#### Skip to content





# Women in Sport 2024: Analysis of the Sport Value Chain - Media Broadcasting, Sponsorship and Deals Attendance

Theme: Voice & Visibility

Women in Sport 2024: Analysis of the Sport Value Chain - Media Broadcasting, Sponsorship and Deals Attendance

# Women in Sport 2024: Analysis of the Sport Value Chain - Media Broadcasting, Sponsorship and Deals Attendance

Dublin, Sept. 03, 2024 (GLOBE NEWSWIRE) -- The <u>"Thematic Intelligence: Women in Sport 2024"</u> report has been added to **ResearchAndMarkets.com's** offering.

An analysis of the Women in Sport Sector provides a detailed, yet easy to follow overview of the women in sport sector, including a look at the key leaders in the industry and a detailed analysis of the women in sport value chain.

Women's sport is marketed significantly less than men's sport. An issue that has faced women's sports for decades is its lack of marketing in comparison to popular and already-established men's sports. Because men's sport has been around for longer, fanbases have grown significantly, - and with large groups of fans comes more focused marketing. Women's sport has never received the same amount of promotion because it simply does not attract as many fans. However, 78% of sports consumers believe that female athletes should receive the same coverage as men.

Sexism is still rife among sports fans. While interest in women's sport has increased dramatically in recent years, there still exists a significant amount of sexism toward female athletes. Online trolling and abuse are prominent, and while this behaviour can be seen as emblematic of social media, it is still harmful to the athletes and appears to happen at a disproportionate rate compared to male athletes.

Other biological factors affect female sport. Of great concern to many female athletes is childbirth, and how starting a family can impact a female athlete's career. In Spain, many soccer, basketball, and handball teams have clauses inserted into players' contracts stating that they cannot get pregnant and that the club reserves the right to terminate the contract if they do. Additionally, other athletes have expressed their frustration at how they have been treated by sponsorship partners and sporting organizations following childbirth.

The next few years are pivotal for women's sport. Women's sport is at a critical juncture, as it tries to secure a more even footing with its male counterparts. While the amount of money currently being earned by female athletes has never been higher, it still lags significantly behind that of men. Closing the gap will require women's sports to keep growing in popularity, which can only happen by making them accessible to a wider audience. This move has worked well for women's soccer, with many of the biggest tournaments and leagues being broadcast on free-to-air platforms, increasing their visibility among sports fans.

This report provides an overview of women in the sports sector, including the key leaders, a look at some of key trends, an analysis of the industry in terms of market size and growth forecasts, and also a in-depth analysis of the women in sport value chain and its key players.

#### **Company Coverage:**

- Sky
- BBC
- ESPN
- Paramount
- Nike
- Barclays
- New Balance
- Google
- Visa

#### **Key Topics Covered:**

#### 1. Executive Summary

- 2. Players
- **3.Thematic Briefing**
- 4. Trends
- 5. Industry Analysis

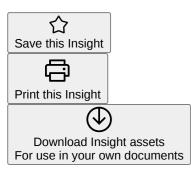
#### 6. Timeline

#### 7. Value Chain

- Media Broadcasting
- Sponsorship Deals
- Attendance

#### 8. Companies

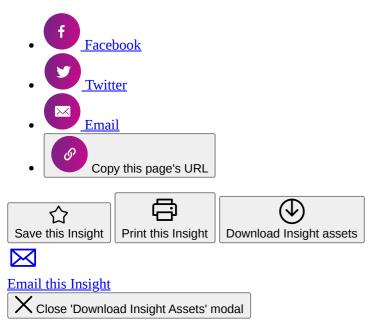
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# Women's Sports Trust Report: Visibility Uncovered - 2024 - the year in review

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# GAME ON: BRIDGING THE INVESTMENT GAP IN WOMEN'S SPORTS

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☆ Save insight

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# Voice & Visibility

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Save insight

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☆ Save insight

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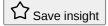
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# **CBT at Falk College: Empowering Women, Creating Inclusive Environments**

The Growth of Women's Sports and Why It Matters for Youth Sport

# Voice & Visibility

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Change in Action Week 2024 Winners



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# Voice & Visibility

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# Sport NZ - Media and Gender Study - 4th Annual Report

By Emma Evans - Sport New Zealand

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#### Voice & Visibility

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#### Voice & Visibility

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#### Voice & Visibility

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# Change in Action - 1 Year on from IWG Webinar

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 Save insight

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☆ Save insight

#### Voice & Visibility

# Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2

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# Voice & Visibility

# Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga

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Save insight

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☆ Save insight

Voice & Visibility

# **University of Otago Inclusive Language Guidelines**

SASS Talk Podcast - Sevens sensation giving dance another fling  $\overrightarrow{\Omega}$  Save insight

Voice & Visibility

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How men can become better Allies to Women

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How to be a male ally to women's sport

# Voice & Visibility

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 The Halo of Value Creation Opportunities Around Women's Sports

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Future Talent: Yasmeen Kareem

☆ Save insight

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# **Future Talent: Yasmeen Kareem**

By Vincent Jones - Edged and Gone <u>IWG: Moonira Ramathula Moonira - Visibility and Voice</u>

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IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches

₩ Save insight

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By Vincent Jones - Edged and Gone <u>IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa</u> Save insight

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₩ Save insight

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Voice & Visibility

# **Future Talent: Paige Loggenberg**

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# PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream

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By Maddi Mclean - Sport New Zealand <u>2021 National Sport Club Survey - Female Friendly Environments</u>

₩ Save insight

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₩ Save insight

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# Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands

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☑ Save insight

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 $\frac{\text{Women's Ice Hockey on the Rise}}{\text{Save insight}}$ 

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#### Voice & Visibility

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Overcoming the obstacles: How New Zealand women have shone at the Olympic Games

#### Voice & Visibility

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By Dantaye Simpson - Sport Manawatu <u>2023 Women's Sporting Landscape</u> Save insight

#### Voice & Visibility

# 2023 Women's Sporting Landscape

Who deserves New Zealand's highest sporting honour?

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Revealed: Portia's next career step

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☆ Save insight

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5 4 3 2 1 Paris: Jonelle Price

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 Save insight

# Voice & Visibility

# Kiwi wins gold in groundbreaking women's event

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#### Voice & Visibility

# Paris Olympics 2024: Full New Zealand schedule

Women in Sport Reports, Research and Expertise

# Voice & Visibility

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5 4 3 2 1 Paris: Eva Morris and Nina Brown

# Voice & Visibility

# 54321 Paris: Eva Morris and Nina Brown

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Paris Olympics throw spotlight on needs of athlete mothers

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# Paris Olympics throw spotlight on needs of athlete mothers

<u>Audio: Nicky van</u>	den Bos:	<u>On why</u>	<u>people are</u>	reluctant to	criticise	women's s	port?
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# Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?

Basketball: Player payments double for Tauihi Basketball Aotearoa

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# Basketball: Player payments double for Tauihi Basketball Aotearoa

Survey: Consumers want brands to invest in women's sports

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FIFA Women's World Cup economic, social impact 'exceeded expectations' - report

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The Conversation of Sport - Are Women Visible in Sports News Coverage?

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# The Women in Sport Podcast - Paris 2024 Olympic Preview: Joanna Rowsell

Diversity and Inclusion Survey

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# **Diversity and Inclusion Survey**

Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby

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UNESCO Report: Women and girls' access to sport still lagging far behind

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IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?

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# NZ's Female Medal Prospects in Paris

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Mother's Day: Professional athletes share the struggle of motherhood and their careers

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Celebrating 30 years of IWG Women and Sport : IWG Webinar Series

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# The ROI of Women's Sports: A Blueprint for Value Investing

Dalton's special connection to Southland lives on through foundation's gift

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