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Latest research from Women’s Sport Trust delves into visibility and fandom of women’s sport in 2023

Theme:
Voice & Visibility

 Latest research from Women’s Sport Trust delves into visibility and fandom of women’s sport in 2023

Co-authored by Women's Sport Trust

Research produced by the Women’s Sport Trust shows women’s sport is reaching a community of fans in the UK, on TV and digital channels, who are more engaged than ever before. A record-breaking number of people also turned up to watch women’s sport live in the UK in 2023. The average viewing time spent watching any women’s sport across Free-To-Air and pay-TV increased by 16%, year-on-year, to 10 hours and 7 minutes per person in 2023 (from 8 hours and 44 minutes in 2022).

Latest research from Women’s Sport Trust delves into visibility and fandom of women’s sport in 2023

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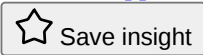
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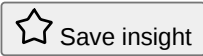
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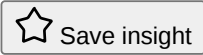


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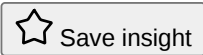


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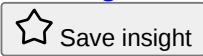


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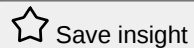
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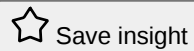
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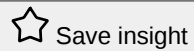
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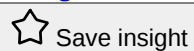
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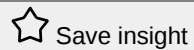
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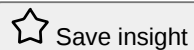
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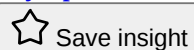
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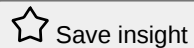
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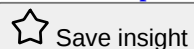
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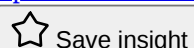
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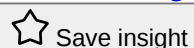
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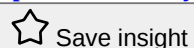
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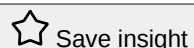
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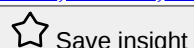
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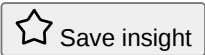
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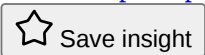
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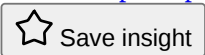
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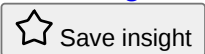
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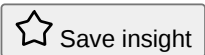
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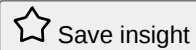
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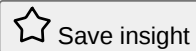
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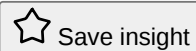
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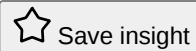
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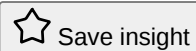
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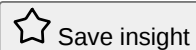
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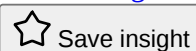
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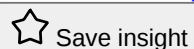
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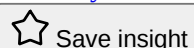
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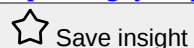
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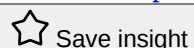
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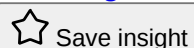
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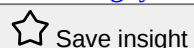
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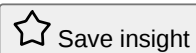
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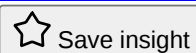
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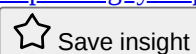
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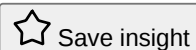
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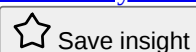
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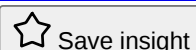
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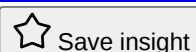
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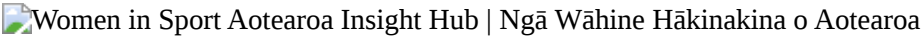
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