



MORE THAN A MOMENT:
EVIDENCE-LED ANALYSIS OF WOMEN'S SPORT IN 2025

A WOMEN'S SPORT TRUST REPORT INTO VISIBILITY

February 2026

INTRODUCTION

This year delivered record reach, landmark moments and unprecedented attention across broadcast, streaming and digital platforms. Women's sport has proven its ability to cut through at scale. The more pressing question now is whether that attention is being converted into something lasting.

Major international tournaments once again demonstrated the power of shared moments, bringing new audiences into the system, elevating athletes, and pushing women's sport further into the mainstream. But this data also shows that visibility alone is not enough. Attention spikes quickly; retention is harder won. Where systems are aligned (across scheduling, platforms, storytelling and domestic opportunity) interest is more likely to stick. Where they aren't, momentum fades.

The data points to a sector at an inflection point. Investment continues to grow. Platforms and formats are evolving. Audiences are present. For the more established properties, the challenge now is not necessarily more exposure, but smarter conversion: turning moments into habits, and visibility into sustained value.

This End of Year report from the Women's Sport Trust, with broadcast analysis from GSIQ, brings together cross-sport, cross-platform insight to assess where women's sport stands today, and what it will take to ensure that future moments become more than just a moment.

Tammy Parlour MBE
Women's Sport Trust – CEO & Co-founder

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Introducing the Inside Track



In 2026, Women's Sport Trust will evolve how we share our visibility research. Public reporting will become more concise, offering top line findings, supported by a webinar to ensure accessibility and accountability across the sector. The deeper data and analysis you are used to, along with opportunities for early insight, will be available exclusively through WST's Research Membership – The Inside Track.

The Inside Track will give organisations early access and deeper intelligence while supporting the independent work behind it.

Inside Track members benefit from:

- Early access to Visibility findings and deeper analysis
- Opportunities to engage with the research as it develops
- Insight to support stronger decision-making across sport, media and investment
- The chance to visibly support independent, system-wide research in women's sport

Interested in joining the Inside Track?

Visit <https://womenssporttrust.com/insidetrack> or contact Women's Sport Trust directly to learn more.

Founding members include:



A group of organisations committed to independent evidence and long-term progress in women's sport.

Defining Women's, Mixed & Men's Sport



Women's Sport



Mixed Sport



Men's Sport



All broadcast data compiled by GSIQ



Social Media Definitions and Methodology



Social media benchmarking covers leading women's leagues and properties globally with dedicated women's sport accounts, such as:



All social media metrics are **global**

Sources

Tubular Labs [video uploads & views]



Meta Content Library [post uploads & engagements]*



All digital data and analysis compiled by Women's Sport Trust

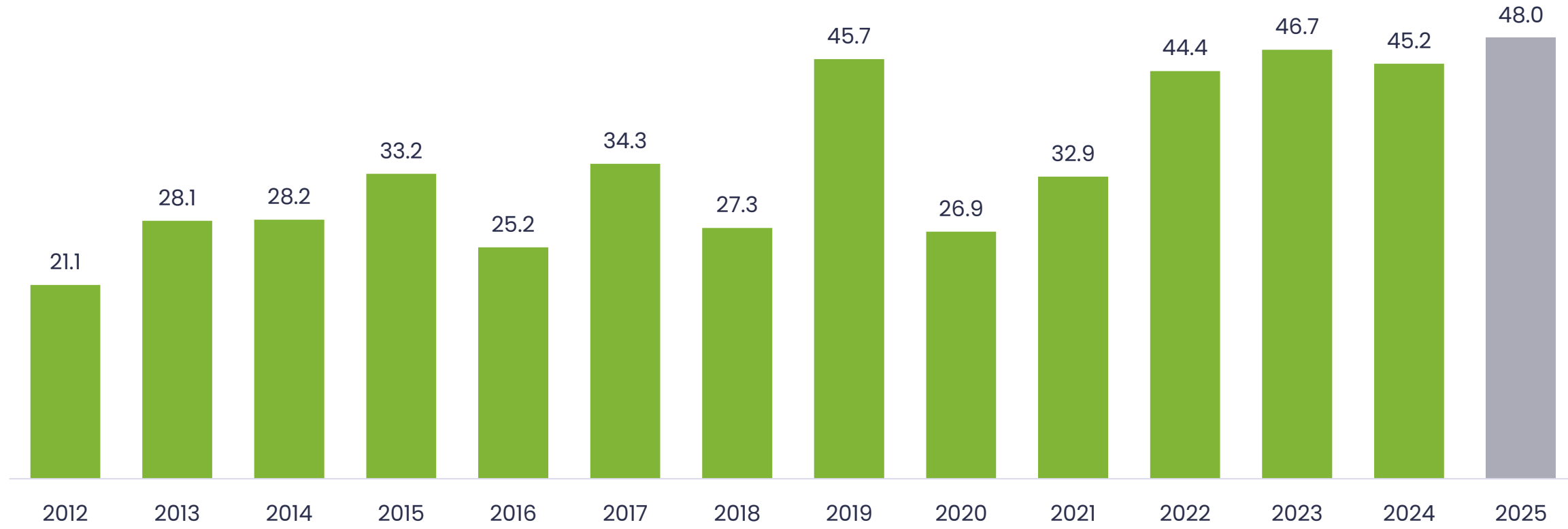
BROADCAST VISIBILITY

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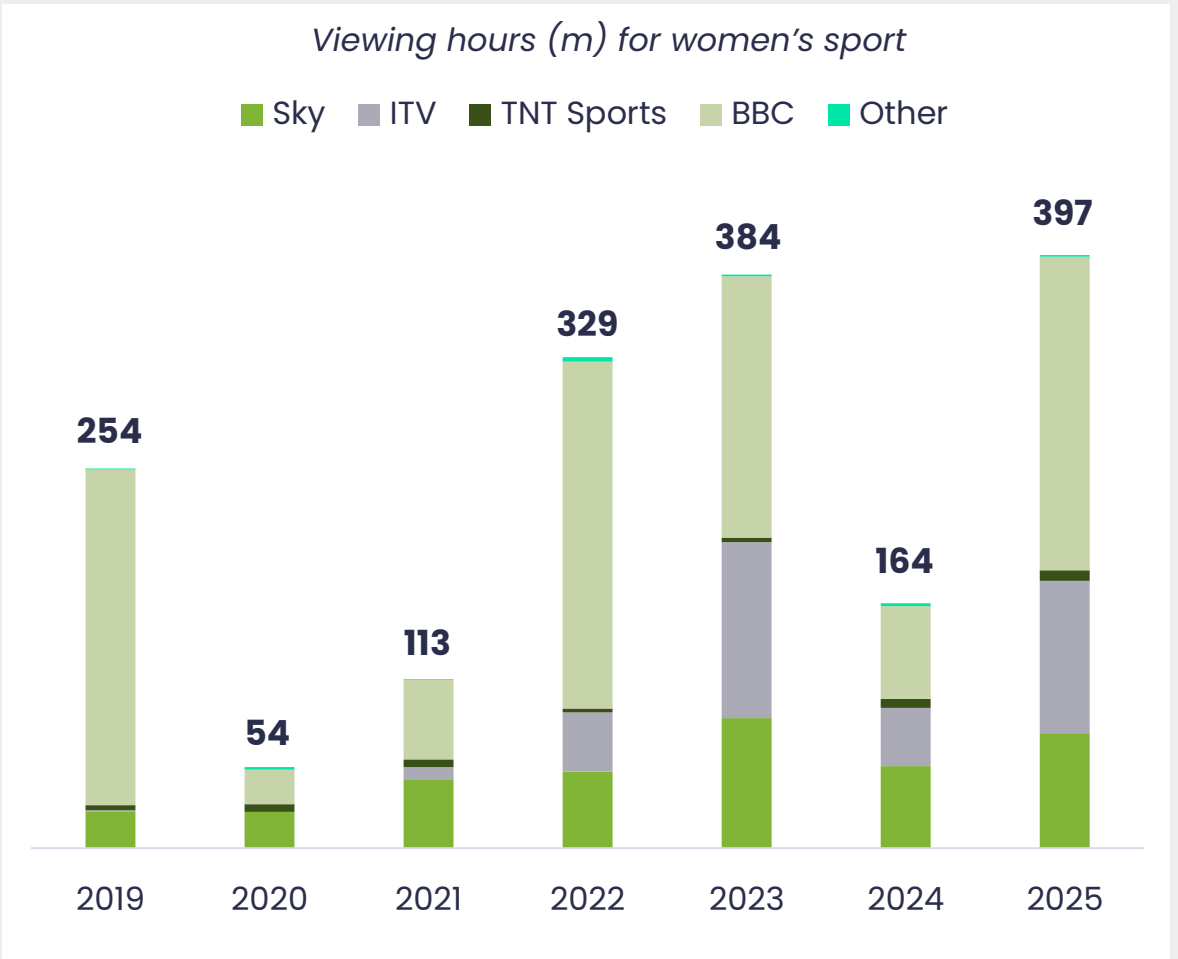
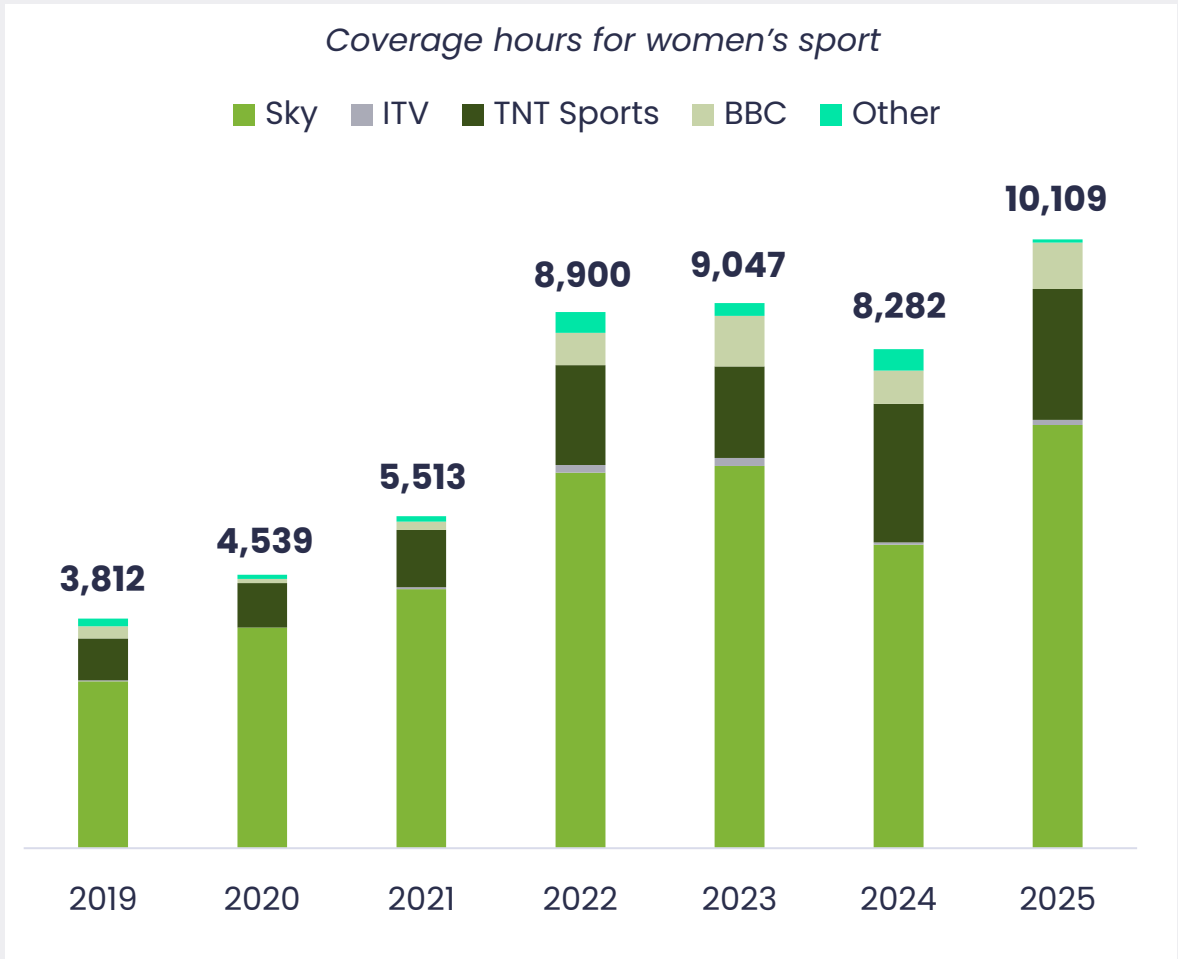
2025 delivered a record audience reach for women's sport, topping 2023's previous high



Women's sport programming: 1+ Minute Unique Reach (m)



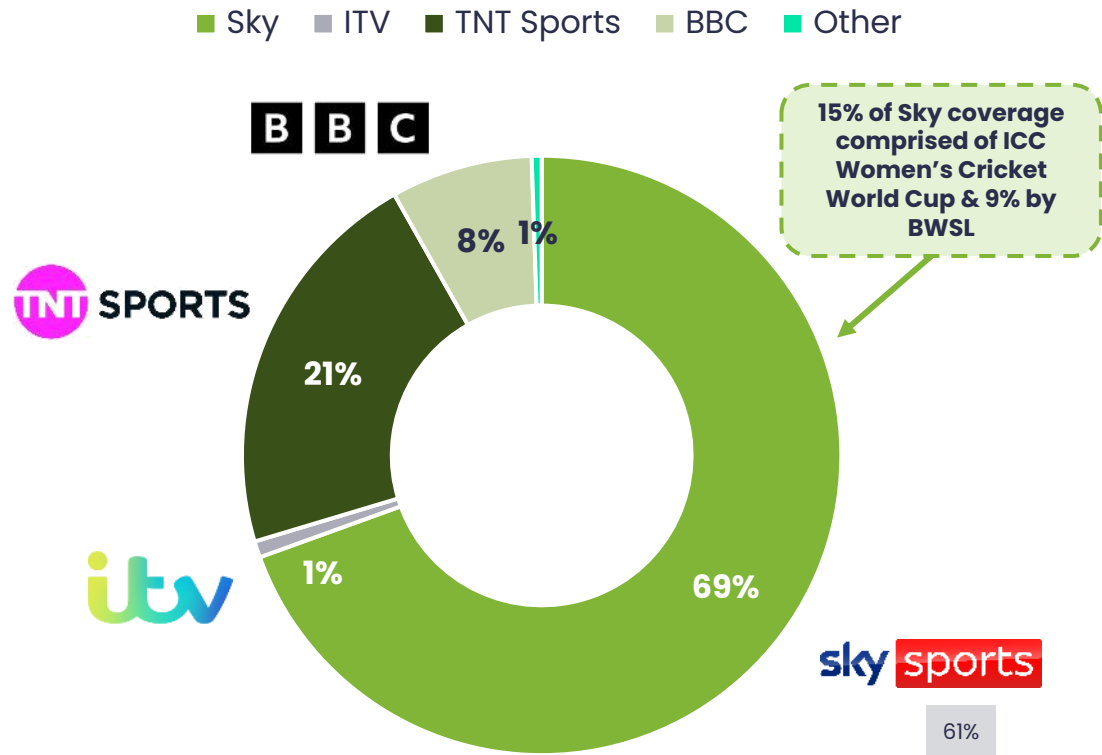
2025 delivered record coverage and viewing hours for women's sport, passing the 10,000 hours of programming mark for the first time



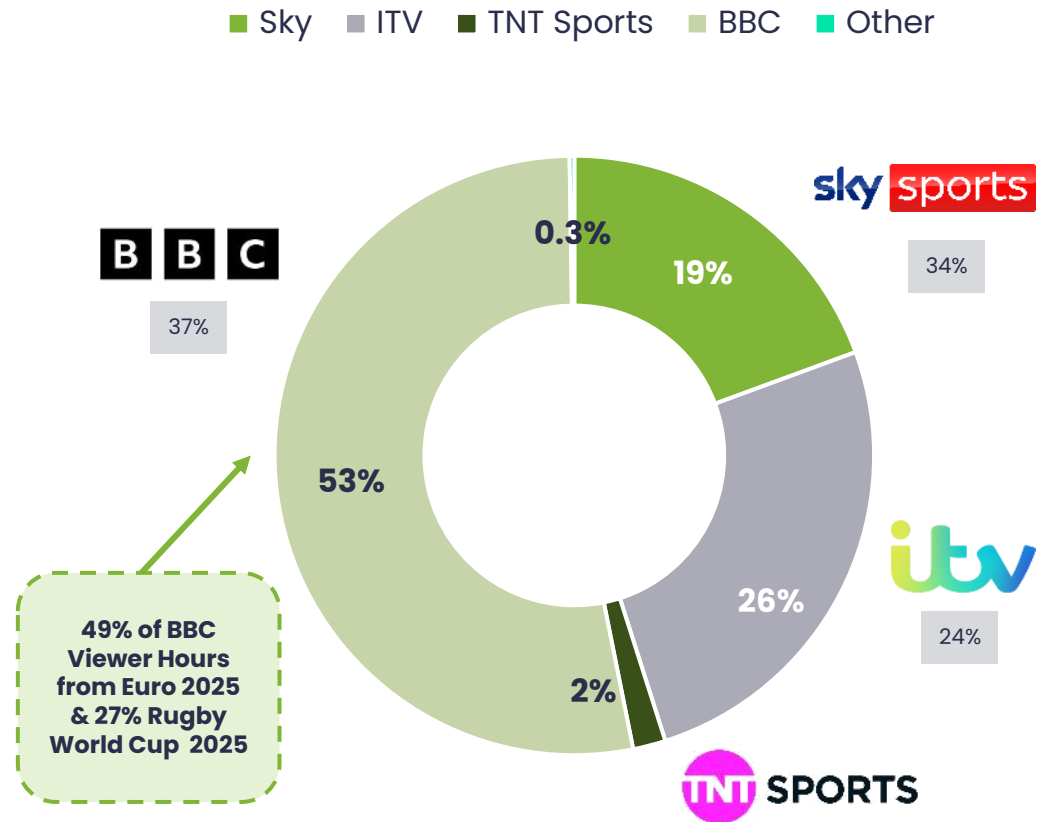
BBC coverage of major tournaments drove women's sport viewer hours in 2025, whilst Sky broadcast the most programming



2024 % Coverage hours by broadcaster for women's sport



2024 % Viewing hours by broadcaster for women's sport

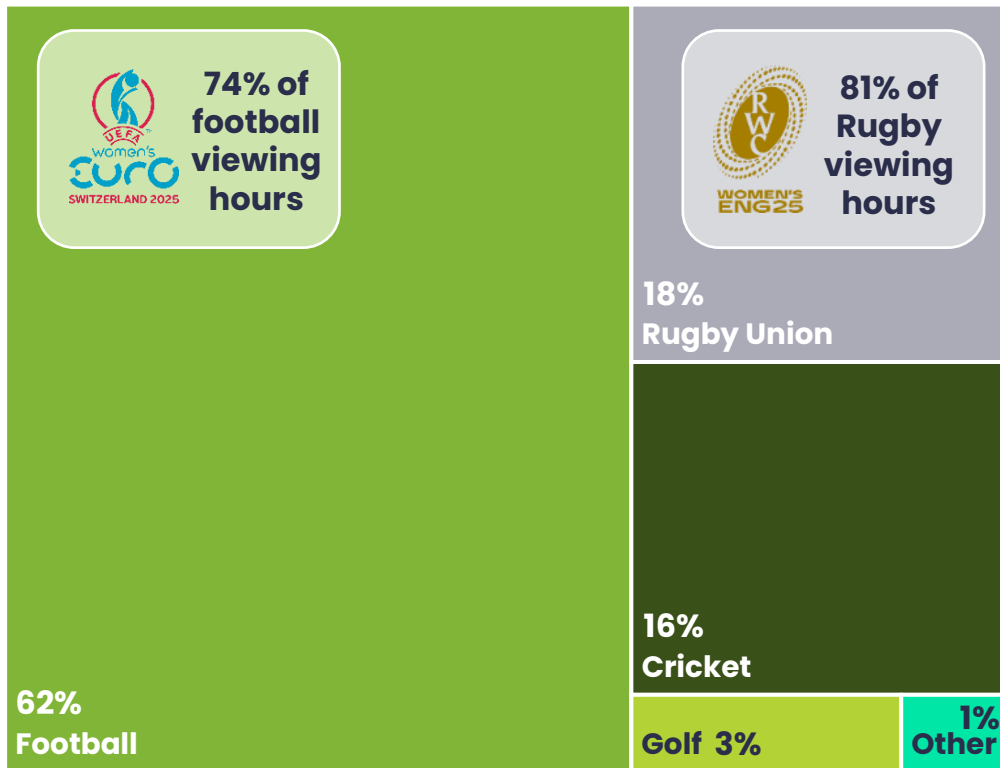


Football continues to dominate viewership in 2025, but Rugby Union grew considerably to become the second most-watched women's sport



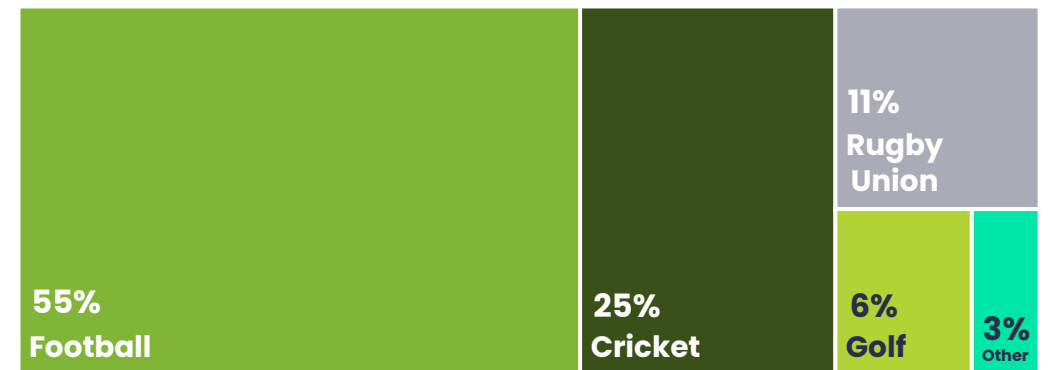
TV viewing hours for women's sport by sport

2025



TV viewing hours for women's sport by sport

2024



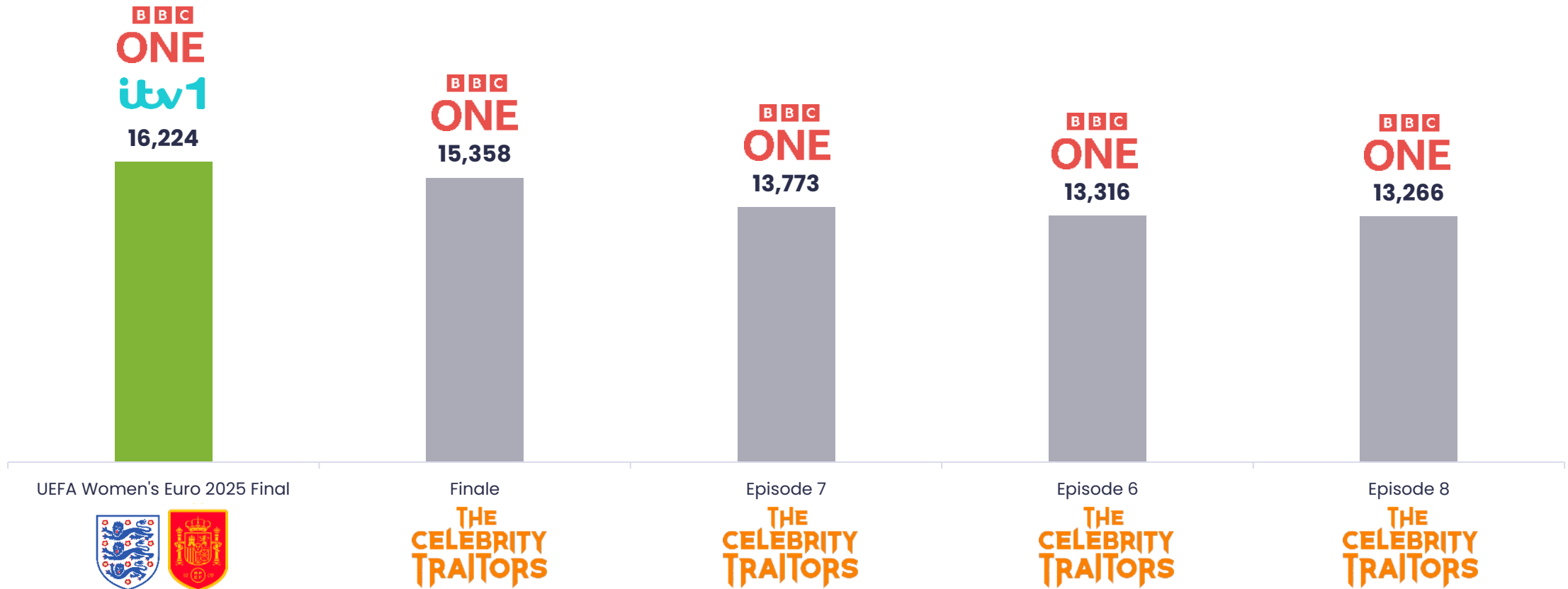
2023



The most watched TV moment of the year was the UEFA Women's EURO 2025 Final



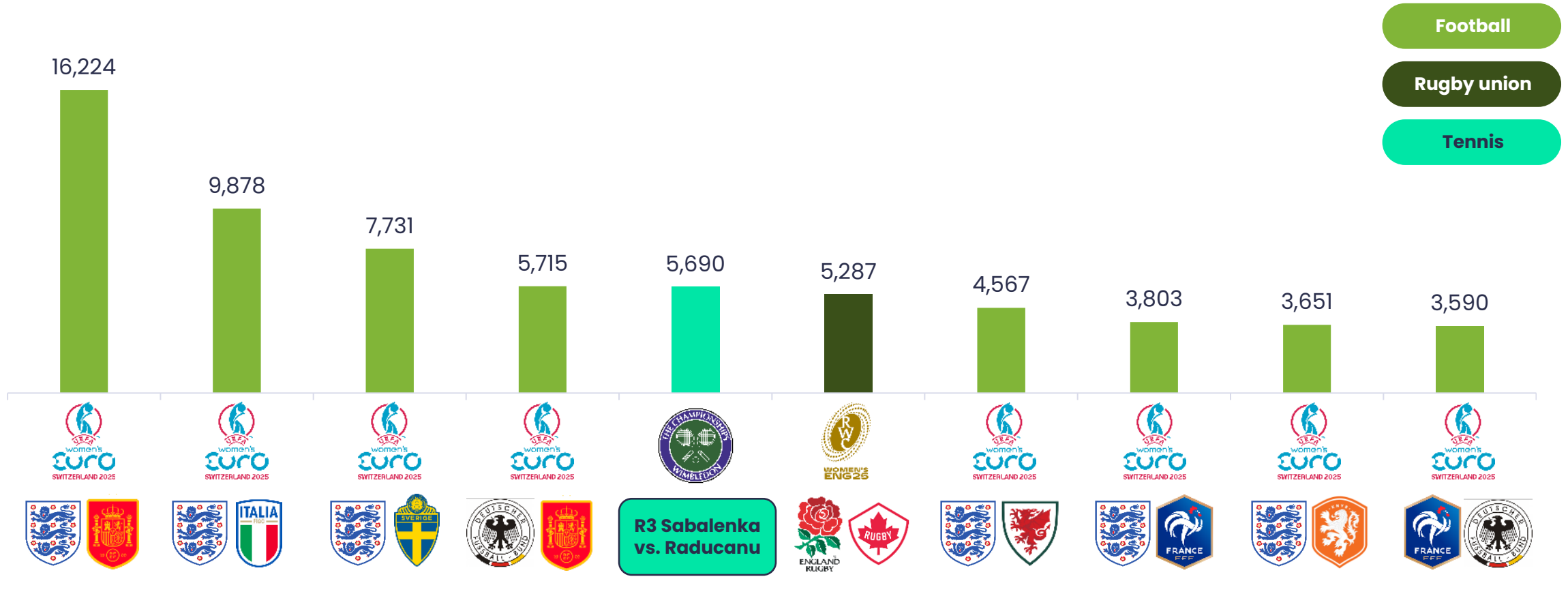
Top 5 most watched moments in 2025 across all TV programming, based on 1 min peak (000)



UEFA Women's Euro 2025 final the most viewed women's sport moment of the year



Top 10 women's sport moments of 2025 so far based on 1 min peak ('000)

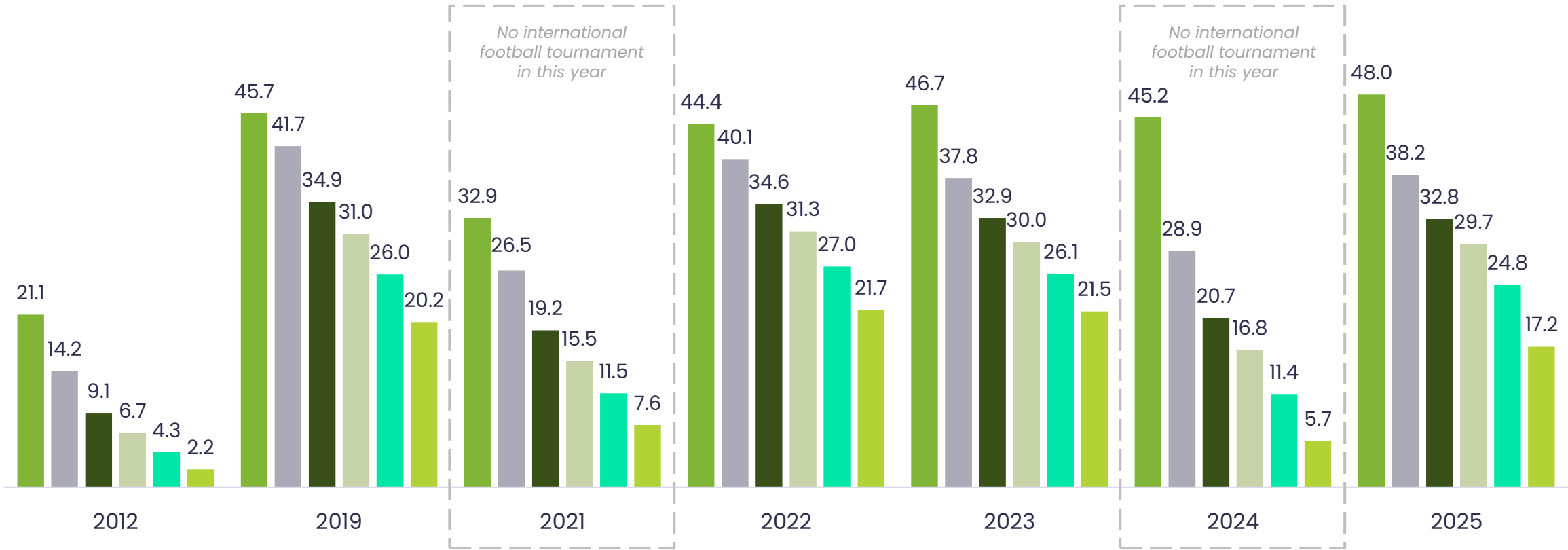


A record number of viewers were reached in 2025 but deeper engagement remains highest in 2022 and 2023



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

■ 1+ min ■ 3+ mins ■ 15+ mins ■ 30+ mins ■ 1+ hrs ■ 2+ hrs

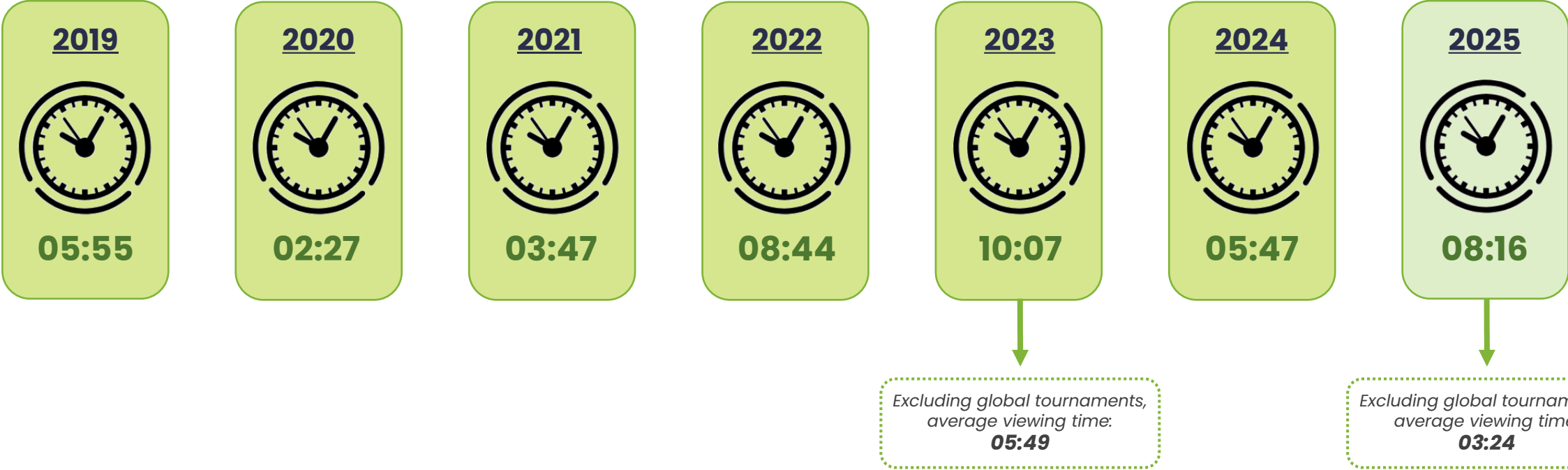


Viewer avidity increased in 2025 due to major tournaments, but did not hit 2023's record high



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

AVERAGE VIEWING TIME PER PERSON

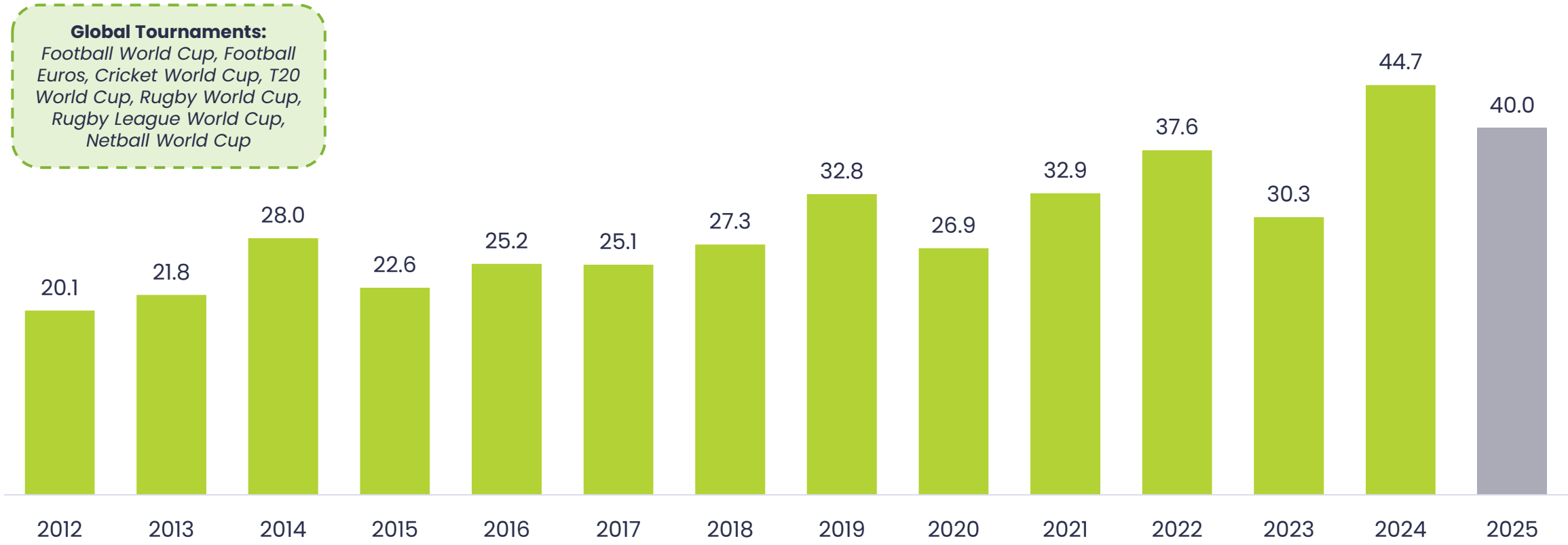


2025 was the second-most watched year for women's sport excluding global tournaments



Women's sport programming, **excl. 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



GENDER PARITY OF COVERAGE

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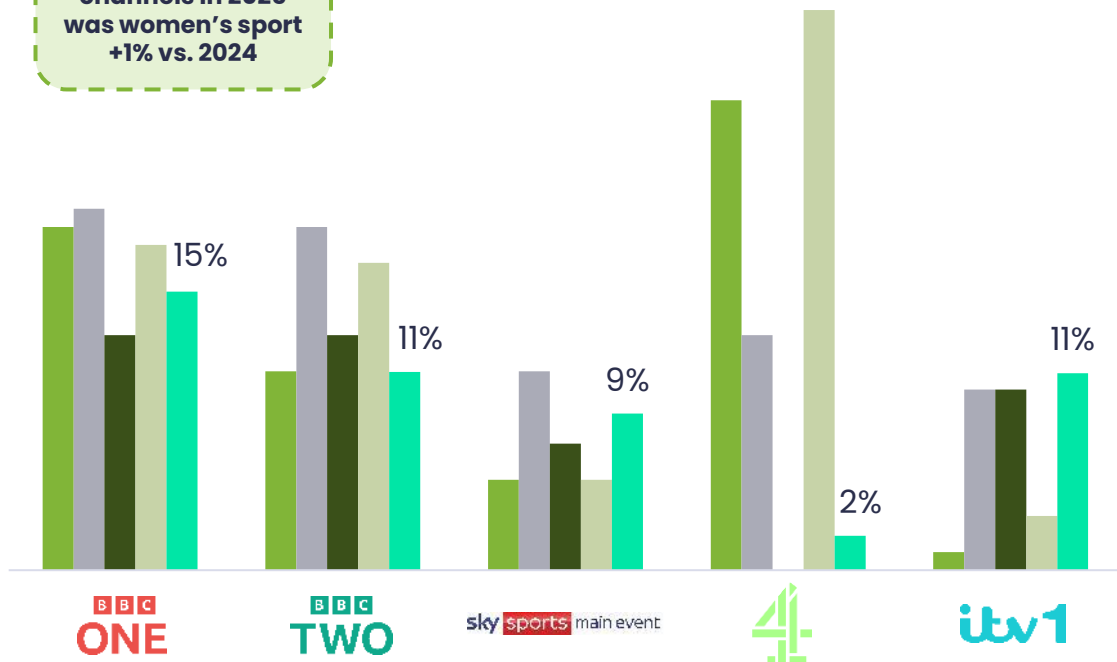
Coverage of women's sport as a proportion of all sport on key channels grew in 2025 by 1%, but viewer hours declined 3%, with the BBC the main cause



Coverage hours for women's sport

2021 2022 2023 2024 2025

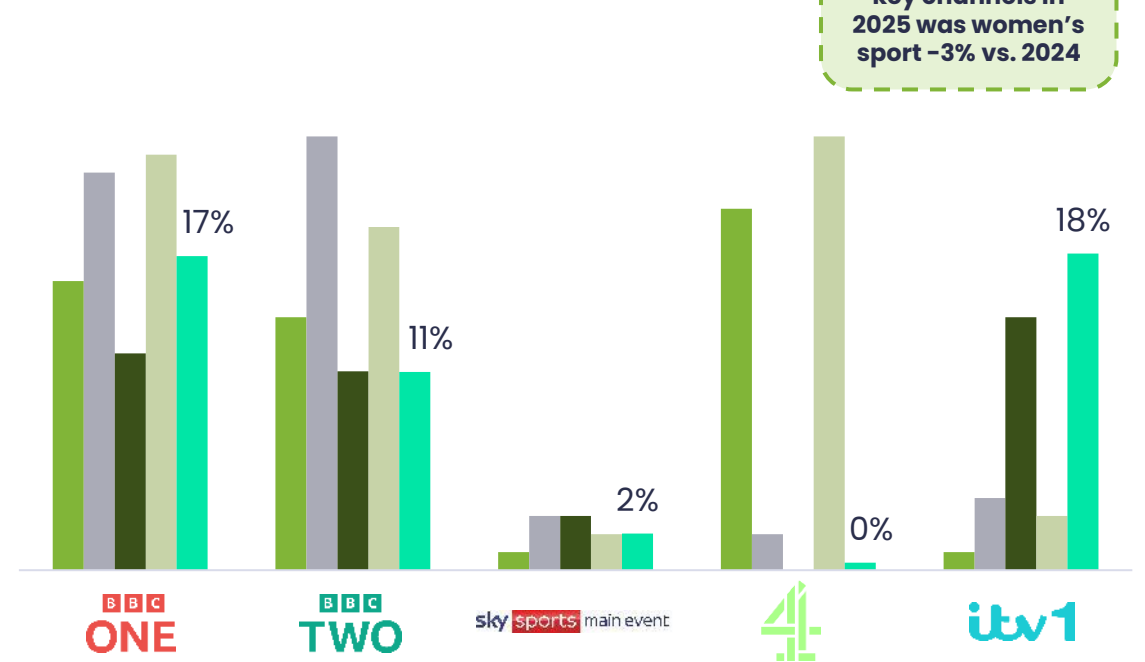
9% of sports coverage on key channels in 2025 was women's sport +1% vs. 2024



Viewing hours (m) for women's sport

2021 2022 2023 2024 2025

12% of sports viewing hours on key channels in 2025 was women's sport -3% vs. 2024



Across prime-time broadcast slots in 2025, 8% of sports programming was for women's sport, up on 6% in 2024

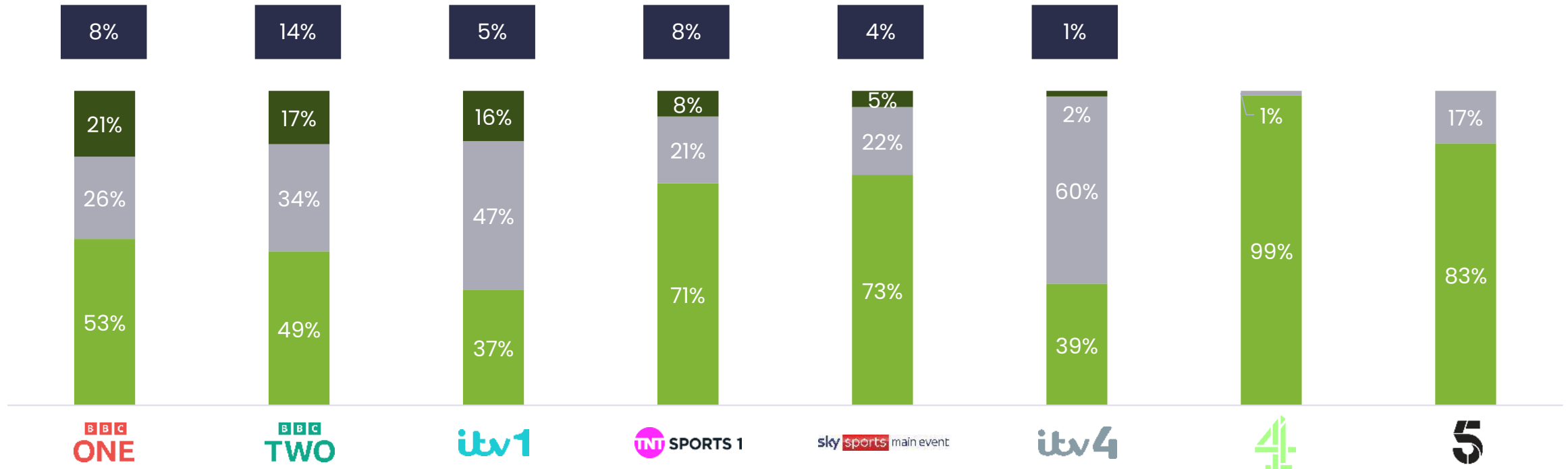


Coverage hours - % of all prime-time sport aired in 2025

Men Mixed Women

2024 % for women's sport

Women's sport in prime-time slots:
8% sport's coverage [2024: 6%]
3% all coverage [2024: 2%]



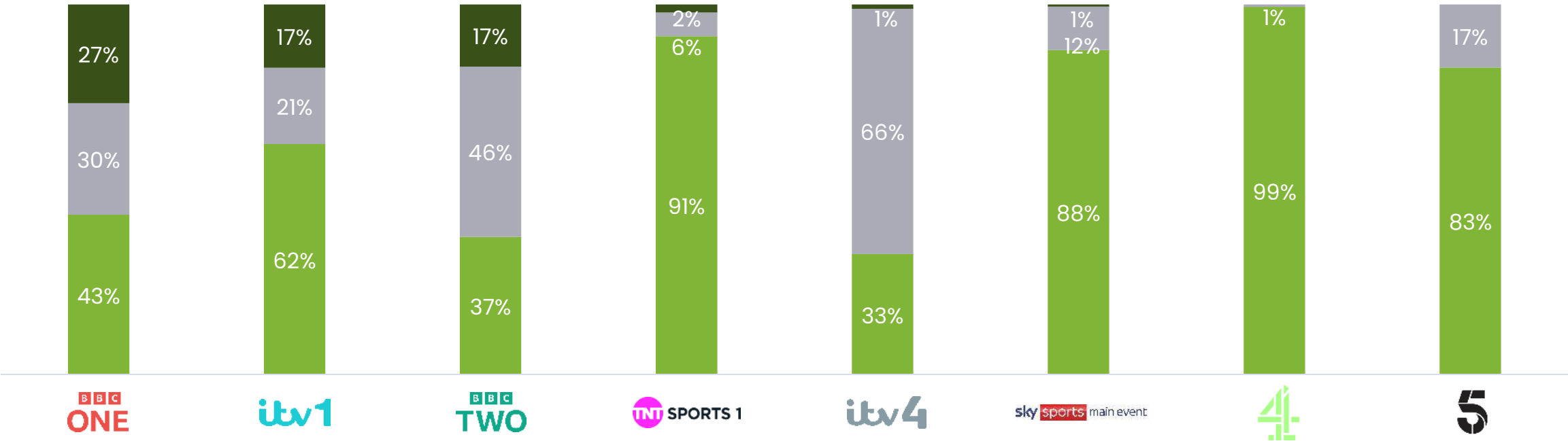
Despite only 8% of sports programming in prime time slots, women's sport delivered 13% of total sport viewing hours



Viewing hours (m) - % of all prime-time sport aired in 2025

Men Mixed Women

**Women's sport in prime-time slots:
13% sport's viewer hours
2% all viewer hours**

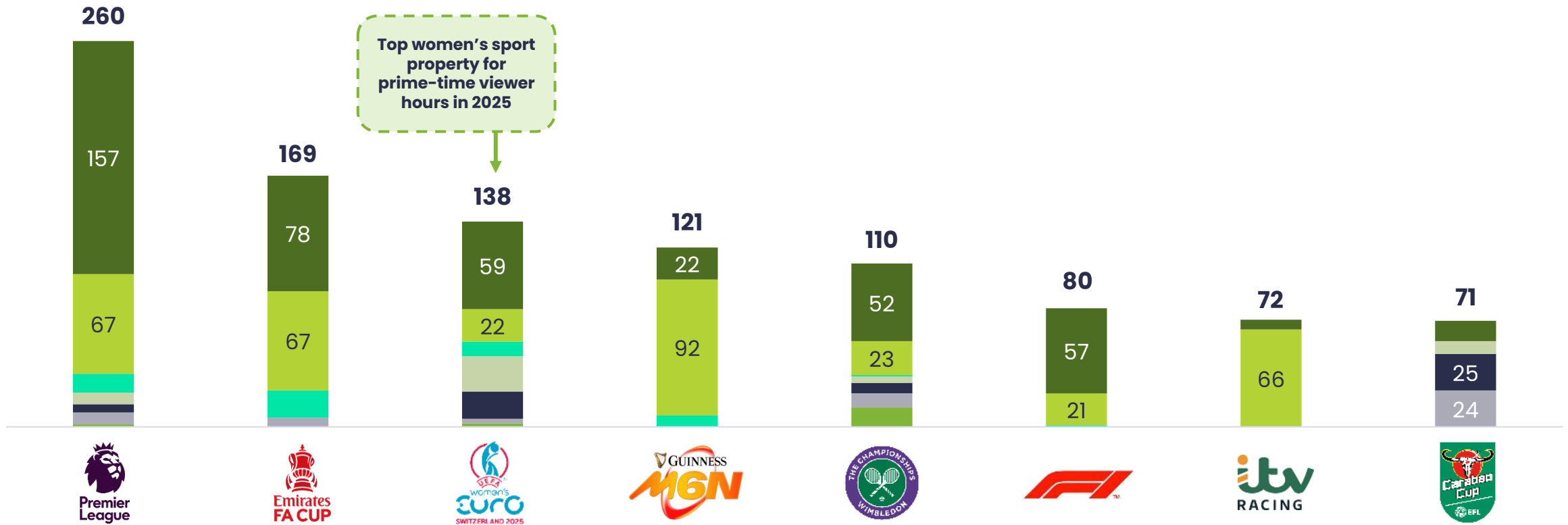


UEFA Women's EURO 2025 drew the third most viewers of all prime-time sport across the year



Top sports properties by viewing hours (m), prime-time slots only

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

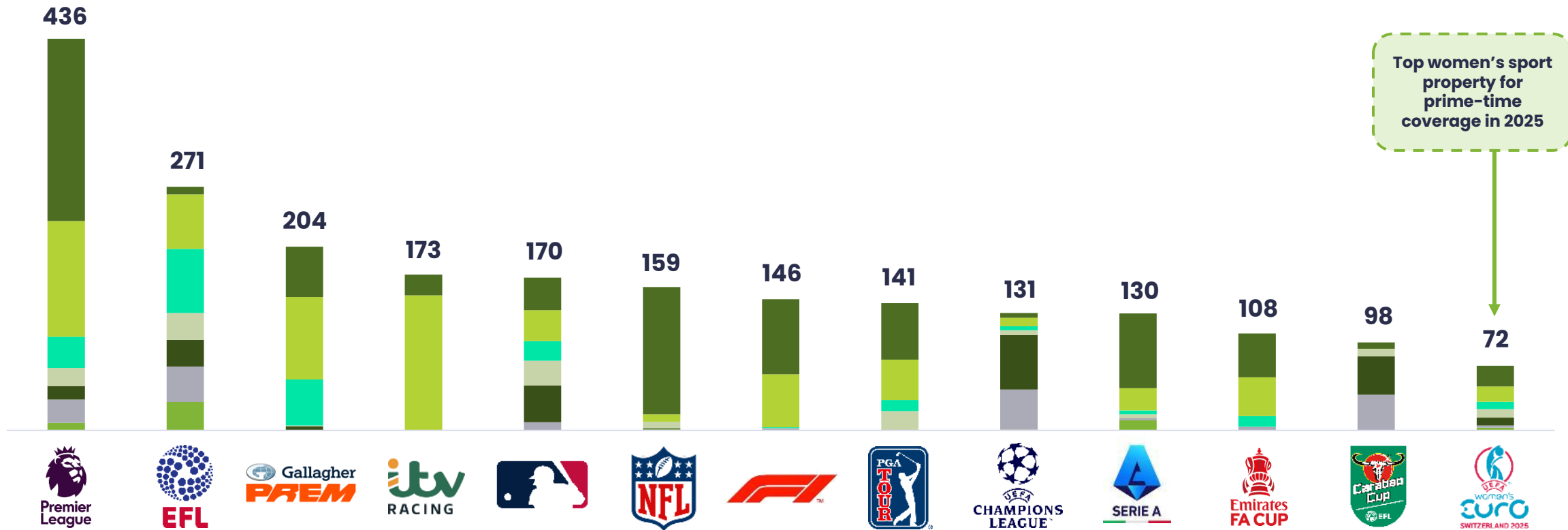


UEFA Women's EURO 2025 was the most aired prime-time women's sport property in 2025 whilst men's football led coverage



Top sports properties by coverage hours, prime-time slots only

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

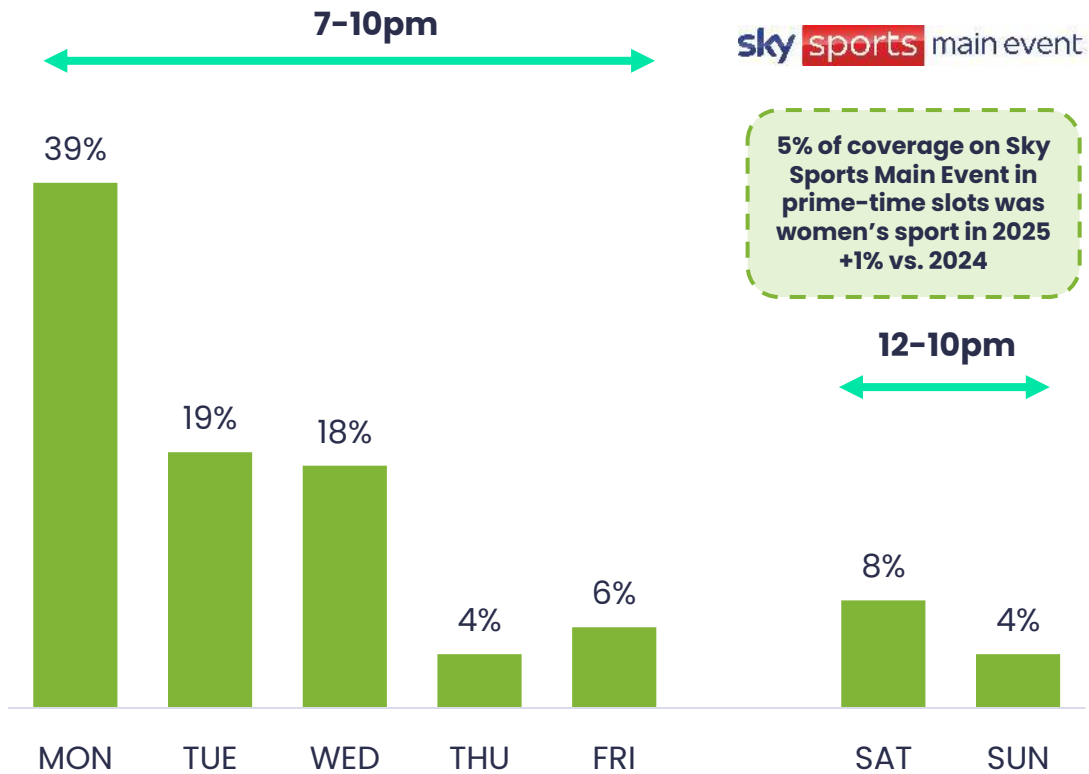


Top women's sport property for prime-time coverage in 2025

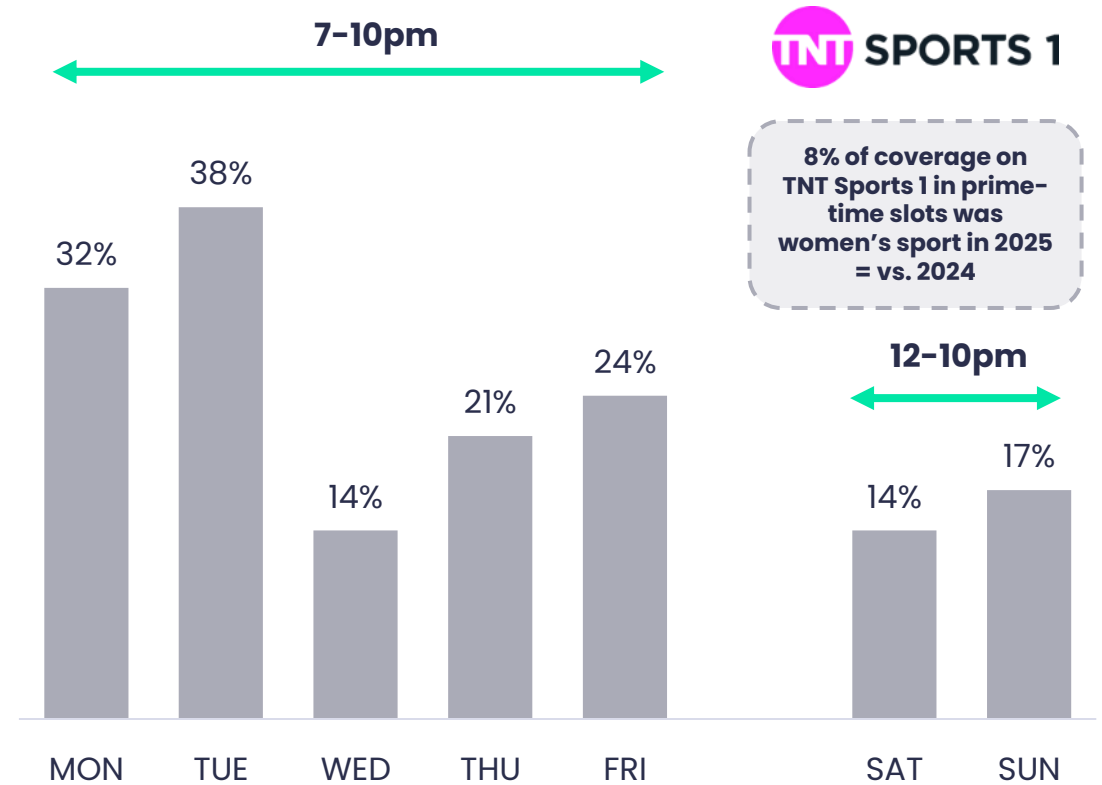
Prime time capacity exists on Sky Sports Main Event and TNT Sports 1, but women's sport is shaped by calendar and attendance considerations



Proportion of non-live sport coverage hours (SS Main Event)



Proportion of non-live sport coverage hours (TNT Sports 1)



YOY increase in digital website prominence for women's sport but lower than the heights of 2022 and 2023



Proportion of men's, women's or mixed sport in top 10 stories on sport home page of BBC Sport and The Guardian (April-September)

	BBC SPORT					The Guardian				
%	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
Men	76%	73%	76%	76%	79%	74%	73%	73%	73%	75%
Women	18%	23%	22%	16%	18%	11%	18%	20%	12%	19%
Mixed	6%	4%	2%	7%	2%	9%	5%	3%	9%	5%

THE WOMEN'S SPORT AUDIENCE

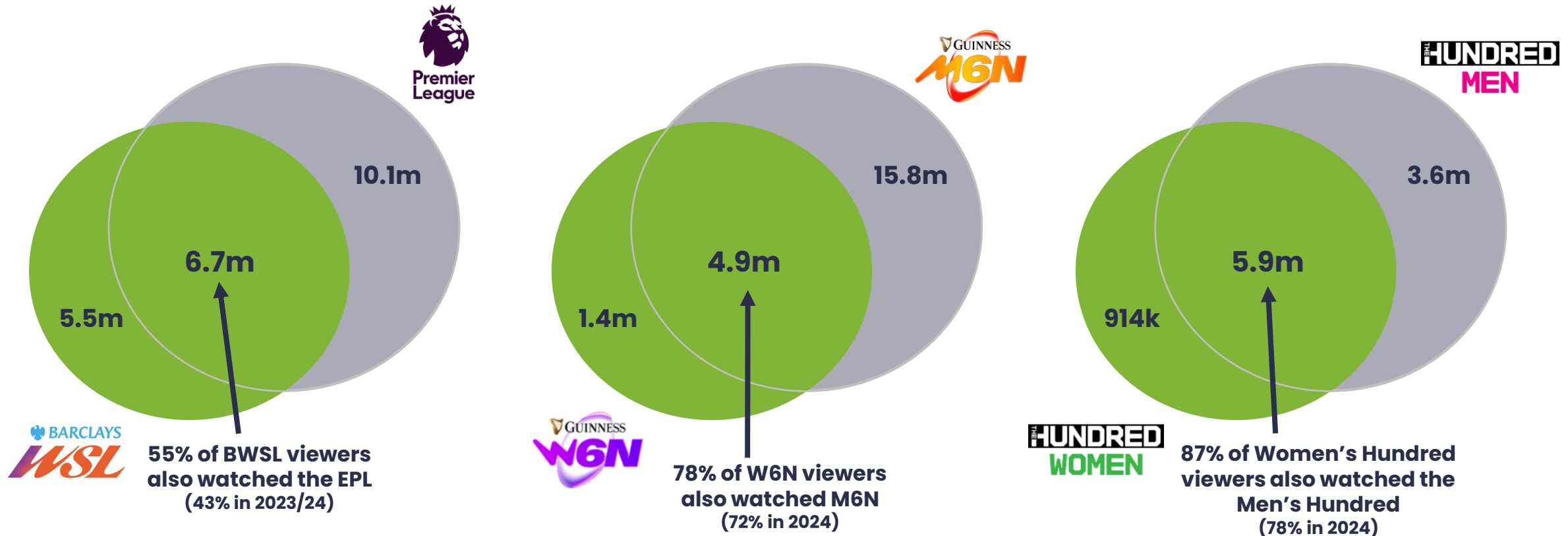
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Viewing habits

A higher proportion of viewers are watching both men's and women's sports properties than in 2024



Viewer overlap for men's and women's sport properties, based on 3+ min reach, live only, 2025 (for Six Nations and The Hundred) and 2024/25 (for EPL and BWSL)



Those watching both men's and women's sports properties skewed older than prior years



Viewer overlap demographics – BWSL & Premier League



	Female	ABC1	Under 35	Ethnic Minority	Children in HH
2024/25	40%	58%	21%	14%	30%
2023/24	40%	60%	29%	14%	33%



Viewer overlap demographics – Six Nations



	Female	ABC1	Under 35	Ethnic Minority	Children in HH
2025	42%	56%	6%	5%	12%
2024	44%	56%	7%	7%	12%



Viewer overlap demographics – The Hundred

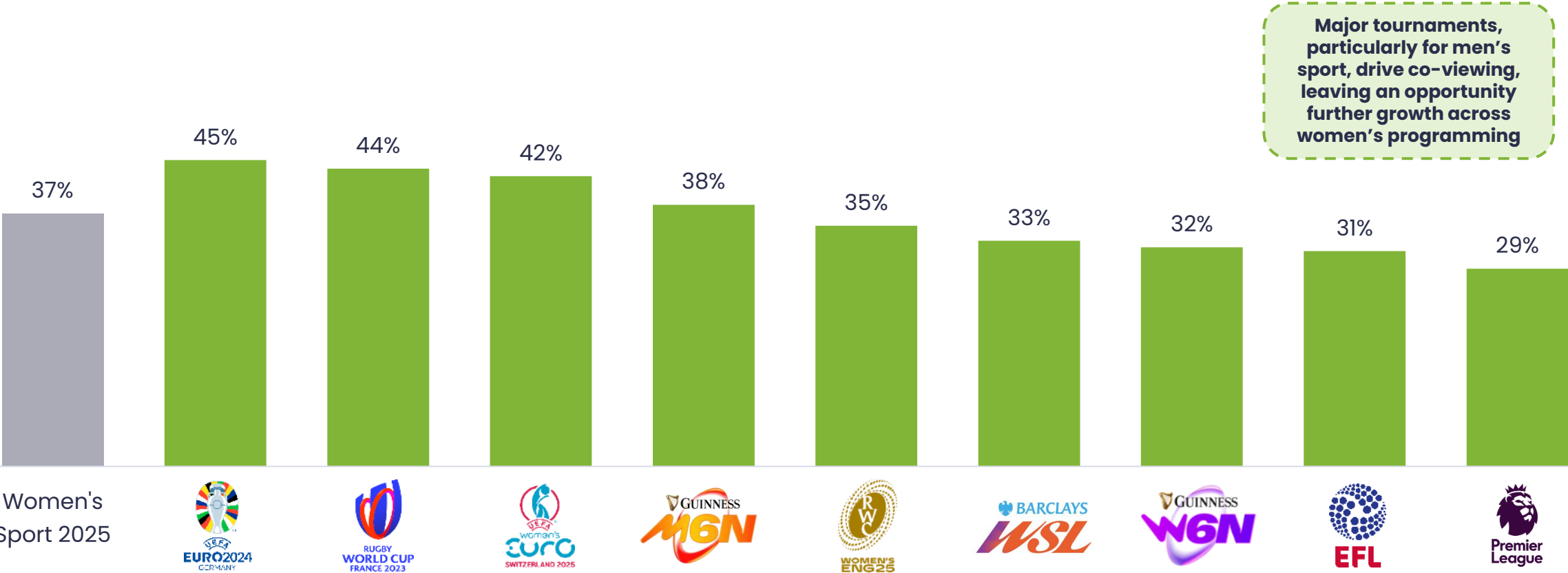


	Female	ABC1	Under 35	Ethnic Minority	Children in HH
2025	40%	60%	11%	10%	21%
2024	34%	58%	14%	12%	21%

Co-viewing (watching with others) is driven by major tournaments, particularly in men's sport



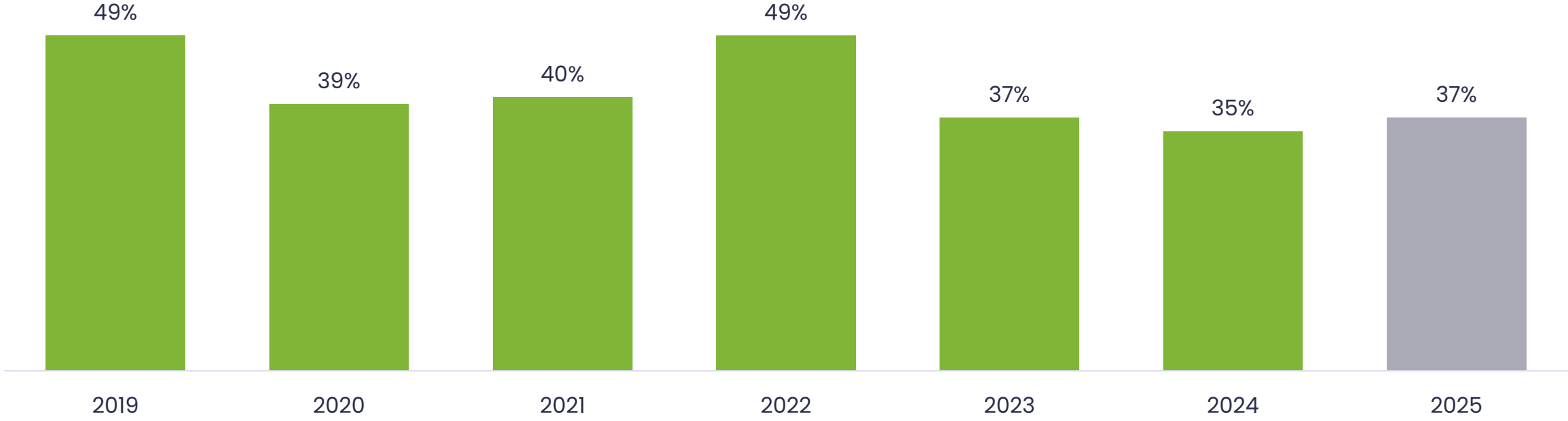
% of viewer hours consumed via co-viewing (watching with at least one other individual) for all women's sport in 2025 & other key properties



Co-viewing presents an opportunity for growth for women's sport, with 2025 lower than 2019 and 2022



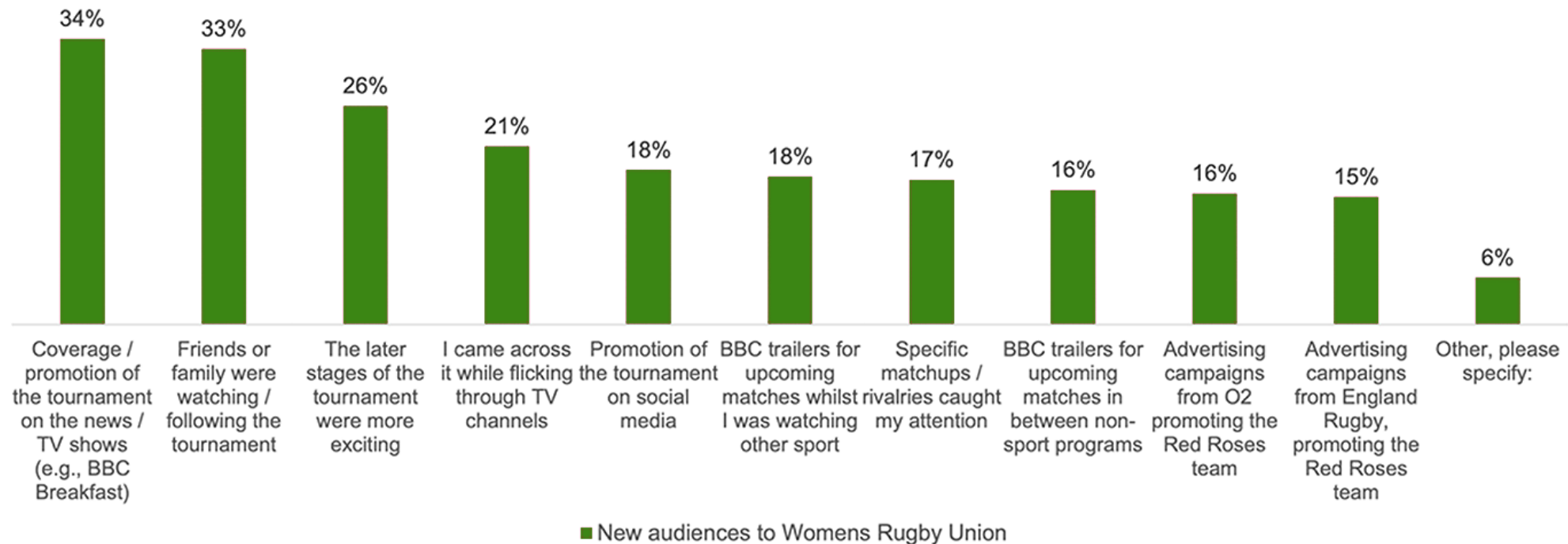
% of viewer hours consumed via co-viewing (watching with at least one other individual) for all women's sport by year, 2019-2025



Multiple factors drove audiences to watch the Women's RWC 25 for the first time



Which of the following, if any, made you decide to watch the Women's Rugby World Cup for the first time?
Among audiences new to Women's Rugby

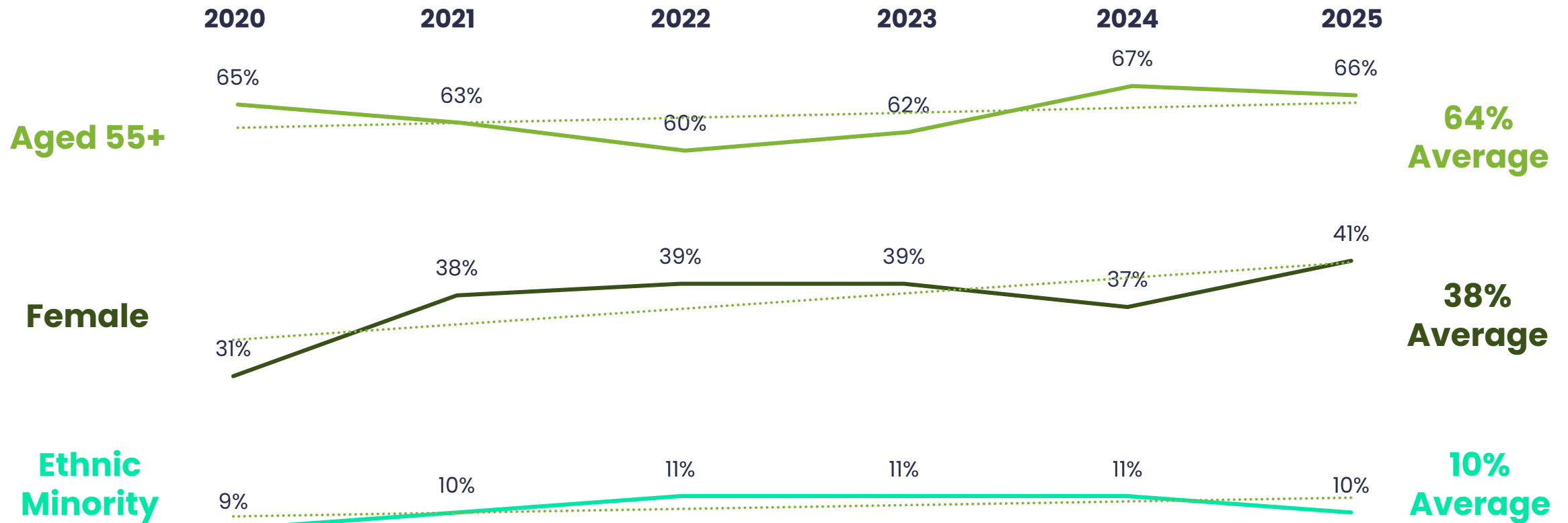


Audience Demographics

Female viewership of women's sport increased to a record high, driven by major tournament interest



Total women's sport viewing hours split by % demographic, 2020-2025

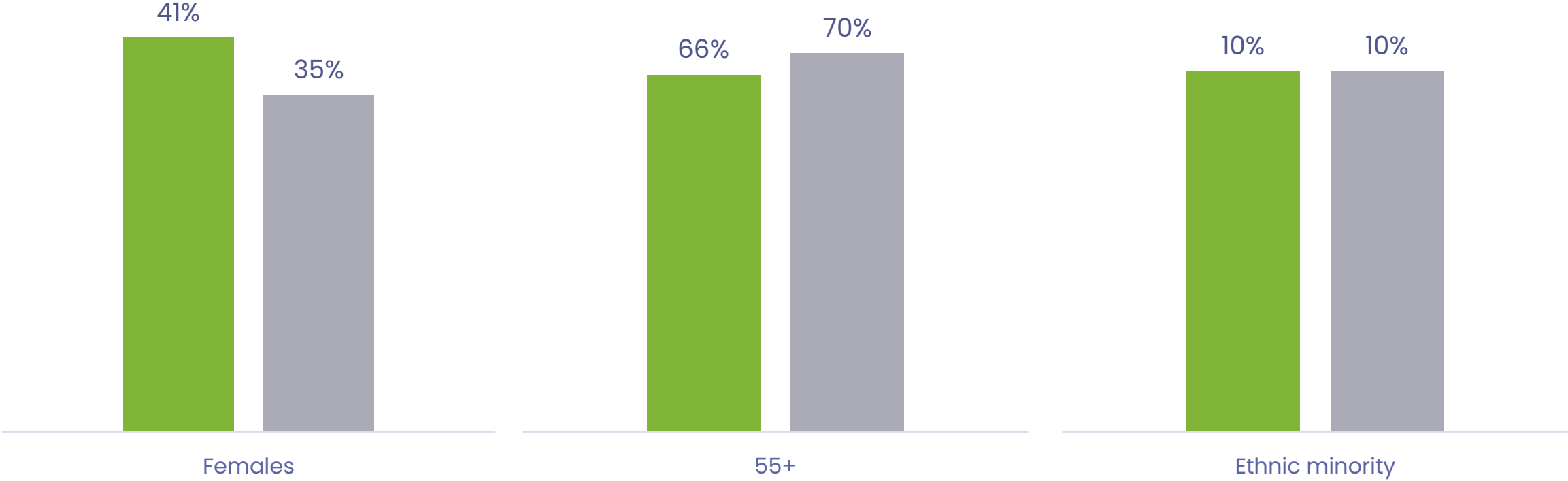


A younger and more female audience tuned in for the global tournaments in 2025 versus domestic sport



Total women's sport viewing hours split by % demographic, 2025, inc. and excluding major global events

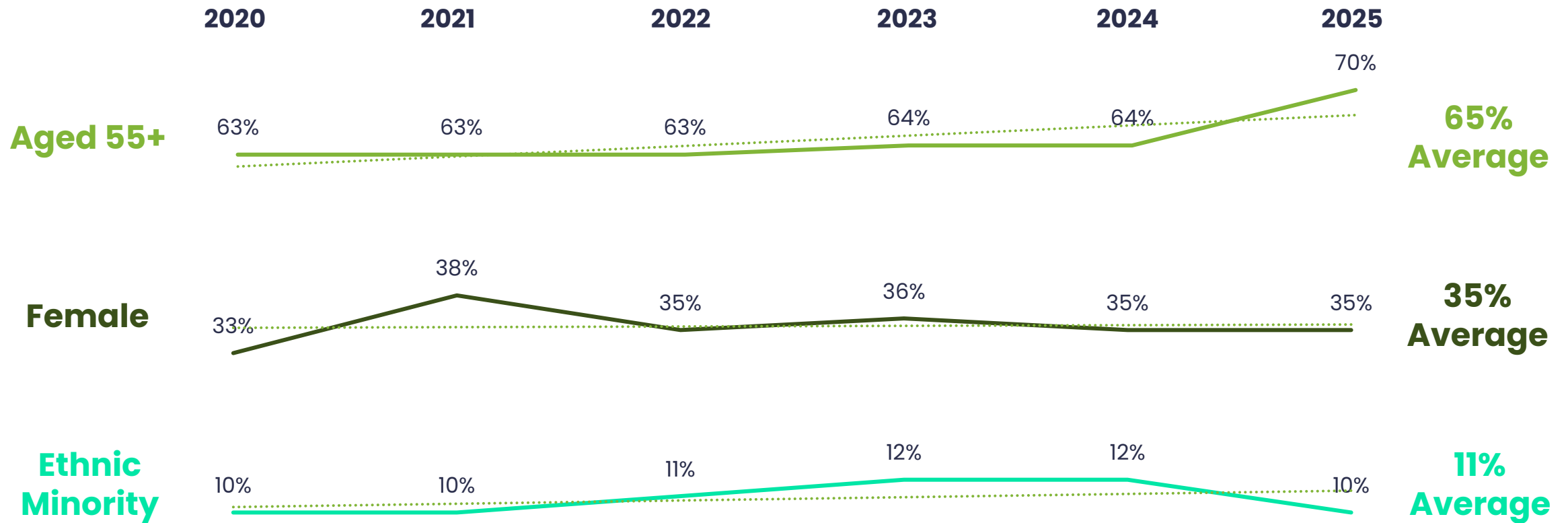
■ All Women's Sport ■ Women's sport exc. global tournaments



Female viewing of women's sport excluding global events has remained flat in the last 6 years



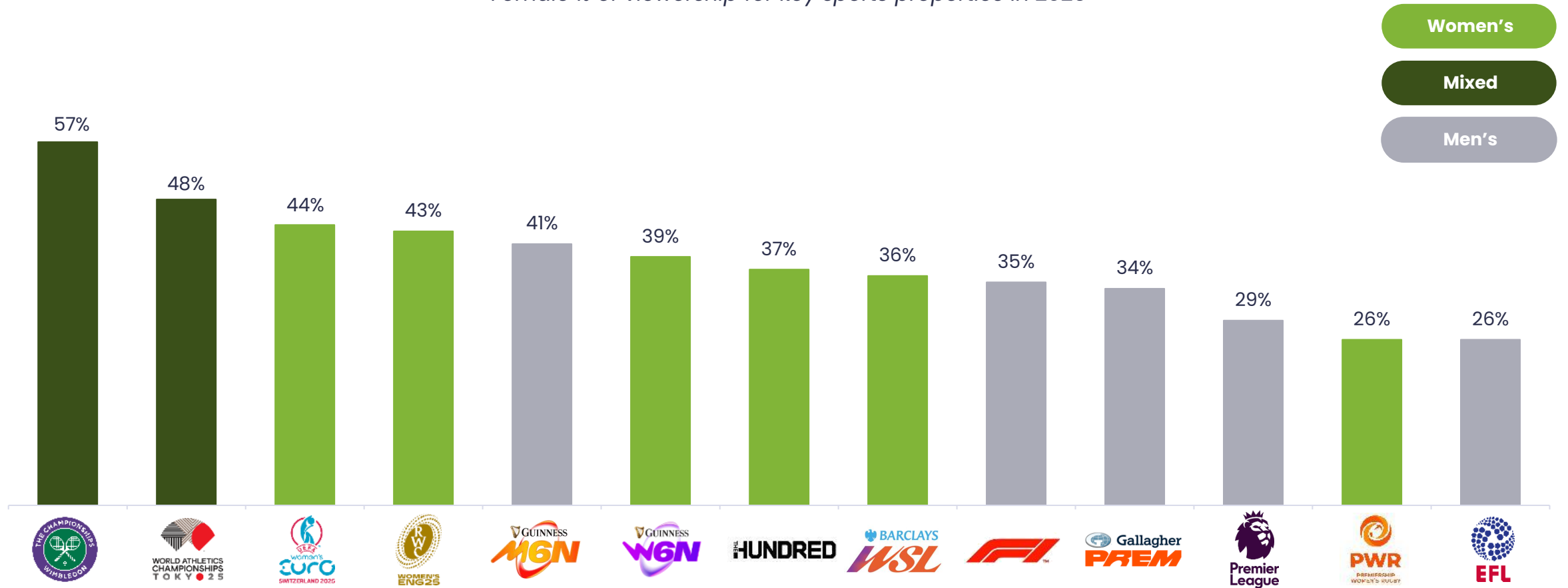
Total women's sport viewing hours split by % demographic, 2020-2025, excluding major global events



Mixed sports and major tournaments drew the highest proportion of female viewers in 2025



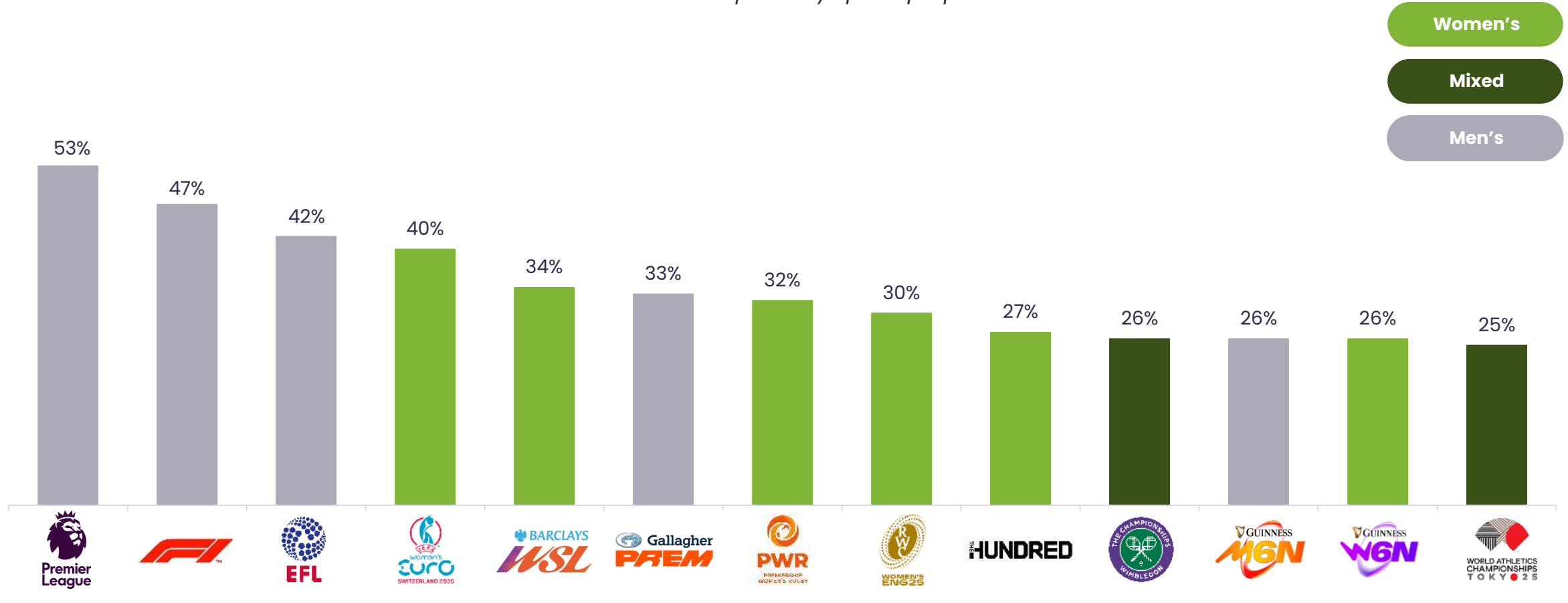
Female % of viewership for key sports properties in 2025



Popular men's sports drew the most viewers under 55, with UEFA Women's Euro 2025 the youngest women's sport audience



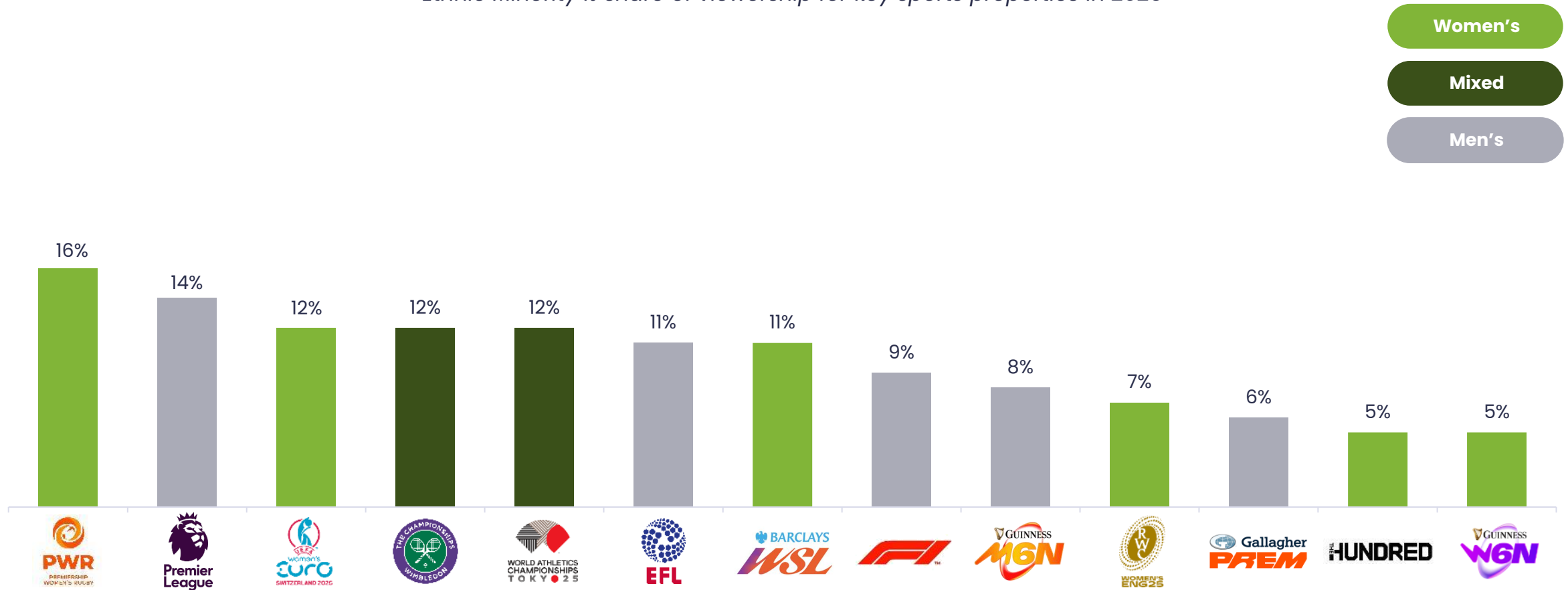
Under 55 % of viewership for key sports properties in 2025



Ethnic minority audiences were varied across men's, women's and mixed sports



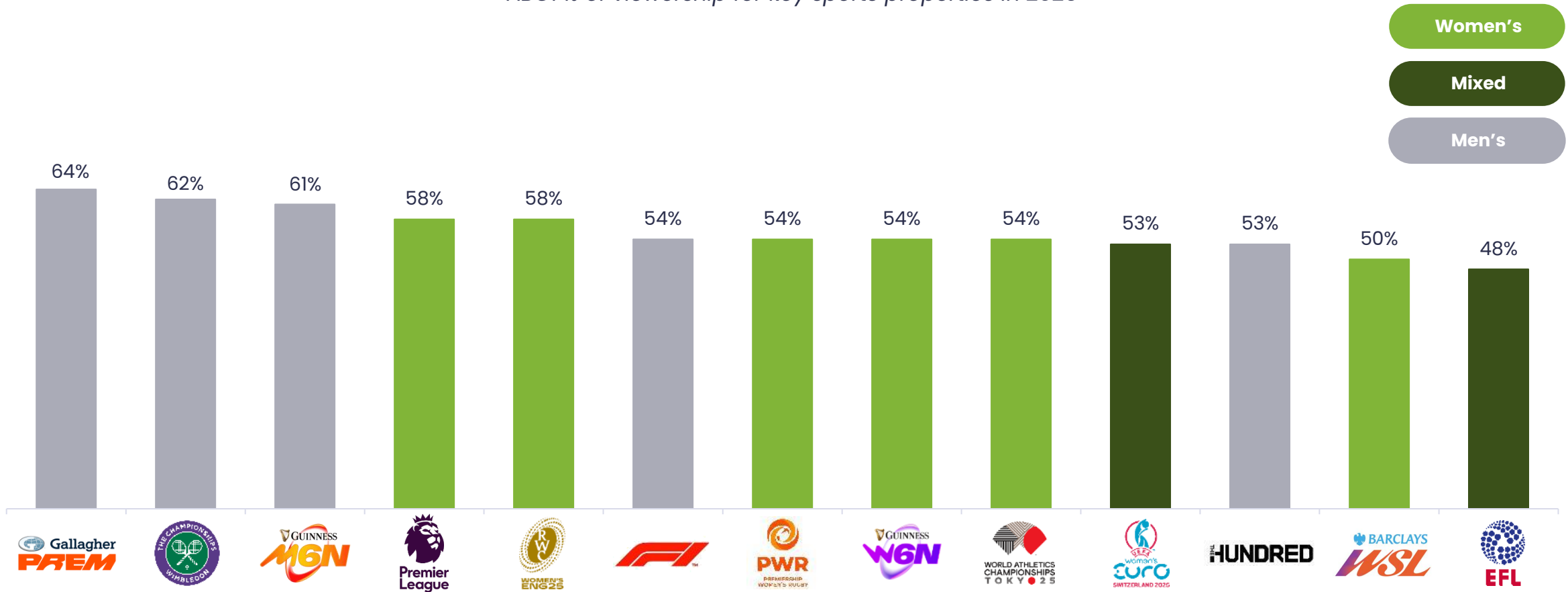
Ethnic Minority % share of viewership for key sports properties in 2025



Traditional sports such as rugby and tennis attracted the largest proportion of ABC1 viewers



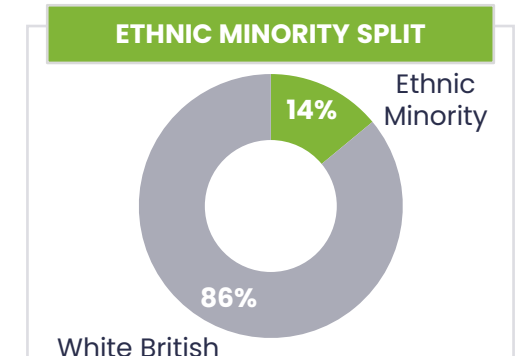
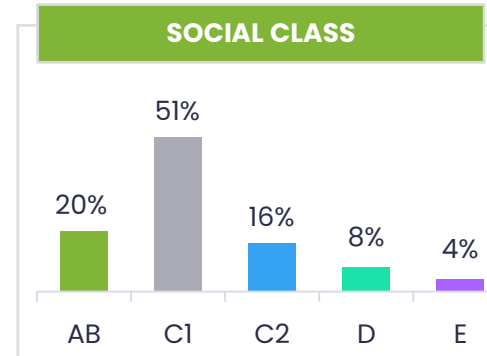
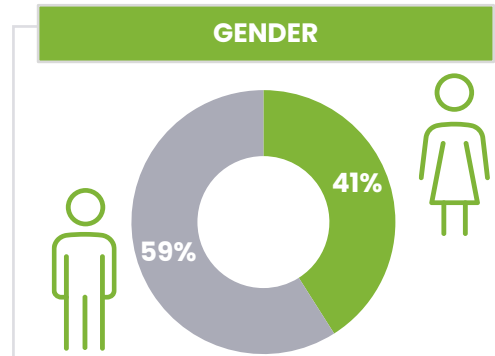
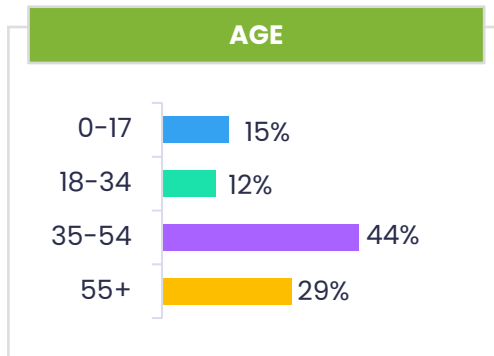
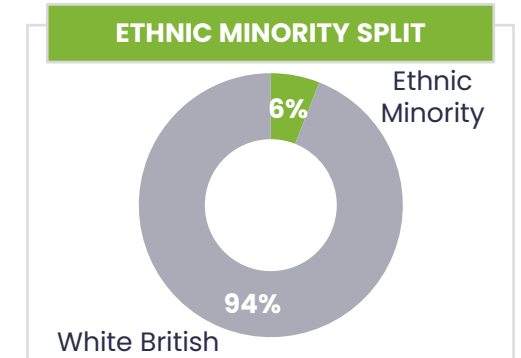
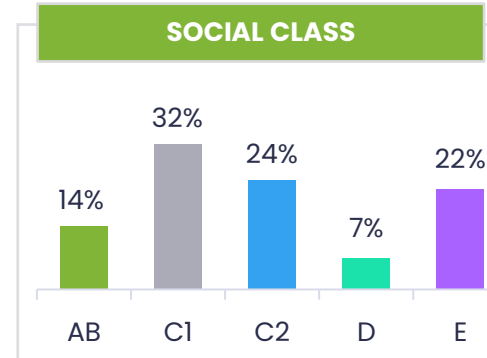
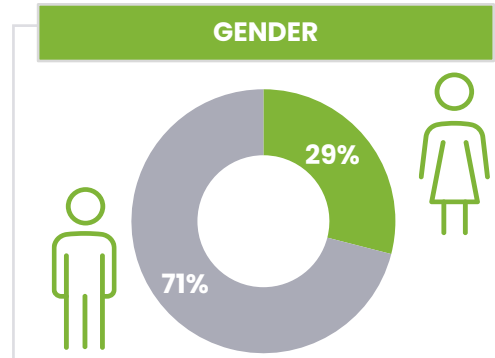
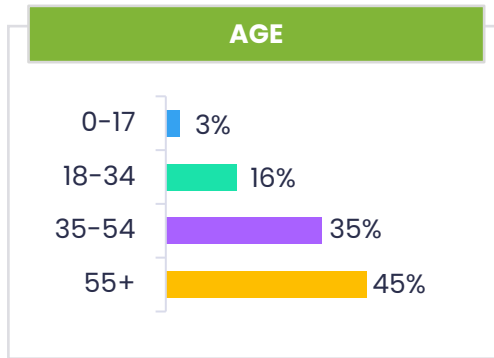
ABC1 % of viewership for key sports properties in 2025



The F1 Academy documentary series on Netflix attracts a more diverse audience than live racing coverage on Sky



Audience demographics of F1 Academy 2025

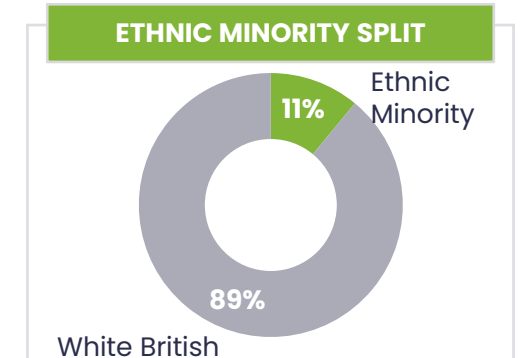
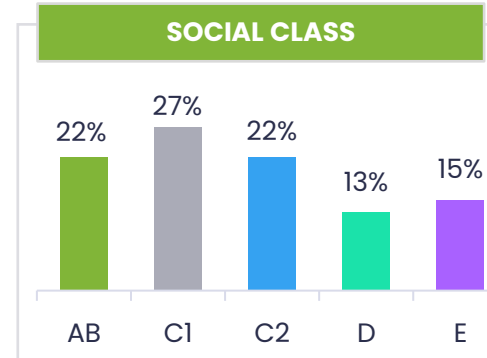
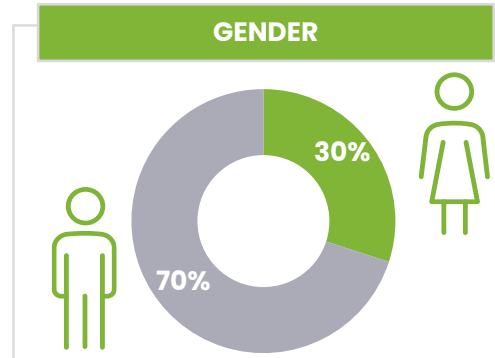
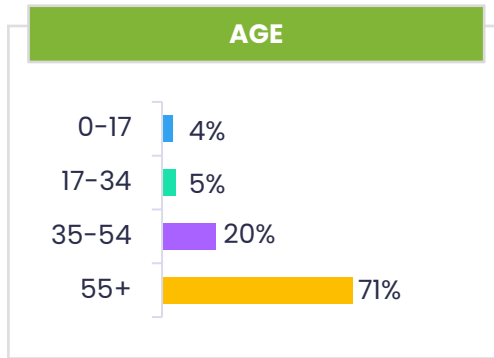


Disney+ coverage of the UWCL draws a higher proportion of younger, female and ABC1 viewers vs. BBC

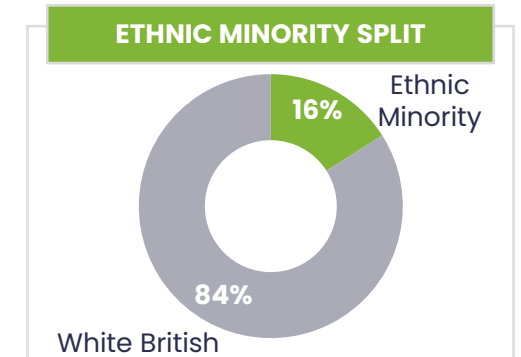
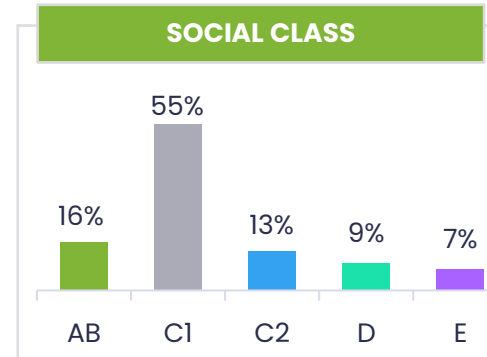
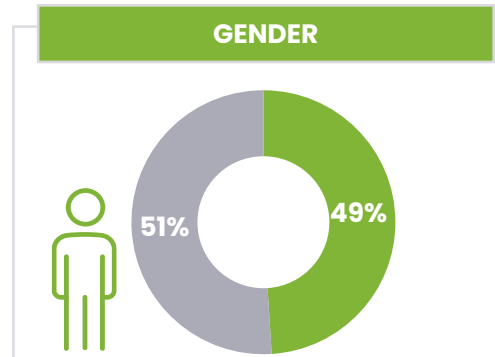
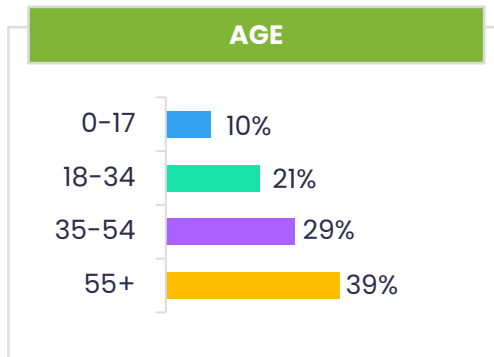


Audience demographics of UEFA Women's Champions League Football – 2025/26 Season

B B C



Disney+



DIGITAL VISIBILITY

*Dedicated Women's League and
Property accounts*

4

WNBA uploaded the most amount of videos across Instagram and TikTok in 2025



The top 10 global women's leagues/properties in 2025, by platform **based on video uploads**



1. **WNBA, 3.8k videos**
2. WTA, 2.8k videos
3. Liga BBVA MX Femenil, 1.7k videos
4. NWSL, 1.4k videos
5. LPGA, 1.4k videos
6. UEFA Women's EURO, 1.2k videos
7. UWCL, 1.1k videos
8. AFL Women's, 916 videos
9. Ladies European Tour, 830 videos
10. FIFA Women's World Cup, 781 videos



1. **WNBA, 2.8k videos**
2. NWSL, 2.1k videos
3. WTA, 1.5k videos
4. Liga F, 1.5k videos
5. Liga BBVA MX Femenil, 1.5k
6. UEFA Women's Football, 1.3k
7. March Madness Women's Basketball, 1k videos
8. NCAA Women's Volleyball, 874 videos
9. Queens League Spain, 751 videos
10. Queens League Mexico, 675 videos



1. **WTA, 2.4k videos**
2. Liga BBVA MX Femenil, 2.0k videos
3. LPGA, 1.4k videos
4. Liga F, 1.4K videos
5. WNBA, 818 videos
6. NWSL, 784 videos
7. PWHL, 681 videos
8. BWSL, 562 videos
9. FI Academy, 439 videos
10. Arkema Première League, 413 videos

WNBA achieved 1bn Instagram video views, the highest of any global women's league/property



Video views for the top 10 most viewed global women's leagues/properties in 2025, by platform



1. WNBA, 1bn
2. WTA, 563m
3. Queens League Spain, 528m
4. WPL, 518m
5. UEFA Women's EURO, 423m
6. UWCL, 257m
7. FIFA Women's World Cup, 183m
8. NWSL, 162m
9. LPGA, 132m
10. NCAA Women's Volleyball, 123m



1. UEFA Women's Football, 567m
2. WNBA, 407m
3. NWSL, 390m
4. Queens League Mexico, 282m
5. Queens League Spain, 164m
6. WTA, 143m
7. BWSL, 136m
8. Liga F, 132m
9. March Madness Women's Basketball, 122m
10. Euroleague Women, 122m



1. WTA, 185m
2. WNBA, 83m
3. Liga BBVA MX Femenil, 49m
4. NWSL, 46m
5. BWSL, 37m
6. LPGA, 30m
7. Liga F, 16m
8. FI Academy, 7m
9. Adobe Women's FA Cup, 6m
10. PWHL, 5m

All of the top 10 global women's league/properties saw YOY increases on TikTok



Video views for the top 10 most viewed global women's leagues/properties in 2025, by platform and YOY change v 2024



1. WNBA, 1bn, **-39%**
2. WTA, 563m, **+185%**
3. Queens League Spain, 528m, **+496%**
4. WPL, 518m, **+13%**
5. UEFA Women's EURO, 423m, **+1,350%**
6. UWCL, 257m, **+58%**
7. FIFA Women's World Cup, 183m, **-43%**
8. NWSL, 162m, **-26%**
9. LPGA, 132m, **-1%**
10. NCAA Women's Volleyball, 123m, **+2%**



1. UEFA Women's Football, 567m, **+344%**
2. WNBA, 407m, **+18%**
3. NWSL, 390m, **+178%**
4. Queens League Mexico, 282m, **+357%**
5. Queens League Spain, 164m, **+109%**
6. WTA, 143m, **+68%**
7. BWSL, 136m, **+24%**
8. Liga F, 132m, **+242%**
9. March Madness Women's Basketball, 122m, **+68%**
10. Euroleague Women, 122m, **+322%**



1. WTA, 185m, **+172%**
2. WNBA, 83m, **+145%**
3. Liga BBVA MX Femenil, 49m, **+361%**
4. NWSL, 46m, **+6%**
5. BWSL, 37m, **+78%**
6. LPGA, 30m, **+16%**
7. Liga F, 16m, **-43%**
8. FI Academy, 7m, **+44%**
9. Adobe Women's FA Cup, 6m, **+1,888%**
10. PWHL, 5m, **-14%**

Growth on TikTok a wider sports trend, with major men's properties increasing YOY too



TOP 10 WOMEN'S PROPERTIES



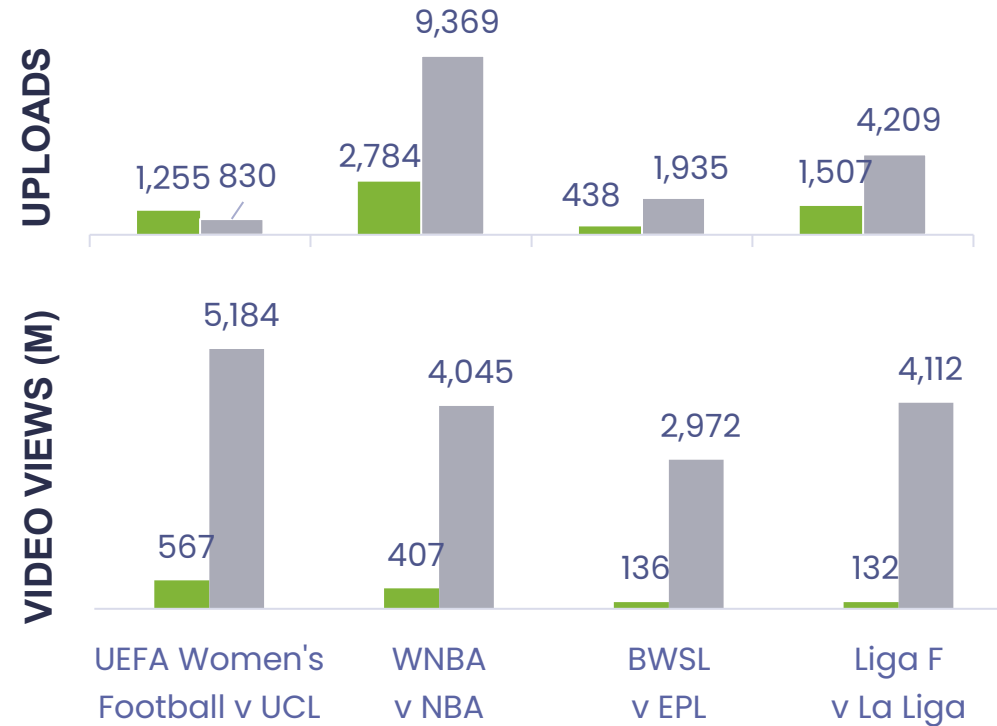
1. UEFA Women's Football, 567m, **+344%**
2. WNBA, 407m, **+18%**
3. NWSL, 390m, **+178%**
4. Queens League Mexico, 282m, **+357%**
5. Queens League Spain, 164m, **+109%**
6. WTA, 143m, **+68%**
7. BWSL, 136m, **+24%**
8. Liga F, 132m, **+242%**
9. March Madness Women's Basketball, 122m, **+68%**
10. Euroleague Women, 122m, **+322%**

TOP 10 MEN'S PROPERTIES

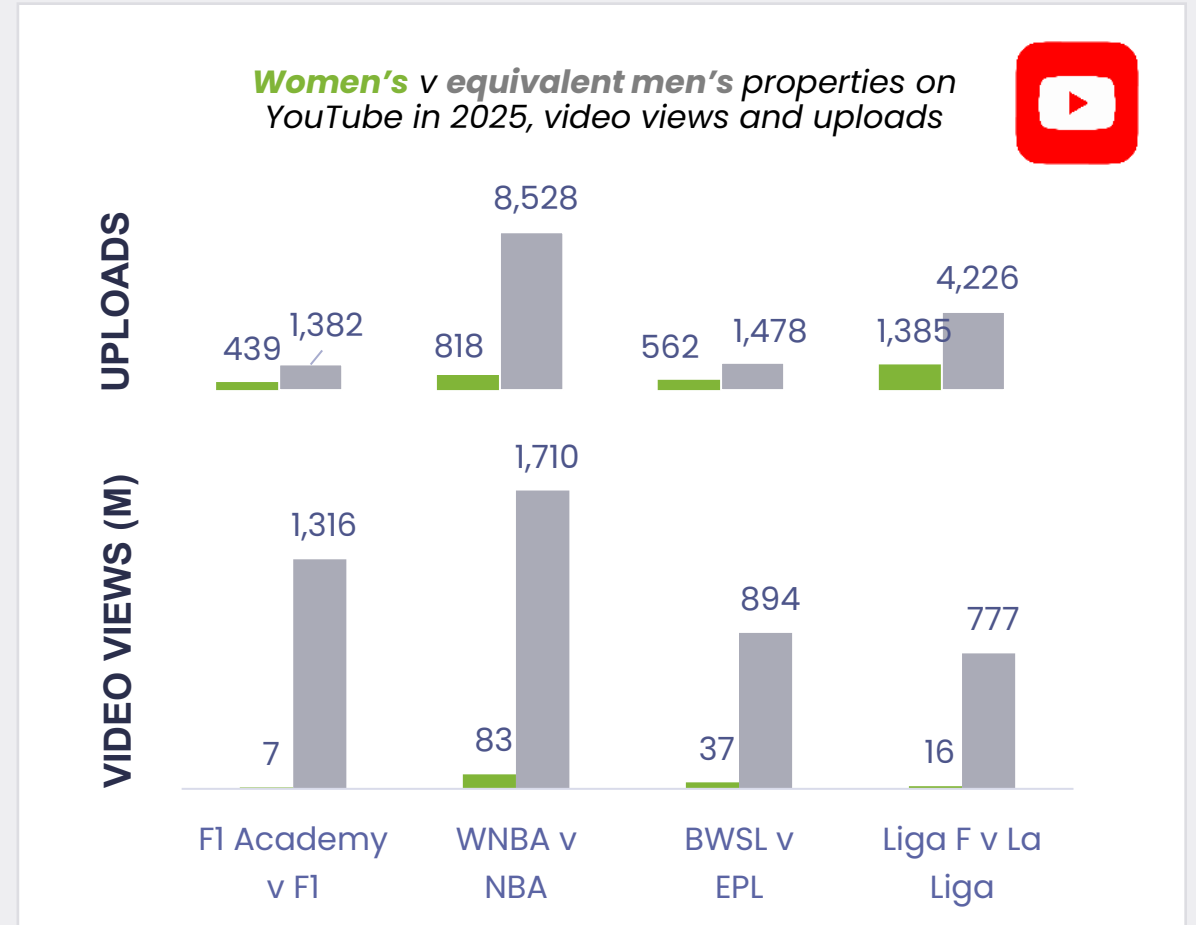
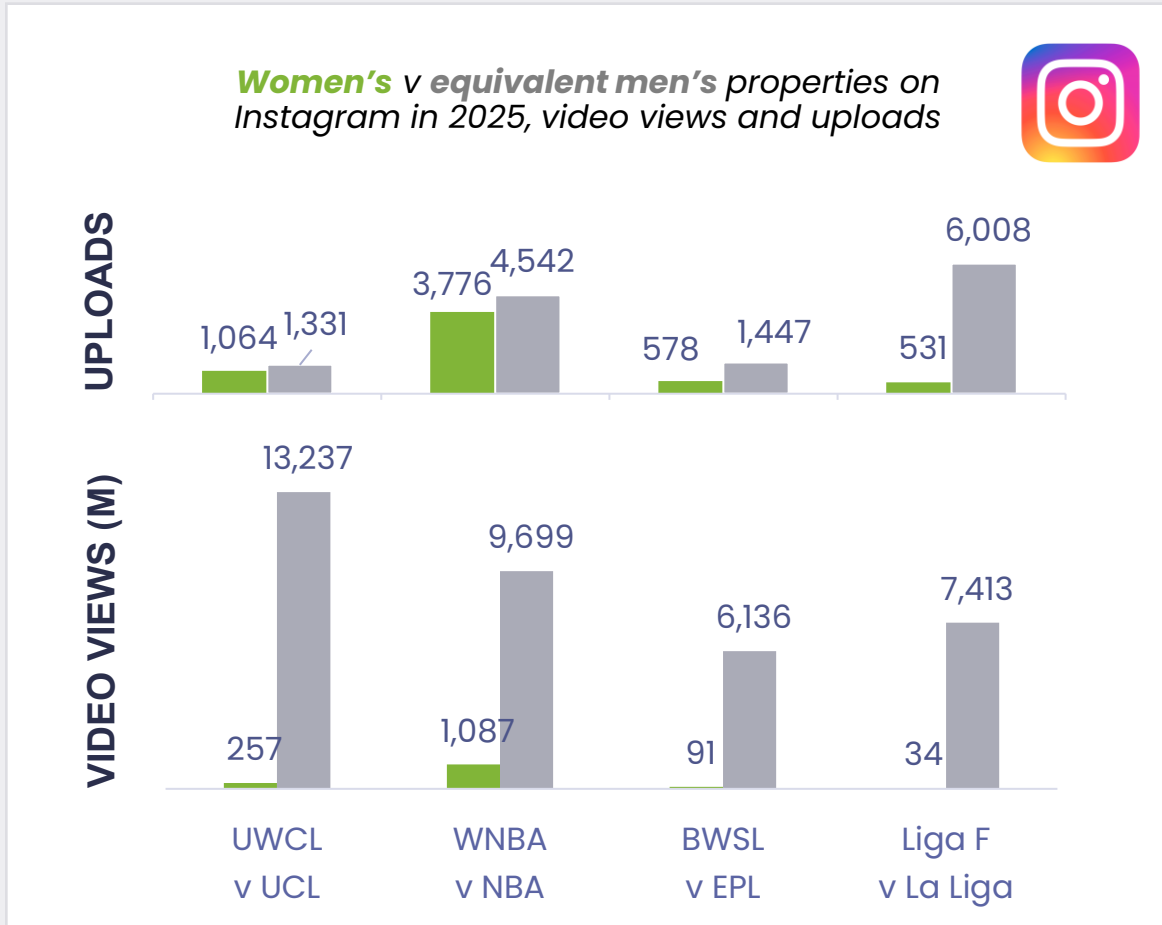


1. UEFA Champions League, 5.2bn, **+16%**
2. NFL, 5.0bn, **+3%**
3. La Liga, 4.1bn, **+96%**
4. NBA, 4.0bn, **+70%**
5. Premier League, 3.0bn, **+50%**
6. Formula 1, 2.5bn, **+116%**
7. Ligue 1, 2.0bn, **+47%**
8. FIFA World Cup, 1.3bn, **-13%**
9. Bundesliga, 1.1bn, **+146%**
10. MLB, 1.1bn, **+5%**

Women's v equivalent men's properties on TikTok in 2025, video views and uploads






Men's properties benefit from higher posting frequency on all channels versus the women's equivalent



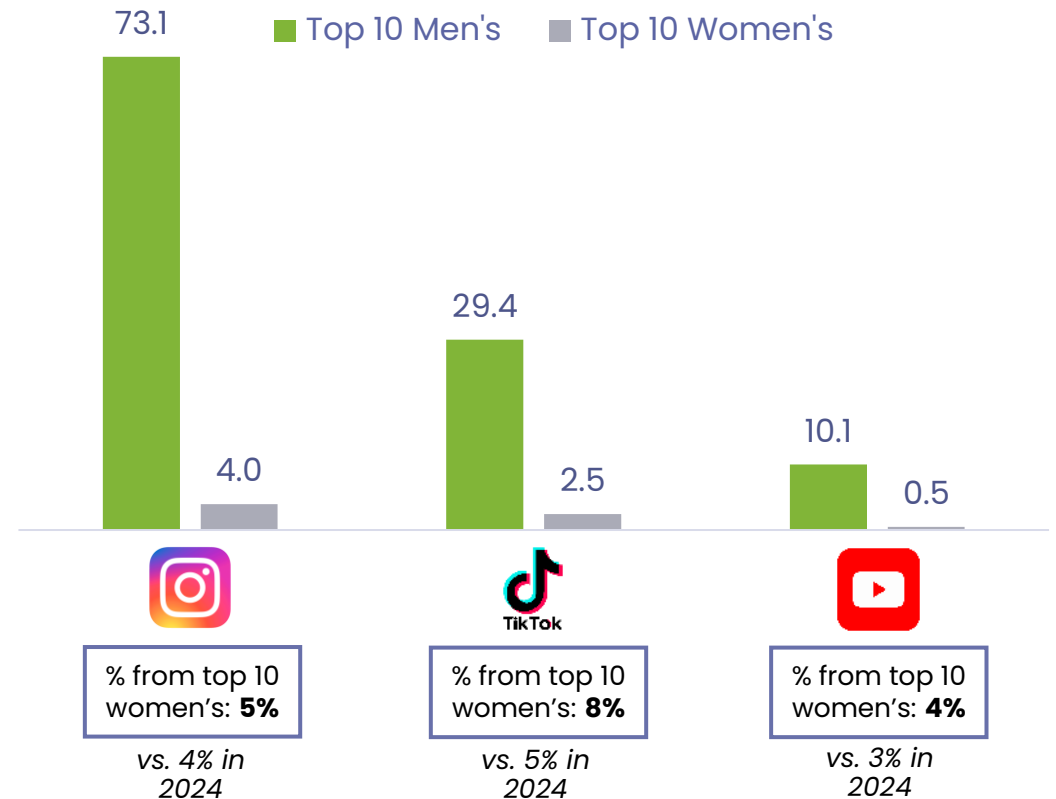
All platforms for the top 10 women's properties have grown at a faster YOY rate versus the top 10 men's



YOY increase in video views by platform for the 2025 top 10 global women's leagues/properties versus the top 10 global men's leagues/properties

	Top 10 Women's	Top 10 Men's
	+13% YOY	-3% YOY
	+126% YOY	+38% YOY
	+92% YOY	+19% YOY

Total video views (bn) by platform for the 2025 top 10 global women's leagues/properties versus the top 10 global men's leagues/properties



The Women's Premier League (WPL) received the highest views per video on Instagram, highlighting an opportunity to post more often



Video views for the top 10 most viewed global women's leagues/properties in 2025, by platform

Highest views per video (VPV)



1. WNBA, 1bn
2. WTA, 563m
3. Queens League Spain, 528m
- 4. WPL, 518m [1.6m VPV]**
5. UEFA Women's EURO, 423m
6. UEFA Women's Champions League, 257m
7. FIFA Women's World Cup, 183m
8. NWSL, 162m
9. LPGA, 132m
10. NCAA Women's Volleyball, 123m



- 1. UEFA Women's Football, 567m [452k VPV]**
2. WNBA, 407m
3. NWSL, 390m
4. Queens League Mexico, 282m
5. Queens League Spain, 164m
6. WTA, 143m
7. BWSL, 136m
8. Liga F, 132m
9. March Madness Women's Basketball, 122m
10. Euro League Women, 122m



1. WTA, 185m
- 2. WNBA, 83m [102k VPV]**
3. Liga BBVA MX Femenil, 49m
4. NWSL, 46m
5. BWSL, 37m
6. LPGA, 30m
7. Liga F, 16m
8. FI Academy, 7m
9. Adobe Women's FA Cup, 6m
10. PWHL, 5m

Some of the most watched content on women's dedicated league/property channels came from Queens League



Antonela Romoleroux's goal drove high views

Most viewed videos on Instagram and TikTok for Queens League Spain and Queens League Mexico in 2025



212m views

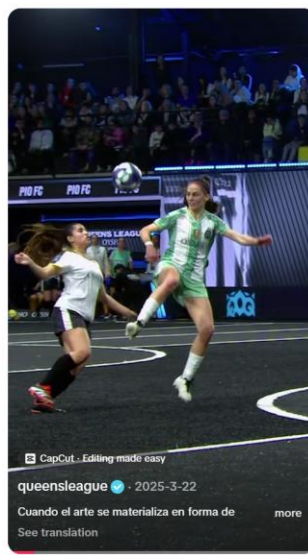
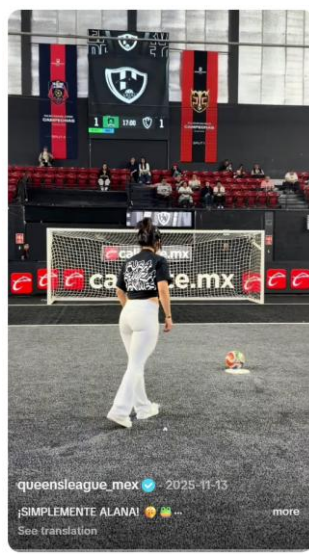
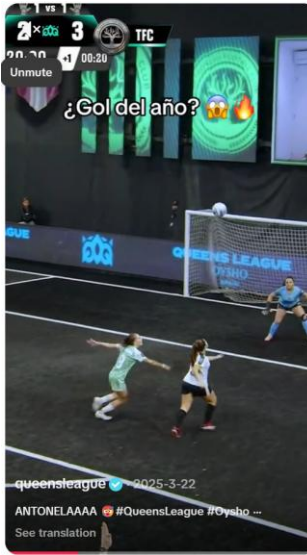
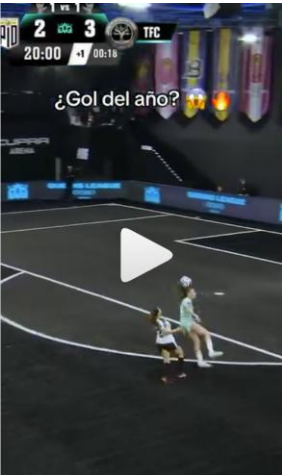
179m views

57m views

15m views

14m views

14m views



queensleague • 42 w
Cuando el arte se materializa en forma de fútbol.
#QueensLeague #Oysho

queensleague • 42 w
ANTONELAAAAA 🔥🔥🔥🔥
#QueensLeague #Oysho

queensleague • 2025-3-22
ANTONELAAAA #QueensLeague #Oysho ...
See translation

queensleague_mex • 2025-11-13
¡SIMPLEMENTE ALANA! 🌟🌟🌟 ...
See translation

queensleague • 2025-3-22
Cuando el arte se materializa en forma de ...
See translation

queensleague_mex • 2025-4-20
Es imposible odiar a las gemelas 🌟🌟 ...
See translation

Queens League Spain

Queens League Spain

Queens League Spain

Queens League Mexico

Queens League Spain

Queens League Mexico

WTA has seen YOY growth in video views on all platforms through a variety of methods



+185% video views YOY

+243% increase in **video uploads**, moving the account from 5th place globally for video views in 2024 to 2nd place in 2025

2025 saw **11 videos receive 3m+ views**, versus just 3 in 2024

4 of the top 10 videos in 2025 featured **Aryna Sabalenka**



+68% video views YOY

+200% increase in **video uploads**, moving the account from 8th place globally for video views in 2024 to 6th place in 2025

The property uploaded the **third highest amount of videos** in the global women's property/league top 10 in 2025, after the WNBA and NWSL



+978% video views YOY

+215% increase in **video uploads**, moving the account from 11th place globally for video views in 2024 to 2nd place in 2025

7 of the top 10 videos in 2025 featured Filipino player **Alex Eala**



+172% video views YOY

+100% increase in **video uploads**

+443% increase in **0-30 second video uploads**, with a 1,204% increase in views for 0-30 sec videos

The most popular video duration is **5-10 minutes** and remained consistent YOY (-1% uploads YOY and +3% views YOY)

World Rugby and ICC accounts also saw a high number of views during RWC 25 and ICC Women's CWC 2025





Video views by platform for World Rugby's RWC account during RWC 2025*



90m IG views for India's win, the 11th most viewed Instagram video on the ICC account ever


 29m video views


 171m video views

 14m video views

Video views by platform for the ICC account during the ICC Women's Cricket World Cup 2025



 2.5bn video views

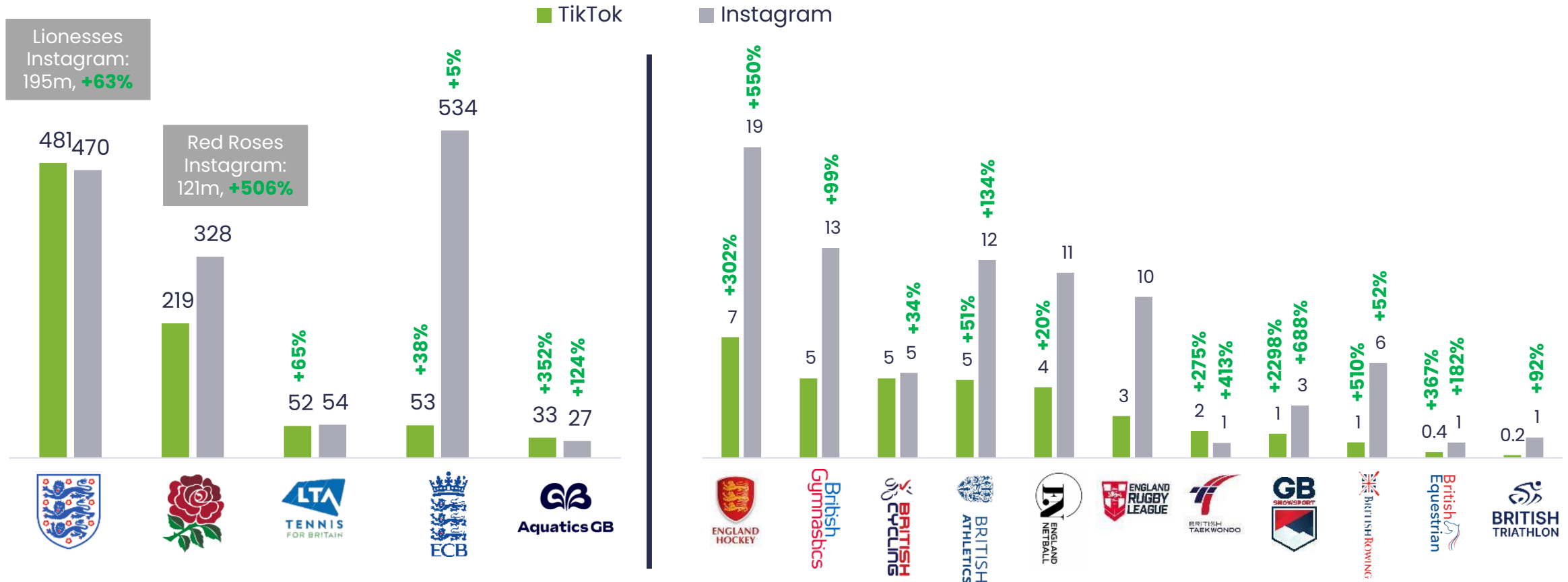
 135m video views

 90m video views

Many NGBs saw YOY increases in video views on their social media channels in 2025



TikTok and Instagram video views (m) for a selection of NGB social media accounts, 2025 with YOY comparisons



DIGITAL VISIBILITY

4

*Dedicated women's team/club
accounts*

Arsenal Women received the highest Instagram video views of any global women's club in 2025



Video views for the top 10 most viewed global women's clubs in 2025, by platform



vs. 170m in 2024, +98% YOY

1. Arsenal, 336m



2. Indiana Fever, 332m



3. FC Barcelona, 235m



4. Manchester United, 223m



5. Manchester City, 201m



TikTok



1. Indiana Fever, 268m



2. Chelsea, 244m



3. Juventus, 229m



4. Manchester City, 87m



5. Dallas Wings, 86m



1. Indiana Fever, 109m



2. Las Vegas Aces, 15m



3. Manchester United, 11m



4. Minnesota Lynx, 7m



5. Phoenix Mercury, 7m

Arsenal's most watched content on Instagram largely focusses on UWCL celebrations



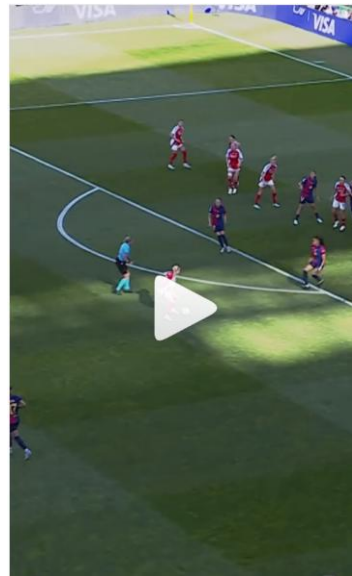
Top 5 most viewed Instagram videos for Arsenal Women in 2025

1. UWCL celebrations, 67m



 arsenalwfc 34 w
Celebrate every moment ❤️

2. May Goal of the Month, 29m




 arsenalwfc 32 w
When it mattered most ❤️

Our May Goal of the Month is Stina's Champions League-winning strike 🏆

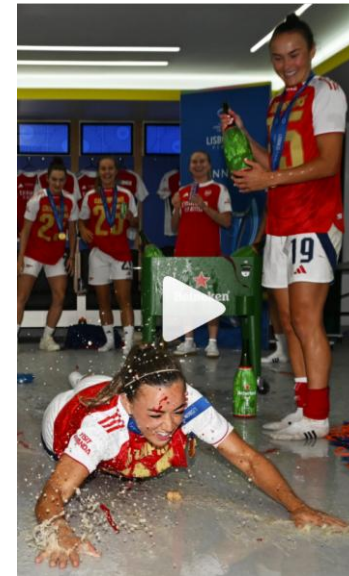
❤️ @emirates


3. UWCL celebrations, 14m



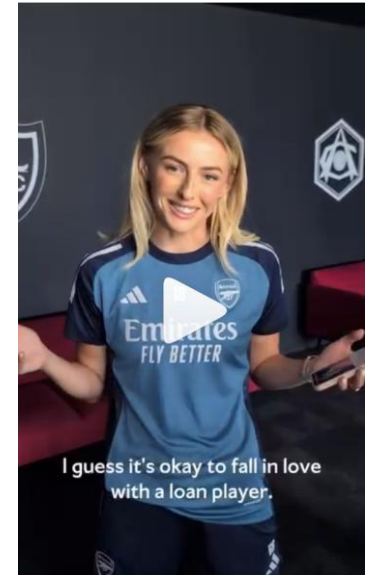
 arsenalwfc 31 w
Having the time of your life... 🎵


4. UWCL celebrations, 5m



 arsenalwfc 33 w
Sliding into the history books 🏆

5. Chloe Kelly loan player clip, 4m



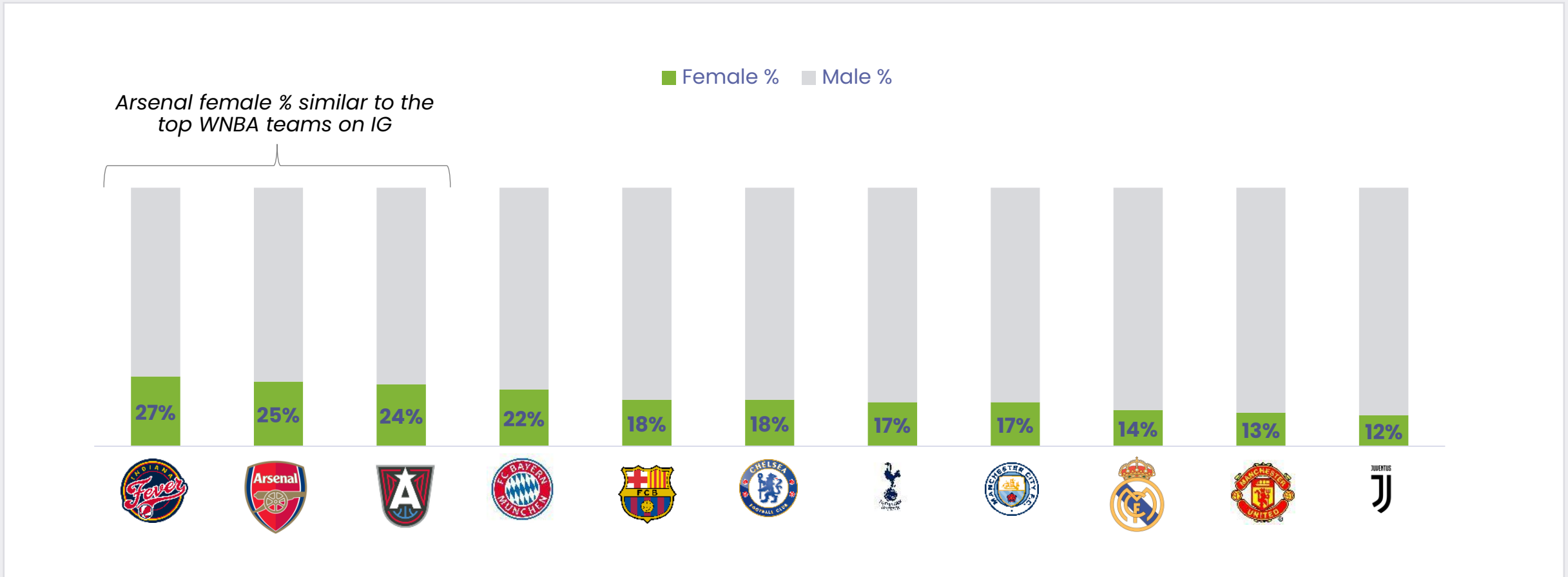
 arsenalwfc 28 w
Chloe approved ✅

I guess it's okay to fall in love with a loan player.

Arsenal's Instagram has the highest female audience % of any top global women's club



Female audience % for top global women's club Instagram accounts*



Various strategies and focusses contributed to Arsenal Women's strong social media performance in 2025



Key tenets to Arsenal Women's social media success in 2025



Get where others can't - maximise opportunities to capture in places and spaces that no one else can reach, from the team bus to the dressing room



Build foundations - help the whole club understand the value of storytelling, build trust in the team to share authentic narratives



Meet supporters where they are - develop bespoke content strategies for individual channels; understand what not to post, and when



Uplift your players in culture - reach audiences beyond football and recognise that women's football culture has nuances. Don't treat supporters as a monolith



Embrace improvisation - live football is unpredictable, be ready to change plans quickly and welcome those spontaneous moments



Home - craft thoughtful content that brings supporters closer and builds a strong sense of belonging.



One-club mentality - collaborate and repost across team accounts; bring men's and women's players together in an authentic and meaningful way



Legacy - pay respect to those who paved the way for today's superstars. Understand what the badge represents to the local community and beyond

109m YouTube views for Indiana Fever in 2025, x7 more than the next highest global women's club, helped by their effective content duration strategy



2025 Indiana Fever YouTube uploads, views and views per video by duration

Video Duration	Total Videos	Total Views	Views per Video
0-30 secs	790	64m	81k
30 secs-1 min	423	17m	40k
1-2 mins	160	7m	47k
2-5 mins	138	5m	33k
5-10 mins	163	12m	72k
10-15 mins	50	3m	53k
15-20 mins	20	1m	75k
20 mins+	14	1m	54k

45% of all content was under 30 seconds

58% of all views came from 0-30" videos

Views per video highest for <30" clips plus 5-10 min/15-20 min HLs

Top 3 most viewed YouTube videos for Indiana Fever in 2025

1. Caitlin Clark 3 pointer: **20 secs**, 2.5m



Caitlin Clark Buries DEEP Three to End Q1 vs. Dream

2. Full game highlights v Liberty: **8 mins**, 1.8m



Caitlin Clark PUTS ON A SHOW in Return to Lead Fever to Huge Win Over Liberty | FULL Game Highlights

3. Lexie Hull 5 points in 6 seconds: **17 secs**, 1.5m

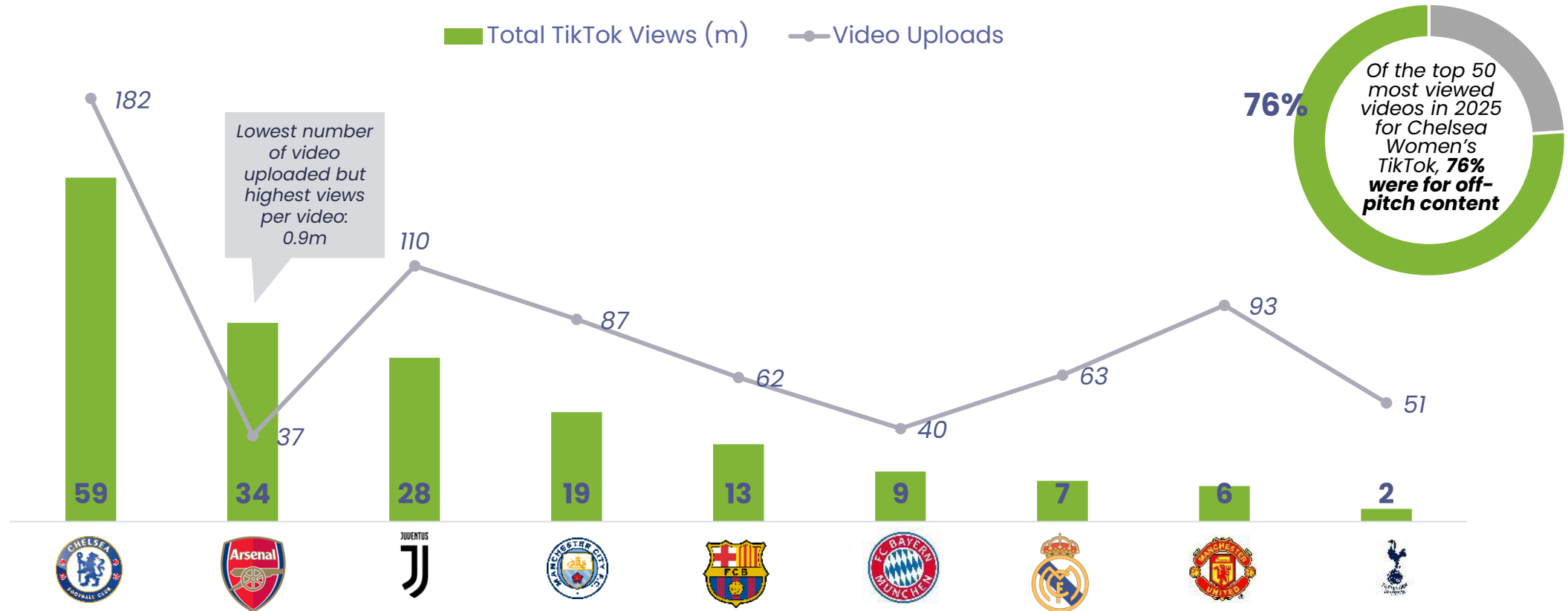


Lexie Hull Scores 5 Points in 6 Seconds vs. Liberty 🔥

Chelsea the most viewed women's football team on TikTok in 2025, helped by their off-season content



Total TikTok views (m) and video uploads for women's football club accounts in **the off-season – June-August 2025**



DIGITAL VISIBILITY

4

Female athletes

The SportsPro Top 50 Most Marketable Athletes in 2025



 1 LEWIS HAMILTON	 2 SIMONE BILES	 3 ILONA MAHER	 4 STEPHEN CURRY	 5 CRISTIANO RONALDO	 11 ROBERT LEWANDOWSKI	 12 RAYSSA LEAL	 13 KYLIAN MBAPPE	 14 VINICIUS JR	 15 NOVAK DJOKOVIC
 6 NEYMAR	 7 CAITLIN CLARK	 8 LEBRON JAMES	 9 GIANNIS ANTETOKOUNMPO	 10 COCO GAUFF	 16 LIONEL MESSI	 17 JORDAN CHILES	 18 CARLOS ALCARAZ	 19 BUKAYO SAKA	 20 ANGEL REESE

SportsPro
50MM
Most Marketable

 21 JANNIK SINNER	 22 VIRAT KOHLI	 23 LAMINE YAMAL	 24 NOAH LYLES	 25 CHARLES LECLERC	 31 A'JA WILSON	 32 MARCUS RASHFORD	 33 KATIE LEDECKY	 34 ACHRAF HAKIMI	 35 SUNISA LEE	 41 LANDO NORRIS	 42 SKY BROWN	 43 MOHAMED SALAH	 44 RODRYGO	 45 JAMAL MUSIALA
 26 REBECA ANDRADE	 27 ARYNA SABALENKA	 28 HARRY KANE	 29 FLAU'JAE JOHNSON	 30 RAPHINHA	 36 ALEXIA PUTELLAS	 37 JESSICA LONG	 38 PAIGE BUECKERS	 39 ROHIT SHARMA	 40 IGA SWIATEK	 46 BETH MEAD	 47 BREANNA STEWART	 48 LEON MARCHAND	 49 DANI OLMO	 50 TRAVIS KELCE

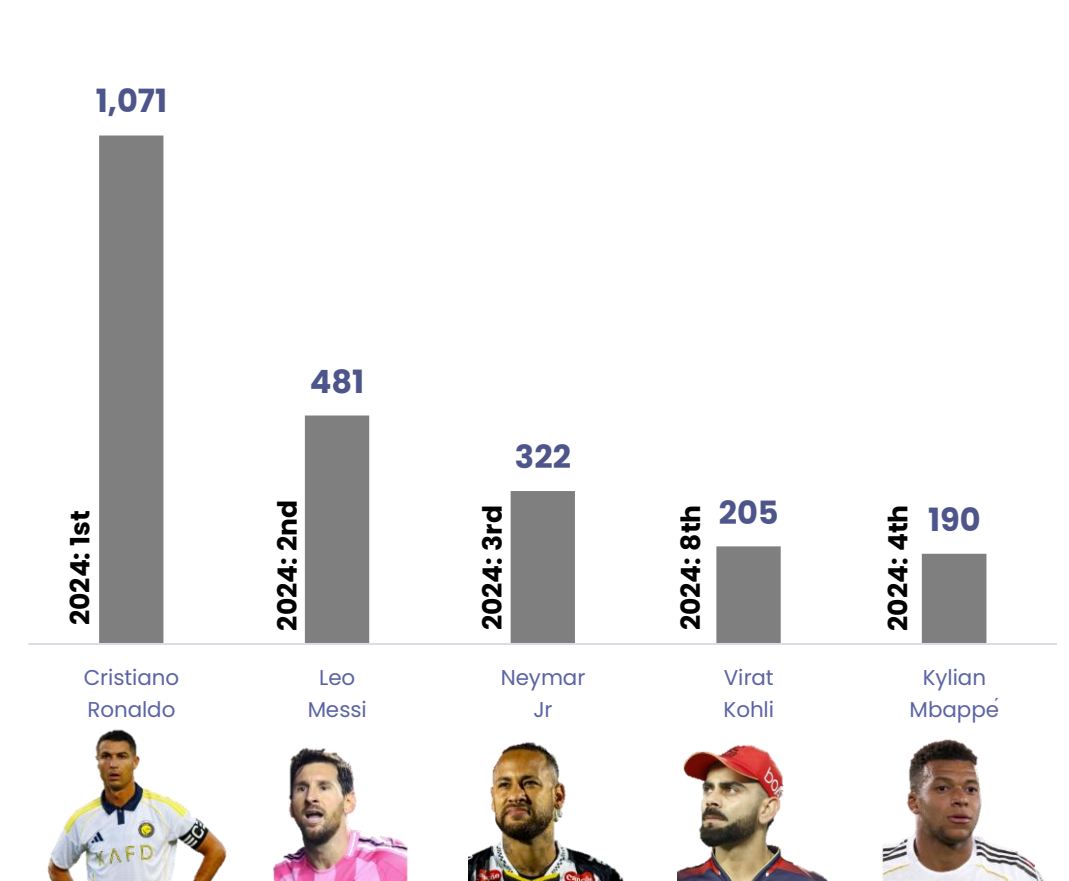
Male athletes receive the highest IG engagements out of SportsPro Top 50 2025 but female athletes remain top for posting volume



Top 5 Instagram accounts by volume of posts [exc. stories] for the SportsPro Top 50 Most Marketable Athletes 2025



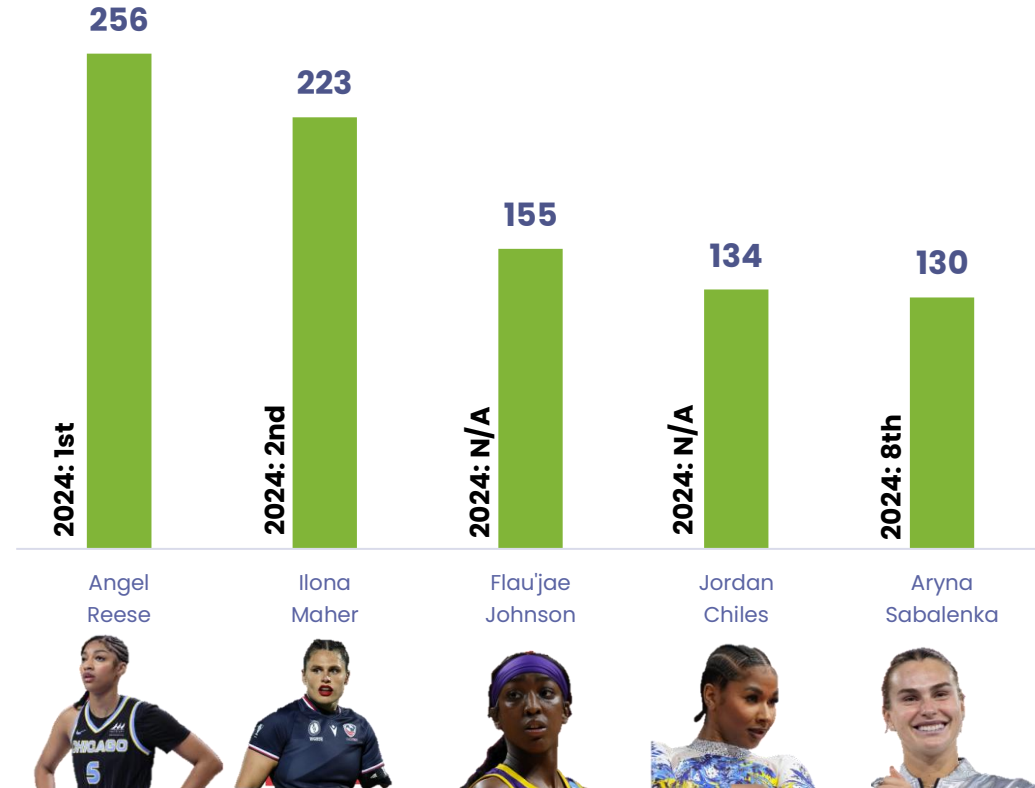
Top 5 Instagram accounts by engagements (m) for the SportsPro Top 50 Most Marketable Athletes 2025



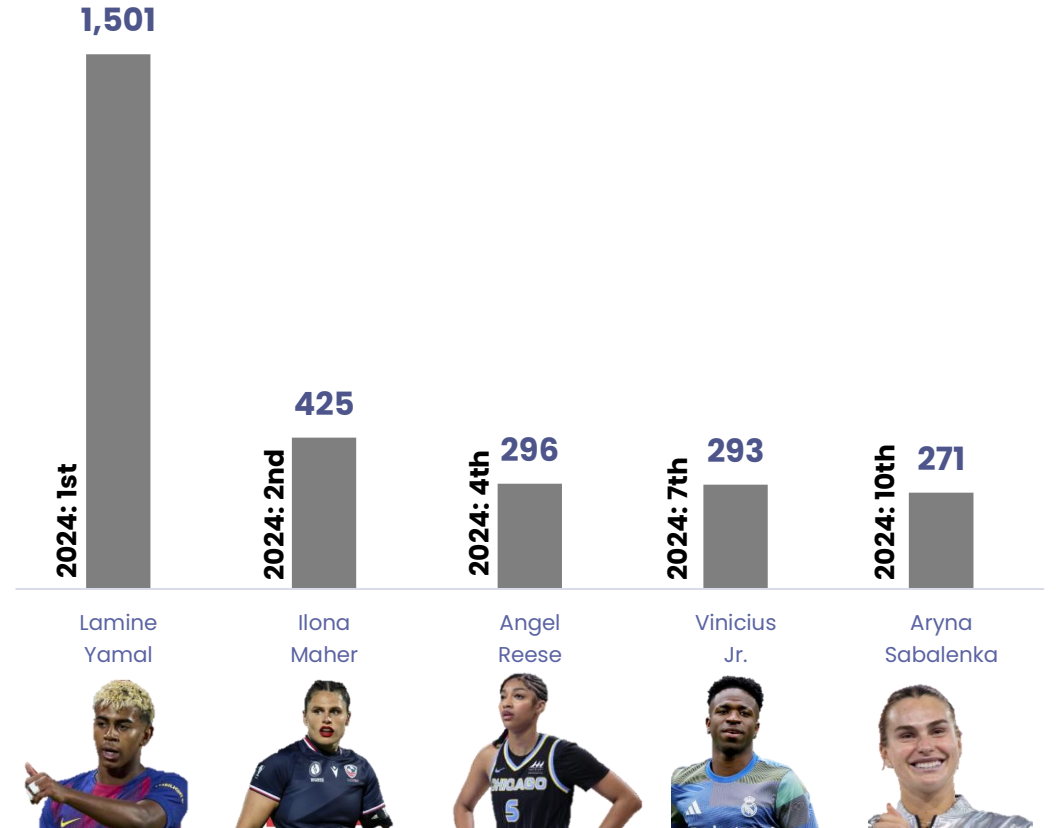
Female athletes continue to dominate TikTok content creation, and make up 3 of the top 5 athletes for video views



Top 5 TikTok accounts by video uploads for the SportsPro Top 50 Most Marketable Athletes 2025



Top 5 TikTok accounts by TikTok views (m) for the SportsPro Top 50 Most Marketable Athletes 2025



Female athletes still make up 42% of all TikTok views, despite fewer making the Top 50 versus 2024



Gender split for SportsPro Top 50 2025 Athletes

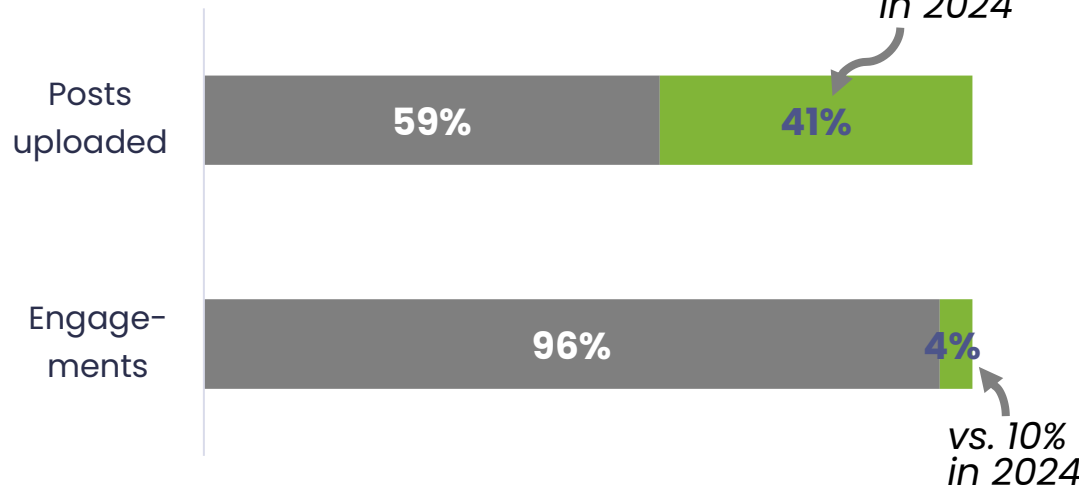


vs. 44% in 2024, 20 female athletes in the 2025 Top 50, vs. 22 in 2024

Gender split for Instagram content posted and engagements



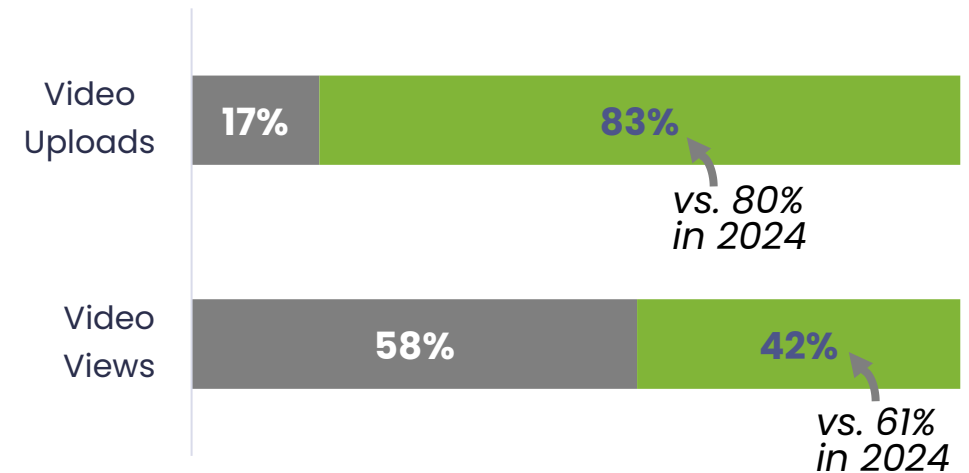
■ Male athletes ■ Female athletes



Gender split for TikTok video uploads and video views



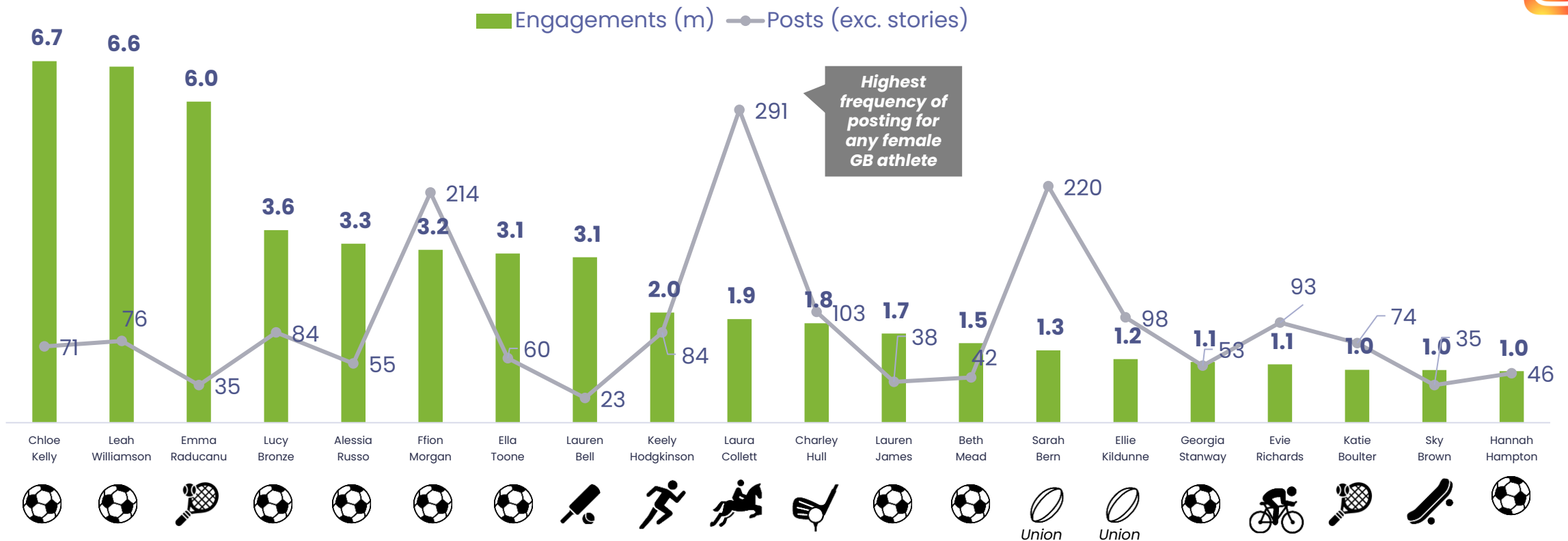
■ Male athletes ■ Female athletes



12 out of the top 20 British female athletes for Instagram engagements in 2025 featured in UEFA Women's EURO or RWC 25



Top 20 British female athletes* in 2025, based on Instagram engagements (m)

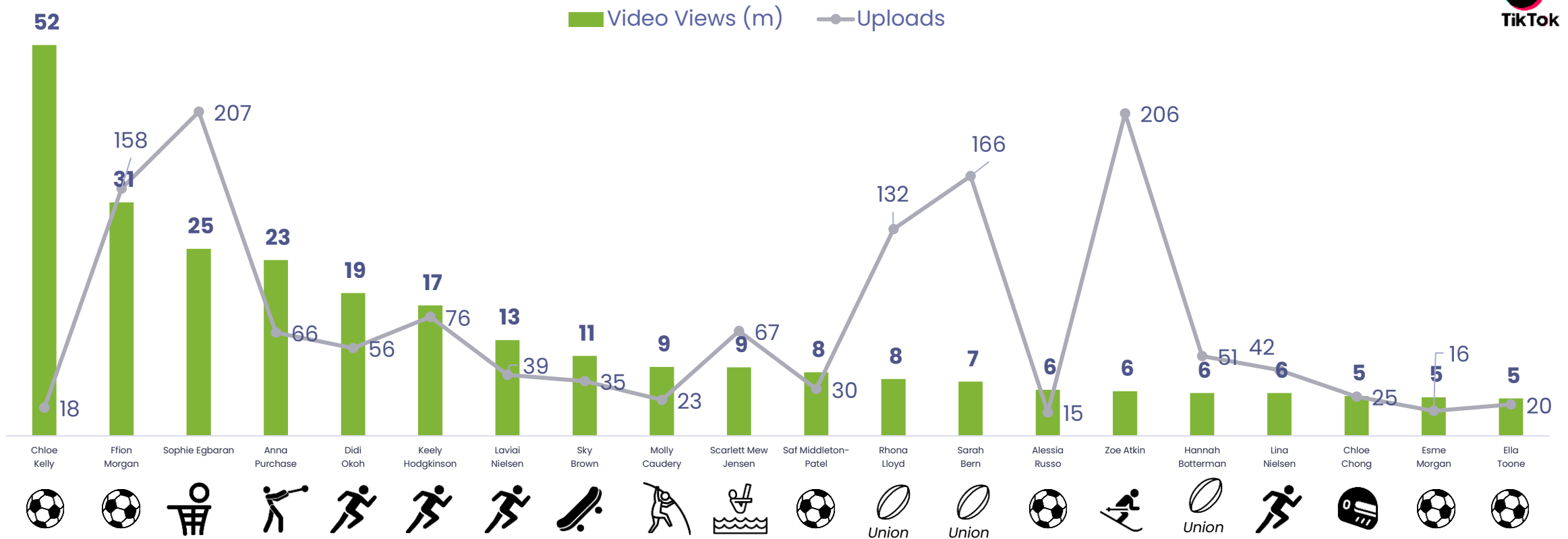


* RWC 25 squads for England, Scotland and Wales, UEFA Women's EURO 25 squads for England and Wales, Scotland football squad for Women: Nations League squad v Austria and Netherlands. Northern Ireland Women's football 2025 squad. Netball Super League 2025 – British players. England Women's CWC 25 squad. Female GB athletes at 2025 Athletics World Champs, Aquatics World Champs, Triathlon World Champs, The Open [golf], Tour De Femmes, Cycling Track World Champs, top 10 LTA rankings for singles, doubles and wheelchair tennis, AEW and WWE 2025 roster, F1 Academy drivers, England Rugby League squad, TeamGB athletes at 2024 Olympics and Paralympics, 2026 Winter Olympics athletes.

Chloe Kelly the most viewed female British athlete on TikTok in 2025, despite a low number of uploads



Top 20 British female athletes* in 2025, based on TikTok views (m)

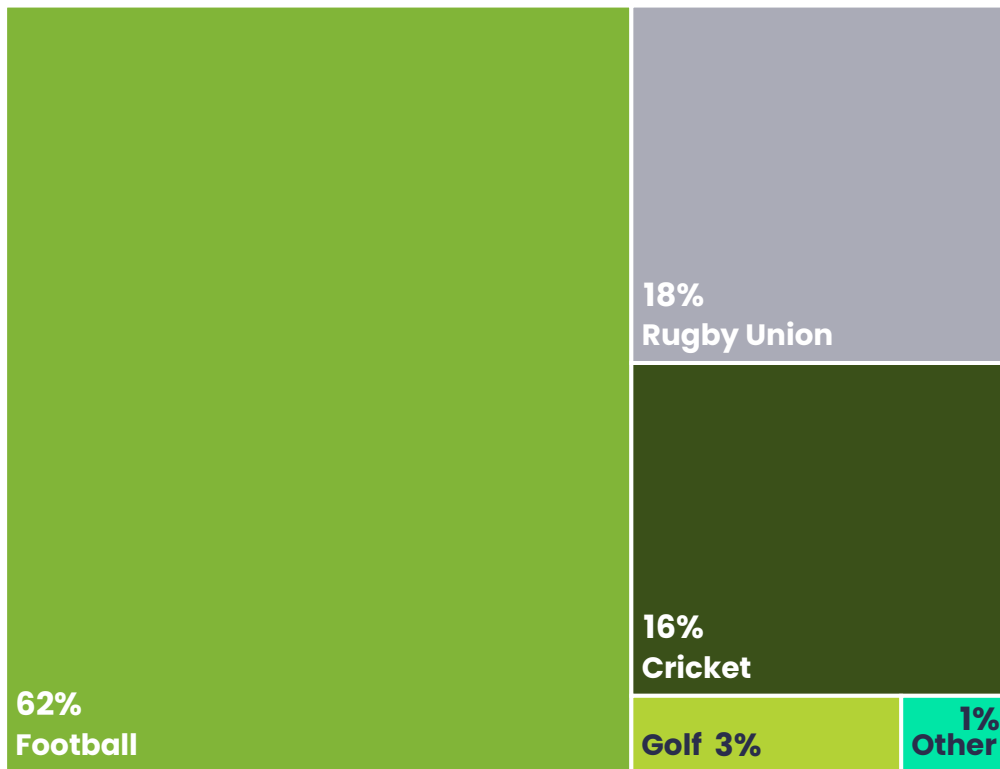


* RWC 25 squads for England, Scotland and Wales, UEFA Women's EURO 25 squads for England and Wales, Scotland football squad for Women: Nations League squad v Austria and Netherlands. Northern Ireland Women's football 2025 squad. Netball Super League 2025 – British players. England Women's CWC 25 squad. Female GB athletes at 2025 Athletics World Champs, Aquatics World Champs, Triathlon World Champs, The Open [golf], Tour De Femmes, Cycling Track World Champs, top 10 LTA rankings for singles, doubles and wheelchair tennis, AEW and WWE 2025 roster, F1 Academy drivers, England Rugby League squad, TeamGB athletes at 2024 Olympics and Paralympics, 2026 Winter Olympics athletes.

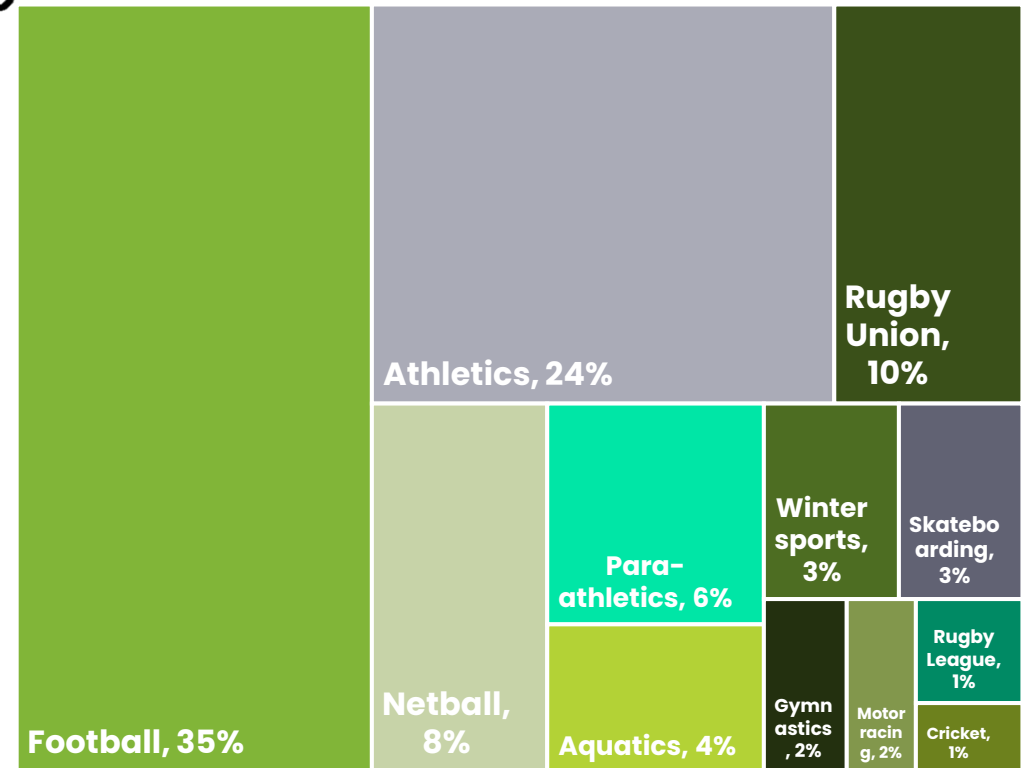
TikTok offers a visibility platform for a greater range of British female athletes versus broadcast TV in 2025



TV viewing hours for women's sport by sport



TikTok views for top 50 British females* in 2025 by sport



THE COMMERCIAL IMPACT

5

Brands were visible across a range of women's sport partnerships in 2025



Sarah Bern
 @ 15 Aug 2025, 08:07
 Red Roses X Barbie
 Never would I have ever of thought that one day I would be part of a Barbie campaign. It is honestly a little baby Berners dream come true.... [See more](#)

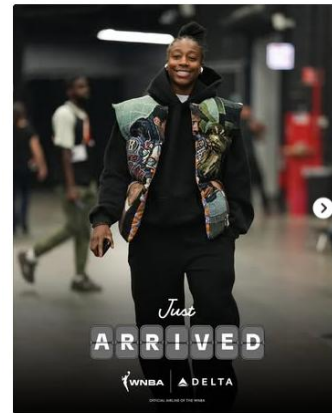


Arsenal Women
 @ 22 Sep 2025, 19:12 • Paid Partnership
 Red carpet ready
 Shot on Google Pixel



womensfootball
 UEFA Women's Champions League - 7-18
 Follow
 Football, eh? #WEUROMoments @lays #WEURO2025
 original sound - UEFA Women's Champions League

WNBA
 @ 10 Oct 2025, 23:53 • Paid Partnership
 They have arrived
 Our ladies pulled up just as fly as the @Delta charter they flew in on.



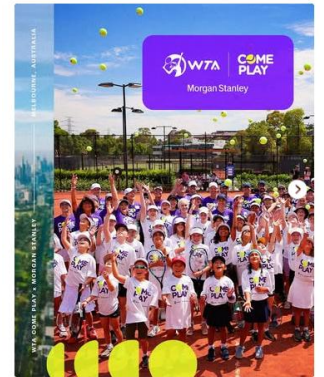
Manchester City Women
 @ 19 Jan 2025, 20:43 • Paid Partnership
 Defeat in the derby.
 @okx_official



F1 Academy
 @ 19 Apr 2025, 17:06 • Paid Partnership
 From P18 to P12, Lia Block secures TeamViewer's Most Positions Gained title in Race 1. Despite a challenging start to the weekend, Lia showed her skill with some im... [See more](#)



WTA
 @ 15 Jan 2025, 14:48 • Paid Partnership
 Melbourne
 Kicking off the 2025 WTA Come Play presented by Morgan Stanley clinic series in Australia!
 Kids from the local community got the unique opportunity t... [See more](#)



2026: WTA and Mercedes-Benz pen decade-long deal said to be worth \$500m

Women's sport combines growing visibility with positive brand transfer



Women's sport sponsorship delivers disproportionately strong uplifts on brand affinity and consideration relative to its awareness.

28.9 million UK adults are now aware of at least one women's sport sponsorship

64% feel more positive towards brands that sponsor female athletes

30% of consumers (16.4m) think more favourably of brands that support women's sport through sponsorship vs. 20% (10.7m) for men's sport

45% feel more positive towards brands that address inequality for women and girls through women's sport sponsorship



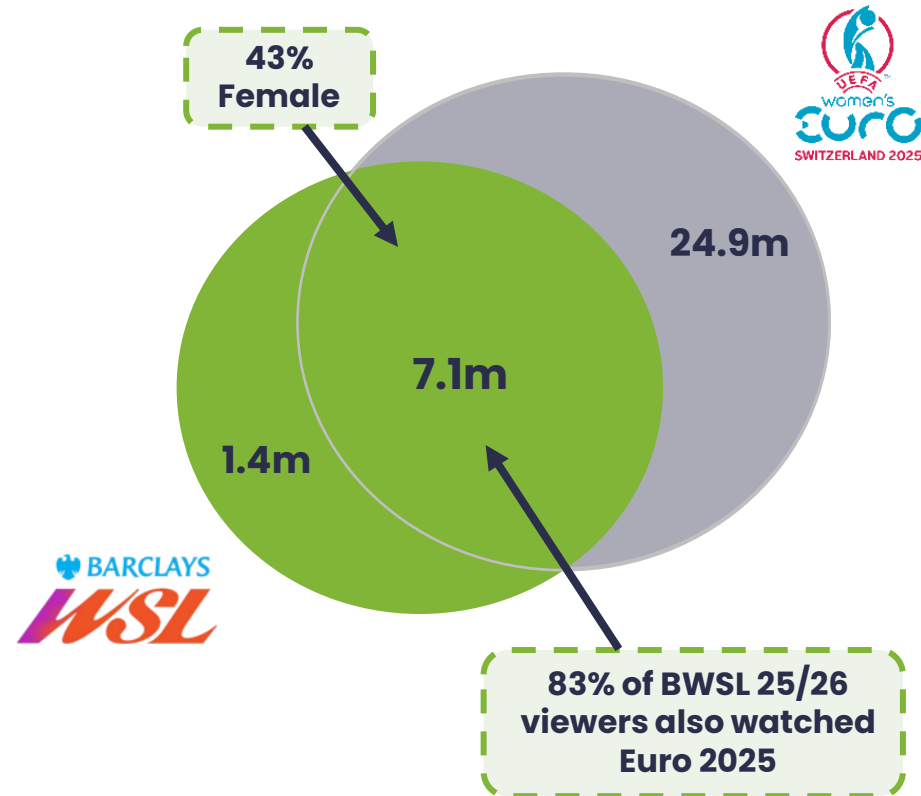
THE IMPACT OF THE SUMMER

6

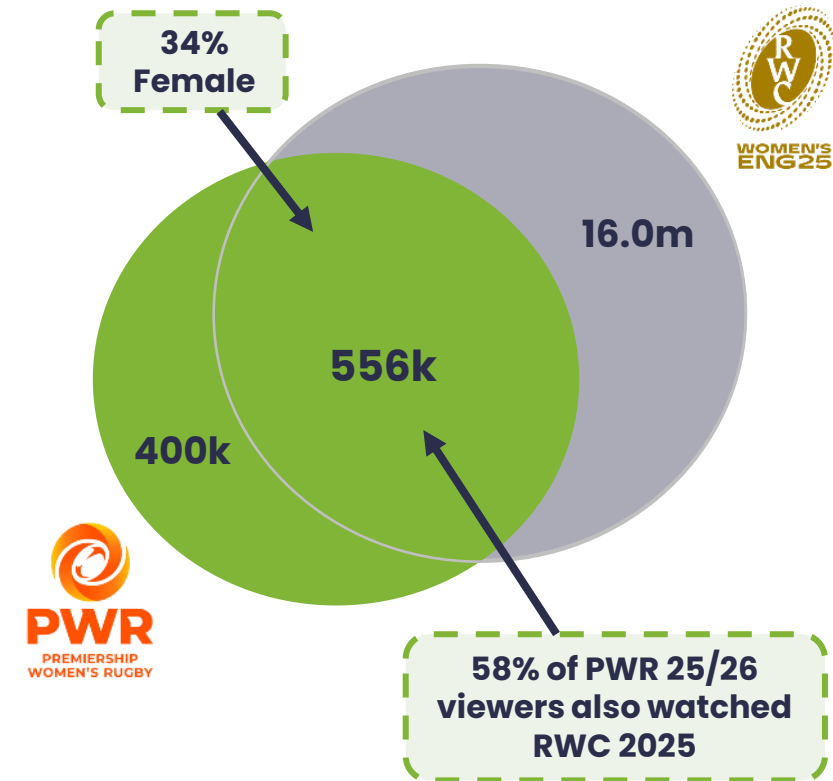
A strong proportion of domestic league viewers also watched Euro 2025 and RWC 2025 this summer



Viewer overlap for Euro 2025 & BWSL 25/26 season, based on 3+ min reach



Viewer overlap for Rugby World Cup 2025 & PWR 25/26 season, based on 3+ min reach



Viewers who watched UEFA Women's EURO/RWC 25 and then BWSL/PWR skewed more female than the overall audience for both properties



Record Female Viewership in Summer 2025



44%
Female



43%
Female

7.0m viewers watched both Euro 2025 & BWSL 25/26
43% Female



556k viewers watched both RWC 2025 & PWR 25/26
34% Female

25/26 Domestic Season Female Viewership



36%
Female
(+3% vs. 24/25)

Cumulative No. Female Viewers
+4% YOY



26%
Female
(-14% vs. 24/25)

Cumulative No. Female Viewers
+118% YOY

Rugby Union Impact

Both the average and cumulative 25/26 PWR R1-8 audience grew +275% vs. 24/25, with a new viewership record set for the league



Rank	PWR Fixtures Rounds 1-8 (TNT Sports)	Average Audience ('000)	Peak Audience ('000)
1	Harlequins vs. Bristol Bears	103.3	337.3
2	Gloucester-Hartpury vs. Ealing Trailfinders	73.1	297.8
3	Harlequins vs. Gloucester-Hartpury	34.3	63.5
4	Exeter Chiefs vs. Saracens	29.1	71.3
5	Gloucester-Hartpury vs. Saracens	28.7	63.1
6	Exeter Chiefs vs. Harlequins	22.0	72.9
7	Bristol Bears vs. Gloucester-Hartpury	16.1	37.7
8	Saracens vs. Harlequins	15.0	43.3

New Average & Peak Audience record for the PWR, with Harlequins vs. Bristol Bears viewership higher than all 24/25 fixtures, including the Final

<p>Average PWR 25/26 R1-8 TNT Audience</p> <p>40.2k</p> <p>+275% vs. 24/25 (10.7k)</p>	<p>Cumulative PWR 25/26 R1-8 TNT Audience</p> <p>321.6k</p> <p>+275% vs. 24/25 (85.7k)</p>
---	---

Largest Demographic changes YOY

<p>55+ TNT viewers</p> <p>+14% vs. 24/25</p>	<p>C2DE TNT viewers</p> <p>+16% vs. 24/25</p>
<p>Male TNT viewers</p> <p>+14% vs. 24/25</p>	<p>Ethnic Minority TNT viewers</p> <p>+12% vs. 24/25</p>

Increase in video views for the PWR across all platforms so far this season, helped by an increase in content uploaded



Video Uploads

Video uploads by platform for PWR accounts for the first half of the season, versus the 24/25 first half



213 videos

[+218% vs. 24/25 1st half]



172 videos

[+300% vs. 24/25 1st half]



106 videos

[+77% vs. 24/25 1st half]

Video Views

Video views by platform for PWR accounts for the first half of the season, versus the 24/25 first half



10m views

[+275% vs. 24/25 1st half]



1.4m views

[+826% vs. 24/25 1st half]



0.9m views

[+226% vs. 24/25 1st half]

Red Roses players have seen a sizeable increase in video views in October–December 2025, post–RWC 2025



Total TikTok and Instagram video views for Red Roses players in the RWC 25 squad, October–December 2025 versus October–December 2024



Top 3 Red Roses players in October–December 2025 based on Instagram and TikTok video views

Player	Instagram video views	Player	TikTok video views
Sarah Bern	9.6m	Hannah Botterman	1.5m
Hannah Botterman	1.5m	Jess Breach	826k
Ellie Kildunne	1.5m	Sarah Bern	818k

8.7m views on Instagram for Sarah Bern's video in November on body image:

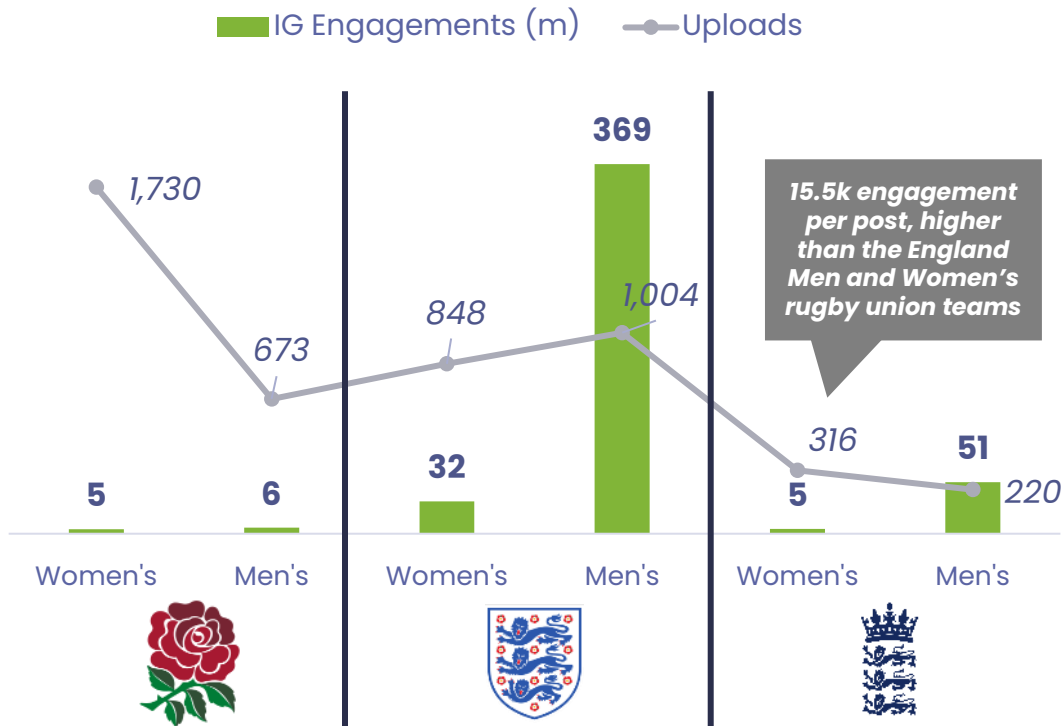


INSTAGRAM
Haters gona hate, here to show some reality in a world of striving for perfection. One of my favou...
Views 8.7M
Uploaded 25 Nov 2025

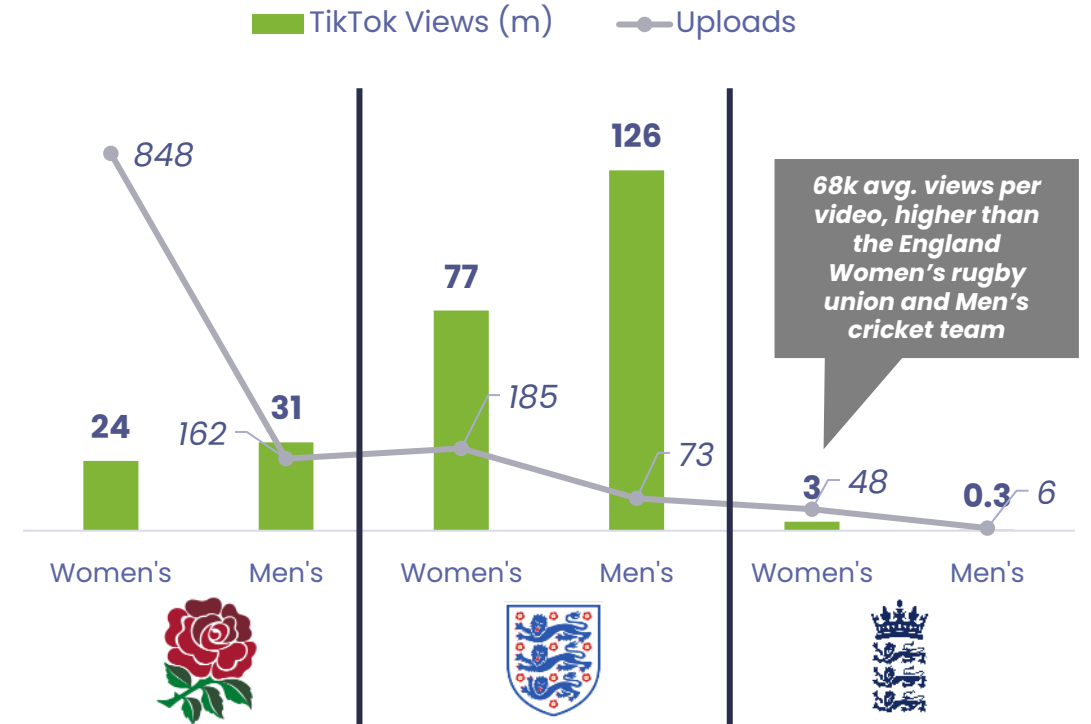
Red Roses players posted the most on Instagram and TikTok in 2025 of any England rugby union, football or cricket team



Total Instagram uploads (exc. stories) and engagements (m) for England Men's and Women's rugby union, cricket and football squads* in 2025



Total TikTok video uploads and views (m) for England Men's and Women's rugby union, cricket and football squads* in 2025

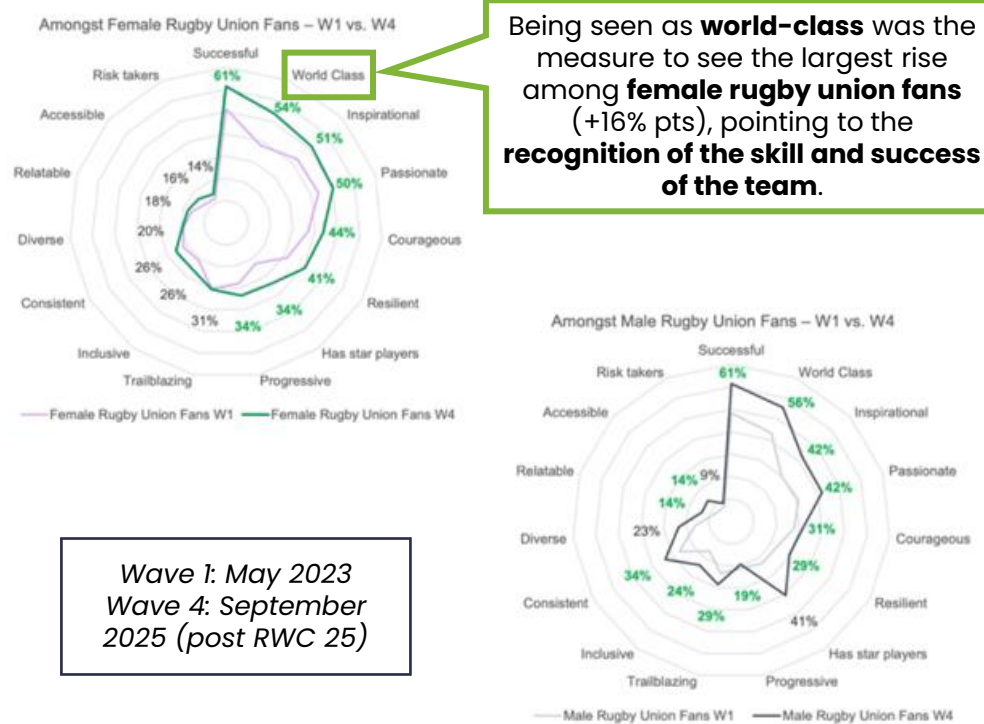


*England rugby union: RWC 2025 Red Roses squad and Quilter Nations Series 2025 for England Men. England football squads: UEFA Women's Euro 2025 squad and England Men's squad for March WC qualifiers. England cricket squads: Women's 2025 CWC squad and Men's 2025 Champions Trophy, IT20s v India and New Zealand Test in December 2024 squads. Instagram data only available for verified accounts or those with 25k+ followers

The RWC 25 boosted positive attributes associated with Red Roses players, such as 'world-class'

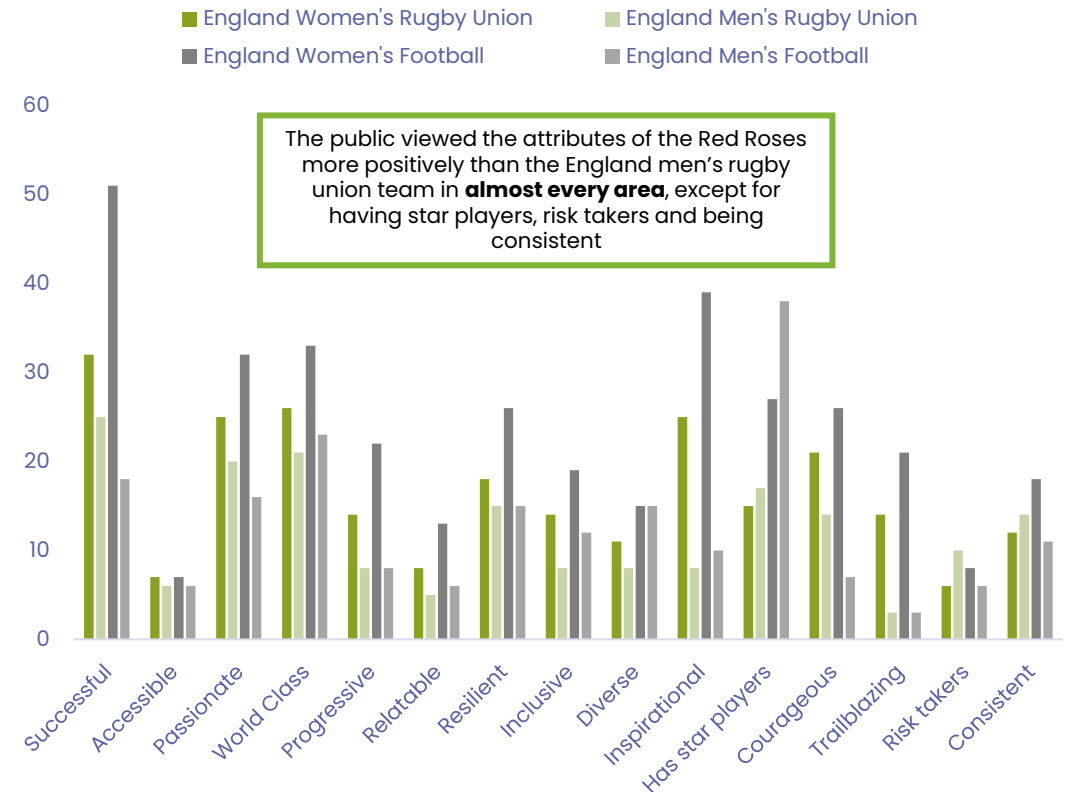


Attributes associated with the Red Roses amongst female and male rugby union fans in May 2023 (W1) versus September 2025 (W4)



Being seen as **world-class** was the measure to see the largest rise among **female rugby union fans** (+16% pts), pointing to the **recognition of the skill and success of the team.**

Attributes associated with England national teams, nat rep, September 2025



Interest in the RWC 25 and PWR grew the most in the North East, North West and the East Midlands, highlighting the benefits of hosting across the UK



Which of these best describes your level of interest in the Women's RWC [claimed nat rep interest by wave]

Interest in WRWC	W1 [May 2023]	W2 [May 2024]	W3 [May 2025]	W4 [Sept 2025]	W1 to W4 growth
North East	19%	15%	16%	32%	+13%
North West	20%	17%	27%	35%	+15%
Yorkshire and the Humber	29%	21%	20%	33%	+4%
East Midlands	30%	29%	27%	43%	+13%
West Midlands	30%	30%	20%	39%	+9%
East of England	29%	19%	21%	40%	+11%
London	39%	40%	36%	36%	-3%
South East	32%	35%	28%	40%	+8%
South West	39%	31%	41%	43%	+4%

Which of these best describes your level of interest in the PWR [claimed nat rep interest by wave]

Interest in PWR	W1 [May 2023]	W2 [May 2024]	W3 [May 2025]	W4 [Sept 2025]	W1 to W4 growth
North East	11%	5%	8%	30%	+19%
North West	7%	7%	21%	21%	+14%
Yorkshire and the Humber	12%	9%	17%	21%	+9%
East Midlands	5%	11%	15%	30%	+25%
West Midlands	16%	7%	13%	26%	+10%
East of England	9%	3%	14%	22%	+13%
London	19%	24%	29%	26%	+7%
South East	10%	6%	18%	24%	+14%
South West	16%	9%	26%	27%	+12%

+93% increase in PWR attendances after 8 rounds of the 25/26 season, with all teams seeing growth



Average attendance for the PWR after 8 rounds is up +93% on the same stage of the 24/25 season

+183% increase for the opening round of the 25/26 season versus 24/25

Attendance growth across all teams, with Sale Sharks seeing the biggest increase vs. the same stage of the 24/25 season



+96%

Domestic Football Impact

BWSL viewership grew considerably on Sky channels following the new rights deal, but reduced BBC One & Two coverage impacted FTA audiences



Overall broadcast metrics for the first 11 game weeks of the 25/26 BWSL, versus the equivalent stage of 24/25 – all dedicated programming

Metric	BARCLAYS WSL	vs. 24/25 at the same stage	B B C	vs. 24/25 at the same stage	sky	vs. 24/25 at the same stage
3min+ Reach ('000)	8,485	-11%	6,160	-15%	3,978	+4%
Viewing Hours ('000)	13,468	-2%	7,755	-18%	5,713	+30%
Average Watch Time	01:35:14	+9%	01:15:32	-4%	01:26:10	+25%
Coverage Hours	389 hrs	+36%	43 hrs	-56%	346 hrs	+84%

6 BWSL games shown live on BBC One & Two in 25/26, down from 9 in 24/25.

11 games shown live on BBC Linear TV in 25/26 inc BBC Red Button, 10 shown in 24/25 + BBC RB non-live coverage fell -83%

39 games shown on Sky Linear TV in 25/26, 17 shown in 24/25

Both the EFL and Premier League saw the benefits of new and expanded broadcast deals in 25/26, whilst BWSL viewership declined due to reduced BBC prominence, but saw growth on Sky channels



Overall broadcast metrics for the first 11 game weeks of the 25/26 BWSL, EFL & Premier League, versus the equivalent stage of 24/25 - all dedicated programming

Metric	BARCLAYS WSL	vs. 24/25 at the same stage	EFL	vs. 24/25 at the same stage	Premier League	vs. 24/25 at the same stage
3min+ Reach ('000)	8,485	-11%	11,876	+21%	13,818	+6%
Viewing Hours ('000)	13,468	-2%	30,531	+8%	199,723	+21%
Average Watch Time	01:35:14	+9%	02:34:15	-11%	14:27:14	+14%
Coverage Hours	389 hrs	+36%	657 hrs	-7%	715 hrs	-2%

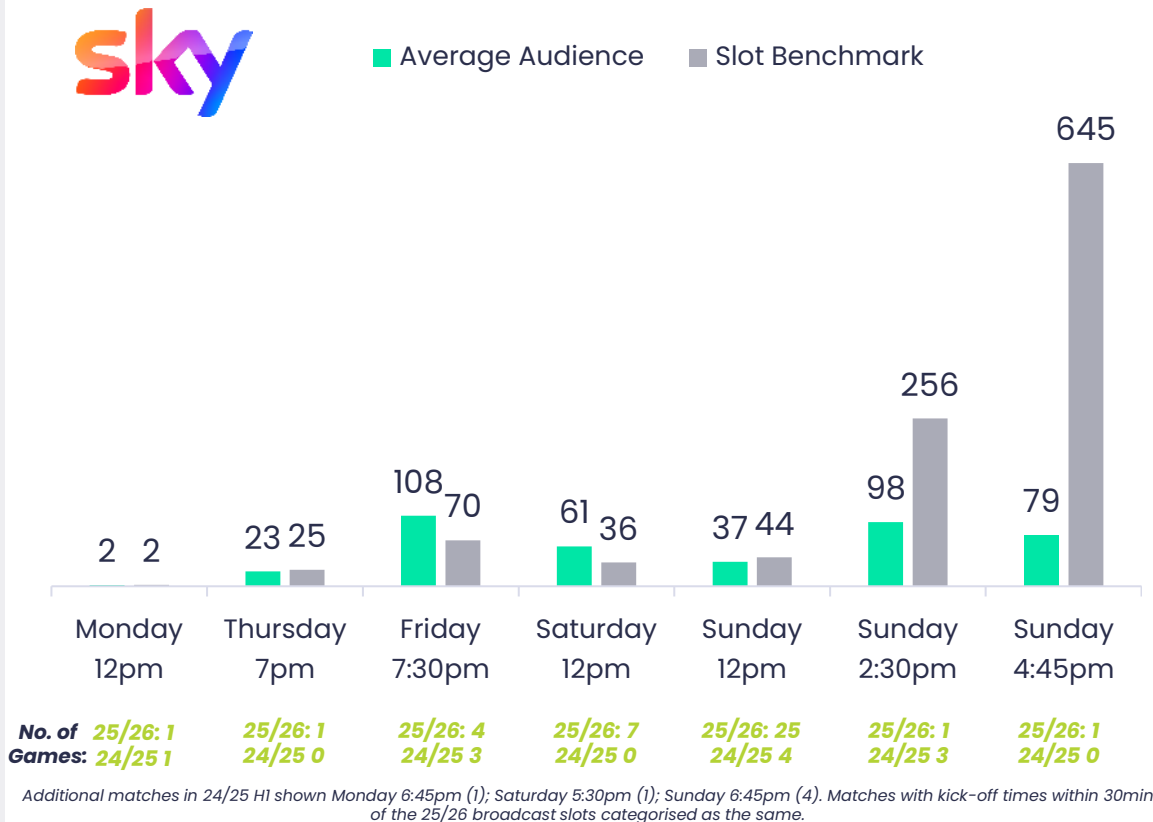
EFL 3min+ Reach rise due to an increase in ITV1 coverage, with the deal starting Jan 25

25/26 saw Sky Sports Premier League rights increase to a record minimum 215 games

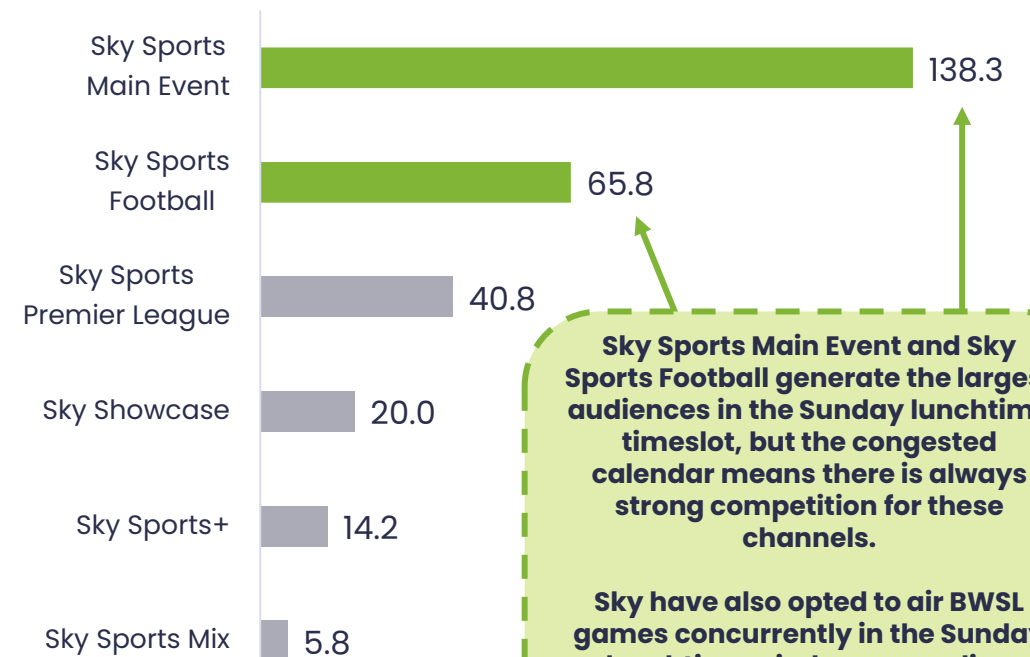
Most BWSL games in 25/26 were shown in the Sunday 12pm timeslot, but limited coverage on Sky Main Event & Football, plus fixture clashes, impacted viewership



25/26 BWSL average audience ('000) by timeslot, **Sky channels only**



Sky channels average audience, **Sunday 11am-2pm** timeslot in 2025



Sky Sports Main Event and Sky Sports Football generate the largest audiences in the Sunday lunchtime timeslot, but the congested calendar means there is always strong competition for these channels.

Sky have also opted to air BWSL games concurrently in the Sunday lunchtime window, spreading viewership across fixtures and channels.

Increase in video views for the BWSL's Instagram and TikTok accounts for the first half of the 25/26 season



Video Uploads

Video uploads by platform for BWSL accounts for the first half of the season, versus the 24/25 first half



237 videos

[+84% vs. 24/25 1st half]



220 videos

[+168% vs. 24/25 1st half]



214 videos

[-21% vs. 24/25 1st half]

Video Views

Video views by platform for BWSL accounts for the first half of the season, versus the 24/25 first half



25m views

[+130% vs. 24/25 1st half]



39m views

[+4% vs. 24/25 1st half]



10m views

[-39% vs. 24/25 1st half]

Increase in video views for the BWSL team's Instagram and YouTube accounts for the first half of the 25/26 season



Video Uploads

Video uploads by platform for all 25/26 **BWSL team** accounts for the first half of the season, versus the 24/25 first half



2,067 videos
[+51% vs. 24/25 1st half]



1,376 videos
[+126% vs. 24/25 1st half]



702 videos
[+767% vs. 24/25 1st half]

Video Views

Video views by platform for all 25/26 **BWSL team** accounts for the first half of the season, versus the 24/25 first half



340m views
[+30% vs. 24/25 1st half]



116m views
[-16% vs. 24/25 1st half]



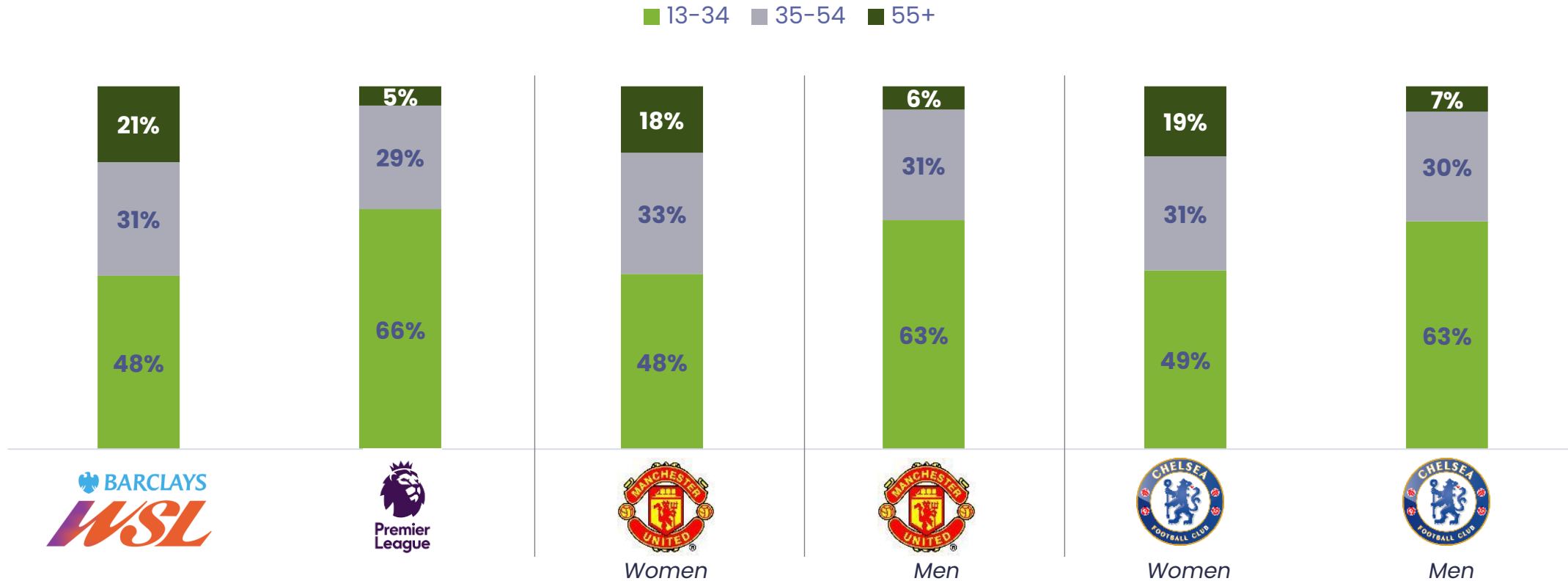
11m views
[1,416% vs. 24/25 1st half]

Chelsea Women's YouTube channel launched at the start of the 25/26 season

BWSL and dedicated women's team YouTube account attracting an older audience than their male counterparts



Age breakdown of audiences* for BWSL versus EPL, and Chelsea and Manchester United Women's and Men's Team YouTube accounts



BWSL attendances are flat for the first half of the season versus the same stage of 24/25, with WSL 2 seeing a slight fall



6.6k average for the BWSL so far this season [Sept-Dec 25], flat vs. the same stage of the 24/25 season



*Everton have seen the biggest increase in attendances so far this season, **+121% v 24/25, increasing from 1.4k to 3.1k***



1.5k average for the BWSL 2 so far this season [Sept-Dec 25], -13% vs. the same stage of the 24/25 season



The 25-26 Subway Women's League Cup Final saw a **70%+ increase in ticket sales in the opening 48 hours***, making it the most in-demand final in the competition's history.

Cricket Impact

England vs. Sri Lanka ranks as the third most-watched women's ODI, with significant viewer overlap from Euro 2025 and RWC 2025



Rank	Round	Fixture	Average Audience ('000)
1	League Stage	England vs. Sri Lanka	263
2	League Stage	India vs. England	261
3	League Stage	England vs. Pakistan	259
4	Final	India vs. South Africa	189
5	League Stage	England vs. Bangladesh	160
6	League Stage	India vs. New Zealand	149
7	Semi-Final	England vs. South Africa	142
8	League Stage	India vs. Australia	136



3min+ Reach ('000)
2.9m




Watched CWC & Euro 2025
2.1m




Watched CWC & RWC 2025
1.6m

England vs. Sri Lanka delivered the 3rd highest women's ODI audience in UK history, behind the 2023 Ashes 2nd ODI (270k) & 2017 World Cup Final (460k) on Sky Sports

THE WIDER MEDIA ECOSYSTEM

7

BBC Women's Football TikTok generated more views last year than all but one BWSL team



108m TikTok views in 2025, after only launching in March

Higher than all 25/26 BWSL team accounts except Chelsea

54m (50%) of all views came during UEFA Women's EURO 2025



72m TikTok views in 2025

5m YouTube views in 2025

13% of the YouTube audience* is female, versus 4% for the Sky Sports Football YouTube channel, where content previously sat



61m Instagram views in 2025

36m YouTube views in 2025

66% of Instagram audience aged 13-34**

She's A Baller TikTok account generated even more views at 141m, and reached a more female audience than many league/properties on Instagram

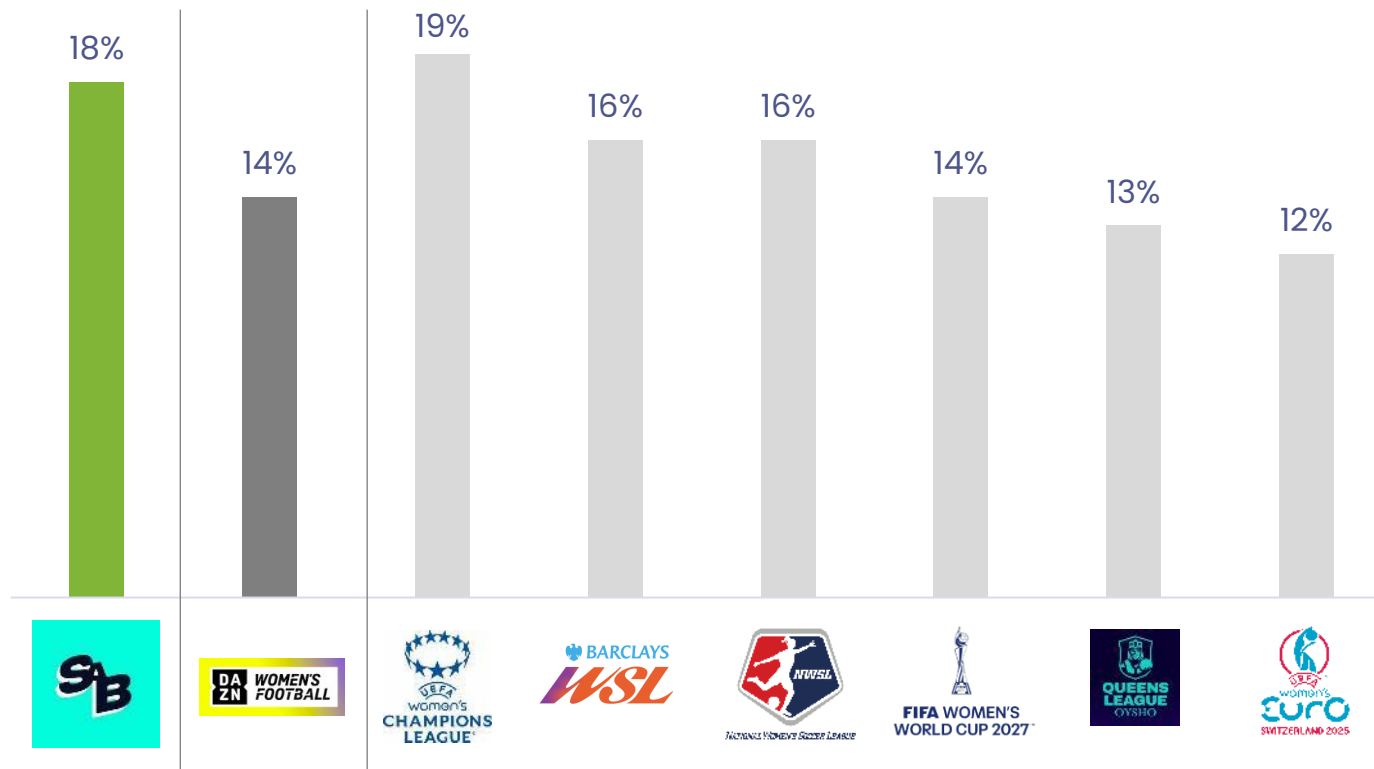


141m TikTok views in 2025, higher than all 25/26 BWSL team accounts except Chelsea

The 2nd most viewed TikTok account last year using #woso, after Chelsea Women's TikTok

64m Instagram video views, higher than 10 25/26 BWSL teams on Instagram

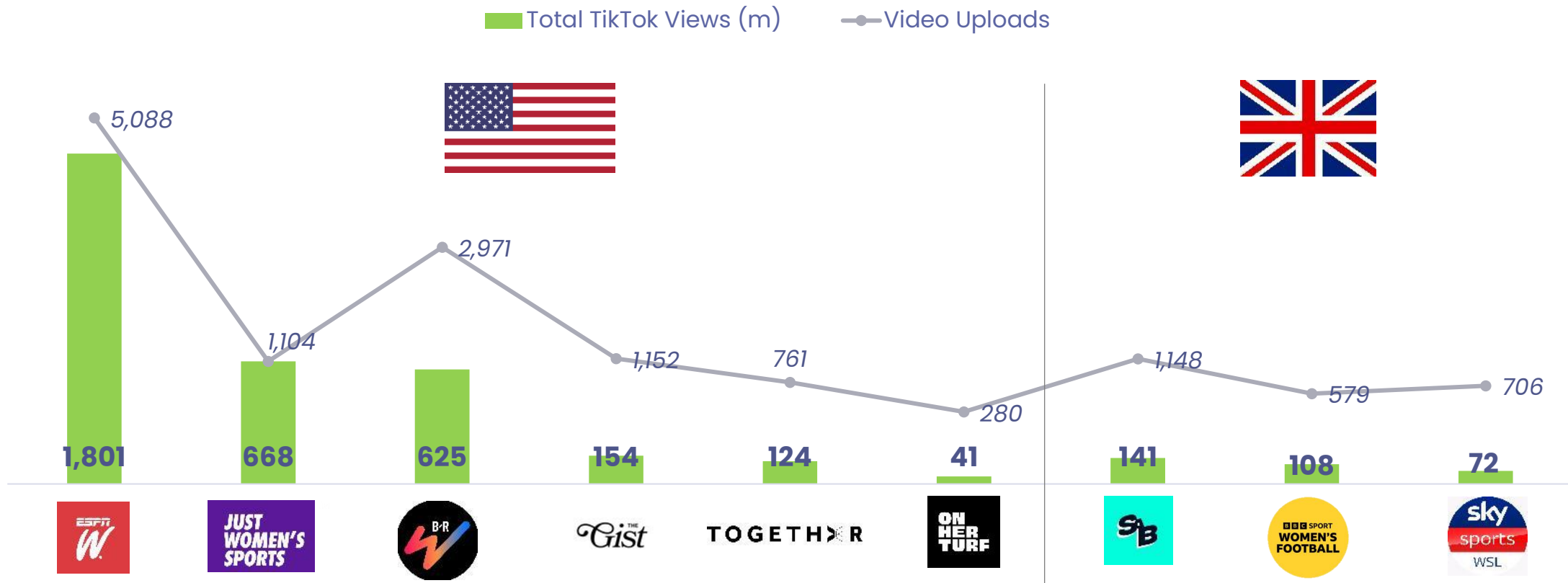
Female % of Instagram audience* for She's a Baller versus women's football broadcaster and rightsholder Instagram accounts



Pan-sport publisher/broadcaster accounts generated huge TikTok views in the US last year



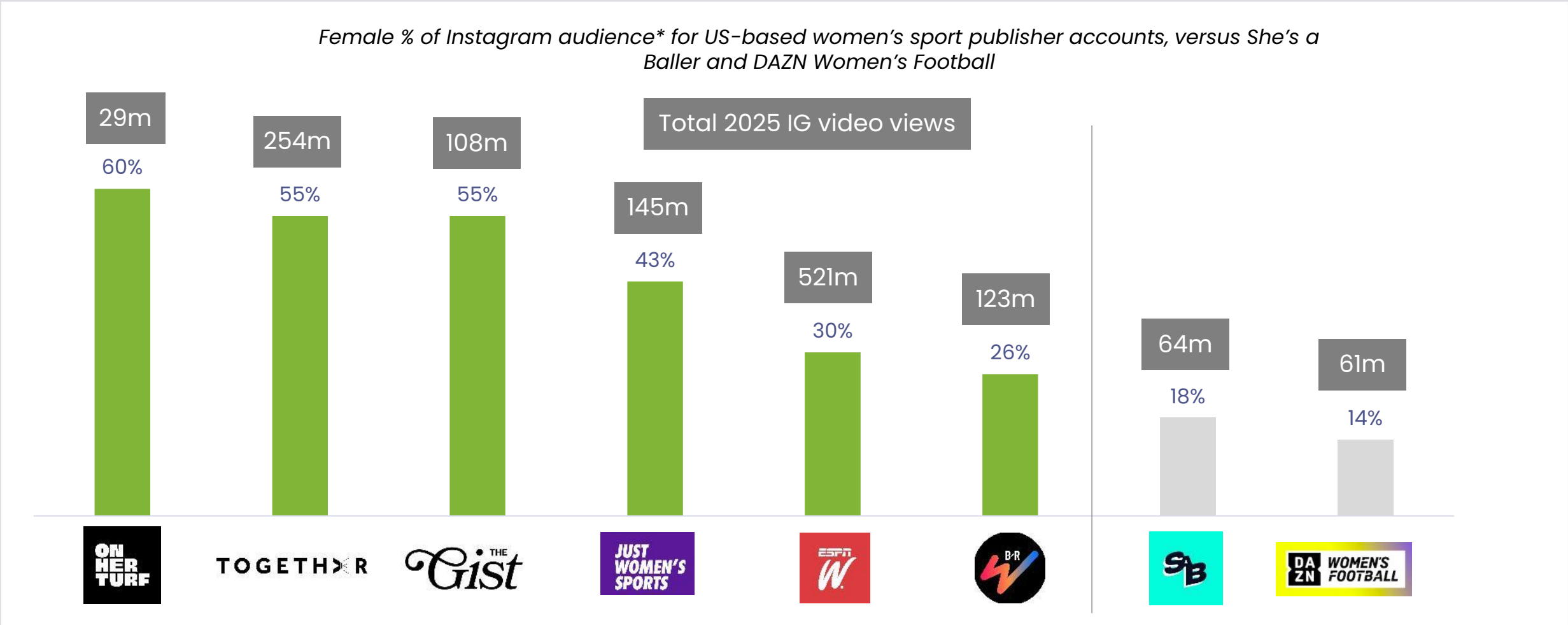
Total TikTok videos and views for US women's sport broadcast and publisher accounts, versus dedicated women's football accounts in the UK



Pan-sport publishers in the US reach a high % of females on their Instagram accounts



Female % of Instagram audience* for US-based women's sport publisher accounts, versus She's a Baller and DAZN Women's Football



96 Source: Tubular Labs | Intelligence | Video Views and Demographics | Instagram | Global. *Instagram demographics are calculated over the lifetime of the Creator's account and updated every month (pulled 20/01/26).

Content creators played a crucial role in the women's sport media landscape in 2025



Total TikTok videos, views and engagement rates in 2025 for a selection of women's sport content creators

More TikTok views than 6 25/26 BWSL team accounts across 2025

Content Creator Name	Total 2025 TikTok Videos	Total 2025 TikTok Views	Engagement Rate
Ally Flan	700	39m	8%
Emma Oldfield	625	22m	9%
Ally Tom	665	16m	8%
Samantha Miller	525	15m	9%
selpltv.fem	90	14m	5%
Liv Mctigue	365	13m	9%
jade_eng_arsenalwfc	325	11m	8%
mb.woso	192	9m	10%
anna_talks_football	488	7m	8%
Tilly Wilson	196	6m	8%
lumilioness	77	6m	5%
		UEFA Women's Football	4%
		BWSL	7%
		Adobe Women's FA Cup	6%

158m views across all of these content creators, higher than the 136m for the BWSL TikTok account in 2025

Pitch side content cut through the most for creators, offering a closer insight to players

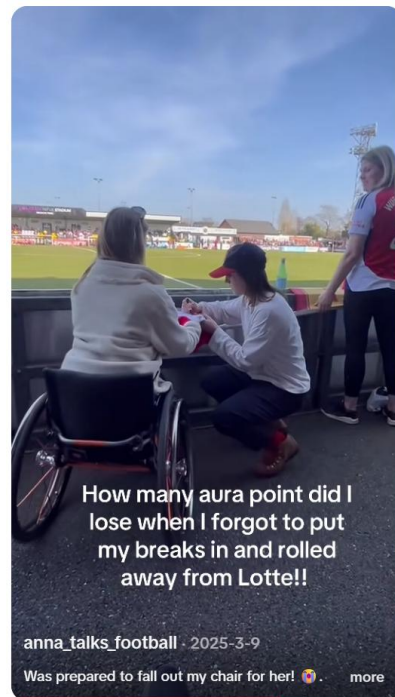


Most watched 2025 content on TikTok from women's sport content creators listed in prior slide

selpltv.fem: pitch side footage of PSG v Real Madrid, **8.7m**



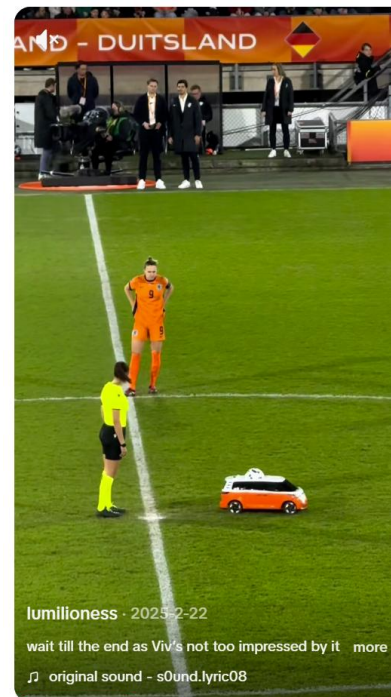
anna_talks_football: Lotte Wubben-Moy signature, **5.3m**



Samantha Millier: pitch side footage of Chloe Kelly at the UWCL Final, **2.6m**



Lumi: Miedema's reaction to remote controlled car, **2.6m**



Tilly Wilson: pitch side footage of Olivia Smith meeting fans, **2.5m**

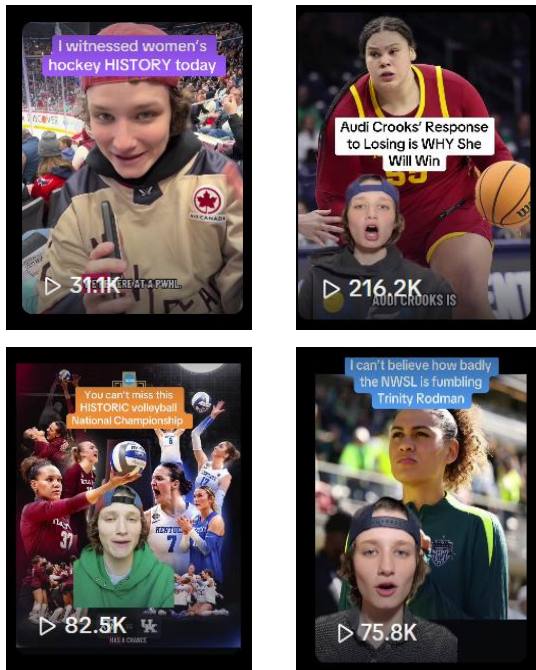


Pan-women's sport content creators are more prevalent in North America, generating a large amount of views

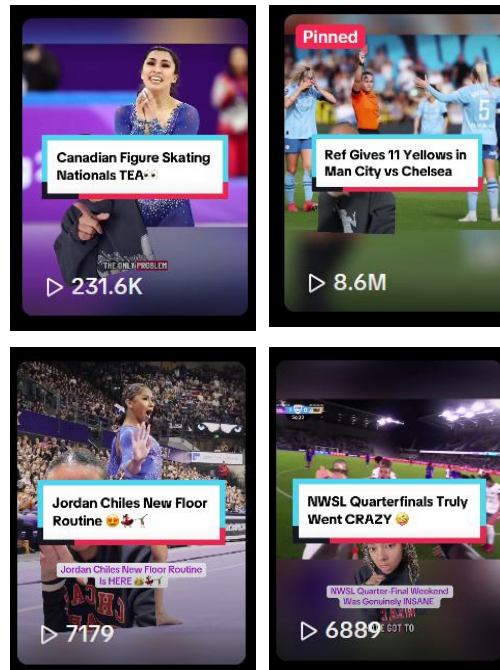


Examples of North American-based women's sport content creators and their 2025 TikTok views

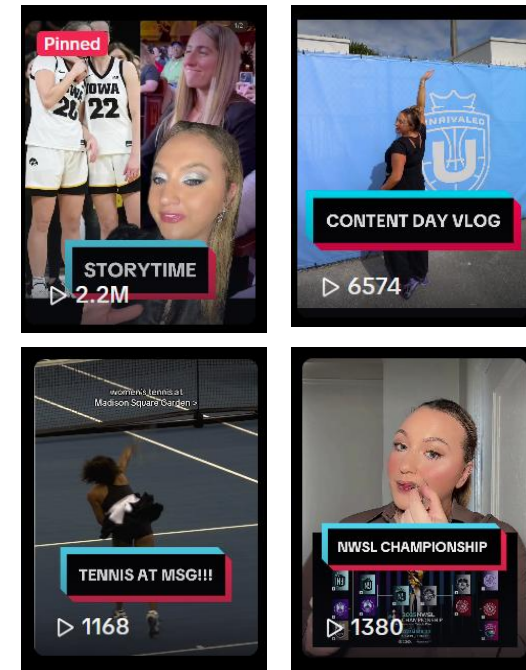
Coach Jackie J
125m 2025 TikTok views



Sportswithlogs
56m 2025 TikTok views



Aliyah Funschelle,
46m 2025 TikTok views



KEY TAKEAWAYS 8

Key Takeaways from Women's Sport in 2025



Record broadcast audience reach and coverage in 2025.

9% of sports coverage on key channels equated to 13% of total sports viewing

Big global tournaments

drove the most watched moments, and the most female and youngest audience

Domestic women's sport

delivered its second most-watched year, showing growth was not solely driven by global events

Digital visibility continues to grow, with major women's leagues/properties increasing their TikTok views YOY, and at a faster rate than the top men's properties

Audiences are engaged across platforms, responding to **storytelling** from a range of sources such as athlete channels and content creators

Some attention was retained after the global success of the summer, but **conversion into sustained domestic engagement** remains uneven

Thank you

Partner with us to shape the future of women's sport.

As an independent charity, the Women's Sport Trust relies on funding partners and individual donors to drive systemic change across women's sport. If your organisation is serious about shaping a stronger, more sustainable future for the sector, we'd love to talk. Supporting WST isn't just a donation; it's an investment in the future of women's sport.

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