



#9 Women's Sport. Say yes to success

Developed by: WomenInSport

Year and country: 2014, UK

Type of project: Research

<https://www.womeninsport.org/resources/say-yes-to-success/>

Synthesis of the case study

"Say Yes to Success" research tracks the media coverage and commercial investment landscape for women's sport.

Context and approach

Kantar Media ran one the most comprehensive audit ever to determine the extent of women's sport coverage across different media types (TV, radio, newspapers and online) over three months during a twelve month period. The results from the first month's analysis showed that women's sports accounted for just 7% of total sports coverage in the media during October 2013.

Additionally, the value and number of sponsorship deals for women's sports remains desperately low, particularly in comparison to the deals done in men's sport. Investments in women's sports have accounted for just 0.4% of the value of all the sponsorship deals recorded in The World Sponsorship Monitor.

Objectives/Challenges

The report goes on to address what needs to be done to ensure that women's sport has the opportunity to reach its commercial and media potential.

Target

Everyone

The deliverable (What did they do specifically?)

Through interviews with sponsors, broadcasters and organisers of four major women's sports they revealed the details behind some of the most exciting developments made in the last few years, and highlighted the commercial benefits that exist for companies that are willing to enter into meaningful partnerships with women's sports.

Key learnings/Questions to think about

Think about how to promote your female sporting events so they would create more engagement and work closely with the media.

Contact information

WomenInSport

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