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- <u>Partnerships</u> <u>Rangapū</u>
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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

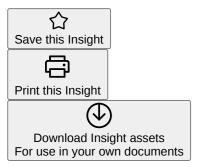
6. Timeline

7. Value Chain

- Media Broadcasting
- Sponsorship Deals
- Attendance

8. Companies

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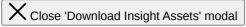
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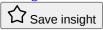
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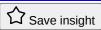
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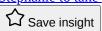
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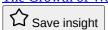
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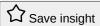
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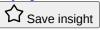
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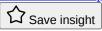
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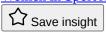
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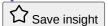
Women in Sport Aotearoa's Change in Action Week



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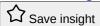


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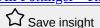


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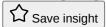


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Fundraising for Women's Sports in New Zealand



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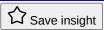


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2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage



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2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage

Equal pay commitments set for women's sport in NSW, lead by female advocates



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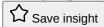
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Change Our Game State of Play Survey 2022-2023

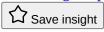
<u>Findings report – The Value of You Can</u> Be What You Can See



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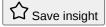


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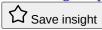


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Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga

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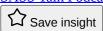
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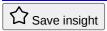
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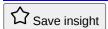
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How men can become better Allies to Women

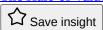
How to be a male ally to women's sport



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How to be a male ally to women's sport

The Halo of Value Creation Opportunities Around Women's Sports



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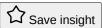
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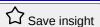
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New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games



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New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games

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Grand Slam winner Routliffe, Sun to pair up for Paris tennis

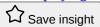
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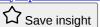
A level playing field: the case for investing in women's sport



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A level playing field: the case for investing in women's sport

Olympics 2024: Gold medallists Brooke Francis and Lucy Spoors on the challenges they faced



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Olympics 2024: Gold medallists Brooke Francis and Lucy Spoors on the challenges they faced

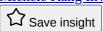
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PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream

Michele Kang Invests \$50 Million to Boost Women's Sports



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Michele Kang Invests \$50 Million to Boost Women's Sports

Aotearoa New Zealand Gender Attitudes Survey 2023



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Aotearoa New Zealand Gender Attitudes Survey 2023

By Maddi Mclean - Sport New Zealand

2021 National Sport Club Survey - Female Friendly Environments



2021 National Sport Club Survey - Female Friendly Environments

By Maddi Mclean - Sport New Zealand

Men as Allies: supporting women and girls in community sport

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Men as Allies: supporting women and girls in community sport

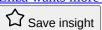
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Olympic wāhine winning streak makes powerful case for more funding for women's sport

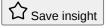
Eliza wants more than a last tango in Paris



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Eliza wants more than a last tango in Paris

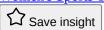
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Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?

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

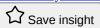
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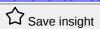
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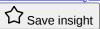
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Women's Ice Hockey on the Rise

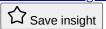
SASS Talk: Olympic cyclist's hellish ride to Paris



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SASS Talk: Olympic cyclist's hellish ride to Paris

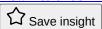
Title IX was a game-changer, but women are still fighting for an equal playing field



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Title IX was a game-changer, but women are still fighting for an equal playing field

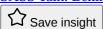
New Zealander Rebecca Foulsham's key Paralympics role



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New Zealander Rebecca Foulsham's key Paralympics role

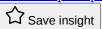
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SASS Talk: Behind the scenes of the Paris Olympics

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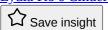
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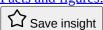
Lydia Ko's Cinderella story



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Lydia Ko's Cinderella story

Facts and figures: Women in sport



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Facts and figures: Women in sport

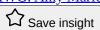
All Blacks v England: Sex act joke about female physio 'harassment'



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All Blacks v England: Sex act joke about female physio 'harassment'

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IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy

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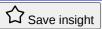
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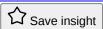
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Sail GP: how many women on the water this weekend?

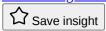
Taranaki Thunder bought by sports media company



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Taranaki Thunder bought by sports media company

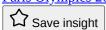
Kiwi wins gold in groundbreaking women's event



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Kiwi wins gold in groundbreaking women's event

Paris Olympics 2024: Full New Zealand schedule



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