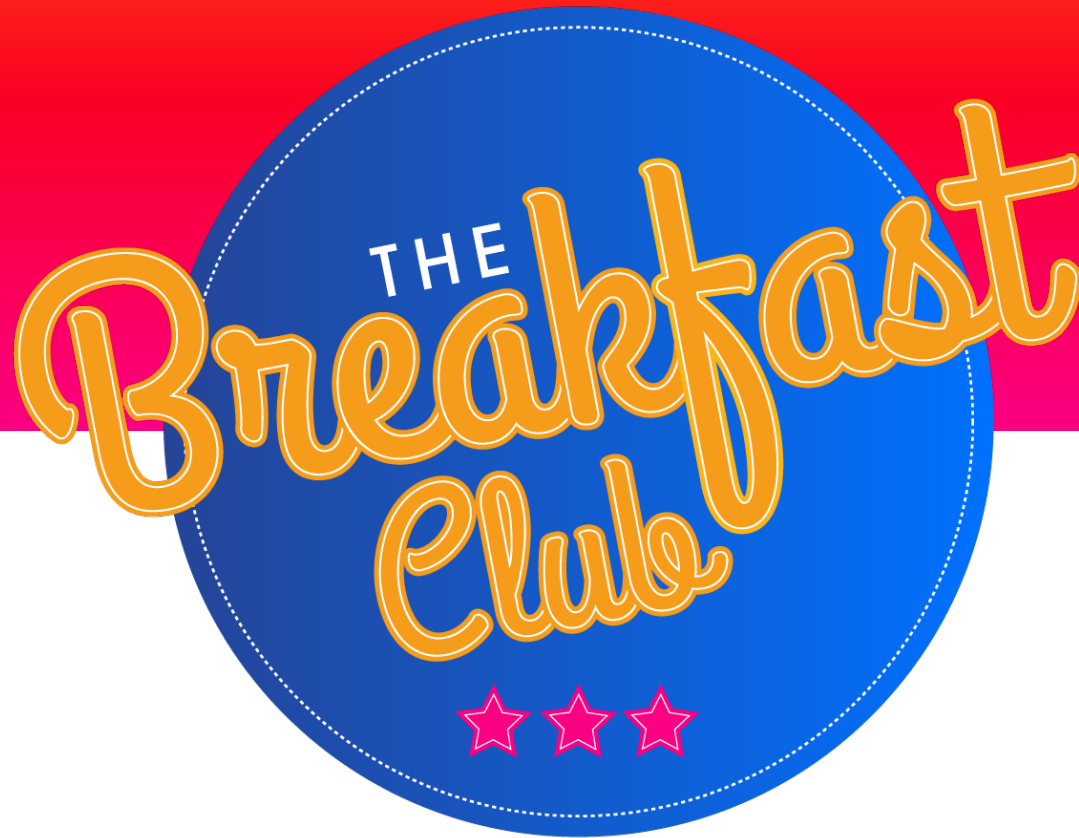


Welcome



sky media

SPEAKERS

Sarah Jones, Director of Planning at Sky Media

Jo Osborne, Head of Women's Sport at Sky Sports

Emma Hunt, Comms Strategy Controller at Sky Media

Claire Speirs, Branded Content Controller at Sky Media



SLAM

Supercharging Women's Sport:
Sport Without Limits

sky sports

PRESENTS

KEEP UP

FEATURING

NADIA ROSE STEFFLON DON BUGZY MALONE YUNGEN
JEN BEATTIE BETH MEAD LEAH GALTON DEMI STOKES MISSY BO KEARNS

XXIII XXIV

Why **NOW**
is the time
to invest in
Women's
sport...



7.5k

Women's sports hours in
2023 on Sky Sports &
TNT Sports

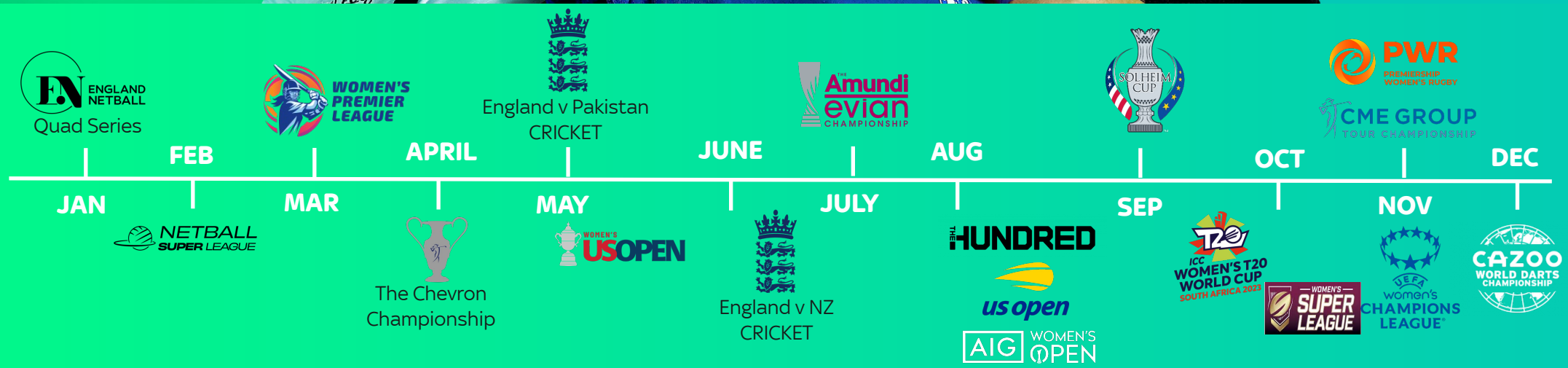
10+

Different women's sports



2024

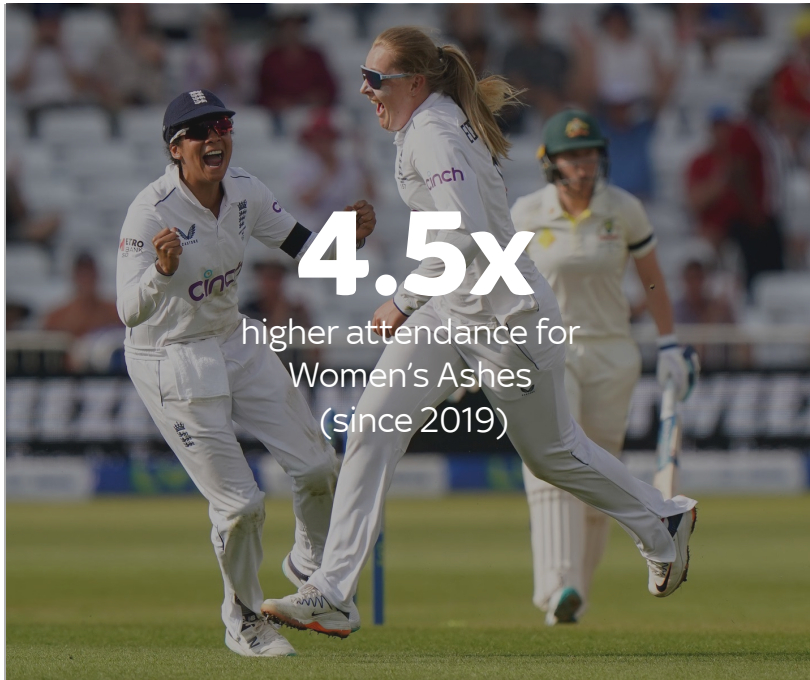
2025



BARCLAYS WOMEN'S SUPER LEAGUE JAN - MAY

BARCLAYS WOMEN'S SUPER LEAGUE SEPT - DEC

Hologic WTA TOUR JAN-DEC



4.5x

higher attendance for Women's Ashes (since 2019)



45%

WSL match viewing up YoY for 22/23 (4x higher vs. 3 years ago)



+106%

up YoY for AIG Women's Open

Massive growth trajectory



+32%

increase in Sky Sports & TNT Sports audience to women's sport vs. 2021



+82%

increase in TNT Sports audience to women's sport since July (YoY)



+20%

increase in Netball World Cup viewing (vs. 2019)

Record audience peaks



976k

Shields v Marshall All Female Fight Night




795k

Women's Ashes 2023



734k

Solheim Cup 2023



29.2m

Women's sport audience
in 2023

Hitting
mainstream
audiences at
scale



10.4m

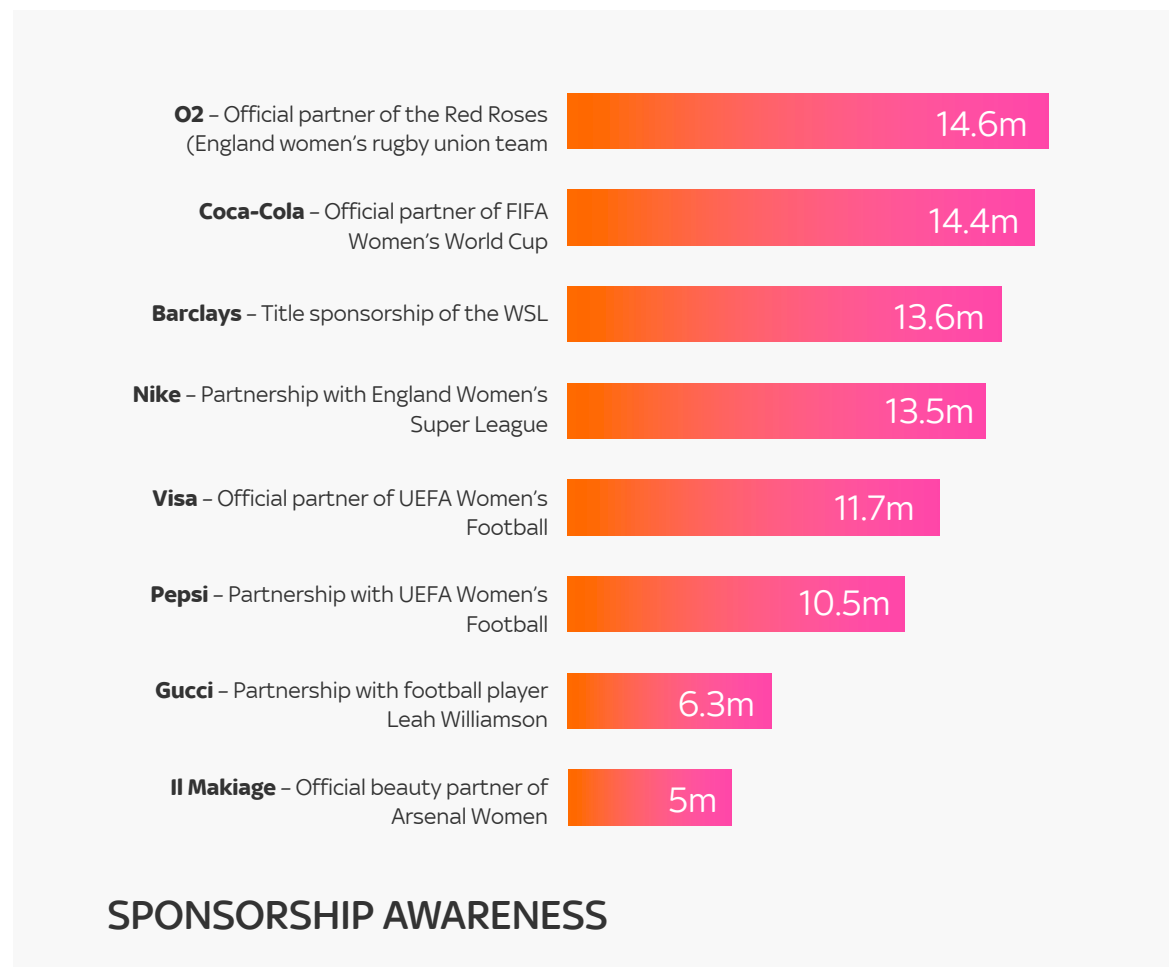
Sky Media (Sky Sports & TNT
Sports) women's sport audience
in 2023



Part of Popular Culture



Women's Sport Trust research demonstrates the opportunity for brands



24.5m

adults are aware of a women's sport sponsorship

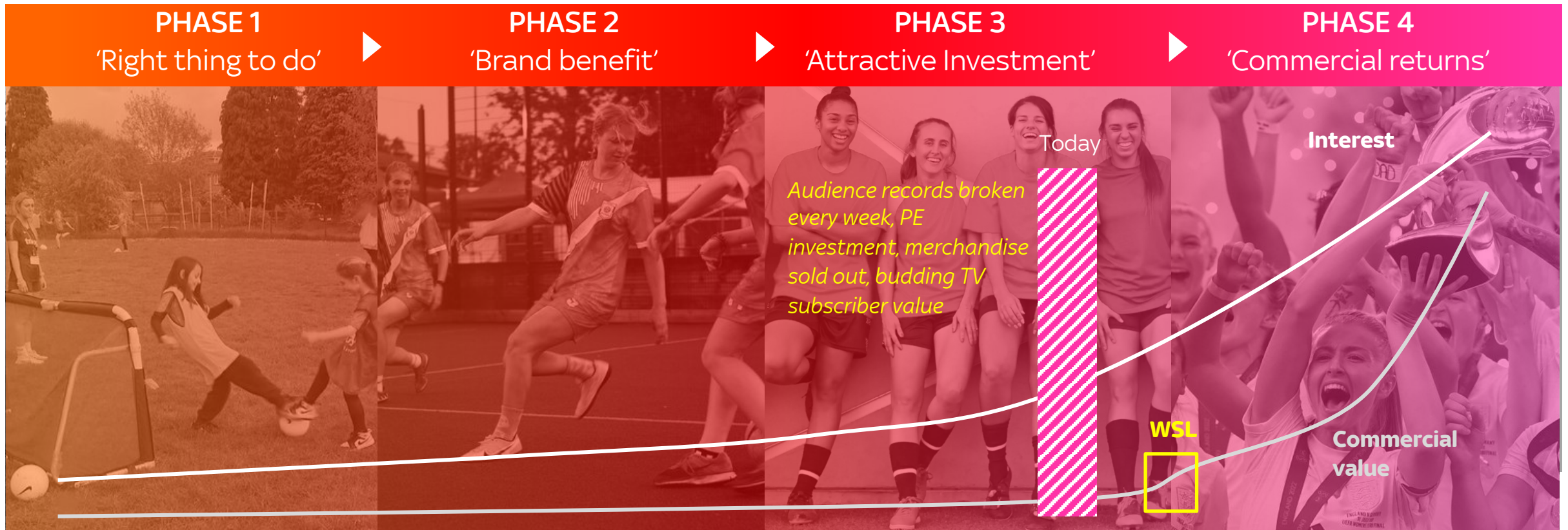
29%

think more favourably of companies that support women's sport through their sponsorship (42% 18-24s)

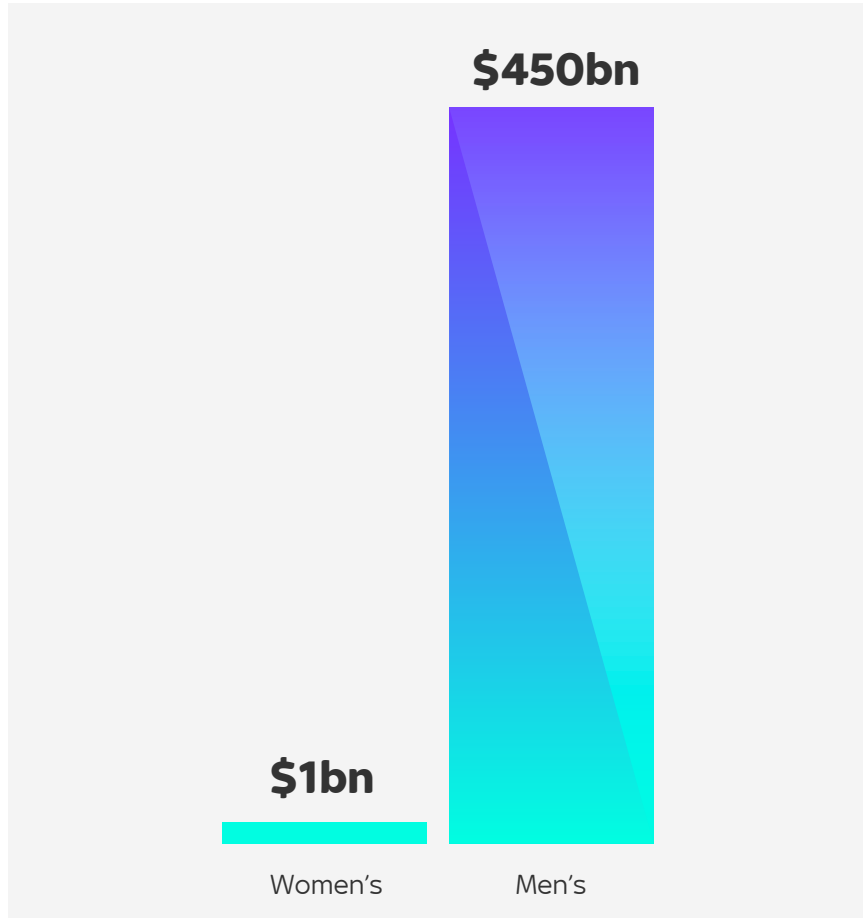
16%

are more likely to buy from a brand that sponsors women's sports (28% 18-24s)

This year, the value of women's sport is expected to reach \$1bn



But there is scope for
so much more



How can we
supercharge
the growth of
women's
sport?





Focus on a new generation of sports fans

2m

new viewers to women's sports on Pay TV in 2023

37%

of viewers had NOT watched any other women's sport prior to the Women's Ashes

Leverage Positive Associations – Inspiring, Progressive & Relatable



More young women

24%

U35s

36%

Women

WSL 2023

More engaged

28%

Increase in viewing
time >9hrs



VALUES

VICTORY



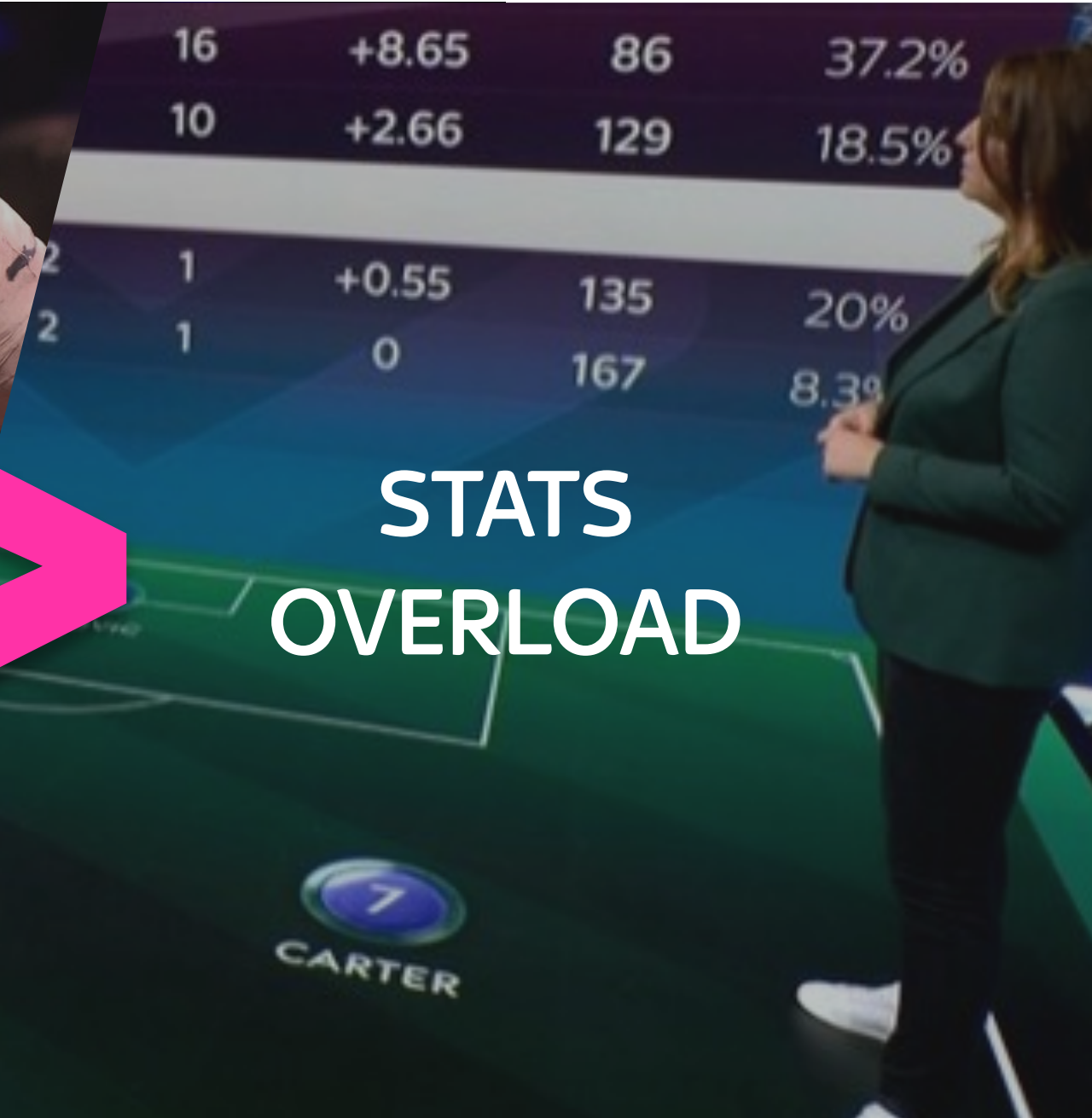
ENTERTAINMENT



TRADITION



STORYTELLING



STATS
OVERLOAD

16	+8.65	86	37.2%
10	+2.66	129	18.5%
1	+0.55	135	20%
1	0	167	8.3%

7
CARTER



Women's sports fans are hungry
for more content

58%

of committed women's
sports fans wish there was
more non-live women's sport
content available

47%

of committed women's sports
fans believe it is difficult to
know where to find non-live
women's sports content

3 areas to explore with brands

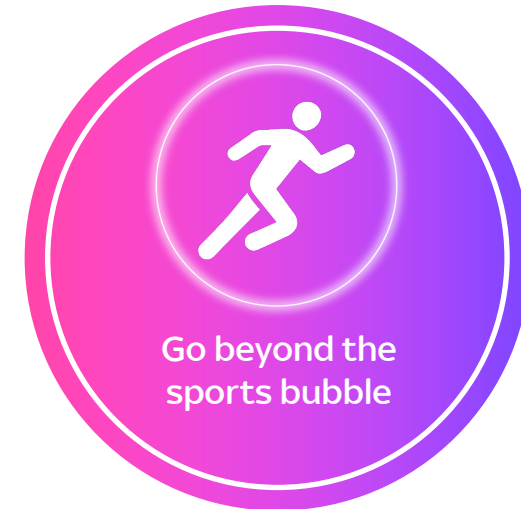
VALUES OVER VICTORY



ENTERTAINMENT OVER TRADITION



STORIES OVER STATS OVERLOAD



Sport without limits

SPORT *WITHOUT* LIMITS

Break free
from precedent

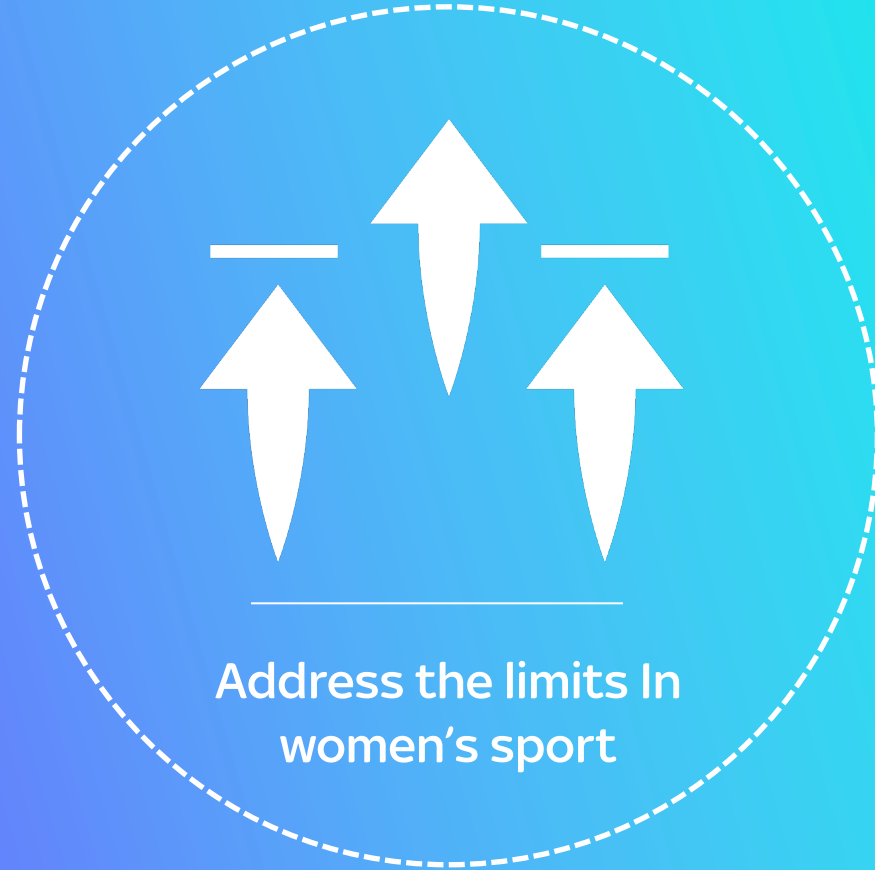
Don't lift and shift

Don't shrink and pink

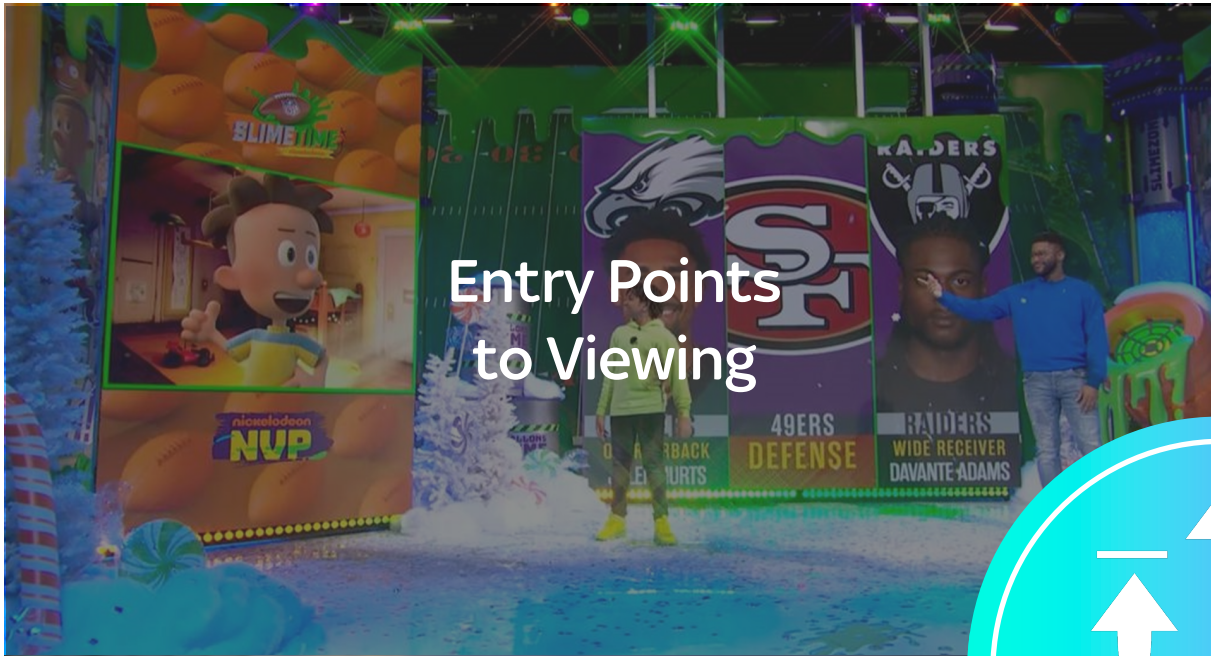
Shape the
future

More accessible & flexible

More than a badging exercise



Address the limits In
women's sport



Entry Points
to Viewing



Clothing and
Equipment



Address the limits in
women's sport



Facilities

"Help us shoot for the stars
on and off the field"

sky sports

Every little makes an impact.
Donate £5 to your local club now



Talent Pipelines

sky up

RESEARCH



0.600



68%
PLAYBACK SPEED

ADD EVENT

MOVEMENTS

STRUCTURE

ZOOM

TRACK



Supercharge unmissable
sporting moments

Supercharging unmissable moments



MEDIA DAY UNLOCKED WITH
[INSERT BRAND LOGO]

MORE WITH THOSE
WINNING MOMENTS

Shareable and collectable
content for all



ING JOURNALISTS AND CONTENT CREATORS AROUND THE WORLD
RCED CONTENT - GIVING THEM MORE, TO HAVE THE POWER, TO DO MORE.



Bring the party home



Supercharge unmissable
sporting moments

Dramatising the game



Technical support...



Working with
partners to
reach more
fans





Break out of the
sports bubble

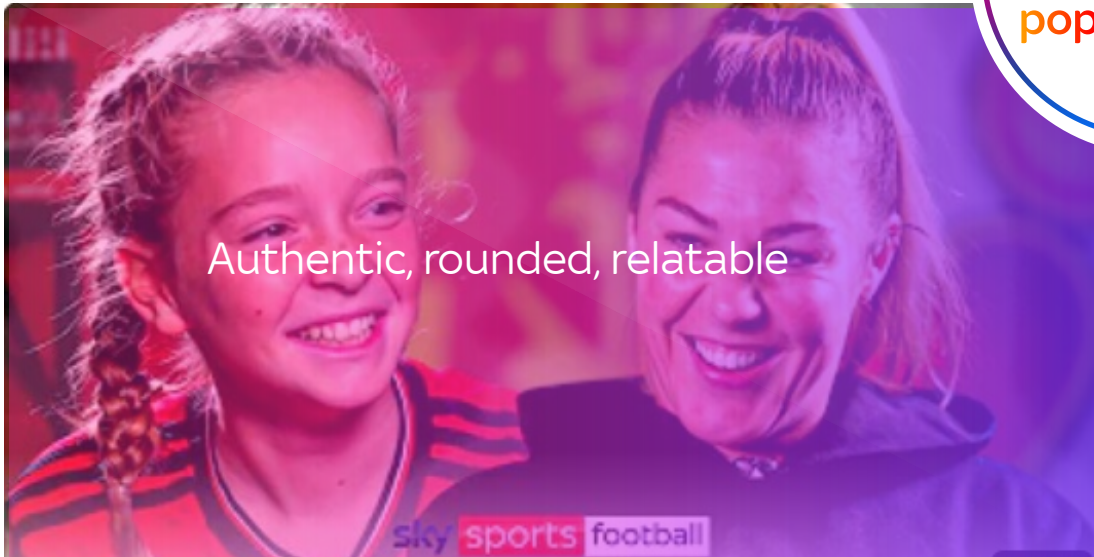
“Young sports fans are most likely to follow athletes because of their personalities rather than choosing favourites from their chosen teams.”

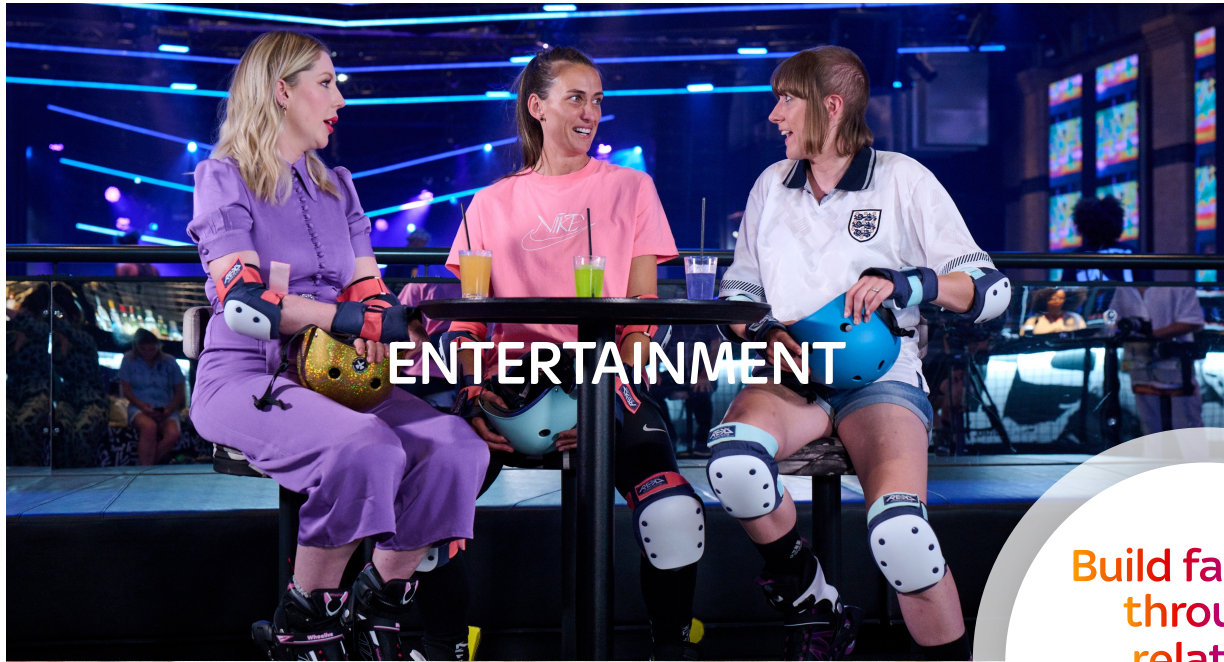
Rise of parasocial fandom

Turn female athletes into popular icons

Authentic, rounded, relatable

Massive growth potential





ENTERTAINMENT



LIFESTYLE

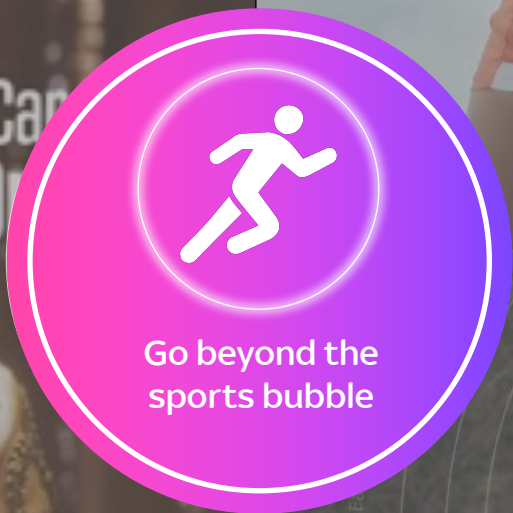
Build fandom
through
related
content
passions



DOCUMENTARY



REALITY



Sport, without limits

VALUES OVER VICTORY



ENTERTAINMENT
OVER TRADITION



STORIES OVER STATS



Q&A

Jo Osborne, Head of Women's Sport at Sky Sports
Emma Hunt, Comms Strategy Controller at Sky Media