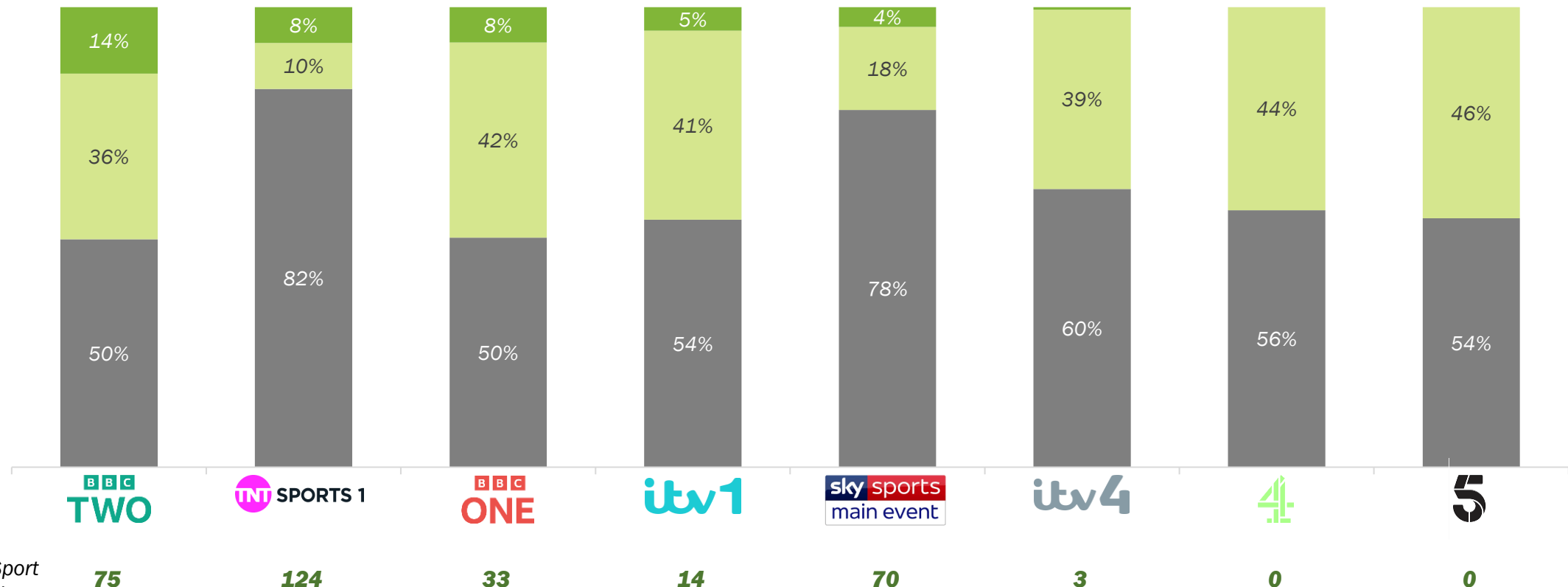
7pm-10pm on weekdays and 12pm-10pm on weekends on BBC1, BBC2, ITV1, ITV4, Sky Sports Main Event, and TNT Sports 1 – 2024 only

Women's Sport in Primetime Slots:

6% of Sports Programming
2% of All Programming

Coverage Hours - % of all Sport Aired

■ Men's ■ Mixed ■ Women's

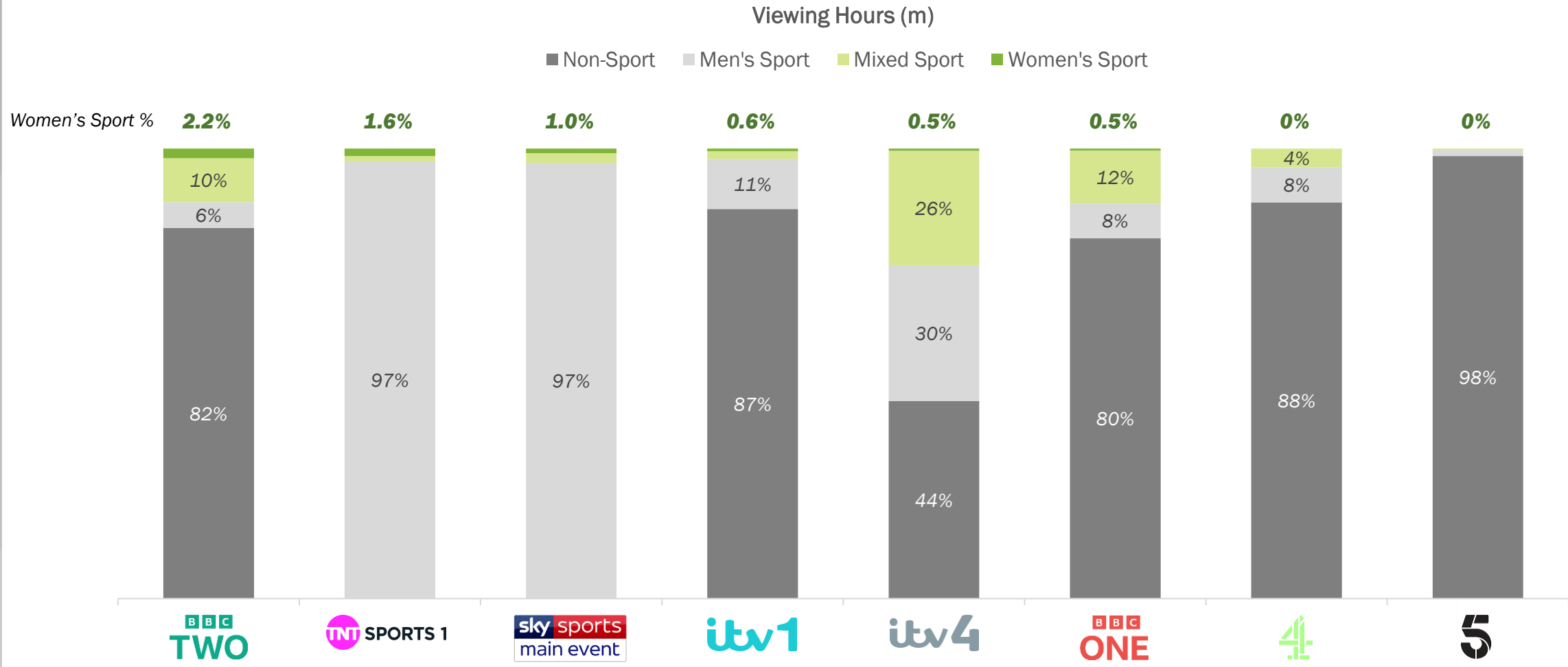


Women's Sport
Coverage Hours

BBC2 has the highest proportion of viewing hours for Women's Sport in primetime slots



7pm-10pm on weekdays and 12pm-10pm on weekends on BBC1, BBC2, ITV1, ITV4, Sky Sports Main Event, and TNT Sports 1 – 2024 only

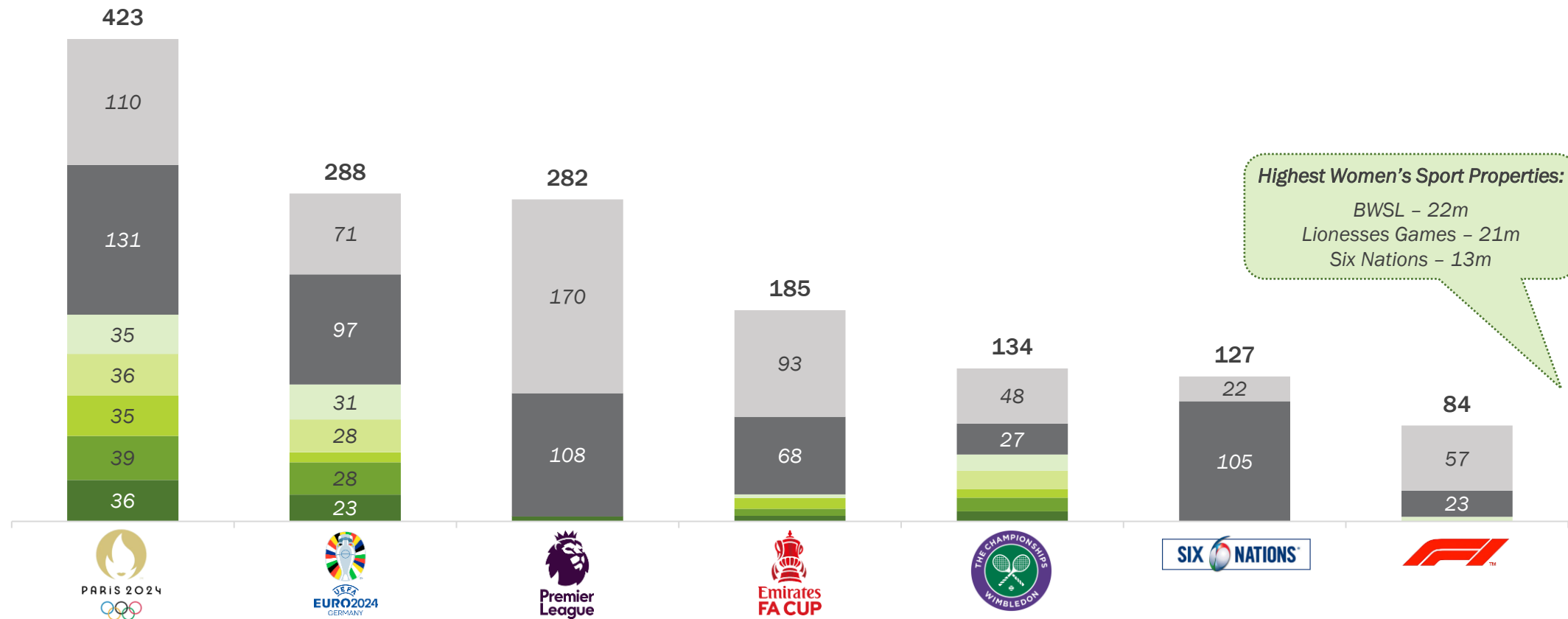


Olympics and Euros dominate sport viewing in prominent timeslots

7pm-10pm on weekdays and 12pm-10pm on weekends on BBC1, BBC2, ITV1, ITV4, Sky Sports Main Event, and TNT Sports 1 – 2024 only

Top Sports Properties by Viewing Hours (m)

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

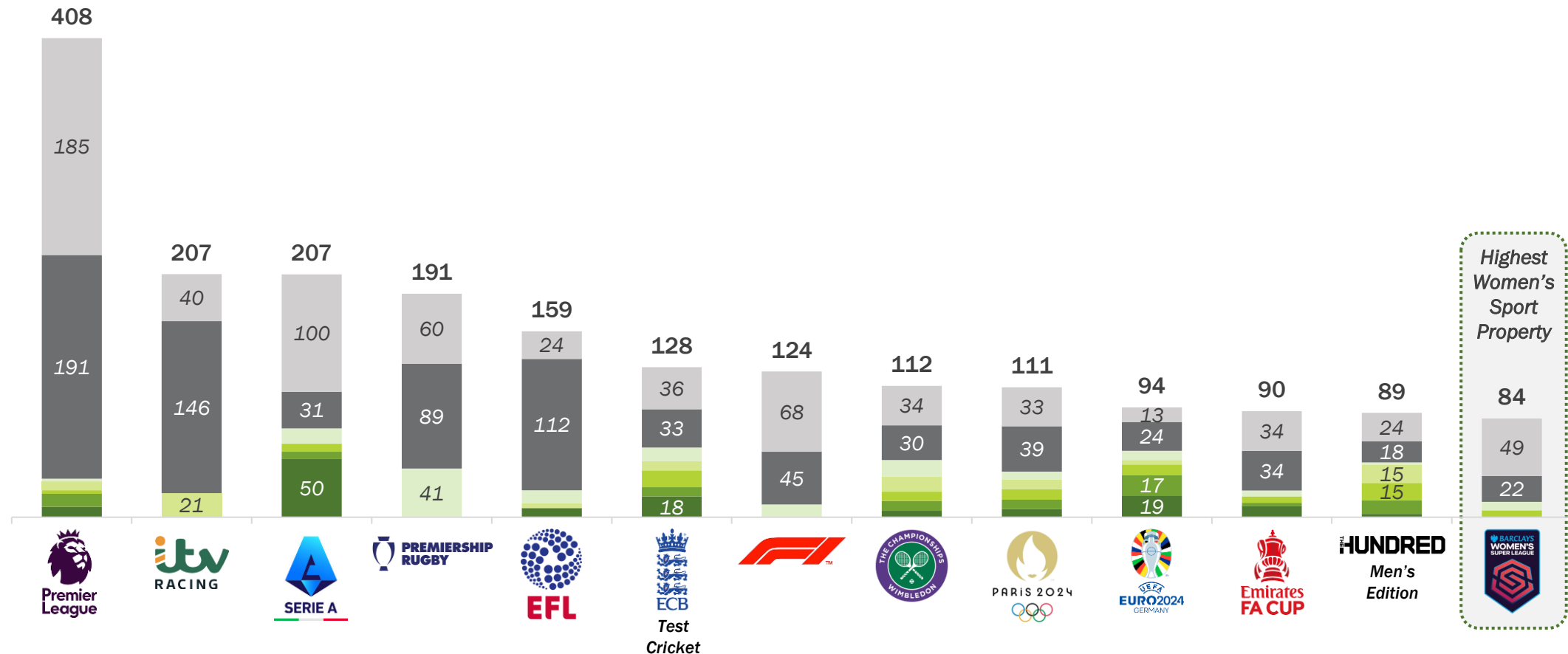


BWSL most aired Women's Sport property in primetime slots, but it's mainly shown on weekends whereas Men's Sport properties are varied

7pm-10pm on weekdays and 12pm-10pm on weekends on BBC1, BBC2, ITV1, ITV4, Sky Sports Main Event, and TNT Sports 1 – 2024 only

Top Sports Properties by Coverage Hours

Monday Tuesday Wednesday Thursday Friday Saturday Sunday



Both SS Main Event and TNT Sports 1 air non-live sport in primetime slots, leaving an opening for live Women's Sport to feature

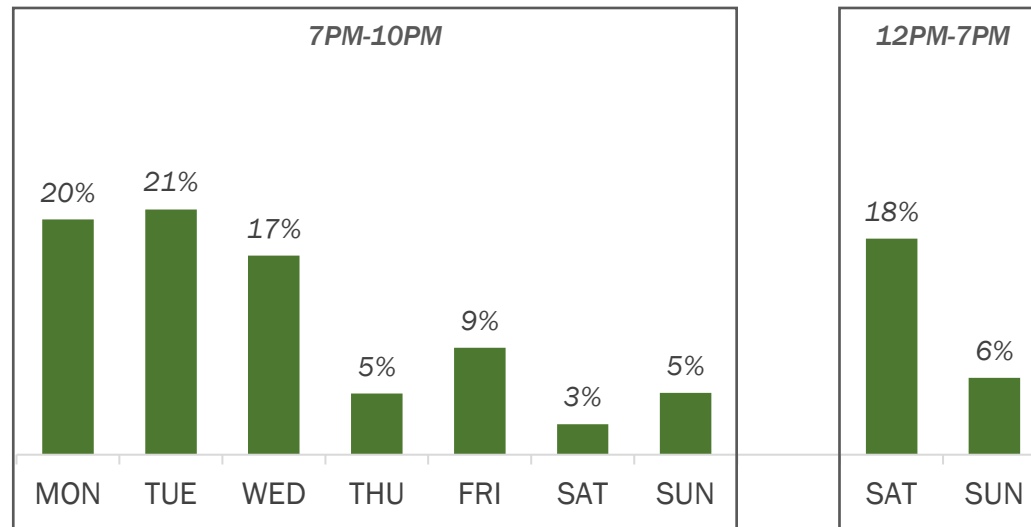
7pm-10pm on weekdays and 12pm-10pm on weekends on BBC1, BBC2, ITV1, ITV4, Sky Sports Main Event, and TNT Sports 1 – 2024 only

Proportion of Non-Live Sport Coverage Hours (SS Main Event)



4%

of coverage on SS Main Event in primetime slots was Women's Sport in 2024

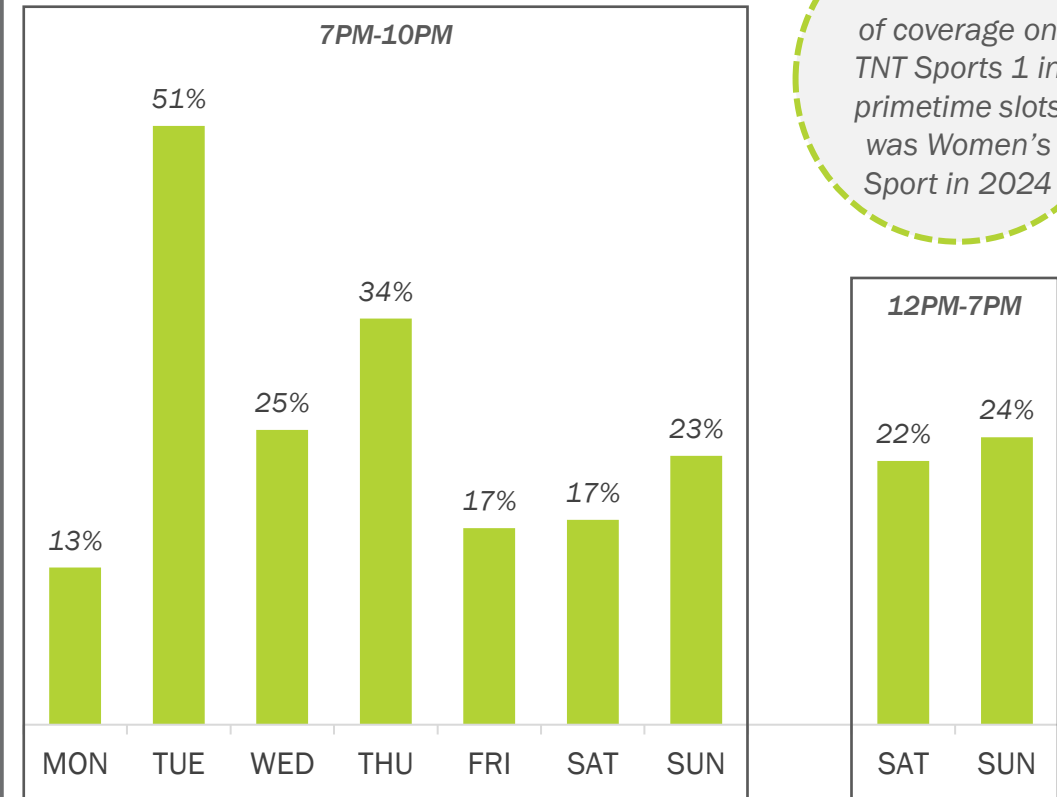


Proportion of Non-Live Sport Coverage Hours (TNT Sports 1)



8%

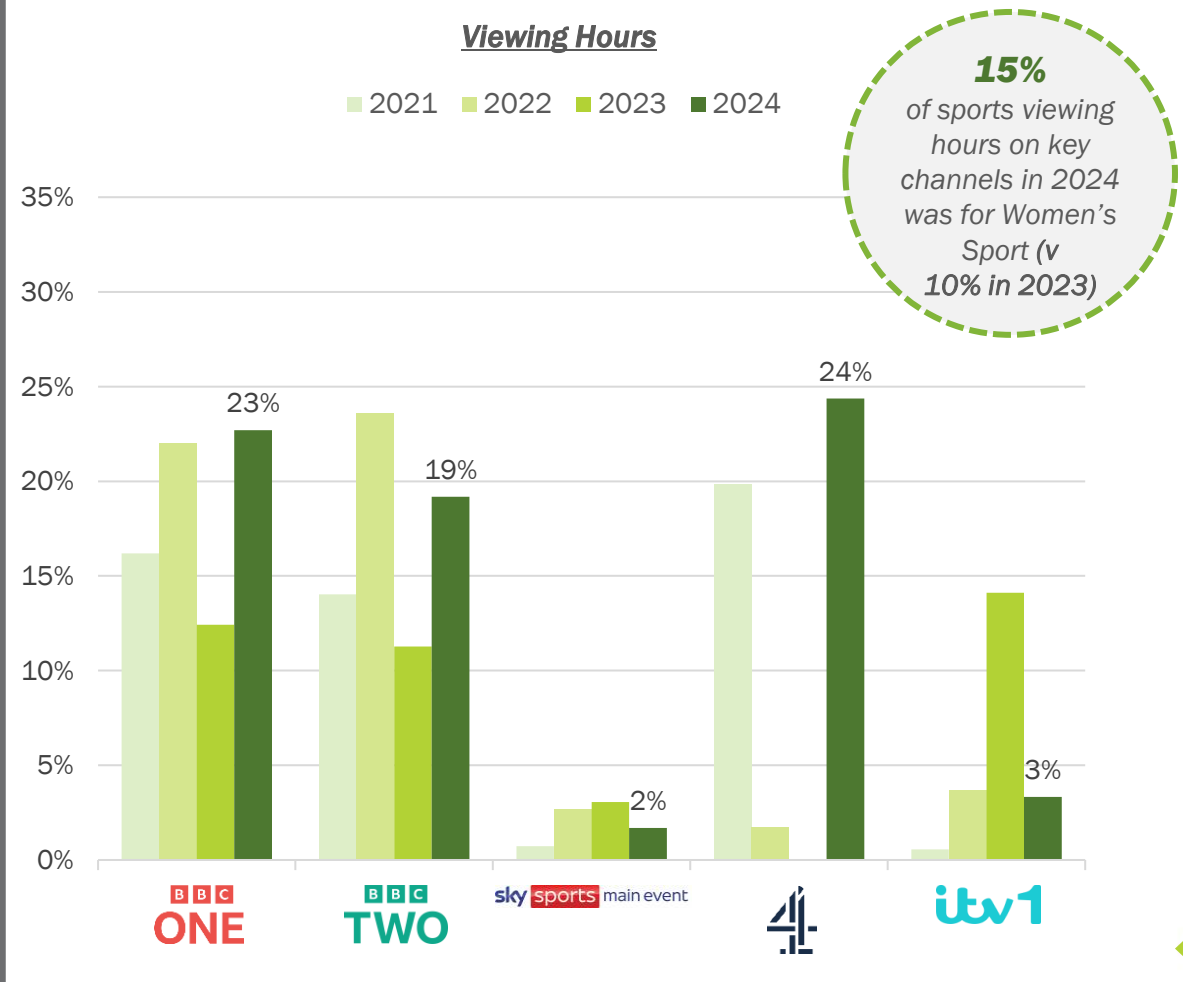
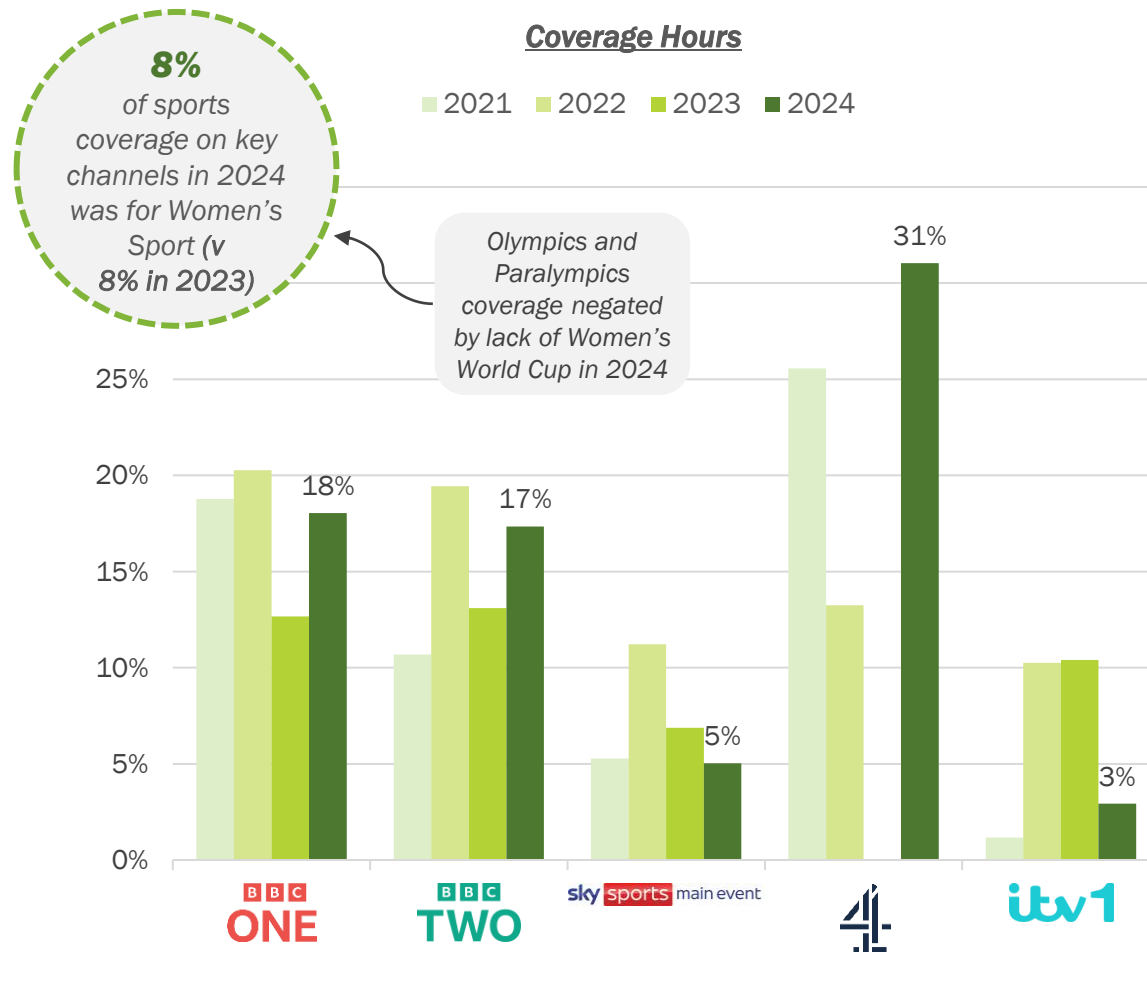
of coverage on TNT Sports 1 in primetime slots was Women's Sport in 2024



15% of Sports viewing hours on key channels was for Women's Sport in 2024 – an increase from 10% in 2023



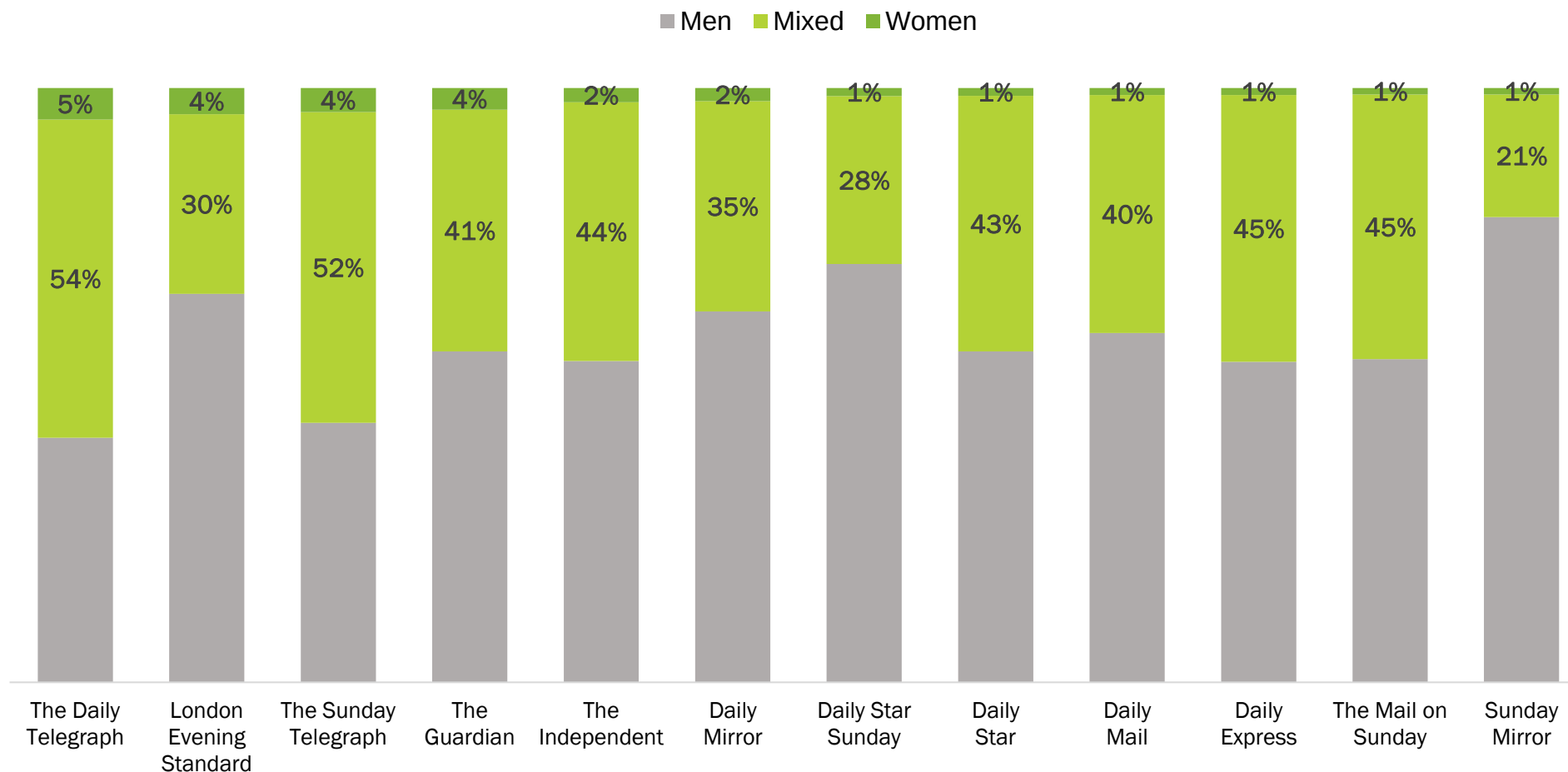
Coverage hours and viewing hours proportion of women's TV sports broadcasts from all sports broadcasts on select channels: BBC1, BBC2, SS ME, CH4, ITV1



*The Olympics, Paralympics, Winter Olympics, Winter Paralympics, Wimbledon and Commonwealth Games have been split into men's and women's categories, based on audio mention analysis for GB athletes/seeded Wimbledon players during the live coverage. Mixed sport covers athletics, wrestling, UFC, snooker, horse racing, darts, tennis, winter sports, bowls, rowing (The Boat Race)

Paris 2024 also contributes to a significant increase in mixed sport mentions across all print publications

Proportion of press text mentions* by outlet, for men's, women's and mixed sport, 2024 Jan-Dec



2024, all press publications:
2% of mentions were for women's sport, vs. 3% in 2023

2024, all press publications:
39% of mentions were for mixed sport, vs 21% in 2023

*search terms: **Women's:** Women's Six Nations, Women's Super League, Women's FA Cup, Women's Champions League, Women's Euros, The Lionesses, Netball Super League, England Women's Cricket, England Women's Football, England Women's Rugby, Solheim Cup, W Series, Women's Ashes, Women's Hundred, Women's Rugby League World Cup, Women's Rugby World Cup, WSL, Women's World Cup, Netball World Cup. **Men's:** Premier League, FA Cup, Carabao Cup, EFL Cup, Champions League, Europa League, Euros, Six nations, England Men's Cricket Ryder Cup, The Masters, F1, Men's Ashes, Men's Hundred, Men's Rugby League World Cup. **Mixed:** Tennis, UFC, WWE, Athletics, European Indoor Championships, World Indoor Tour, gymnastics, swimming, figure skating, horse racing, Grand National, Gold Cup, darts, Olympics, Wimbledon, Australian Open, squash, table tennis, triathlon, volleyball, boat race, rowing, winter sports, Alpine World Ski Championships, cycling, Roland Garros, US Open, Paralympics, Rugby Sevens, World Athletics Championships, Commonwealth Games, Rugby League World Cup, The Ashes.

TV News mentions of Mixed Sport more than doubles with Paris 2024

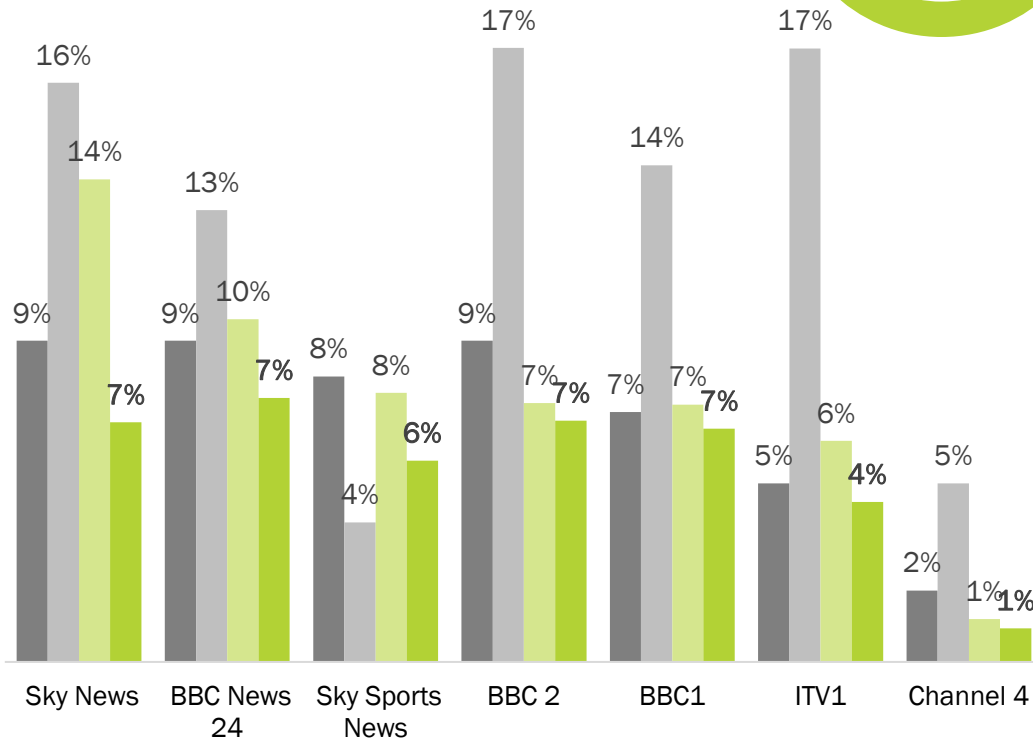
Proportion of TV news mentions* by outlet, for women's and mixed sport, 2021 v 2022 v 2023 v 2024

Gender categorisation has been adjusted to account for non-gendered language by taking into consideration the date that keywords were mentioned.

Women's Sport

■ 2021 ■ 2022 ■ 2023 ■ 2024

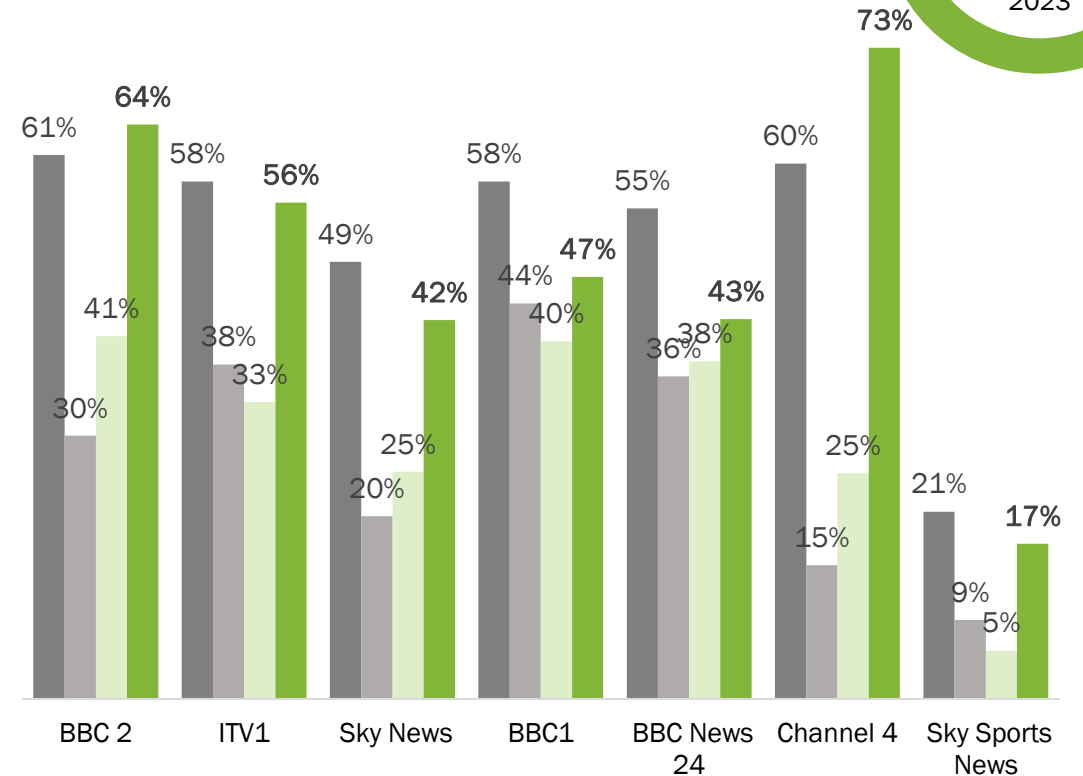
2024 TV News: **6%** of mentions were for women's sport, vs. 8% in 2023



Mixed Sport

■ 2021 ■ 2022 ■ 2023 ■ 2024

2024 TV News: **33%** of mentions were for mixed sport, vs. 15% in 2023



*search terms: **Women's:** Women's Six Nations, Women's Super League, Women's FA Cup, Women's Champions League, Women's Euros, The Lionesses, Netball Super League, England Women's Cricket, England Women's Football, England Women's Rugby, Solheim Cup, W Series, Women's Ashes, Women's Hundred, Women's Rugby League World Cup, Women's Rugby World Cup, WSL, Women's World Cup, Netball World Cup. **Men's:** Premier League, FA Cup, Carabao Cup, EFL Cup, Champions League, Europa League, Euros, Six nations, England Men's Cricket Ryder Cup, The Masters, F1, Men's Ashes, Men's Hundred, Men's Rugby League World Cup. **Mixed:** Tennis, UFC, WWE, Athletics, European Indoor Championships, World Indoor Tour, gymnastics, swimming, figure skating, horse racing, Grand National, Gold Cup, darts, Olympics, Wimbledon, Australian Open, squash, table tennis, triathlon, volleyball, boat race, rowing, winter sports, Alpine World Ski Championships, cycling, Roland Garros, US Open, Paralympics, Rugby Sevens, World Athletics Championships, Commonwealth Games, Rugby League World Cup, The Ashes.

2024 digital website prominence for Women's Sport similar to 2021

Proportion of men's, women's or mixed sport in top 10 stories each on sport home page of digital platforms (April-September)

	BBC SPORT				sky sports				The Guardian				The Telegraph			
%	2021	2022	2023	2024	2021	2022	2023	2024	2021	2022	2023	2024	2021	2022	2023	2024
Men	76	73	76	76	85	81	79	81	74	73	73	73	86	85	90	85
Women	18	23	22	16	9	12	14	8	11	18	20	12	9	11	7	9
Mixed	6	4	2	7	2	5	3	6	9	5	3	9	5	4	2	5

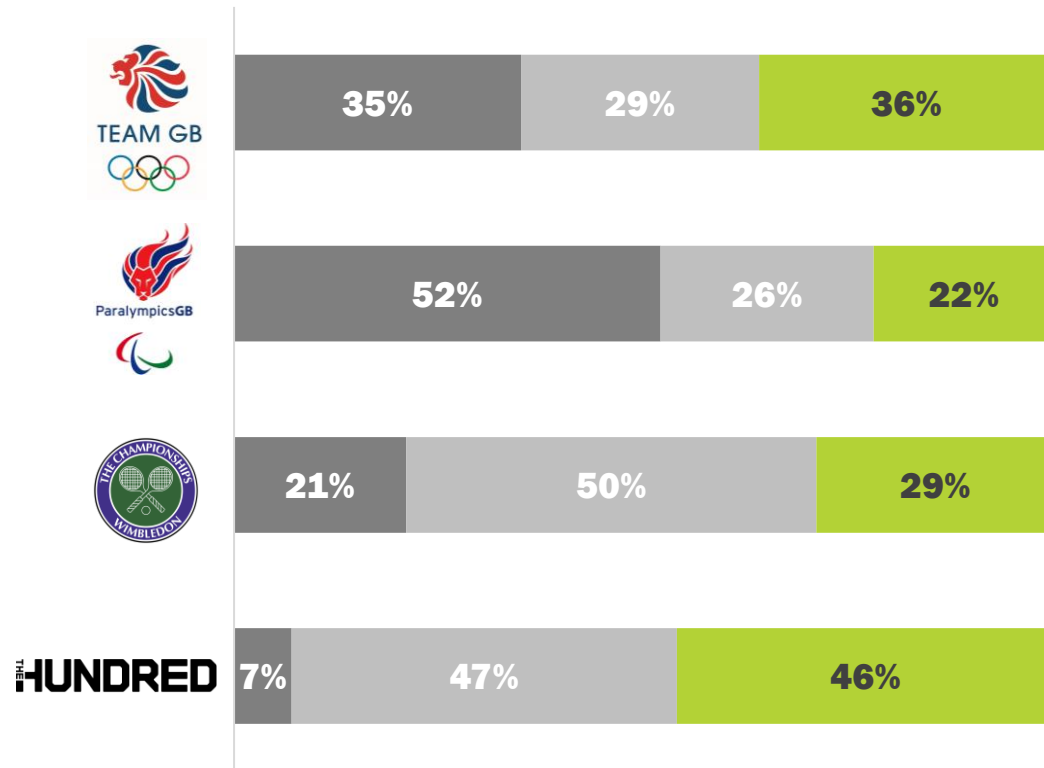
Gender parity of TikTok coverage for major 2024 summer events



Male, female and mixed athlete/player split for official TikTok accounts of major 2024 summer rights holders

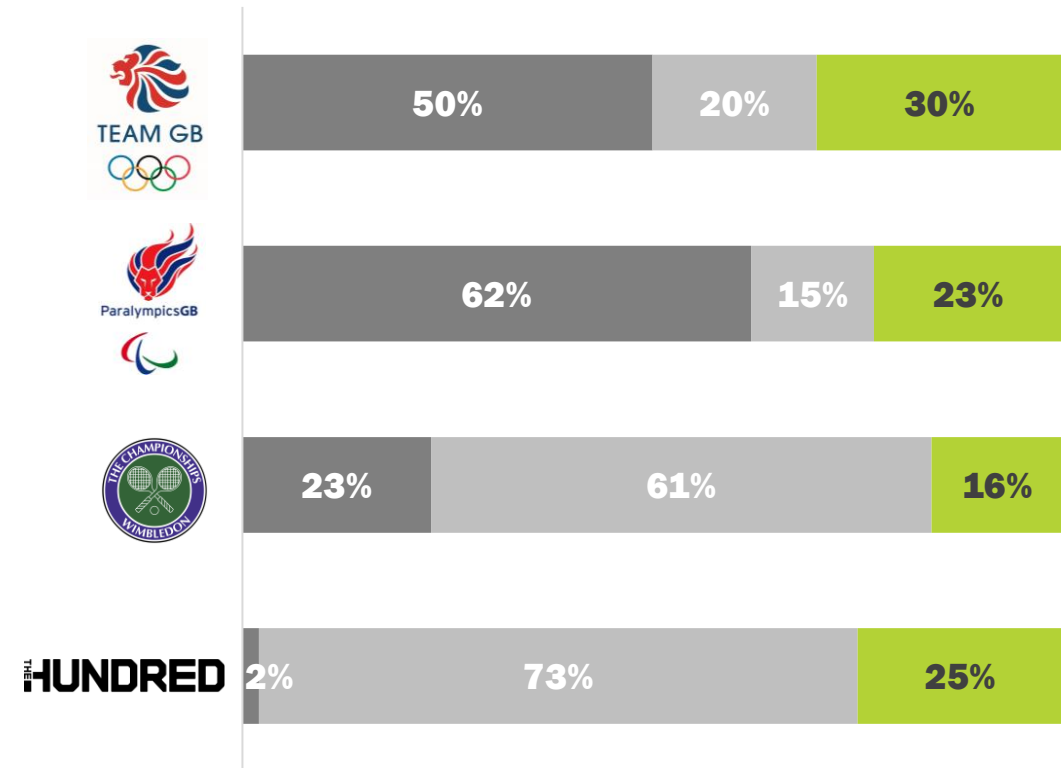
Total Videos

■ Mixed or N/A ■ Male ■ Female



Video Views

■ Mixed or N/A ■ Male ■ Female



SPORTS LEAGUES & PROPERTIES ON SOCIAL MEDIA



WNBA receives highest TikTok views and IG engagements in 2024

Top 3 2024 women's sport leagues/properties by platform, based on video views (YouTube and TikTok) and engagements (Instagram and Facebook)



Nearly 2bn video views for WNBA social media in 2024, over 4x 2023



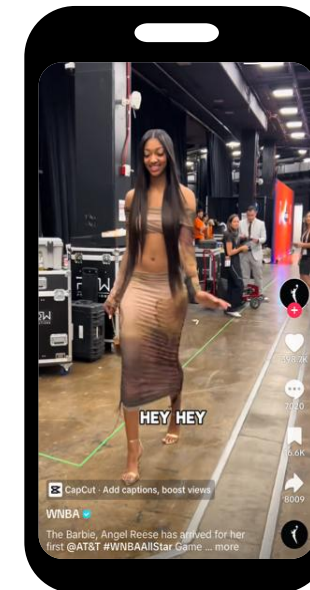
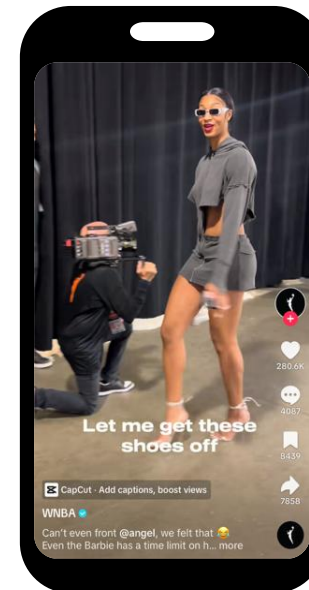
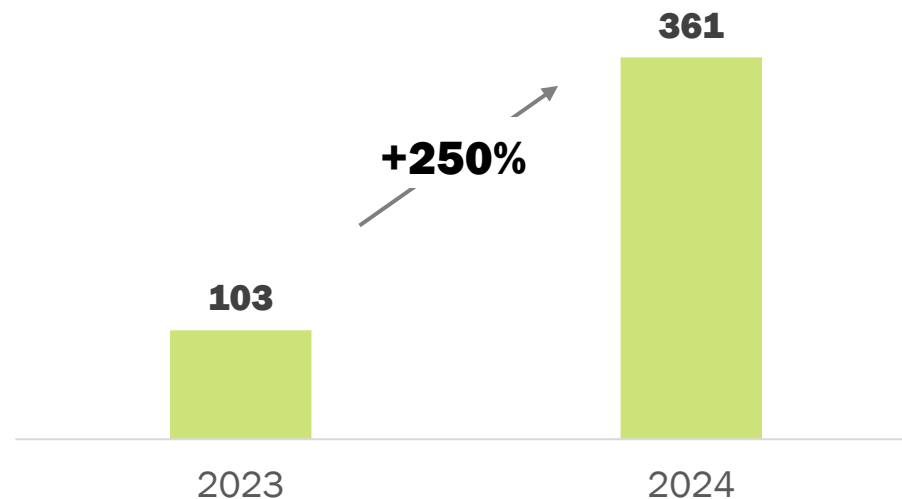
Season Summary

- Single-season record with **nearly 2bn video views across WNBA social media platforms**, more than **quadruple** last season (378m)
- Monthly active users on the WNBA app grew by **252% YoY**
- 361m TikTok views in 2024, **+250%** up on the 103m in 2023, with **uploads increasing from 599 to 1,378**

Popular Content

- The most watched YouTube video for WNBA was a **Caitlin Clark** compilation. The next six most watched videos were highlights featuring **Indiana Fever** (Clark's team)
- Two of the three most watched WNBA TikTok videos in 2024 were **player arrival videos featuring Angel Reese**:

WNBA TikTok Views (m), 2023 v 2024



SPORTS CLUBS AND THE BATTLE FOR ATTENTION



Chelsea receive highest TikTok views for a Women's club team in 2024

Top 3 2024 women's clubs by platform, based on video views (YouTube and TikTok) and engagements (Instagram)

More views than the most watched women's league/property on YouTube (WTA 71m)



Juventus Women's TikTok focussing on player personalities

Launched
dedicated
women's TikTok
account in March
'24 with a focus
on player
personality
content

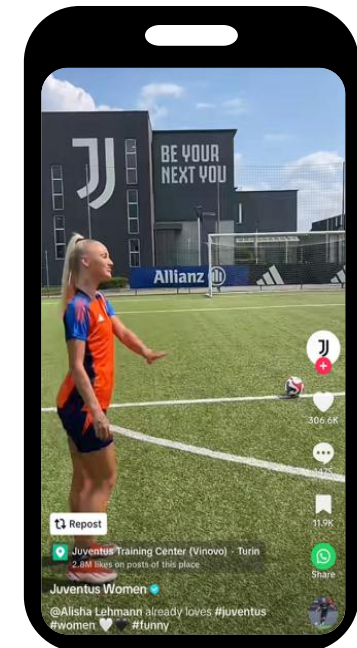
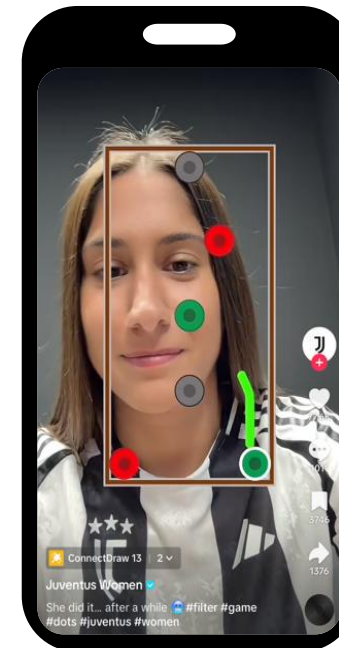
Content
included TikTok
original formats,
e.g. a 4-part
episodic doc called
Juventus Women
360, generating
10m+ views

Launch coincided
with a **sleeve**
partnership deal
with **TikTok Italia**,
with a CTA of 'Follow
us on TikTok'

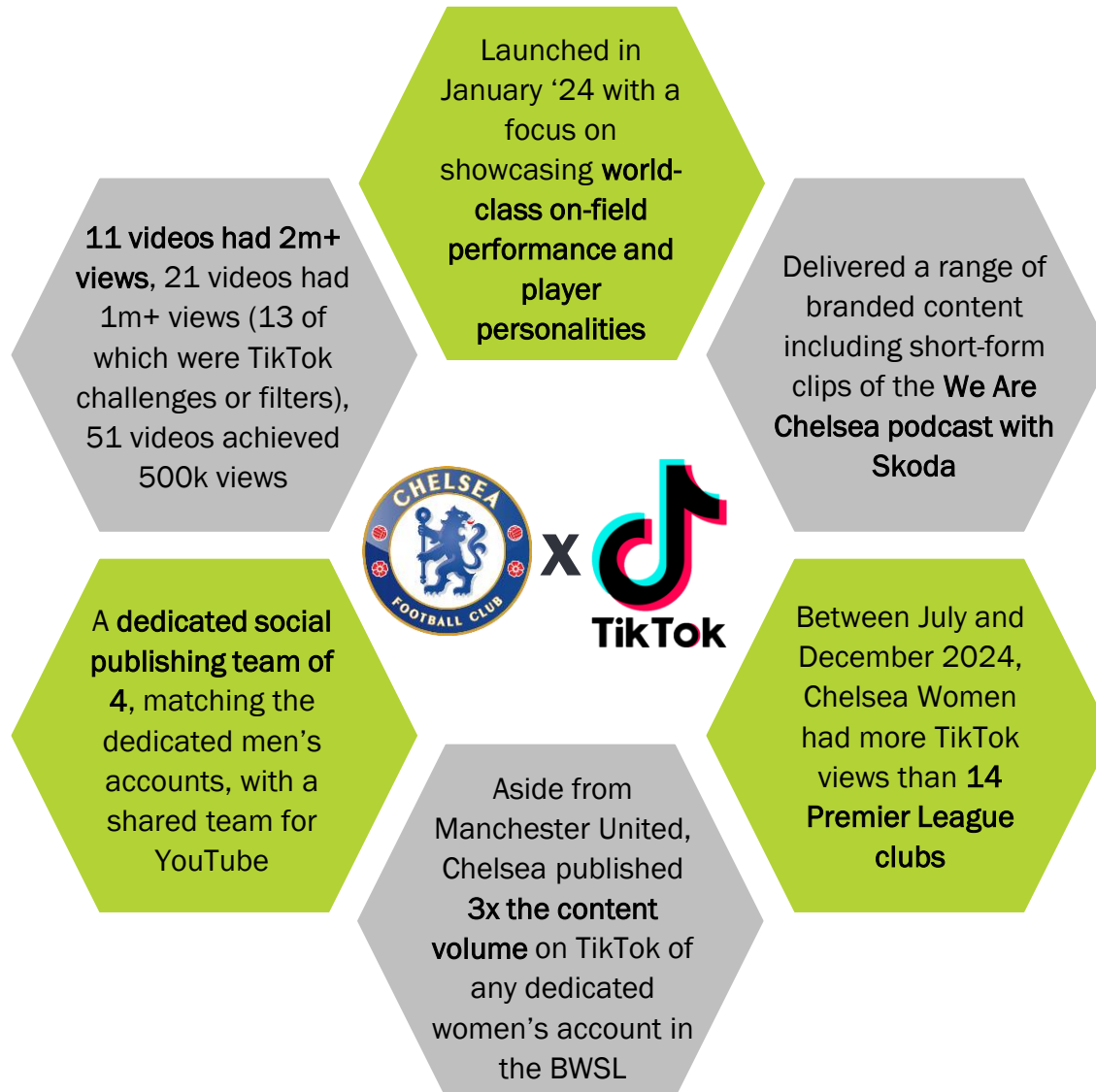


Reach helped by
players who have
huge TikTok
presence, with
Alisha Lehmann
achieving 324m
views on her
account in '24

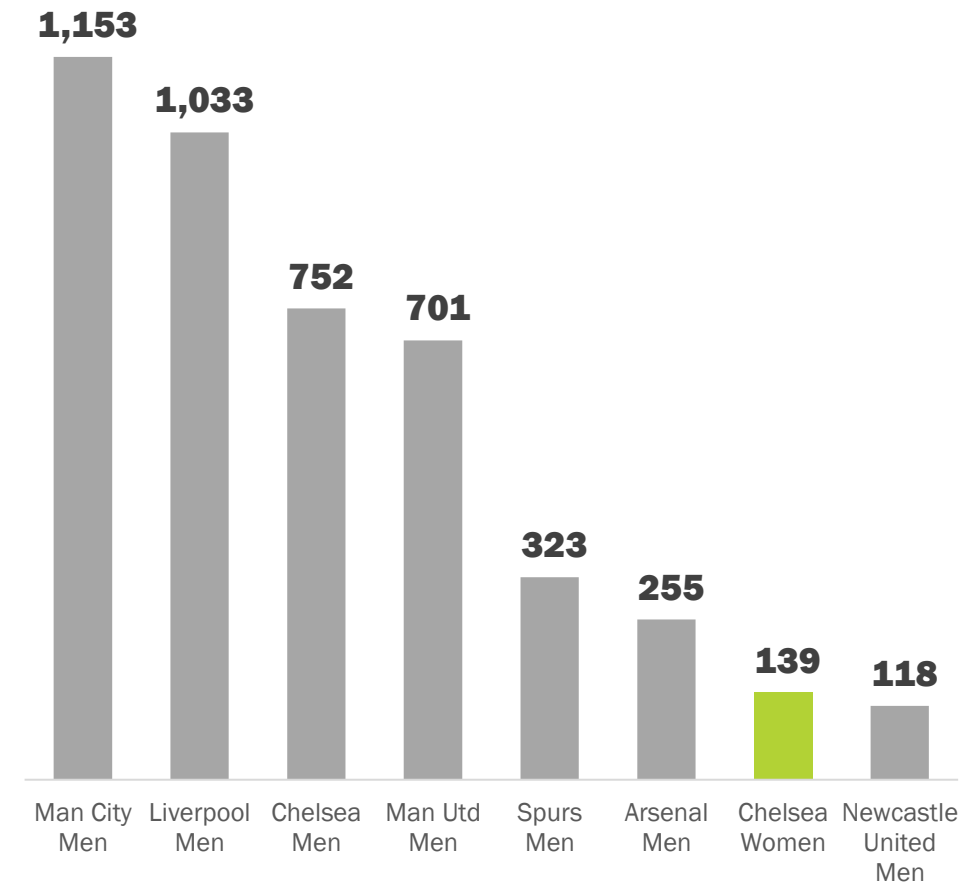
Became a **shirt**
front deal, with
different campaigns
such
as **#MentalHealth**
or
#WomensFootball



Chelsea women's TikTok had more views than 14 EPL clubs in July-Dec



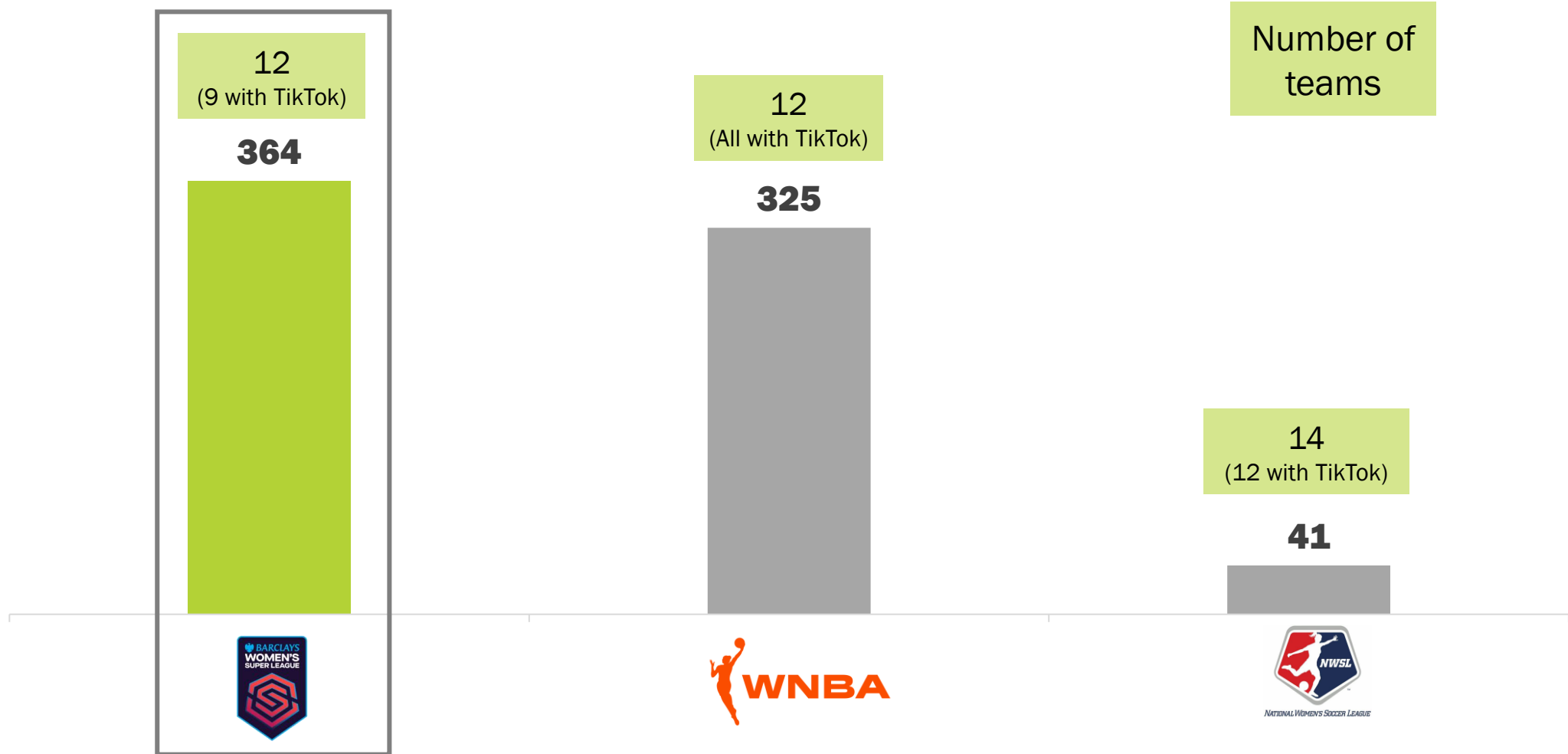
TikTok views (m) for top 7 EPL teams and Chelsea Women, July-December 2024



BWSL clubs had more TikTok Views collectively than major US Women's Sports leagues



Combined 2024 TikTok views (m) for women's sports teams by their league/competition

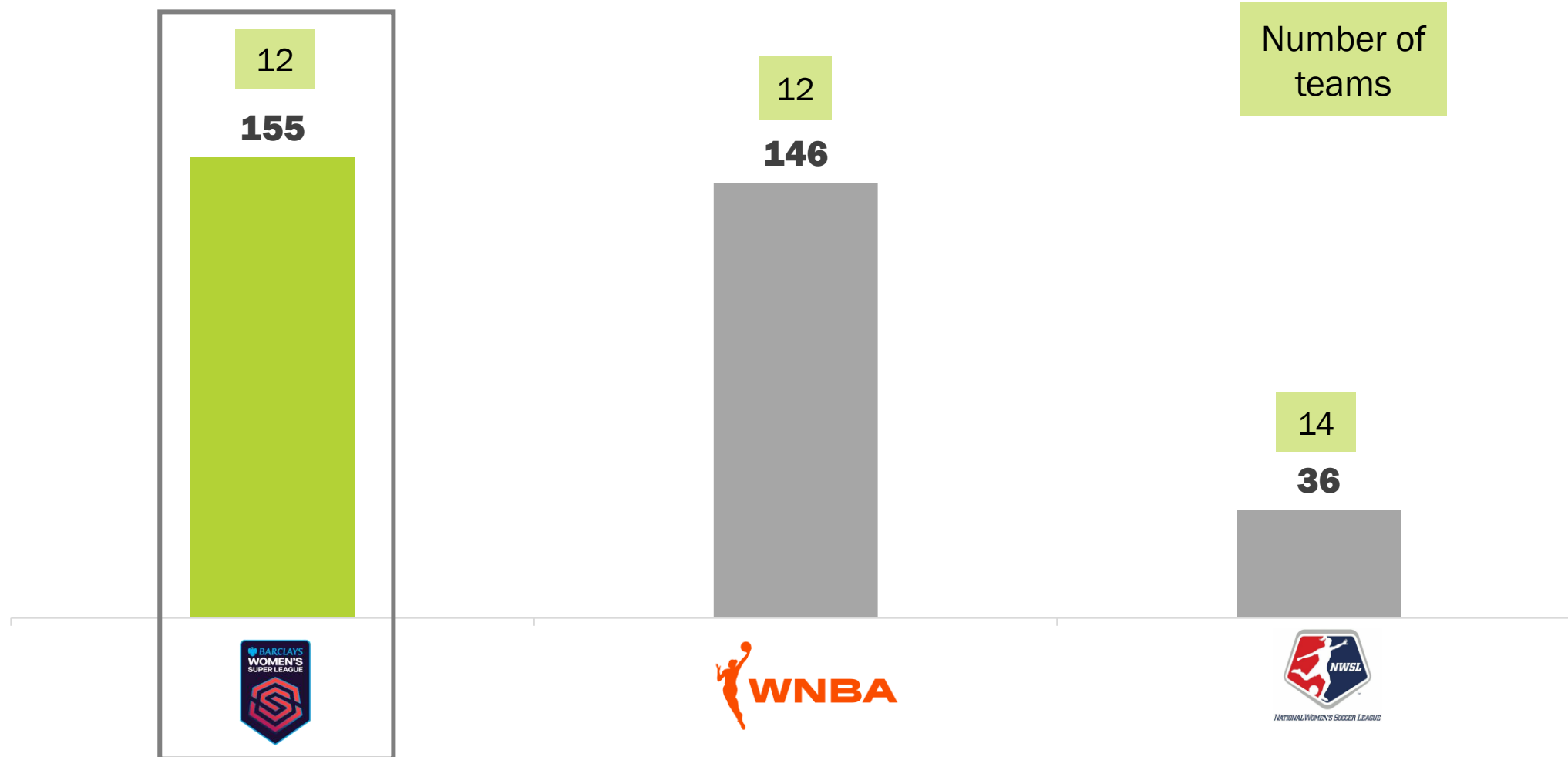


BWSL clubs also had more Instagram engagements collectively than major US Women's Sports leagues

Combined 2024 Instagram engagements (m) for women's sports teams by their league/competition



Number of teams



The Rise of New Leagues: Queens League in Spain received more TikTok vews than Liga F did

2024 TikTok videos, views and engagements for La Liga and Liga F versus Kings and Queens Leagues



La Liga v Kings League	Videos uploaded on TikTok	TikTok views	TikTok engagements
La Liga	3,480	2.2bn	175m
Kings League	1,755	775m	51.8m



Liga F V Queens League	Videos uploaded on TikTok	TikTok views	TikTok engagements
Liga F	764	34.3m	2.2m
Queens League	722	78.1m	5.6m

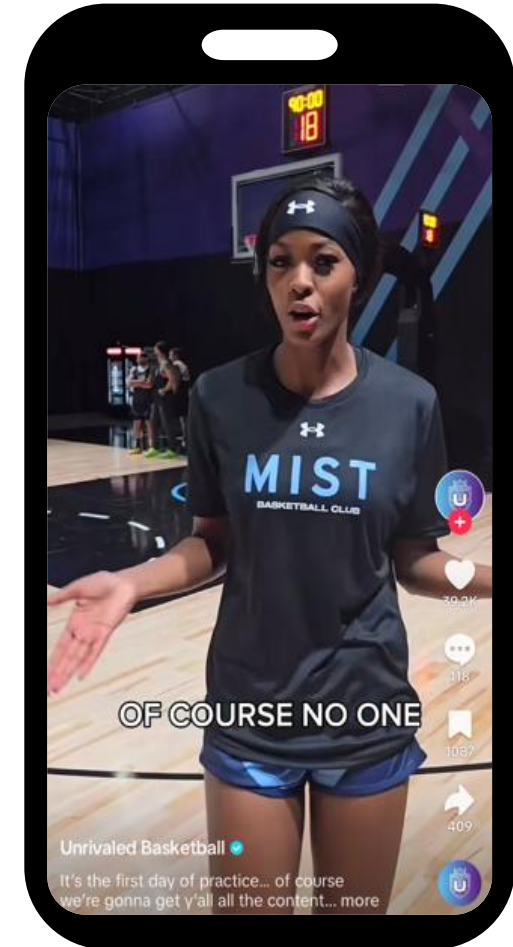
Emergence of new women's US Leagues in January 2025



Unrivaled, a 3 v 3 basketball league, launched in the US in January 2025

LOVB

The LOVB Pro volleyball began its inaugural season in January 2025, having already raised US \$100 million in investment



Key Takeaways for Clubs on Social Media

1. Platform Specific Strategy

Get the balance between match action, celebrating the world class skills of female athletes, and player personality content right, depending on audience behaviour on different social platforms.

2. Frequency and Consistency of Publishing

Rights holders should look to try and explore viable ways of building publishing teams that can deliver consistent women's sport content.

3. The Power of Athletes

Teams should better leverage the power of female athletes and provide production resource where possible to create content and marketing campaigns delivered via player channels.

4. Learning from Creator Leagues

Traditional rights holders should look to monitor the social media strategies and tactics deployed by challenger leagues in engaging with youth audiences and see how they can be applicable to women's sport.

ATHLETES AND THE DIGITAL LANDSCAPE - GLOBAL



The SportsPro top 50 most marketable athletes in 2024



1

SIMONE BILES



2

VINICIUS JUNIOR



3

LEBRON JAMES



4

CAITLIN CLARK



5

LIONEL MESSI



6

REBECA ANDRADE



7

KYLIAN MBAPPE



8

ILONA MAHER



9

CRISTIANO RONALDO



10

KATIE LEDECKY



11

LEWIS HAMILTON



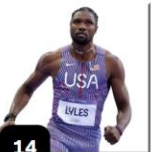
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TRAVIS KELCE



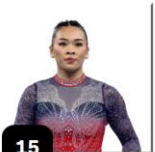
13

COCO GAUFF



14

NOAH LYLES



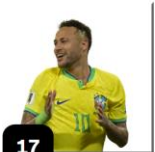
15

SUNISA LEE



16

PAIGE BUECKERS



17

NEYMAR



18

NOVAK DJOKOVIC



19

JUDE BELLINGHAM



20

STEPHEN CURRY



21

BREANNA STEWART



22

KELSEY PLUM



23

ALEX MORGAN



24

BETH MEAD



25

A'JA WILSON



26

ANGEL REESE



27

VIRAT KOHLI



28

SABRINA IONESCU



29

CARLOS ALCARAZ



30

HARRY KANE



31

MAX VERSTAPPEN



32

AITANA BONMATI



33

CHARLES LECLERC



34

RAFAEL NADAL



35

KEVIN DURANT



36

PATRICK MAHOMES



37

LANDO NORRIS



38

ARYNA SABALENKA



39

LUCY BRONZE



40

MARCUS RASHFORD



41

LAMINE YAMAL



42

SMRITI MANDHANA



43

JAYSON TATUM



44

VICTOR OSIMHEN



45

ERLING HAALAND



46

OSCAR PIASTRI



47

JANNIK SINNER



48

NAOMI OSAKA



49

MIKAELA SHIFFRIN



50

IGA SWIATEK

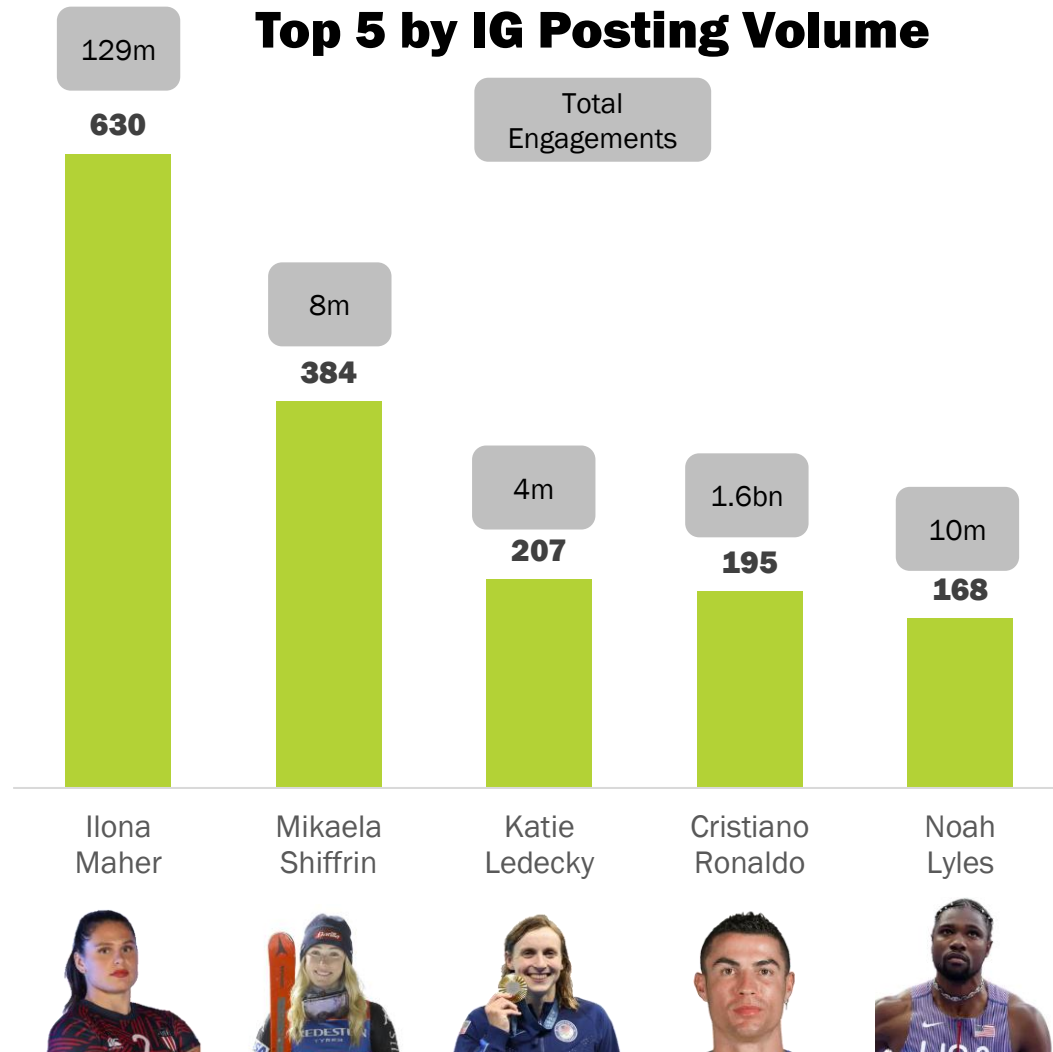
Male footballers receive highest IG engagements out of SportsPro Top 50 in 2024 but Female athletes are the top for post volume

Top 5 Instagram accounts by volume of posts/stories and highest engagements (posts only) for the SportsPro Top 50 Most Marketable Athletes 2024

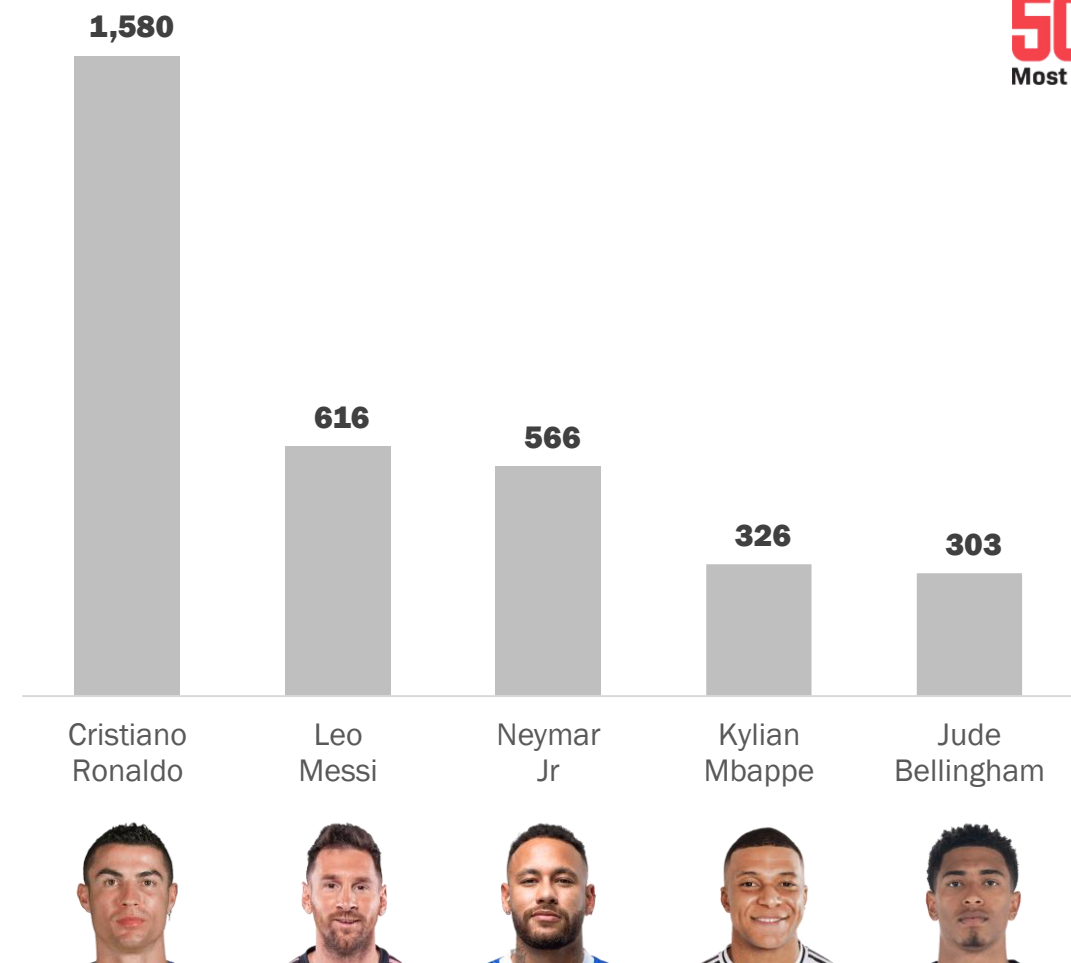


SportsPro
50mm
Most Marketable

Top 5 by IG Posting Volume



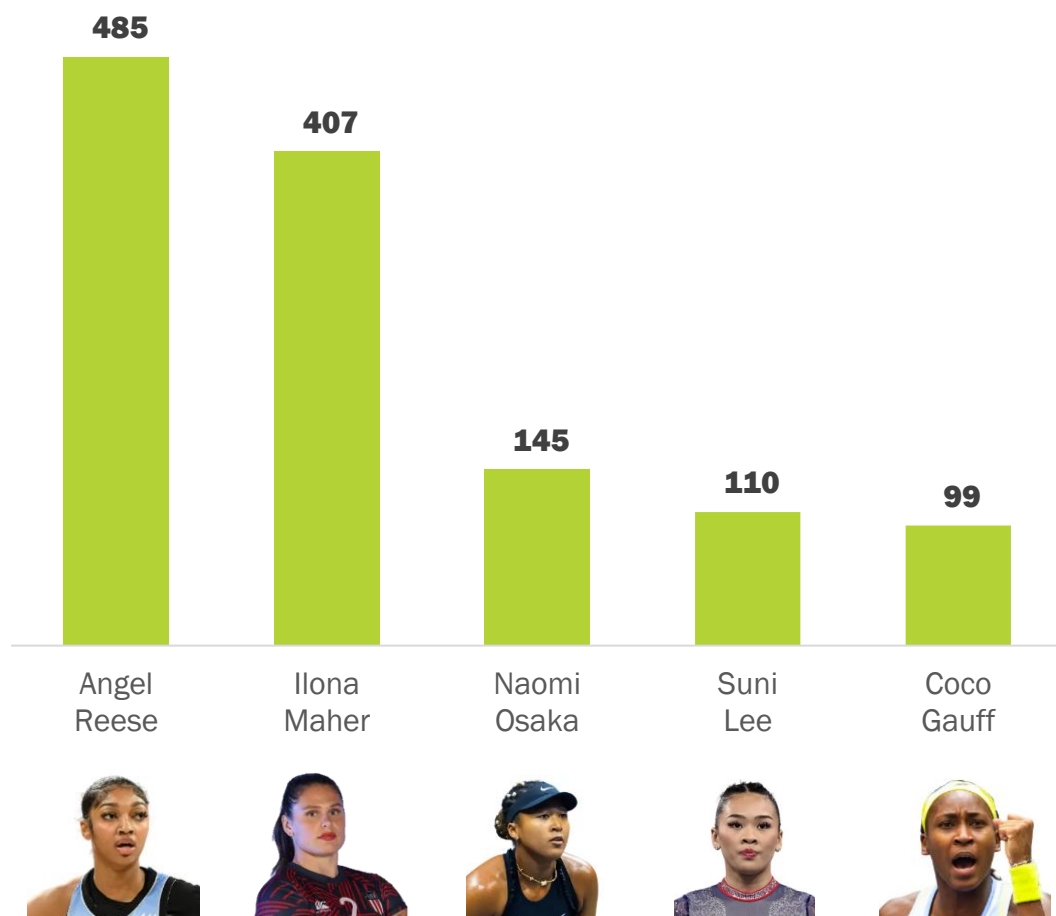
Top 5 by IG Engagements (m)



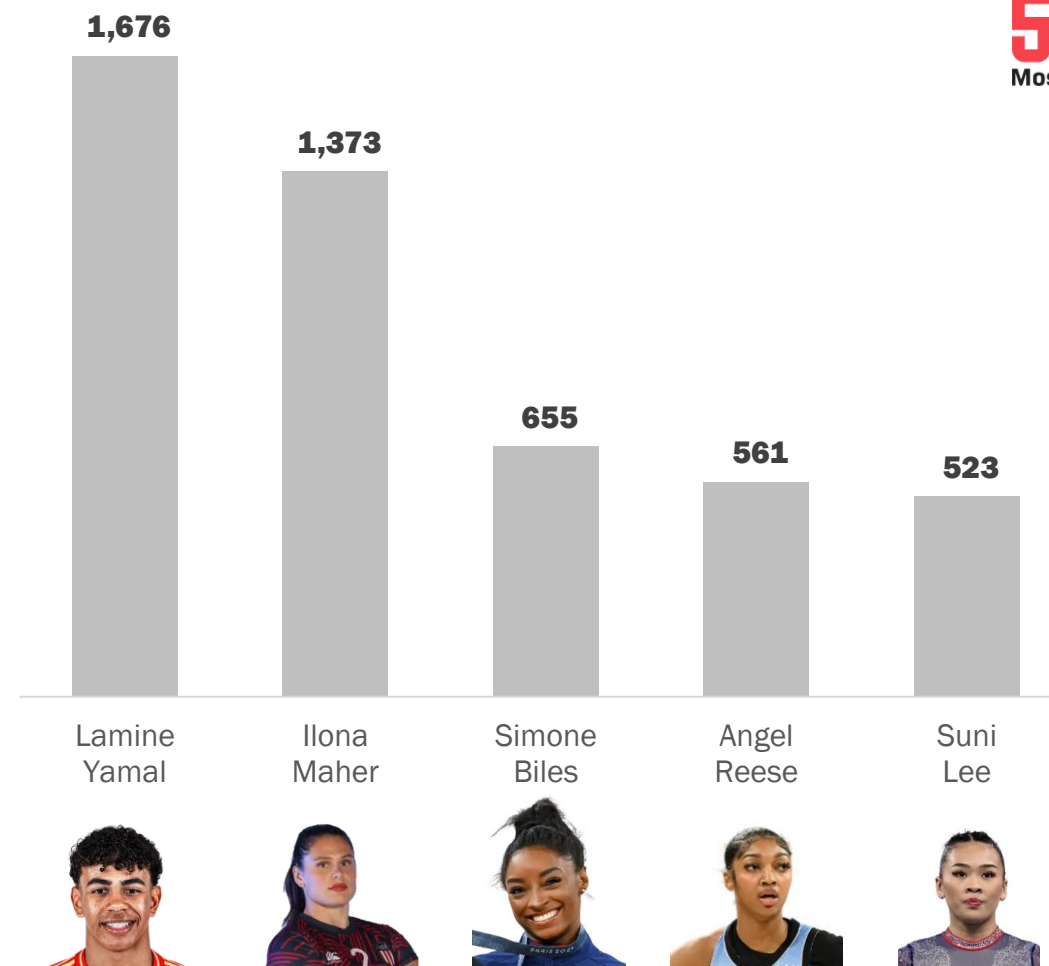
Female athletes dominate content creation and engagement on TikTok among the SportsPro Top 50

Top 5 TikTok accounts by highest number of videos and highest views (m) for the SportsPro Top 50 Most Marketable Athletes 2024

Top 5 by Volume of TikTok Videos



Top 5 by TikTok Views (m)



Across the full top 50 list, Female athletes make up most of the content and views generated on TikTok

Gender split for SportsPro Top 50 2024 Athletes



Total Content Posted

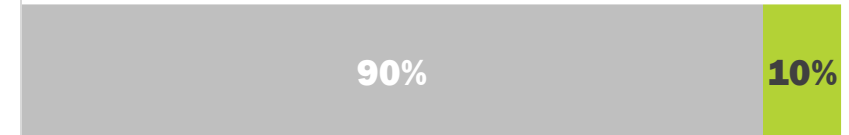
■ Male athletes ■ Female athletes



95% of the female athletes have TikTok, versus only 58% of the male athletes

Engagements/Views

■ Male athletes ■ Female athletes



Funny and relatable videos are Ilona Maher's most viewed in 2024

Top 4 most viewed Ilona Maher TikTok videos in 2024



Dancing with the Stars training

'Just me and my bff trend' – differing meal choices

BTS 'Olympic Villa' content at Paris 2024

Paid partnership with L'Oréal ft. influencer Mikayla Nogueira

Ilona Maher v female musicians on TikTok

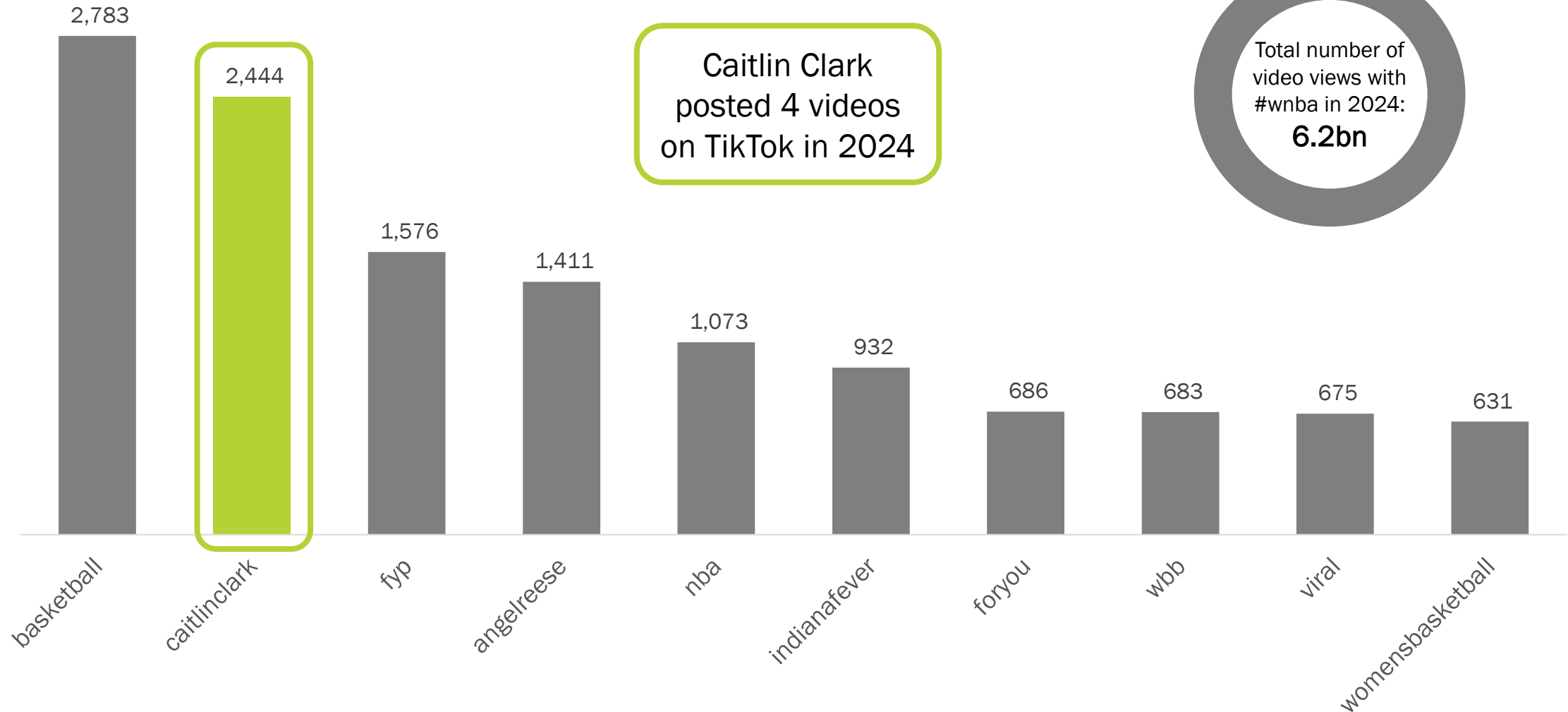
Athlete/Artist	2024 TikTok Views
Sabrina Carpenter	1.8bn
Billie Eilish	1.5bn
Ilona Maher	1.4bn
Olivia Rodrigo	1.1bn
Charli XCX	633m
Taylor Swift	456m
Chappell Roan	425m

2.2bn views on YouTube

Despite Caitlin Clark only posting a limited number of times on social, her on-court brilliance meant she still dominated social media views



Top 10 2024 hashtags used alongside #wnba on TikTok, based on video views (m)



ATHLETES AND THE DIGITAL LANDSCAPE - UK

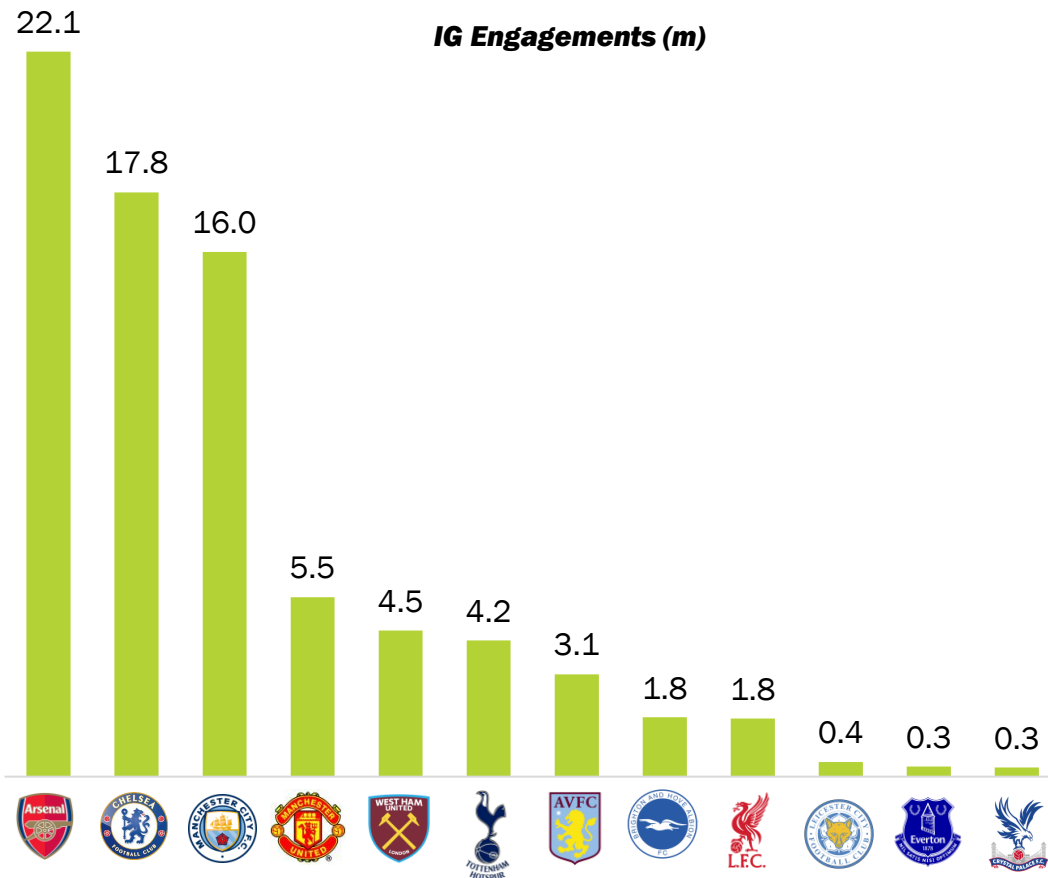


High proportion of total IG Engagements coming from player accounts

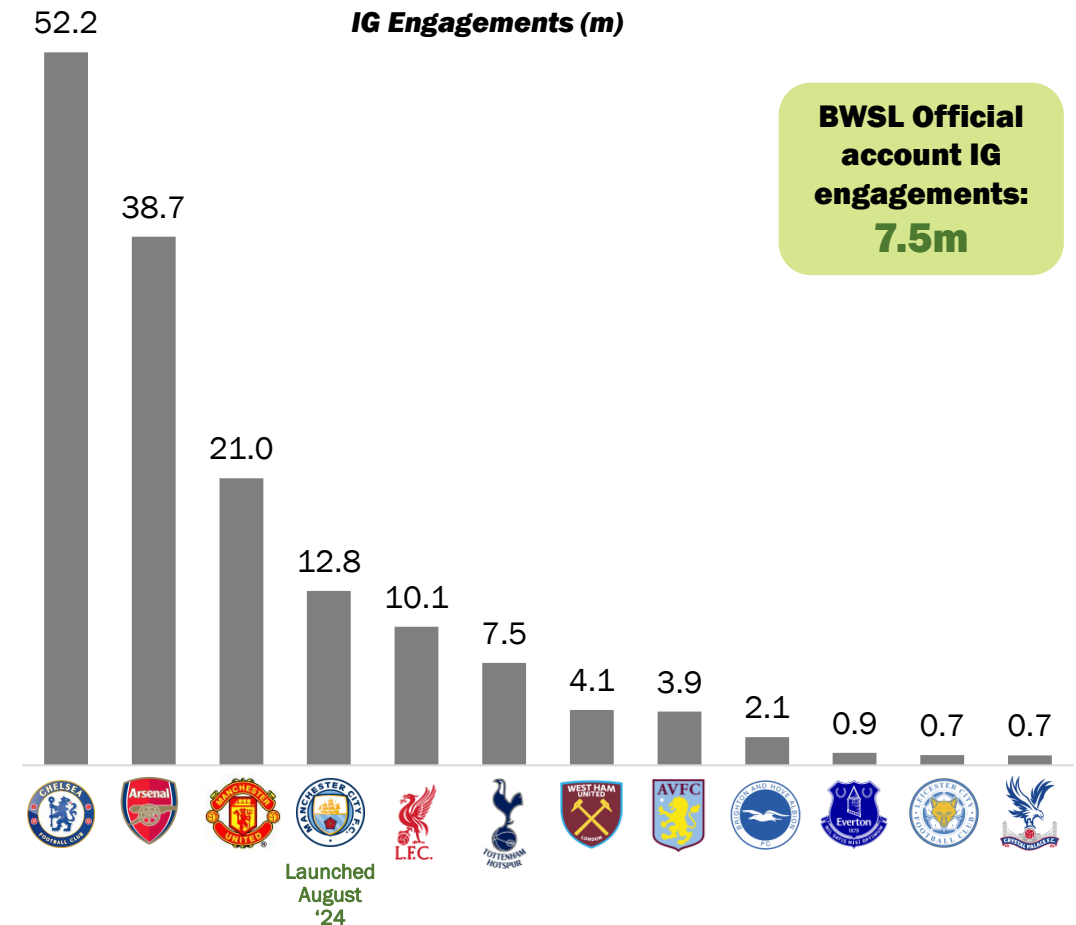
Total 2024 Instagram engagements (m) for BWSL player accounts* by their team, versus official team accounts [for content posted in 2024]



BWSL Player Accounts



BWSL Team Accounts



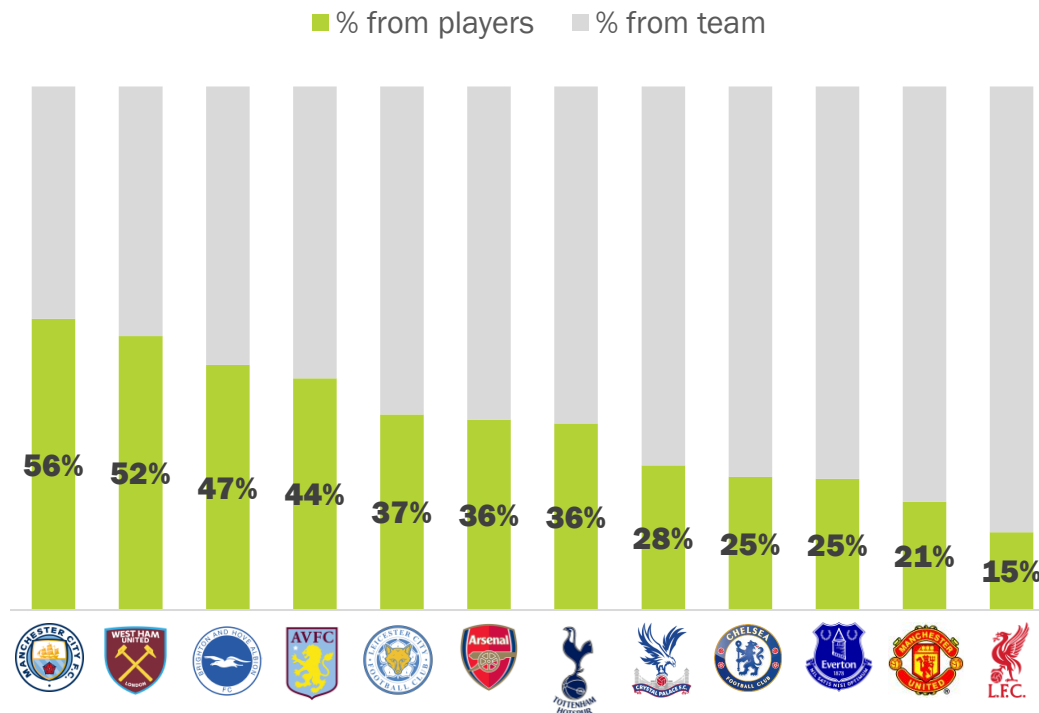
Higher % of engagements from BWSL players versus EPL equivalent



% of total Instagram engagements by team from player accounts* and official team account in 2024, for BWSL teams and selection of EPL teams



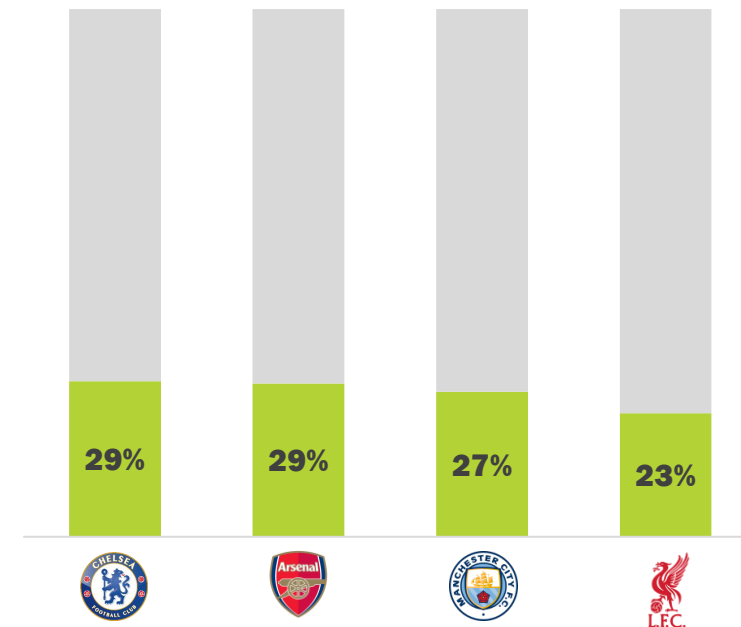
BWSL Players & Teams



Avg. = 35% of total engagements from player accounts [33% exc. Man City]



EPL Players & Teams

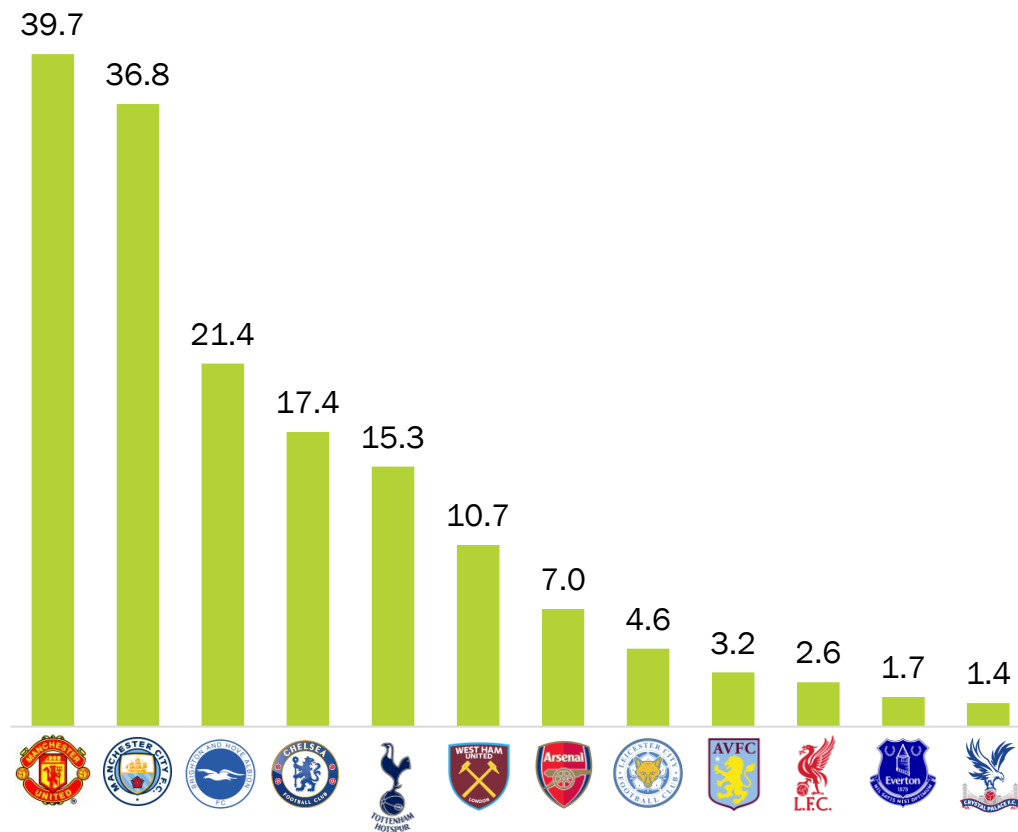


Avg. = 27% of total engagements from player accounts

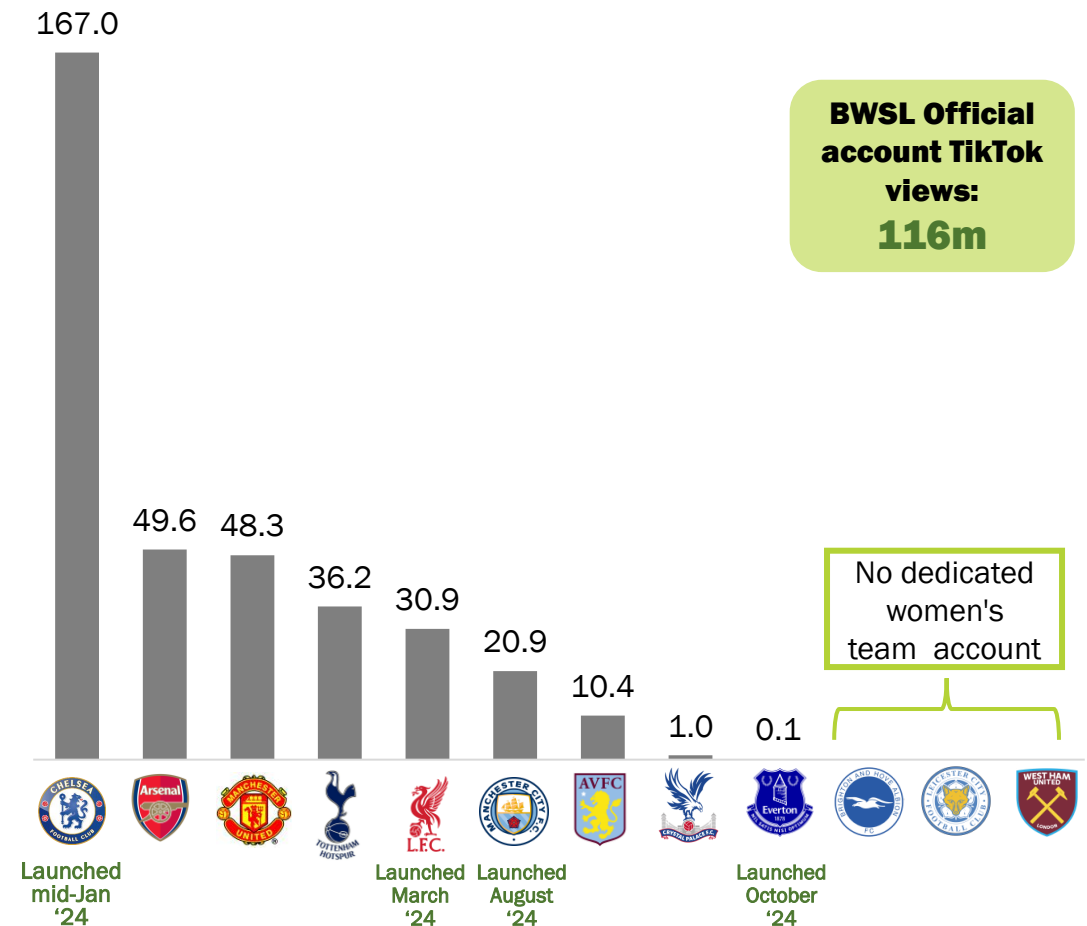
High proportion of TikTok views from BWSL player accounts

Total 2024 TikTok views (m) for BWSL player accounts by their team, versus official team accounts [for content posted in 2024]

BWSL Player Accounts



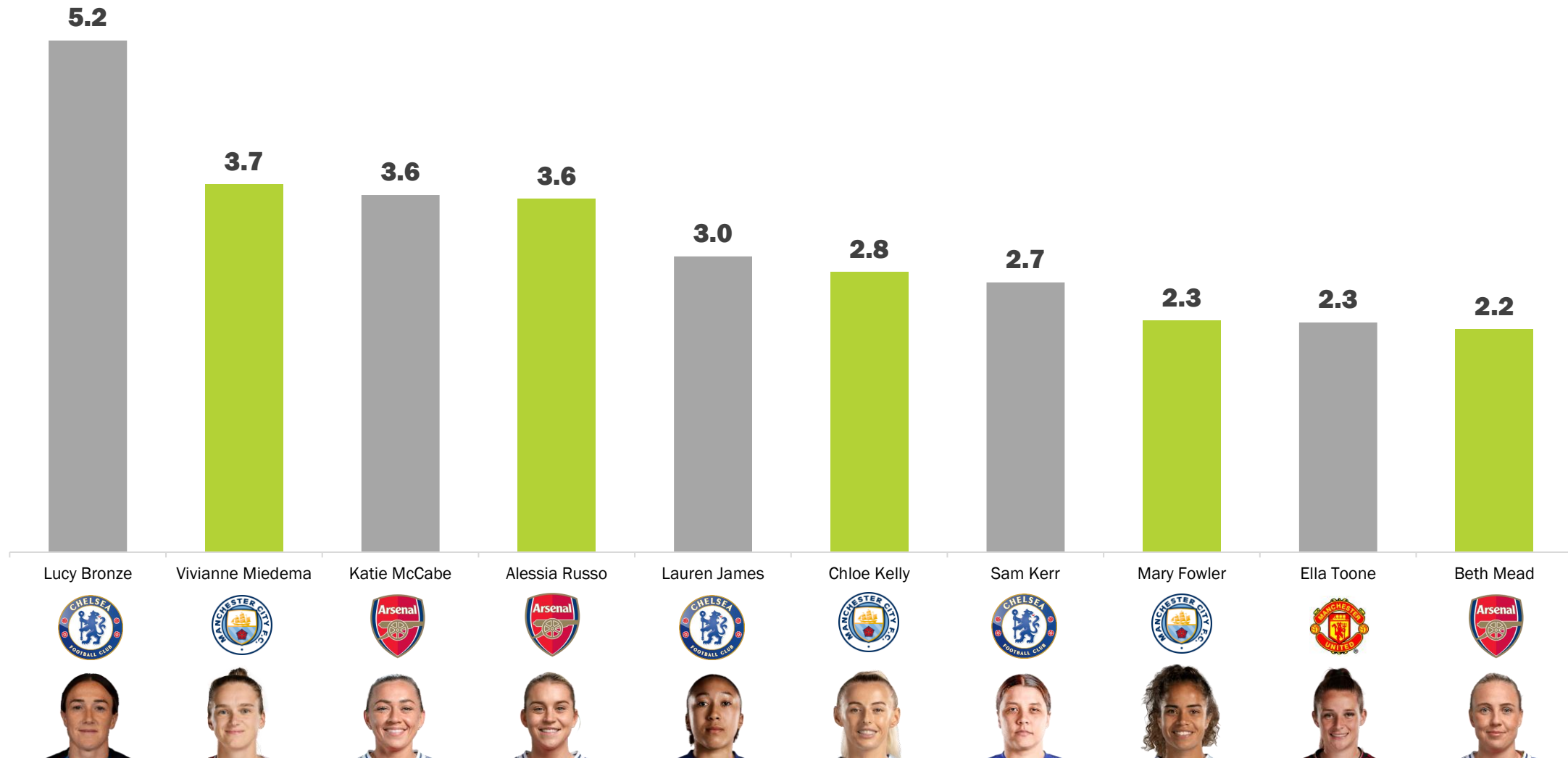
BWSL Team Accounts



Lucy Bronze received the most IG engagements of any BWSL player



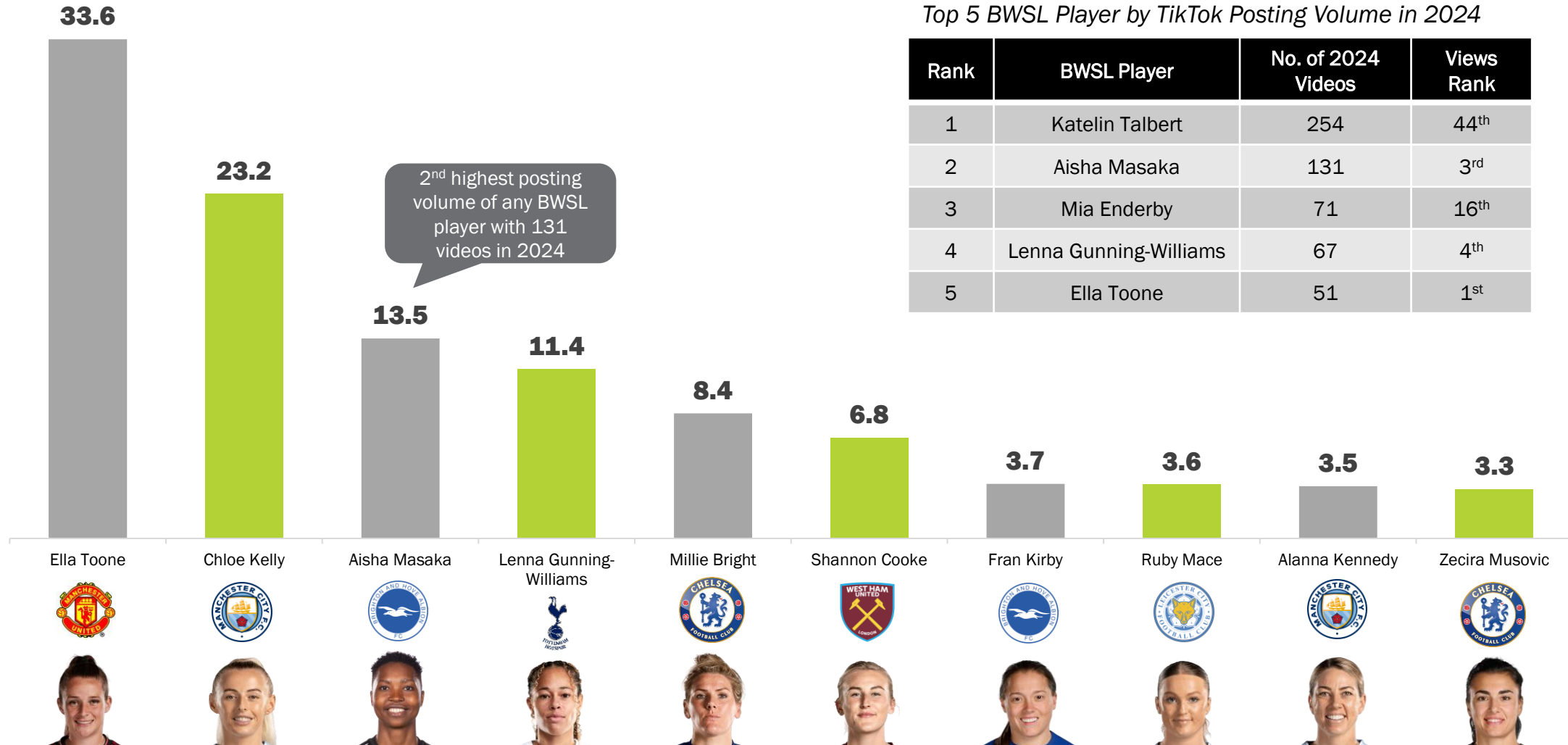
Top 10 Barclays Women's Super League players by 2024 Instagram engagements (m) [for content posted in 2024]



Ella Toone the most viewed player on TikTok but platform also presents an opportunity for lesser-known players



Top 10 Barclays Women's Super League players by 2024 TikTok views (m) [for content posted in 2024]

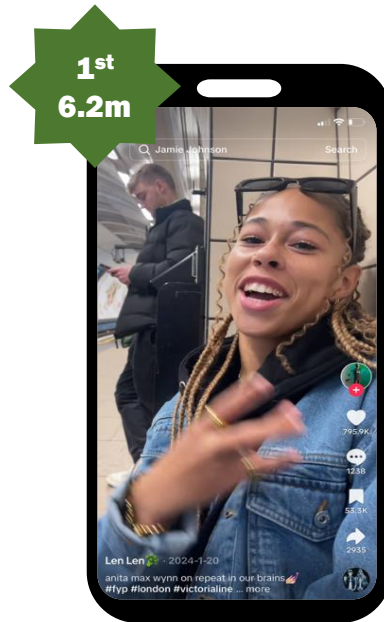


Top 5 BWSL Player by TikTok Posting Volume in 2024

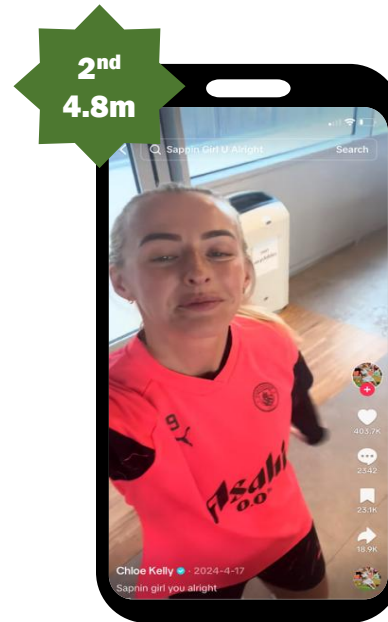
Rank	BWSL Player	No. of 2024 Videos	Views Rank
1	Katelin Talbert	254	44 th
2	Aisha Masaka	131	3 rd
3	Mia Enderby	71	16 th
4	Lenna Gunning-Williams	67	4 th
5	Ella Toone	51	1 st

TikTok videos jumping on viral trends garner the most views for players

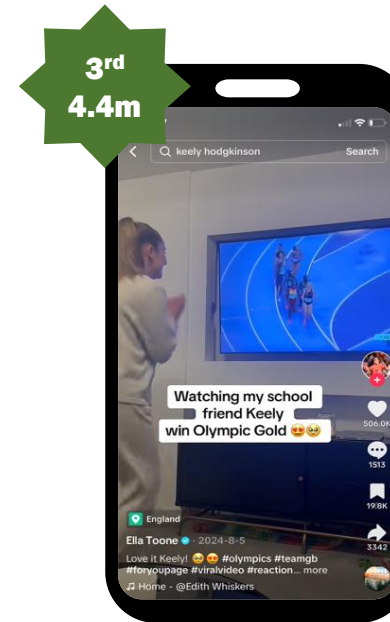
Top 4 most viewed TikTok videos in 2024 from BWSL players



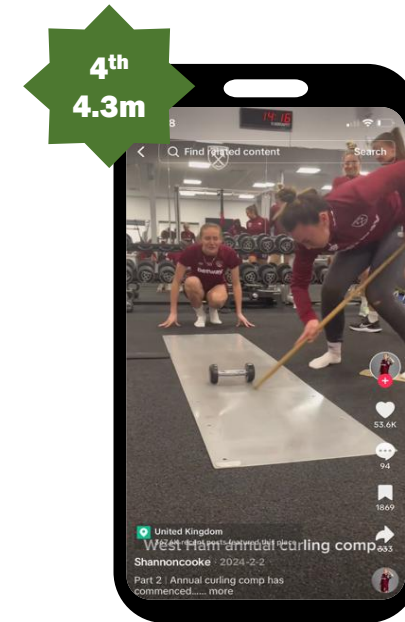
Lenna Gunning-Williams
– viral Drake trend



Chloe Kelly – ‘sapin girl
u alright’ trend with Man
City squad



Ella Toone – cheering on
her school friend Keely
Hodgkinson in the
Olympics



Shannon Cooke – annual
curling competition in
West Ham's gym

1-2 minute videos received the highest views for BWSL players

Average 2024 views by duration per TikTok video for BWSL player and team accounts [for content posted in 2024]



BWSL Player Accounts

Duration	Avg. Views (k) per TikTok Video
0 - 30 secs	63
30 secs - 1 min	113
1 min - 2 mins	163
2 mins -5 mins	92
5-10 mins	31



TeamGB athletes in Paris also saw the most views for 1-2 min videos

BWSL Team Accounts

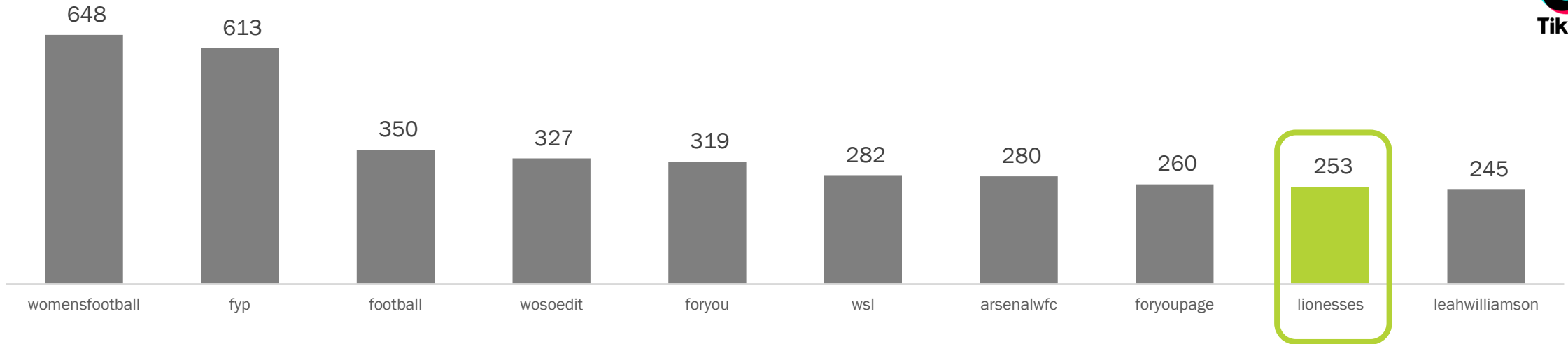
Duration	Avg. Views (k) per TikTok Video
0 - 30 secs	206
30 secs - 1 min	159
1 min - 2 mins	191
2 mins -5 mins	233
5-10 mins	171

Less variation by duration than for player accounts

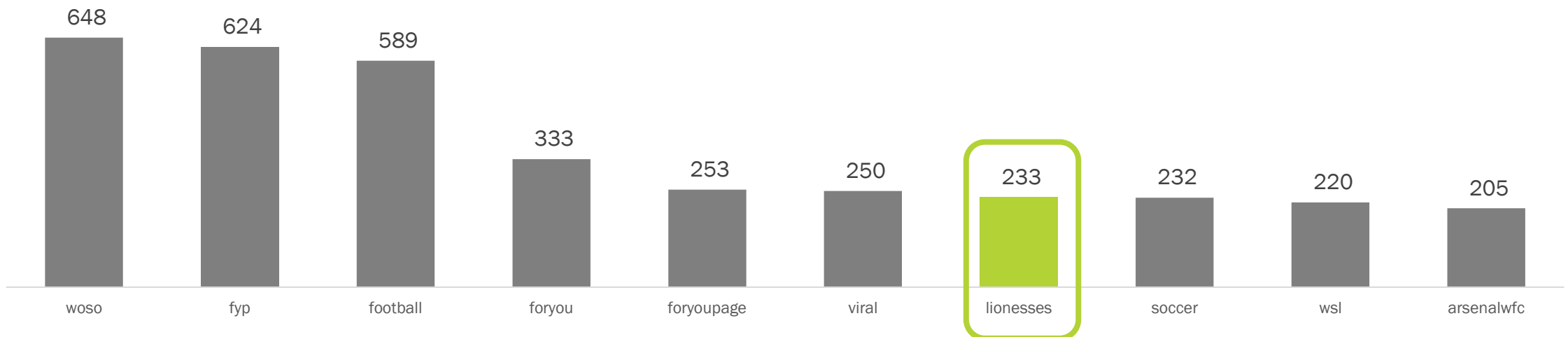
#Lionesses still gains high exposure in 2024, despite no major tournament



Top 10 2024 hashtags used alongside **#woso** on TikTok, based on video views (m)

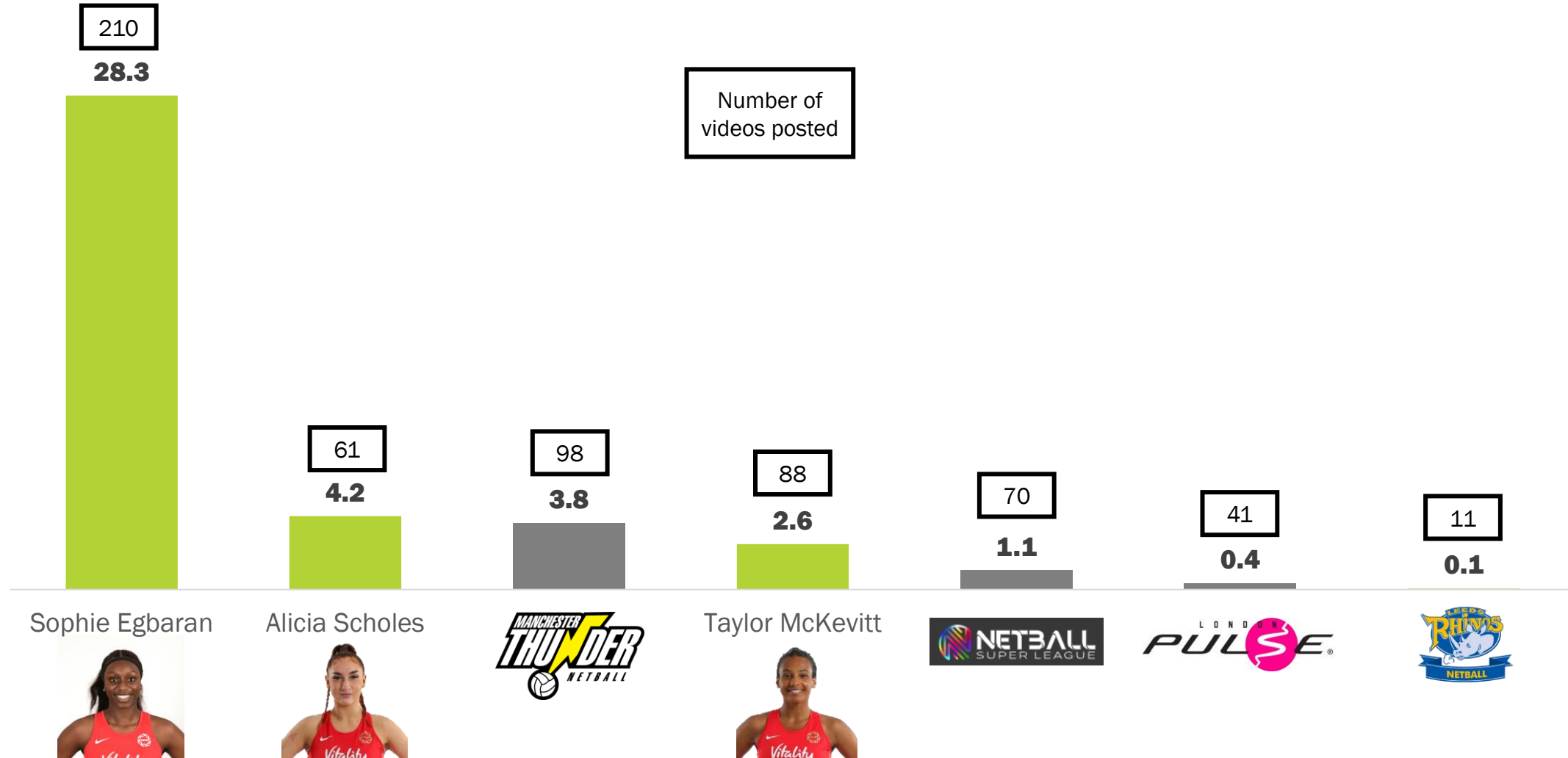


Top 10 2024 hashtags used alongside **#womensfootball** on TikTok, based on video views (m)



3 NSL players received higher views than the official league account

2024 TikTok views (m) for top 3 Netball Super League players, versus their NSL teams and Netball Super League account

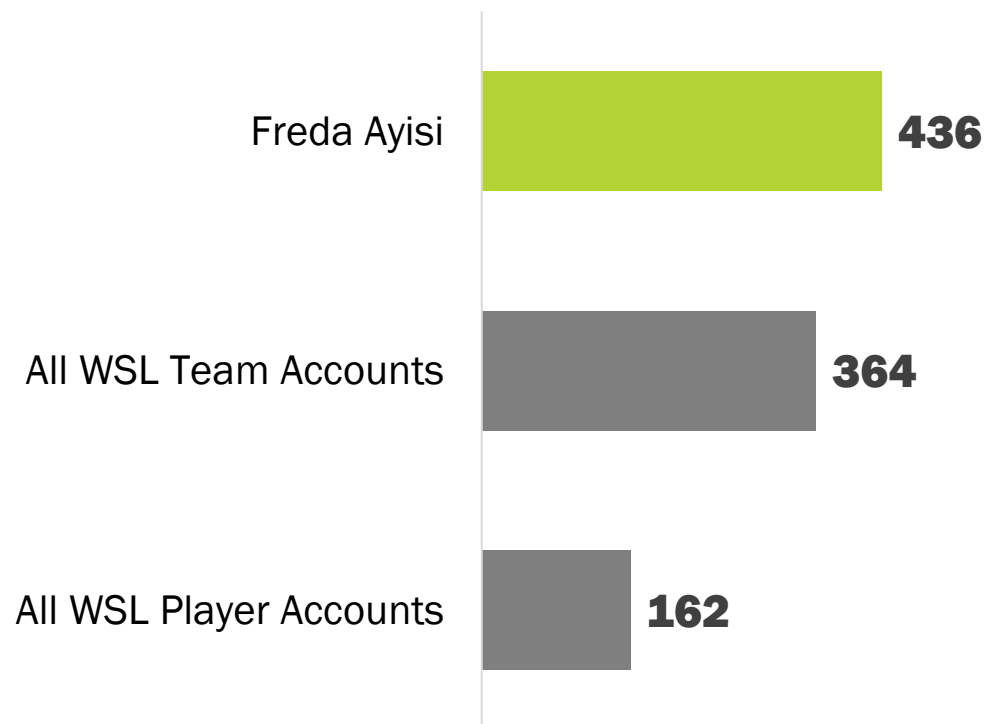


Freda Ayisi received more TikTok views than all BWSL teams combined

Total 2024 TikTok views (m) for Freda Ayisi versus BWSL team accounts and BWSL player accounts combined

Freda Ayisi

- Footballer and Content Creator
- Former BWSL player, now playing for Hashtag United in the National League
 - Posts skills-based content on TikTok, such as the 'Touch Challenge'
 - 2.0m followers on TikTok



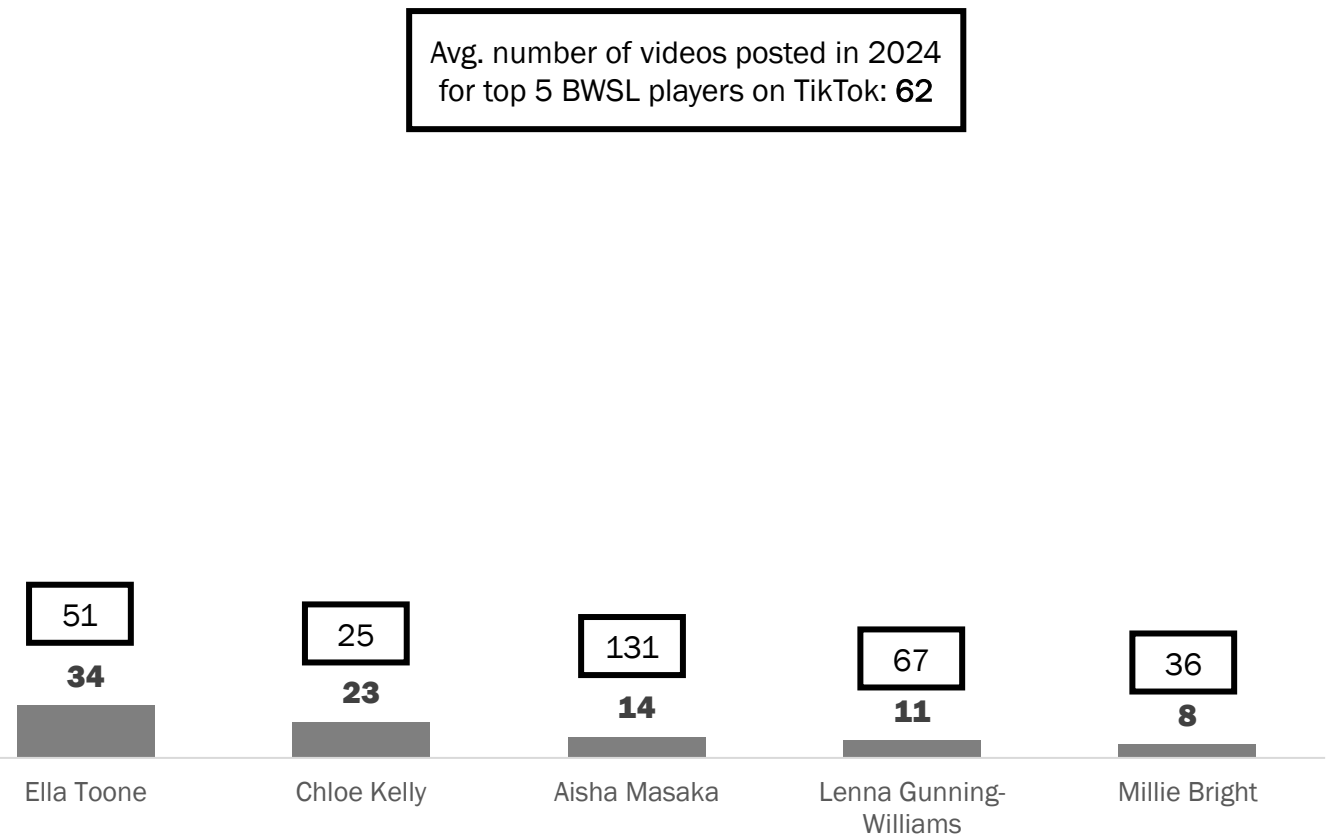
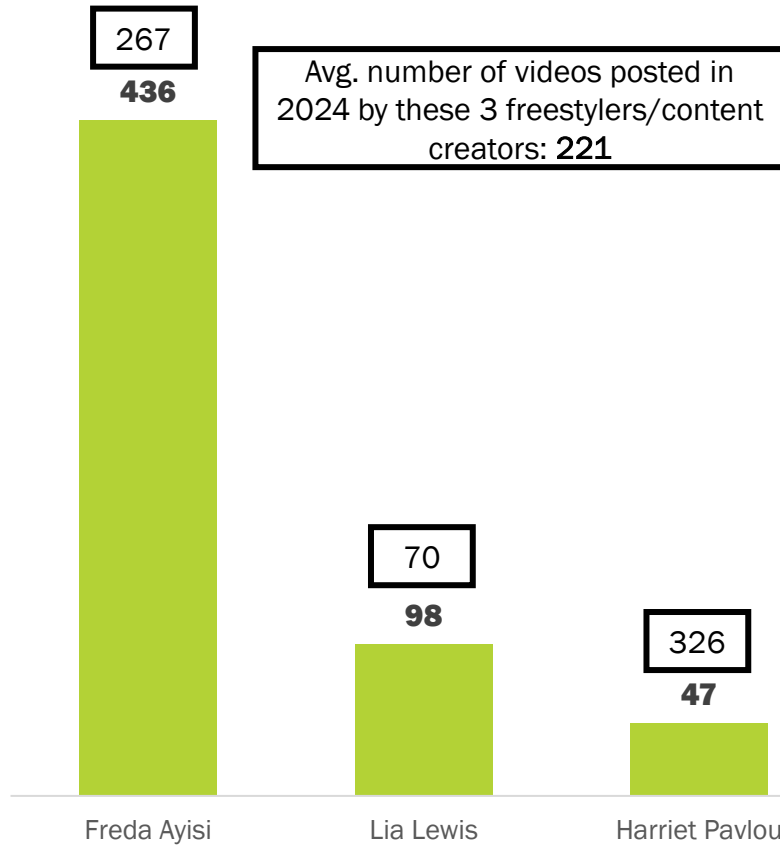
Female football freestylers/content creators gaining high views and interest on TikTok



Total 2024 TikTok views (m) and videos posted for a selection of female football freestylers/football content creators, versus the most viewed BWSL players

Football Freestylers/Content Creators

Top 5 BWSL Players by TikTok Views



11/20 most viewed athletes on TikTok featured in Paris this summer



Top 20 female athletes in the UK* based on 2024 TikTok views (m) [for content posted in 2024]

Rank	Athlete	Sport / Team	TikTok Views (m)
1	Charlotte Worthington	BMX / TeamGB Olympics	74.9
2	Lina Nielsen	Athletics / TeamGB Olympics	61.0
3	Mary Earps	Football / PSG	56.6
4	Ella Toone	Football / Man Utd	33.6
5	Laviai Nielsen	Athletics / TeamGB Olympics	28.8
6	Sophie Egbaran	Netball / Leeds Rhinos	28.3
7	Chloe Kelly	Football / Man City	23.2
8	Sky Brown	Skateboarding / TeamGB Olympics	23.1
9	Aisha Masaka	Football / Brighton	13.5
10	Imogen Grant	Rowing / TeamGB Olympics	12.8

Rank	Athlete	Sport / Team	TikTok Views (m)
11	Ellie Boatman	Rugby union / TeamGB Olympics	12.0
12	Lenna Gunning-Williams	Football / Spurs	11.4
13	Kadeena Cox	Athletics / TeamGB Paralympics	9.5
14	Mille Bright	Football / Chelsea	8.4
15	Scarlett Mew Jenson	Diving / TeamGB Olympics	8.3
16	Molly Caudery	Athletics / TeamGB Olympics	8.1
17	Daryll Neita	Athletics / TeamGB Olympics	7.0
18	Shannon Cooke	Football / West Ham	6.8
19	Chloe Chong	Motorsport / F1 Academy	6.4
20	Ruby Evans	Gymnastics / TeamGB Olympics	6.4

*full female athlete list: TeamGB at 2024 Olympics and Paralympics, 2024/25 WSL players and Lionesses playing outside of the WSL, 2024 Women's Hundred players, 2024 Netball Super League players, British motorsport drivers, Red Roses WXV 2024 players, professional British tennis players, British boxers and MMA fighters, British wrestlers, England Women's rugby league players [squad for 02/11/24 Test match v Wales], British Red Bull athletes, British Mountain Bike World Champs 2024 participants, British Ironman WC (+70.3) top 100 finishers, British professional golfers.

Smriti Mandhana receives the highest IG engagements by far in 2024



Top 20 female athletes in the UK* based on 2024 IG engagements [for content posted in 2024]

Rank	Athlete	Sport / Team	IG Engagements (m)
1	Smriti Mandhana	Cricket / Southern Brave	83
2	Emma Raducanu	Tennis	7.6
3	Ellyse Perry	Cricket / Birmingham Phoenix	7.1
4	Lucy Bronze	Football / Chelsea	5.2
5	Mariah May	Wrestling / AEW	4.1
6	Vivianne Miedema	Football / Man City	3.7
7	Mary Earps	Football / PSG	3.7
8	Katie McCabe	Football / Arsenal	3.6
9	Alessia Russo	Football / Arsenal	3.6
10	Charley Hull	Golf	3.5

Rank	Athlete	Sport / Team	IG Engagements (m)
11	Lauren James	Football / Chelsea	3.0
12	Chloe Kelly	Football / Man City	2.8
13	Sam Kerr	Football / Chelsea	2.7
14	Keely Hodgkinson	Athletics / TeamGB Olympics	2.5
15	Laura Collett	Equestrian / TeamGB Olympics	2.3
16	Mary Fowler	Football / Man City	2.3
17	Ella Toone	Football / Man Utd	2.3
18	Beth Mead	Football / Arsenal	2.2
19	Caitlin Foord	Football / Arsenal	2.1
20	Sky Brown	Skateboarding / TeamGB Olympics	2.1

*full female athlete list: TeamGB at 2024 Olympics and Paralympics, 2024/25 WSL players and Lionesses playing outside of the WSL, 2024 Women's Hundred players, 2024 Netball Super League players, British motorsport drivers, Red Roses WXV 2024 players, professional British tennis players, British boxers and MMA fighters, British wrestlers, England Women's rugby league players [squad for 02/11/24 Test match v Wales], British Red Bull athletes, British Mountain Bike World Champs 2024 participants, British Ironman WC (+70.3) top 100 finishers, British professional golfers.

Changing political landscape and potential impact on Women's Sport



Initially banned in the US in January 2025, until President Trump signed a directive postponing the implementation of a law banning the platform for 75 days.



Announced in January 2025 that it is updating content moderation policies, ending fact-checking partnerships and removing restrictions on speech about topics such as immigration, gender identity and gender.



Currently being investigated by the European Commission on whether it is compliant with the digital service rulebook, since cutting back on its trust and safety teams to focus on community-driven moderation.

Leading International federations monitoring athlete abuse



During the Games, the online abuse protection service:

Analysed 2.4m posts/comments from 20,000 athletes' and officials' social media handles

Flagged 152k+ posts and comments as being **potentially abusive** via AI

Verified 10.2k+ posts and comments as abusive and **reported these to the platforms for removal**



Between Jan-Oct 2024, the service monitored 2.5m posts, with 12k posts/comments identified as abusive. Key findings:

1. Abuse from 15 accounts was regarded as having breached **criminal thresholds** and passed to the relevant national law enforcement.
2. A small number of accounts were the source of **prolific abuse**. 52 accounts sent 10+ abusive posts/comments.
3. '**Angry gamblers**' are a significant motivation of abuse, accounting for 48% of all abuse
4. Sexist remarks and sexually explicit or inappropriate content were the most common categories of abuse
5. Increased volumes of abusive content were noted during periods in which **Grand Slams** were held



*International
Cricket Council*

The ICC delivered a trial using AI technology to reduce **online abuse targeting women cricketers**.

Conducted during the Women's T20 World Cup, it monitored close to 1.5m comments across various player and team accounts.

Cricinfo reports that the ICC 'analysed 1.5m social media comments across 60 player and eight team accounts and **271k of them, contained racism, sexism, homophobia and other kinds of abuse.**'

ATTENDANCE



Record attendances across various sports and leagues in 2024



9.8k

average 2024 attendance,
a **+48% YoY increase**

17k

Indiana Fever the most
attended team in the
league at 17k, a **+319%
YoY increase**

20.7k

Highest WNBA crowd on
record in September for
**Washington Mystics v
Indiana Fever**



11.3k

avg. 2024 attendance, a
+6% YoY increase

2m+

The league surpassed 2m in
regular season attendees for
the **first time in history** (2
new teams added for 2024)

19.3k

avg. attendance for the most
watched team, **Angel City FC**
at BMO Stadium



1m+

total attendance for the
women's tournament in
the first 4 years

22k

attendance for the 2024
Final, a **new record** for a
Women's Hundred match

7/8

Venues last year saw a
record attendance for a
Women's Hundred match



1m+

cumulative attendance for
the BWSL and BWC
surpassed **1m** for the first
time in 23/24

12/24

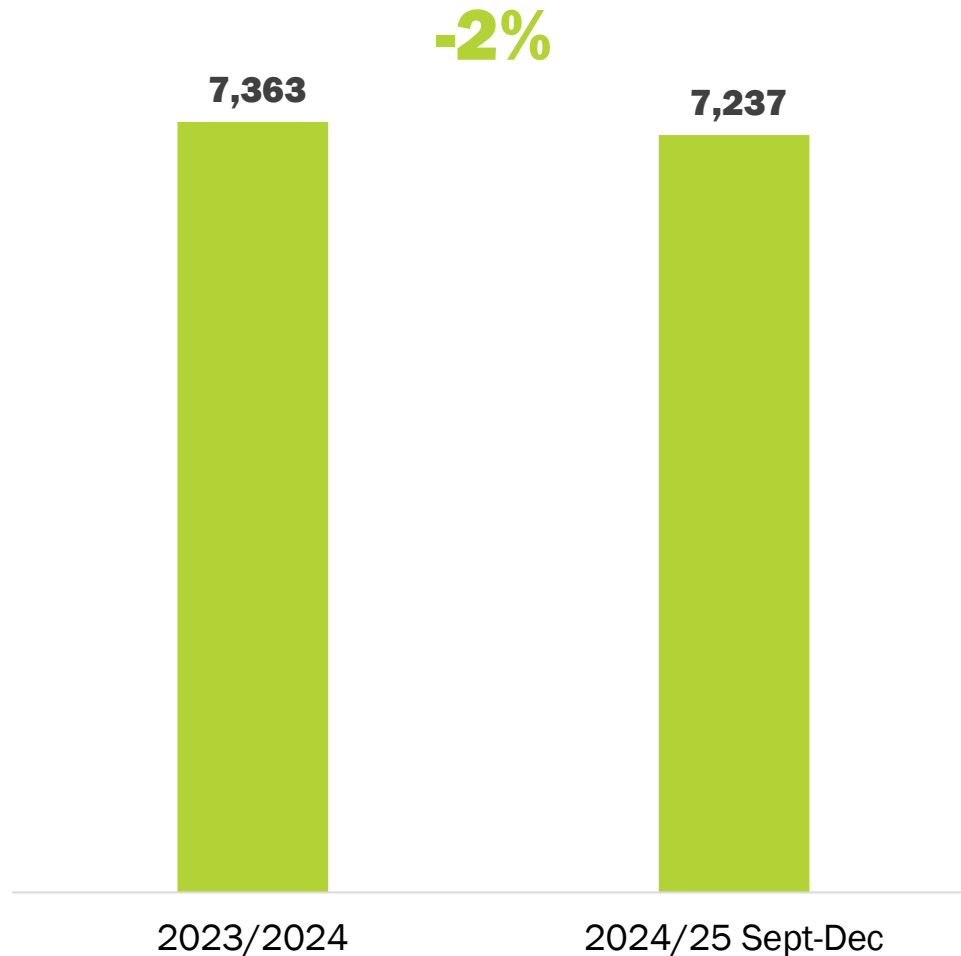
clubs in the top 2 tiers
achieved their **own record**
league attendance in
23/24

7.4k

avg. BWSL attendance for
23/24, **+41% v 22/23**

BWSL attendances remain flat for 2024/25 at the half-way point

Avg. BWSL attendance for 23/24 season and 24/25 so far [September to December], across all teams and stadia



Factors impacting 24/25 BWSL attendances so far




Relegated Bristol City in 23/24 (7.0k home avg.) replaced by promoted Crystal Palace (2.1k home avg.)



Arsenal home audience avg. +10% YoY, but -36% drop in avg. attendance at the Emirates due to more games



First season in 4 years with no Lionesses tournament prior to the start of the BWSL season

GROWTH OPPORTUNITIES

Growth Opportunities for 2025

- 1. The impact of major events**
2. A new and expanded Barclays WSL broadcast and digital offer
- 3. Women's Sport and the pub – the out-of-home opportunity**
4. YouTube and its younger audience
- 5. Attracting unique audiences to women's sport and converting men's sports fans**
6. Targeting 'main eventers' to watch women's sport
- 7. Better engaging youth and ethnically diverse audiences**
8. New formats of visibility and engagement – gaming and fantasy football

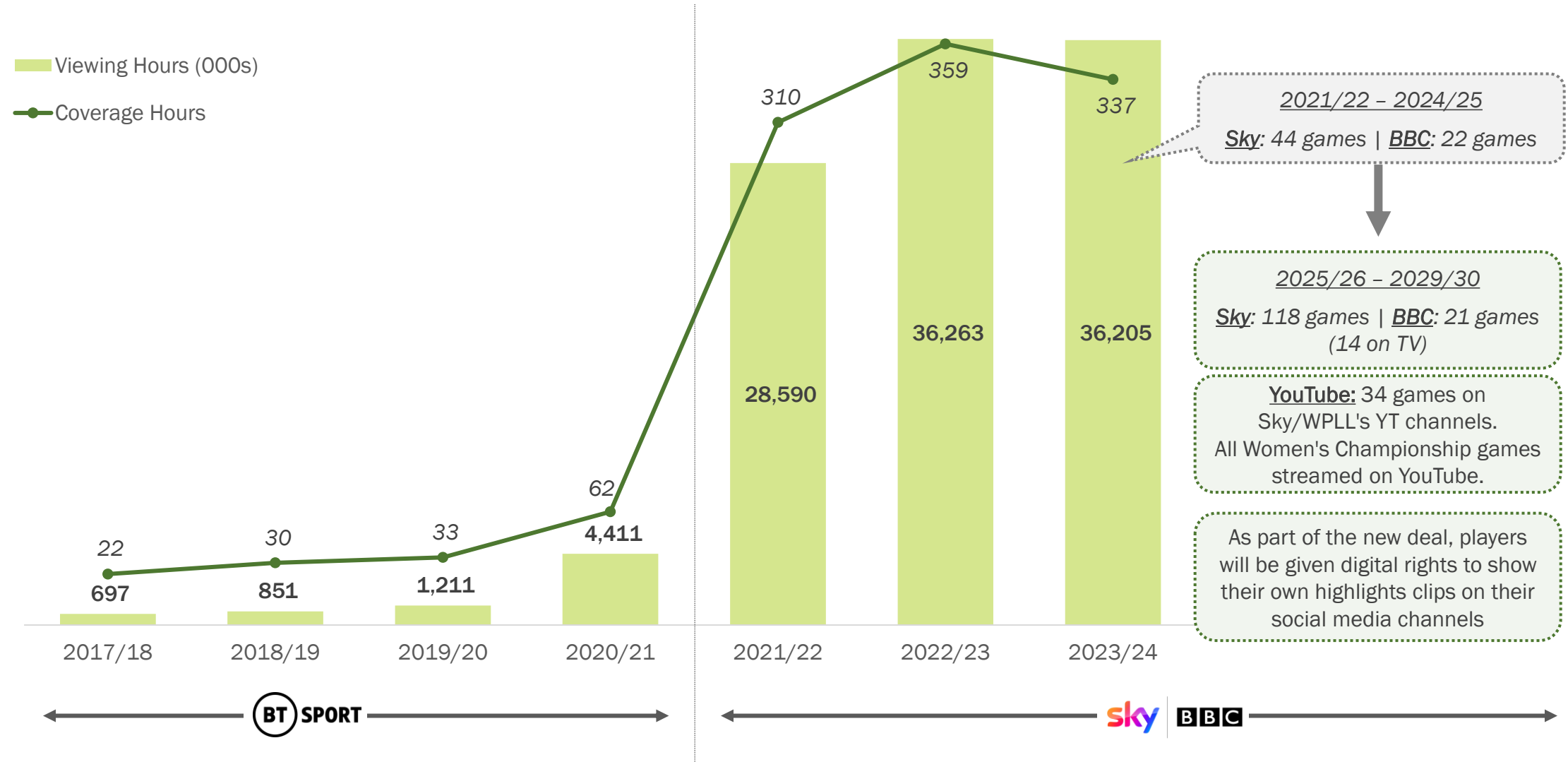
Can Women's Sport hit 50m viewers reached in 2025, with a home Rugby World Cup, Women's Euros, and additional BWSL games aired?

Non-exhaustive list of women's and mixed sport events in 2025

Sport	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
International Football												
Domestic Football												
Cricket												
Rugby Union												
Tennis												
Golf												
Other												

Strong growth in BWSL coverage and audiences from BBC/Sky deal, with further boost expected as many more games aired live from 25/26

BWSL live games only on linear TV



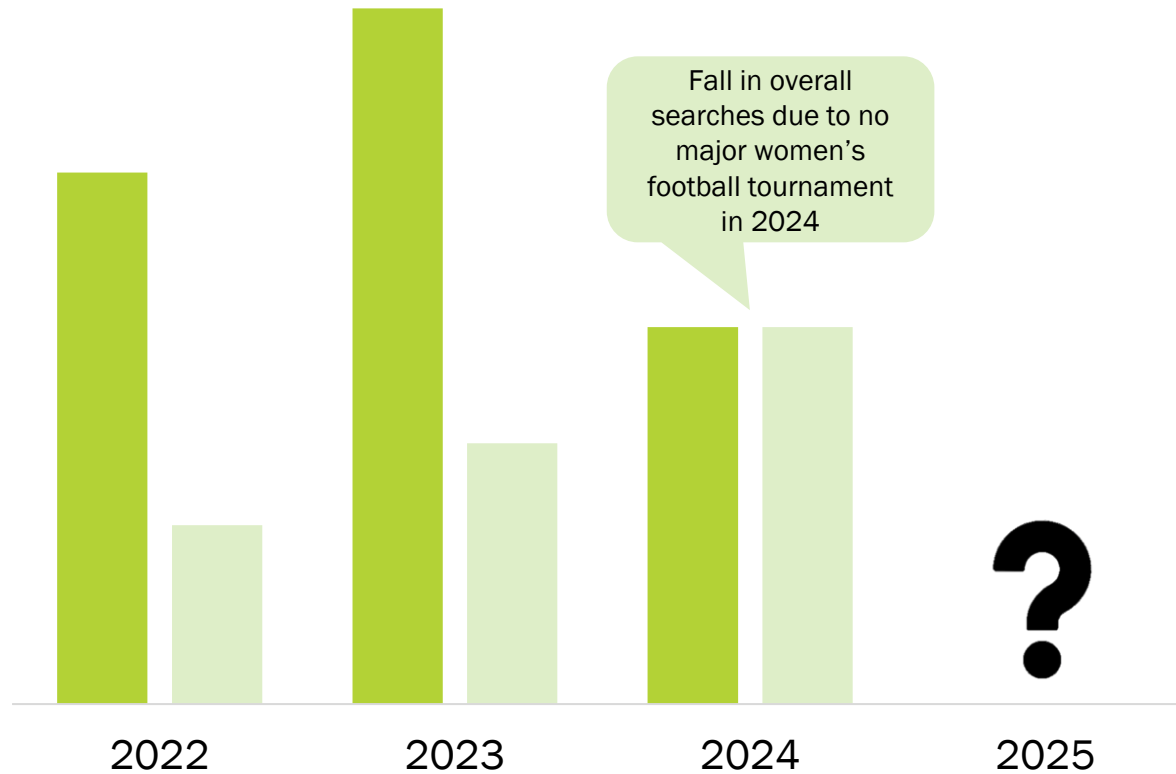
Appetite for out-of-home Women's Sport viewing highest for the Lionesses and major football tournaments

Total searches [indexed*] on FANZO for women's sport fixtures by year, including and excluding the Women's Euros / Women's World Cup

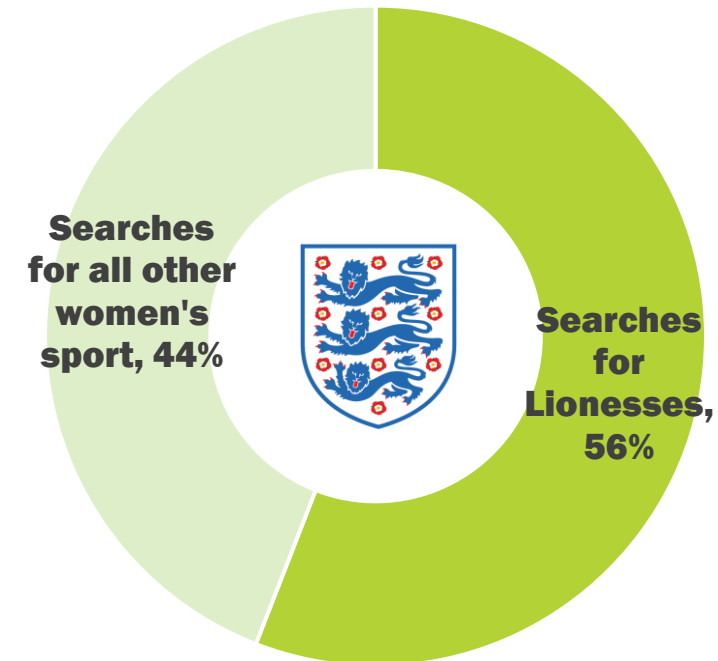
"The world's most used sports bar finder"

FANZO

■ All Women's Sport searches ■ All searches exc. the Women's Euros/WC



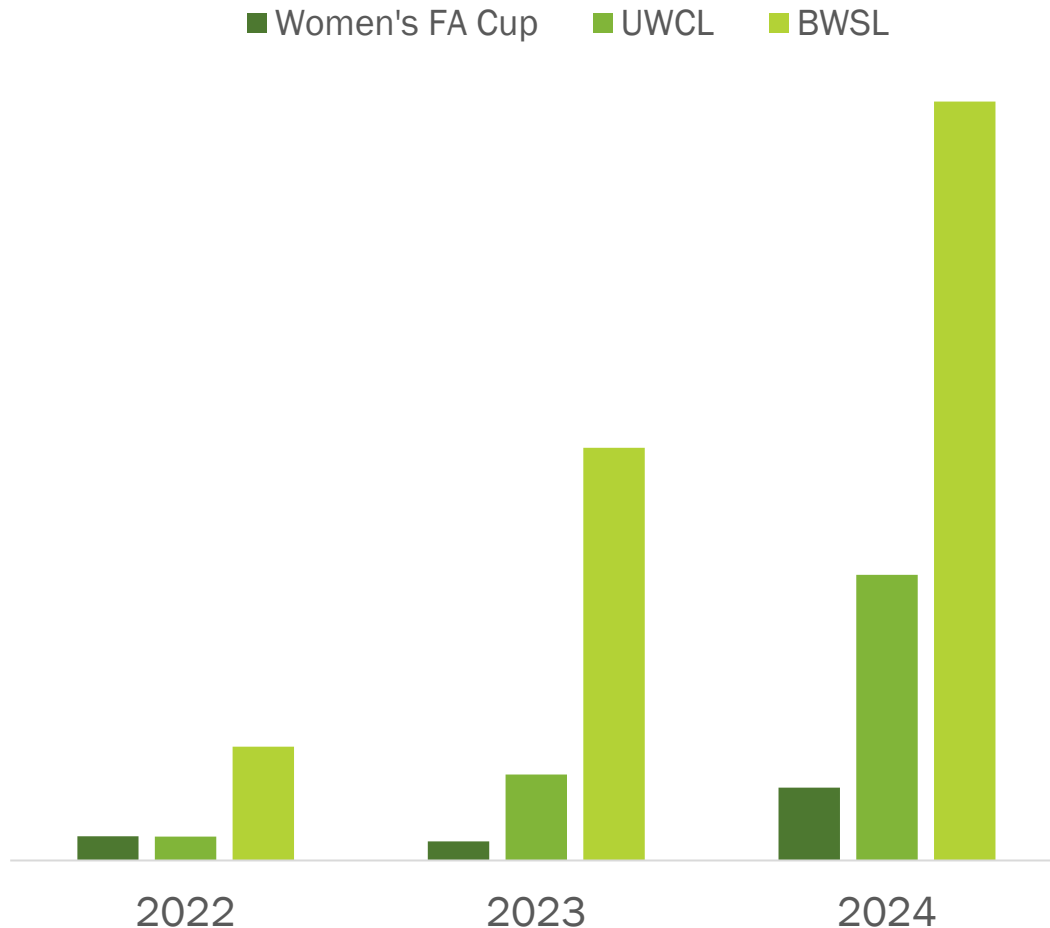
Proportion of total women's sport searches in 2022-2024 for Lionesses fixtures versus all other women's sport events



BWSL seeing biggest growth in pub viewing among domestic Women's Sport properties



Total searches [indexed*] on FANZO for domestic women's football fixtures by year and league/tournament



Top 5 most popular women's football fixtures in pubs for 24/25 season so far (Sept-December 2024)

Rank	Fixture	Date
1	Arsenal v Man City	22/09/24
2	England v USA	30/11/24
3	England v Germany	25/10/24
4	Chelsea v Man City	16/11/24
5	Man Utd v Arsenal	03/11/24

Strong engagement with various Women's Sport YouTube channels



1.4m+ subscribers

71m views across all content in 2024, the highest of any women's league/property

Most viewed video: 19" promo clip of Ons Jabeur,

987k



200k+ subscribers

19.2m views across all content posted in 2024 [launched Sept '24]

Arsenal v Chelsea the most viewed live match

in 2024: **483k**



1m+ subscribers

51.1m views across all content posted in 2024

2.4m views for highlights of the UWCL 23/24 Final



88k+ subscribers

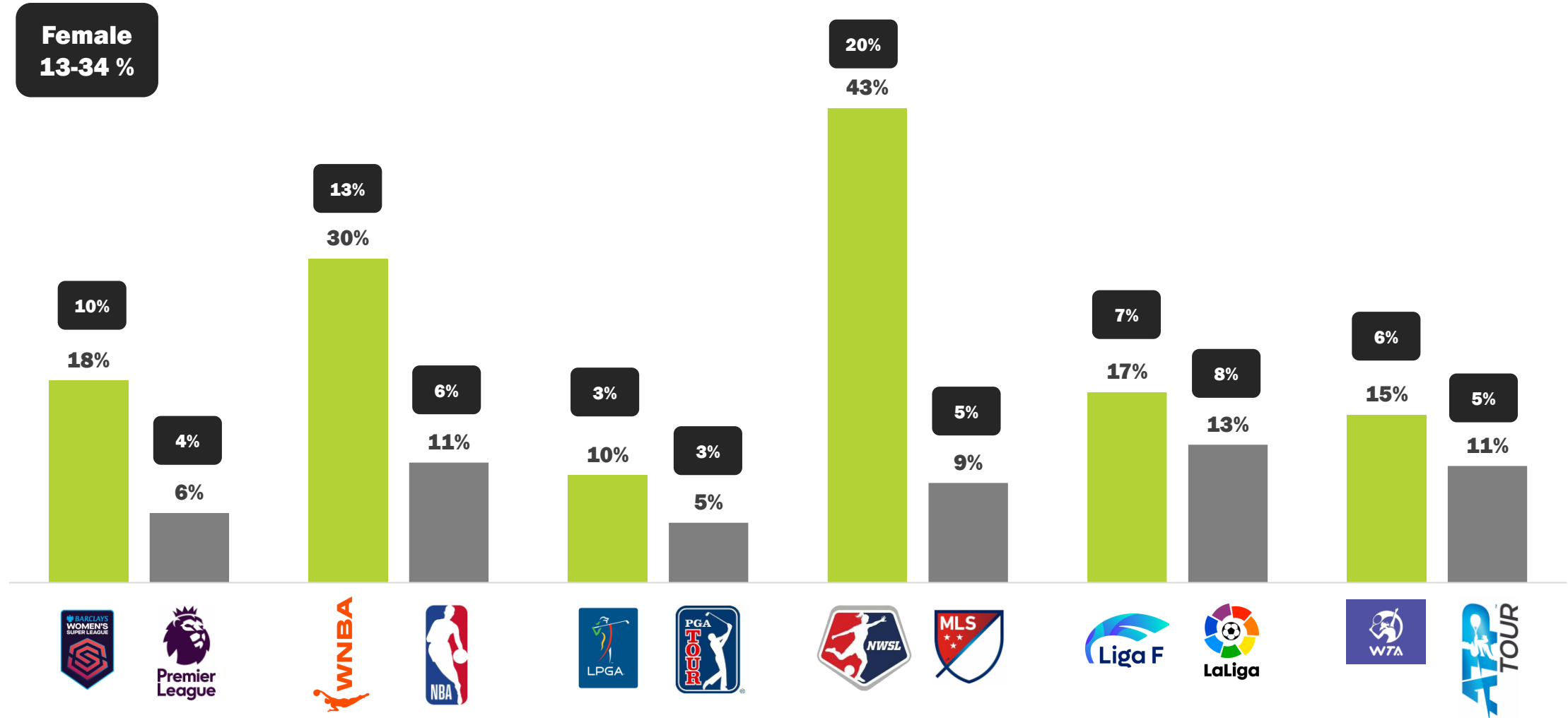
4.2m views across all content posted in 2024 [launched March '24]

316k views for the most viewed content in 2024 – Race 1 Live in Jeddah

Women's Sport YouTube channels bringing in a higher proportion of Female audiences than their Male counterparts

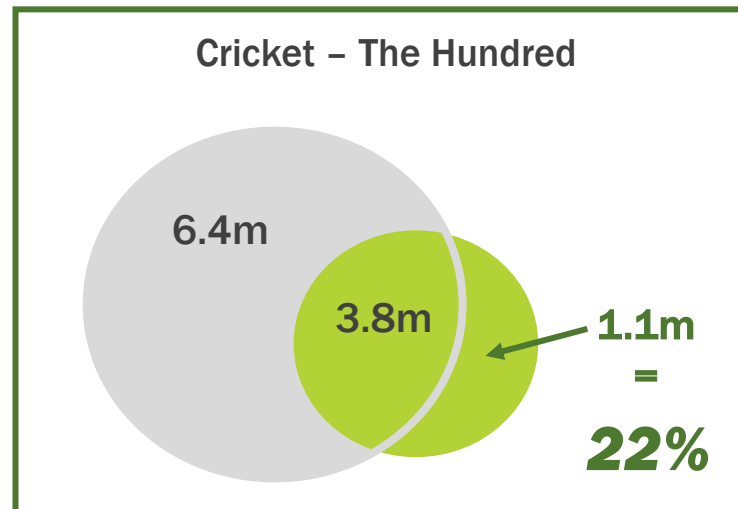
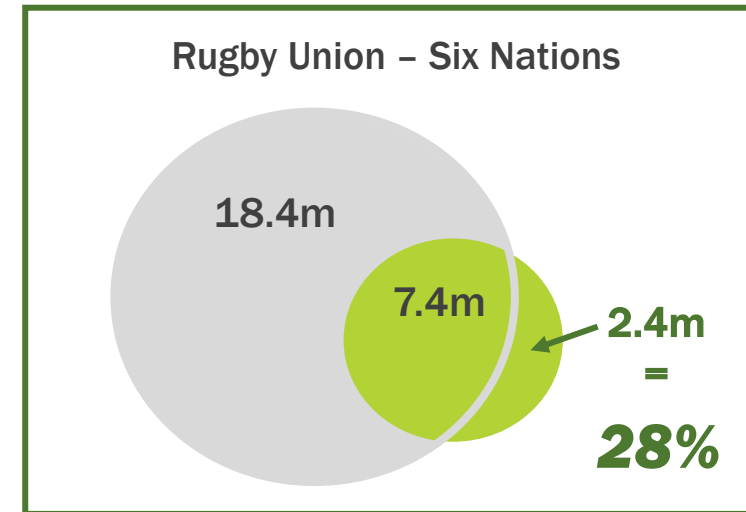
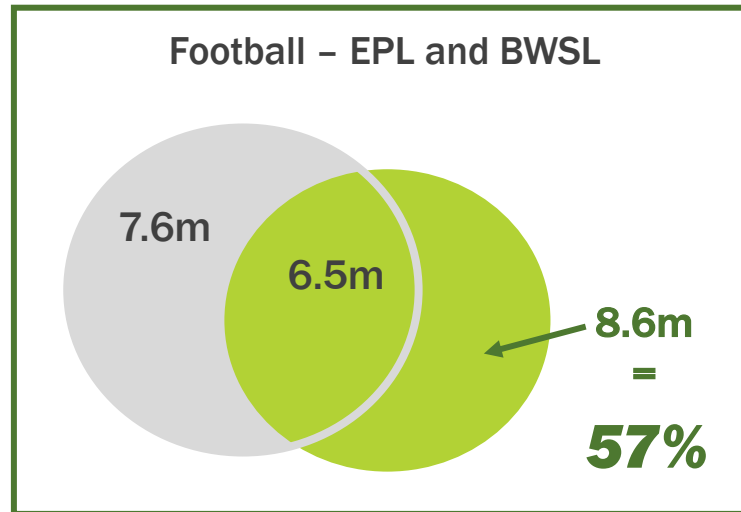
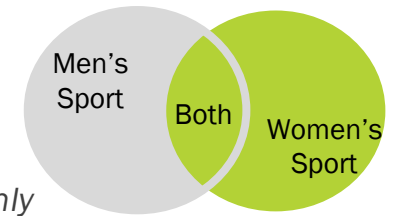


Female proportion of November 2024 YouTube audience for women's sport channels versus their male equivalent, based on unique viewers



Variations in both unique and overlapping audiences for Men's and Women's Sport properties

Viewer overlap for Men's and Women's sport in 2023/24 or 2024 (most recent) by sport/property, based on 3+ min reach, live only



Audiences watching BWSL and Premier League has risen year-on-year



Barclays Women's Super League and Premier League viewer overlap and demographics, based on 3+ minute reach – live only

	Women's Only	Both	Men's Only
2023/24	8.6m (57% of total)	6.5m	7.6m (54% of total)
2022/23	9.5m (58% of total)	5.8m	10.2m (64% of total)

Premier League only viewers are much more likely to be younger and have children in their HH

Barclays Women's Super League Viewers Only

2023/24	49% female	50% ABC1	17% under 35	13% ethnic minority	23% children in HH
2022/23	50% female	48% ABC1	17% under 35	14% ethnic minority	27% children in HH

Premier League Viewers Only

2023/24	51% female	61% ABC1	44% under 35	20% ethnic minority	44% children in HH
2022/23	49% female	62% ABC1	45% under 35	20% ethnic minority	43% children in HH

Growth in W6N but 71% of M6N viewers didn't see Women's version

Men's and Women's Six Nations viewer overlap and demographics, based on 3+ minute reach – live only

	Women's Only	Both	Men's Only
2024	2.4m (28% of total)	7.4m	18.4m (71% of total)
2023	1.6m (26% of total)	4.4m	17.7m (80% of total)

+3m additional viewers of both the Women's and the Men's Six Nations competitions in 2024 compared to 2023

Women's Six Nations Viewers Only

2024	50% female	54% ABC1	13% under 35	10% ethnic minority	17% children in HH
2023	46% female	56% ABC1	13% under 35	13% ethnic minority	17% children in HH

Men's Six Nations Viewers Only

2024	51% female	57% ABC1	26% under 35	12% ethnic minority	33% children in HH
2023	51% female	58% ABC1	23% under 35	10% ethnic minority	29% children in HH

Majority of Men's Hundred viewers haven't watched the Women's

The Hundred viewer overlap and demographics, based on 3+ minute reach – live only

	Women's Only	Both	Men's Only
2024	1.1m (22% of total)	3.8m	6.4m (63% of total)
2023	1.3m (22% of total)	4.6m	6.3m (58% of total)

+5% increase in proportion of female viewers for Women's edition only viewers compared to Men's edition only

Almost two-thirds of Men's Hundred viewers in 2024 did not watch the Women's edition

The Hundred Women's Viewers Only

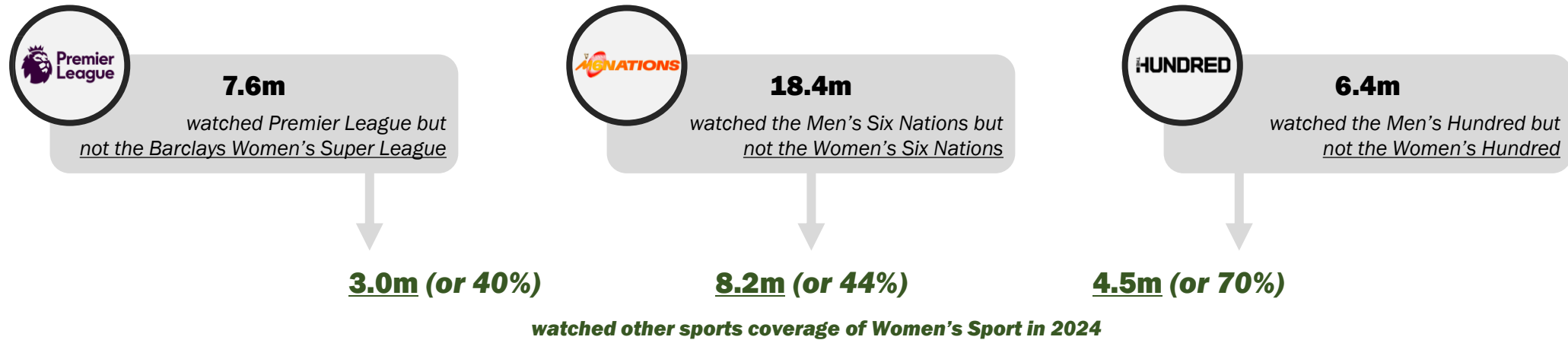
2024	53% female	42% ABC1	17% under 35	11% ethnic minority	24% children in HH
2023	54% female	49% ABC1	19% under 35	16% ethnic minority	24% children in HH

The Hundred Men's Six Viewers Only

48% female	62% ABC1	18% under 35	12% ethnic minority	28% children in HH
46% female	64% ABC1	23% under 35	11% ethnic minority	29% children in HH

Potential to turn Men's Sport viewers into Women's Sport fans with cross-sport marketing and promotions

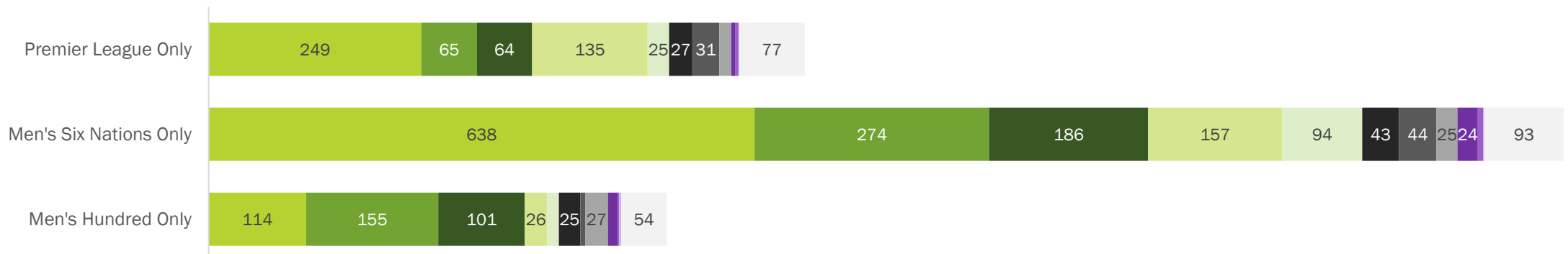
Premier League, Men's Six Nations, and Men's Hundred viewer overlap with all Women's Sport viewership in 2024, based on 3+ min reach



WHAT OTHER WOMEN'S SPORT DID THESE GROUPS OF MEN'S SPORT VIEWERS WATCH?

CUMULATIVE VIEWING HOURS (M)

■ Cycling ■ Rugby League ■ Netball ■ Hockey ■ Curling ■ Darts ■ Motor Racing ■ Basketball ■ Football ■ Cricket ■ Rugby Union ■ Other



24m viewers of Wimbledon/Olympics but not Women's Sport in 2024, indicating a potential new viewer group to target

Viewer overlap based on 3+ min reach – 2024 only



30.5m people reached
across all linear coverage

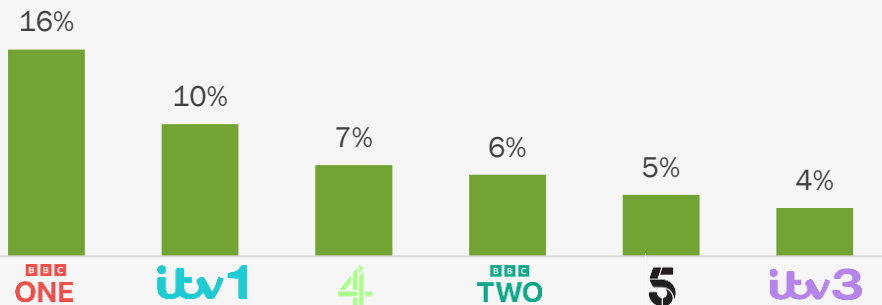
THOSE THAT
WATCHED
WIMBLEDON
2024 BUT NO
FURTHER
WOMEN'S
SPORT

8.8m (or 29%)

did not watch any Women's Sport coverage in 2024

Female	Under 35	ABC1	Children in HH
56%	35%	65%	40%

Top 6 Channels Viewed
(% of Avg. Audience)



39.7m people reached
across all linear coverage

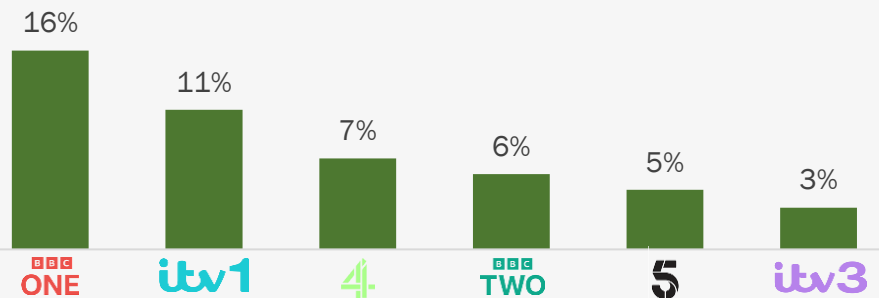
THOSE THAT
WATCHED
PARIS
OLYMPICS
2024 BUT
NO
FURTHER
WOMEN'S
SPORT

14.9m (or 38%)

did not watch any Women's Sport coverage in 2024

Female	Under 35	ABC1	Children in HH
54%	43%	64%	43%

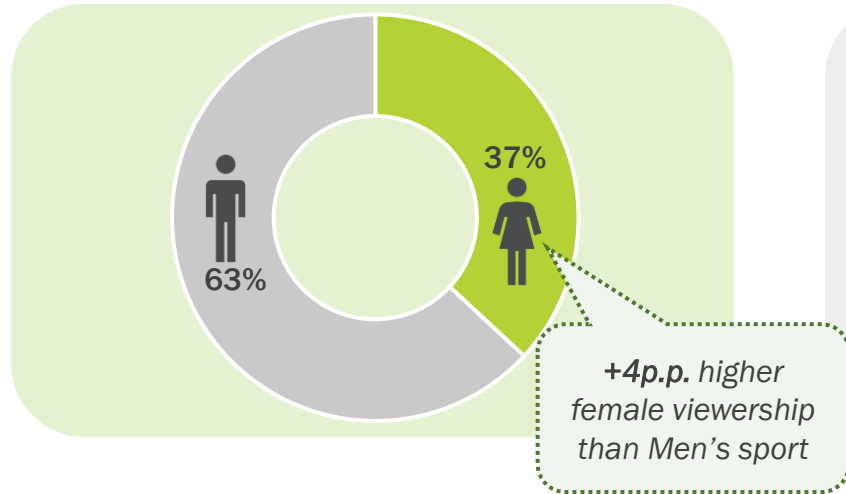
Top 6 Channels Viewed
(% of Avg. Audience)



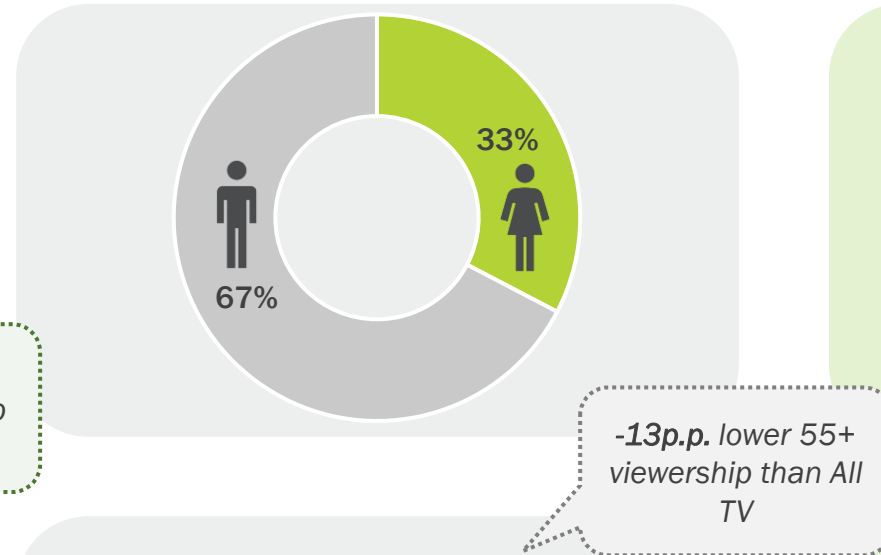
Women's Sport audience more female, whilst male sport audience is younger

Viewing Hours of Women's Sport, Men's Sport and All TV across all channels in 2024

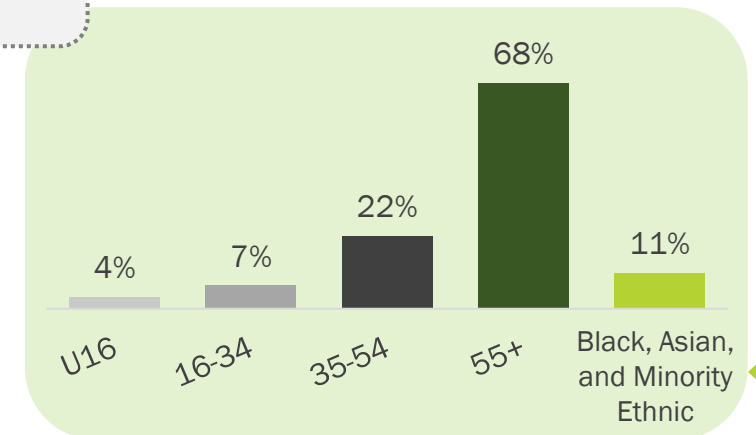
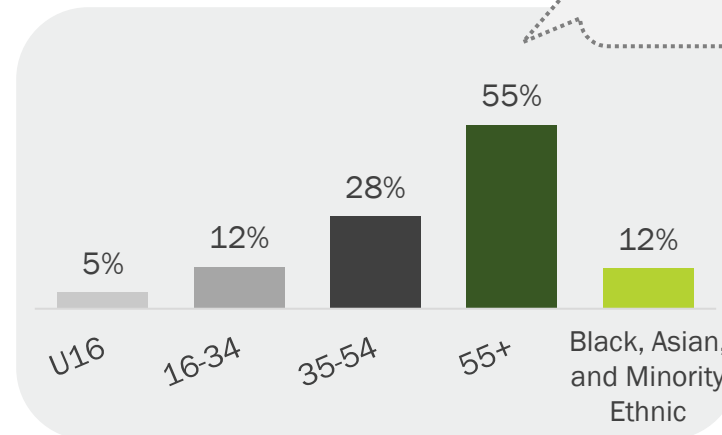
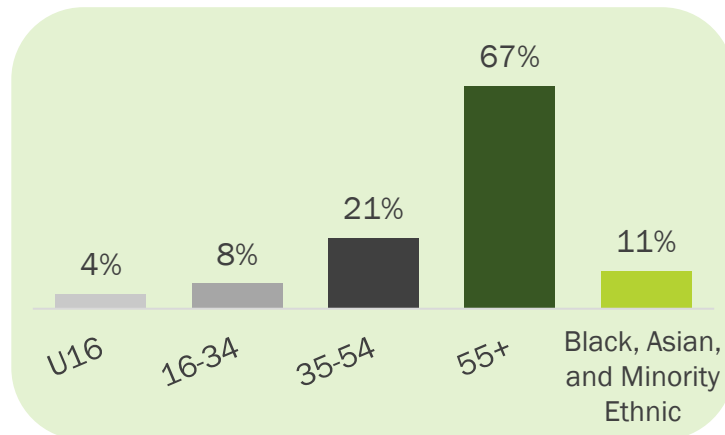
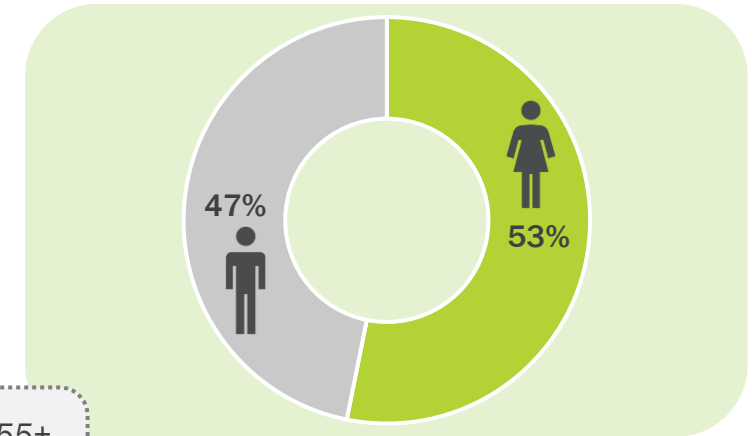
Women's Sport



Men's Sport



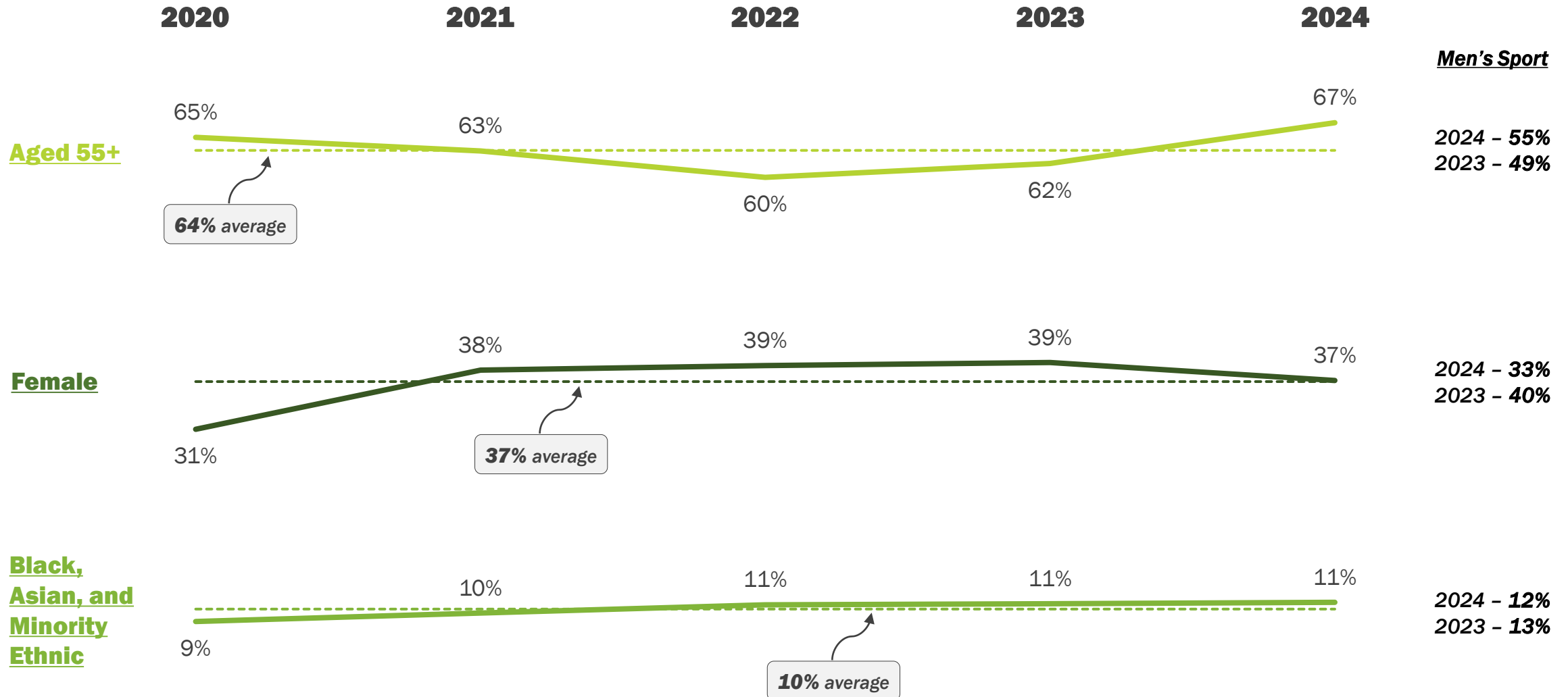
All TV



Proportion of both Female plus Black, Asian and Minority Ethnic viewers for Women's Sport in 2024 increased slightly since 2020

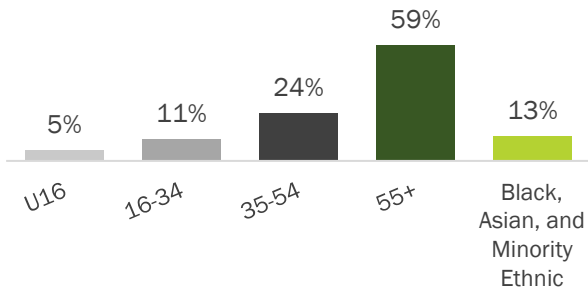
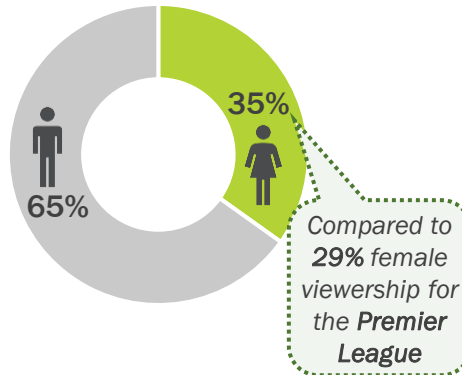


Total Women's Sport viewing hours split by % of demographic group, 2020-2024



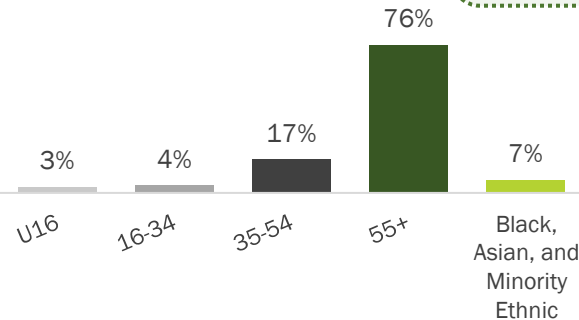
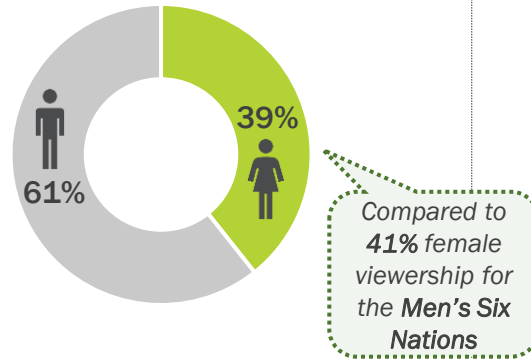
The WSL has the youngest audience, whilst the W6N has the most female audience

Viewing hours of various women's sport properties, split by % of demographic group, 2024



sky sports sky max

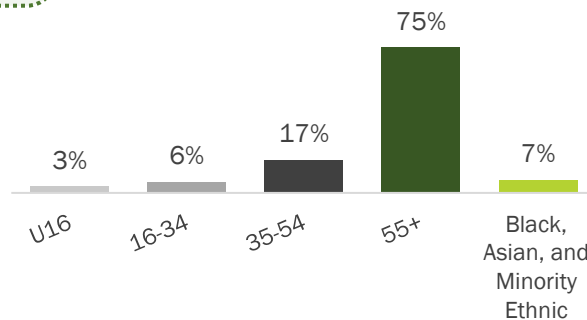
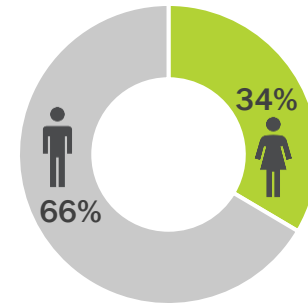
B B C sky showcase



sky sports sky max

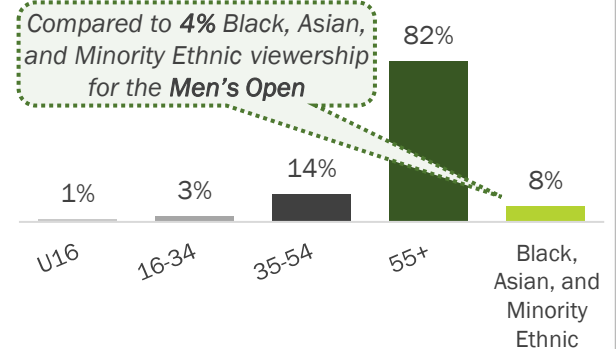
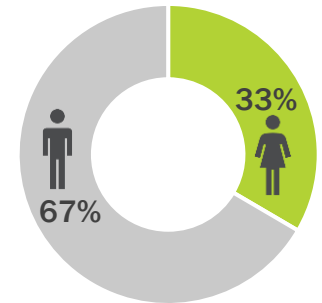
B B C sky showcase

THE HUNDRED



sky sports sky max

B B C sky showcase



sky sports sky max

B B C sky showcase

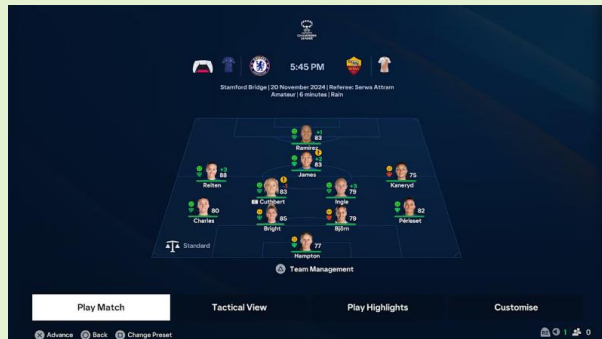
Building new forms of visibility and engagement



EA's FC25 is the first time that women's clubs from competitions including the Barclays Women's Super League, NWSL and UEFA Women's Champions League has featured in career mode.

EA says it aims to 'to establish FC 25 as a game achieving parity with men's football across all game modes and further contributing towards EA SPORTS FC's commitment to grow the women's game.'

Career mode features 'authentic managers, financial models, contracts, and wage structures that reflect the rapidly growing women's side of the sport.'



Fantasy WSL is a free, unofficial fantasy football game for the Barclays Women's Super League, which has seen strong growth in the 2024-25 season:

- 39.8k users mid-way through the 24/25 season, up from 32k at the end of 23/24 (+24%)
- 7,282 mini leagues as of December 2024, versus 3,947 in the 23/24 season (+84%)
- 1.4m app sessions in Sept-Dec 2024, versus 0.5m in Jan-May 2024 (+154%), with 37.25 sessions per user in 24/25 so far (+8%).
- 64% of players are Gen Z (13-28 years old)
- 80% female



KEY TAKEAWAYS



Key Takeaways

1	Women's sport in the UK saw an all-time record of 44.7 million reach for domestic women's sport in 2024 which means that the visibility and popularity of women's sports are growing significantly, leading to increased fan engagement, sponsorship opportunities, and media coverage.
2	The absence of the Lionesses from a major international football tournament in 2024 meant average viewing time per person fell, but was significantly up on 2021, showing the wider growth of the women's sport eco-system outside of major football events .
3	Pay TV provided 89% of coverage hours of women's sport, but FTA provided 61% of viewing, highlighting the ongoing importance of women's sport existing on both platforms, supported by a strong social and digital distribution strategy .
4	Different leading women's sports properties have seen the greatest success on different social platforms showing the need for a tailored platform approach and that there isn't a one-size fits all strategy .
5	Social media represents an exciting opportunity for athletes to boost visibility but getting the content right and producing enough content is the key to making it successful. Leading female athletes are likely to see a greater proportionate success in driving engagement on TikTok than Instagram, but athletes also need to be supported from online abuse , especially in a changing political climate.
6	There are a range of growth areas for women's sport in 2025 to target, especially due to the major events, including YouTube growth, converting men's sports fans, building women's only sport audiences, better engaging youth audiences and ethnically diverse viewers. This means that women's sports organisations have the opportunity to develop targeted strategies to expand their fan base across multiple demographic groups and ensure broader representation in viewers.

Thank You

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