



Key Data from the WSC Sports Women's World Cup Viewership Survey

As the FIFA Women's World Cup Australia & New Zealand 2023 (WWC) unfolds, sports media rights holders, sponsors, and investors are presented with an unparalleled opportunity to grow both women's football and women's sports as a whole.

The Women's World Cup 2023 Viewing Report commissioned by WSC Sports surveyed over 14,000 people spanning five continents and seven countries.

The research presents the latest insights into the evolving landscape of women's sports and sports content consumption.

Huge Growth in Women's World Cup Followers

According to FIFA, the Women's World Cup (WWC) is expected to draw a global audience of two billion sports fans, ushering in a new wave of superfans into the women's sports market.

The WSC Sports Viewing Report shows the rising interest in women's sports isn't driven by devoted women's sports fans, but rather casual viewers, bringing **543 million new fans** to the event. Fueling this passionate growth is the tournament's ability to engage new spectators.

There's a vast, untapped market of viewers eager for a diverse range of women's football content. As this market evolves, it uncovers tremendous opportunities for sports media rights holders, sponsors, and investors to establish new revenue streams specifically catering to the growth of women's sports.

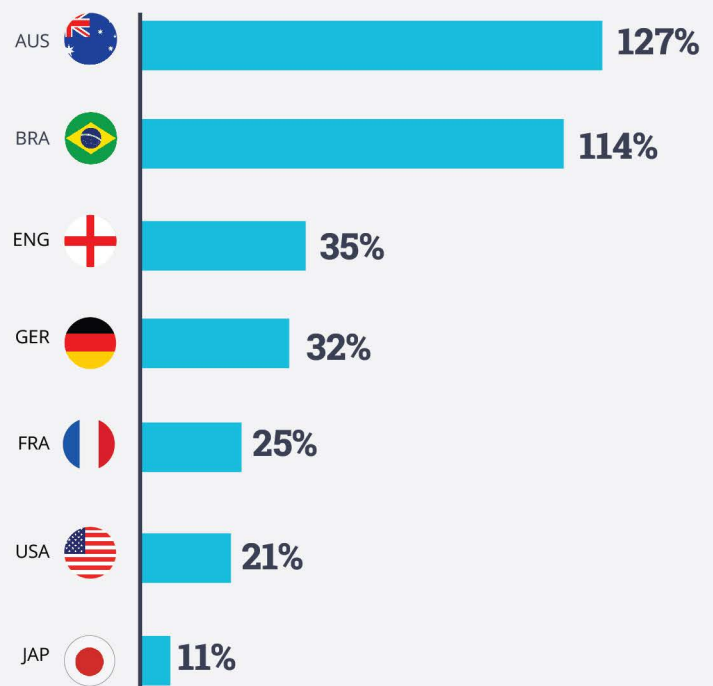
57%

Growth in Followers

compared to the 2019 FIFA Women's World Cup

Audience Growth by Country

from 2019 to 2023 FIFA Women's World Cup

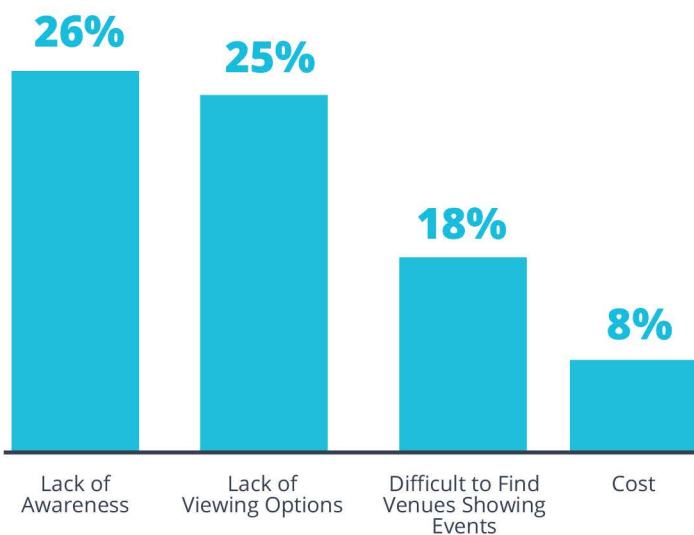


WSC Sports data indicates a **35% increase year-over-year in YouTube engagement across all women's sports content**

Lack of Awareness & Lack of Viewing Options Hindering Growth

Despite the rising interest surrounding the 2023 WWC, several obstacles still affect the overall growth of women's sports.

Challenges in Watching Women's Sports



According to WSC Sports' survey, from the respondents who expressed an interest in women's sports, 26% reported a general lack of awareness about women's teams and leagues, while 25% indicated their primary challenge in following women's sports stems from a lack of viewing options.

Increase Awareness

To meet the changing consumption habits of modern fans, it's more important than ever for rights holders to create engaging cross-platform content, at scale. This should include everything from full game videos and highlights, to player interviews, post-game analysis and more. Not only will this serve different sets of fans, but it will drum up awareness before, during and after events.

Improve Discoverability

Rights holders can drastically increase the discoverability of women's sports content by sharing game highlights across social media pages, and on other platforms like Google Search as 'Web Stories'. By posting real-time highlights during live play, fans can be directed to where they can watch the live action, bridging the gap so they can instantly tune in.

For a Deeper Dive Into Winning Content Strategies Check Out the Rights Holders' Playbook

Download

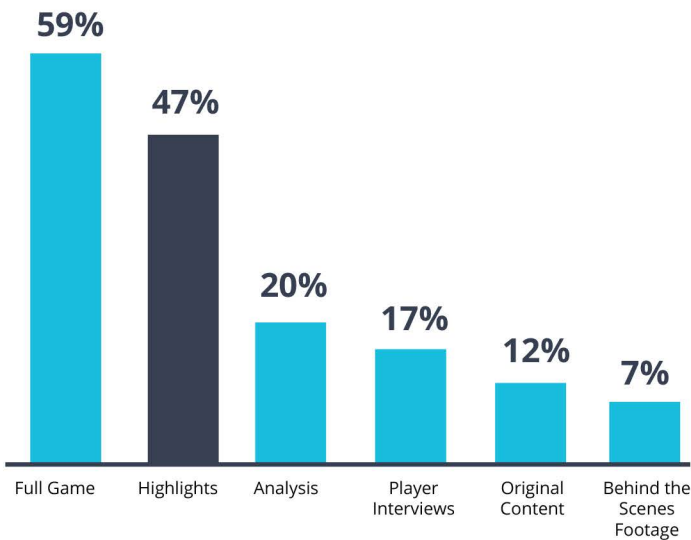


~50% of Fans Consume Sports via Highlights

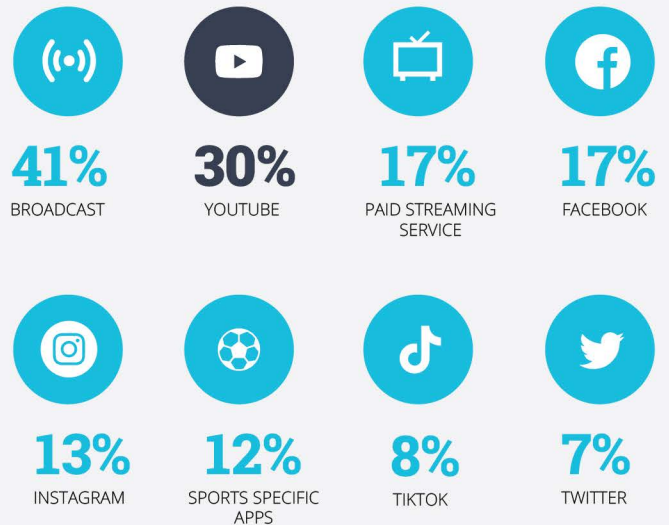
Highlights and non-live content don't aim to replace traditional linear broadcasts, but instead serve as the ideal complement.

In a constant fight for consumers' everyday attention, short-form videos fit perfectly into the hectic schedules of modern fans, providing the essence of the game in easily digestible bites for on-the-go consumption.

Types of Content Fans Consume



Based on WSC Sports' survey data, YouTube comes second only to traditional TV as the platform of choice for sports fans of all ages, with 30% of respondents choosing to consume their sports content on the platform.



With viewers often unable to dedicate time to full games, non-live content, such as engaging highlights and player-focused stories, serves as a vehicle to capture interest wherever fans prefer to consume their content.

For rights holders, continuing to build and nurture engaged audiences hinges on a simple mantra: Delivering the right content, on the consumers' platforms of choice, exactly when they want it.

WSC Sports Created

3.5M

Video Highlights

66% Growth vs 2022



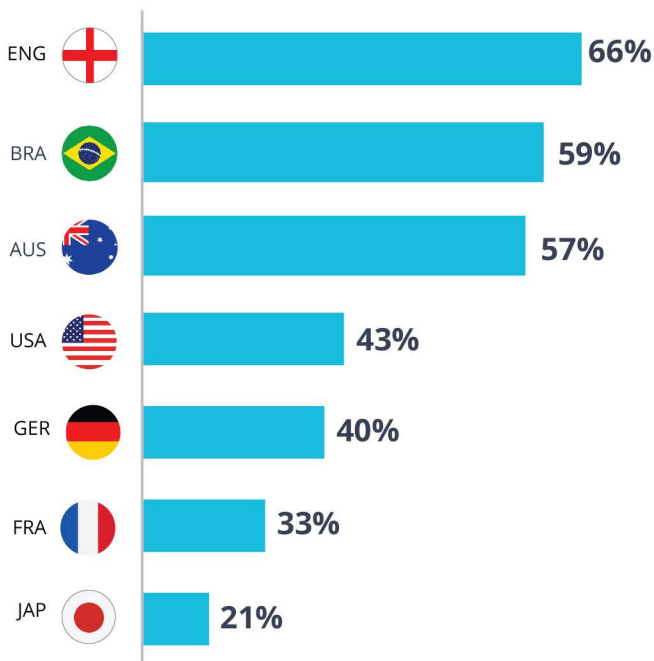
Removing Barriers and Driving Growth

The enthusiasm for women's sports is undeniable, with more fans tuning into the Women's World Cup than ever before. However, persistent barriers to viewership remain. To bridge this gap, rights holders must craft innovative content strategies to meet the surging demand for highlights.

Content needs to be tailored to users' interests and preferred formats to serve each type of audience – further deepening fans' emotional connection to their favorite events, leagues, teams, or players. This, coupled with a continuous supply of diverse, fresh, and engaging content, will serve as a springboard for transforming casual viewers and untapped audiences into superfans and keep them coming back for more.

Considering the current growth trajectory, the future is extremely bright for women's sports. The demand is there. It's time to break down these barriers and give women's sports the spotlight they deserve.

Awareness Differs Hugely Across Markets



About WSC Sports

WSC Sports automates the creation and distribution of highlights for over 350 teams, leagues, federations and broadcast partners across the globe, including the:



Utilizing advanced AI technologies, WSC Sports' proprietary platform analyses live sports broadcasts, identifies each and every event that occurs in a game, and in real-time creates and publishes customized videos. This enables sports media rights owners to maximize the use of their content, creating new revenue streams and a personalized fan experience on every platform for every type of fan.

