

# Women's Sport Trust

## VISIBILITY UNCOVERED

January-April 2023 update

May 18<sup>th</sup>, 2023



**FUTURES**  
Sport & Entertainment

# Defining Women's, Mixed and Men's Sport

Women's Sport



Mixed Sport



Men's Sport



# JANUARY TO APRIL AUDIENCE UPDATE

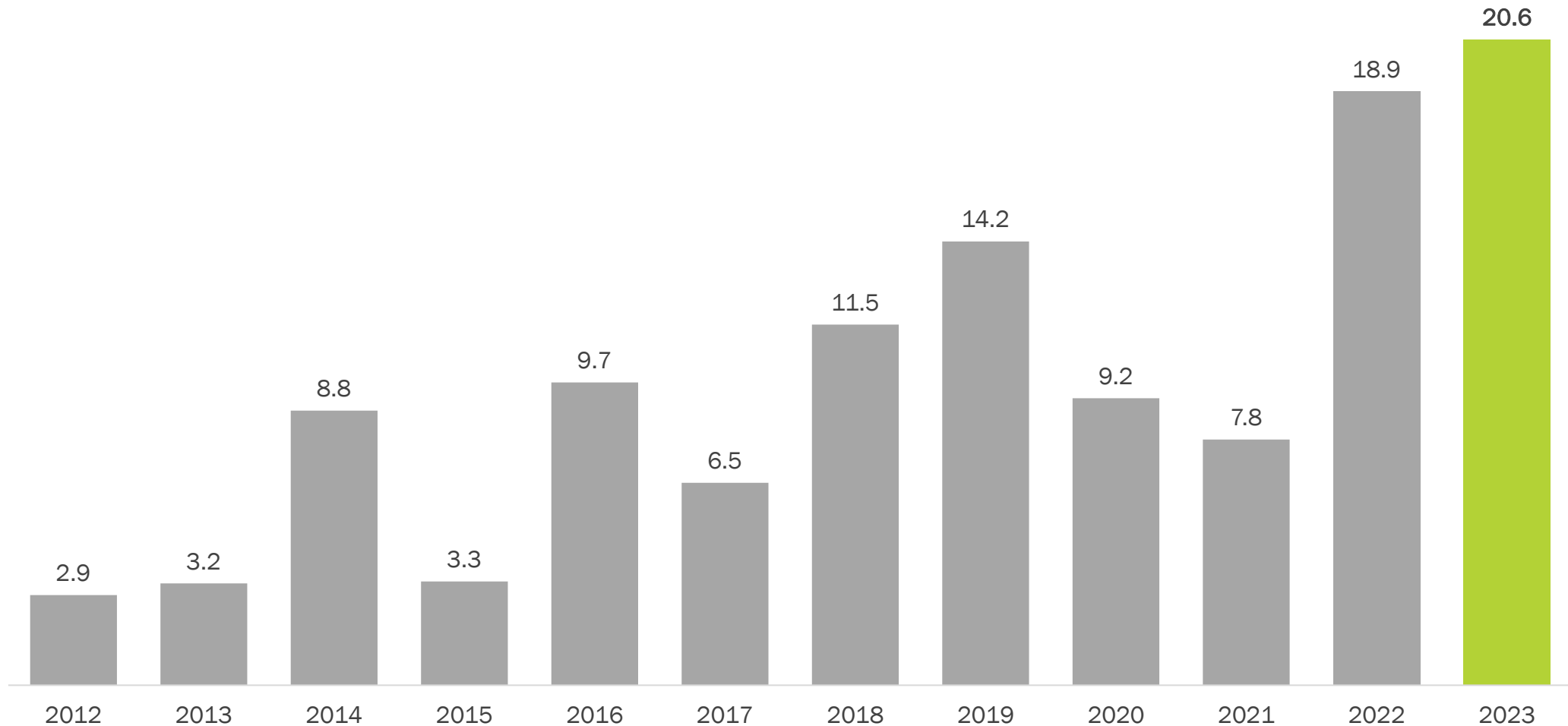


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# Most Watched First Four Months Ever for Women's Sport in 2023

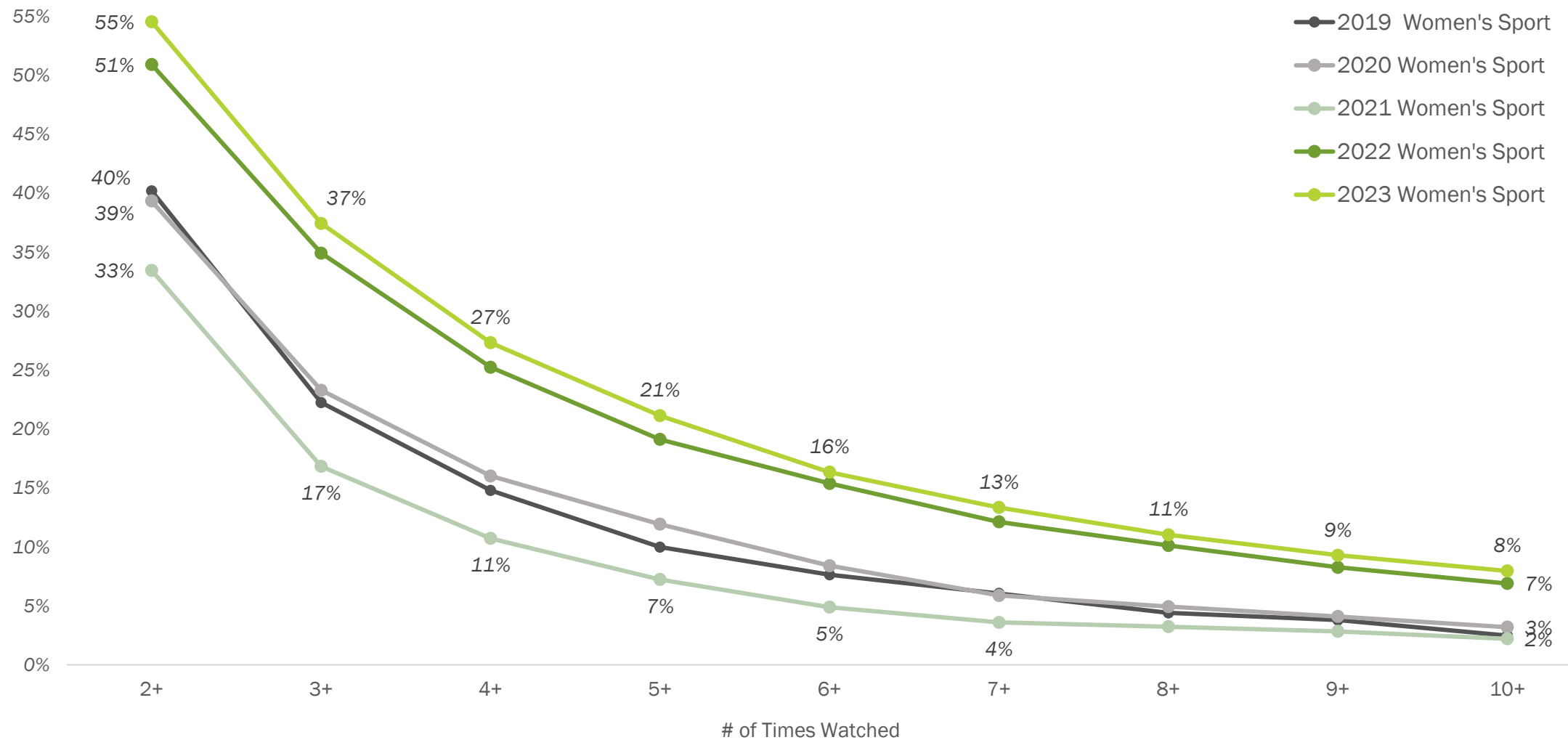


3+ minute reach (m) for women's sport programming from January to April by year



# Women's Sport Viewers Increasingly More Engaged Every Year

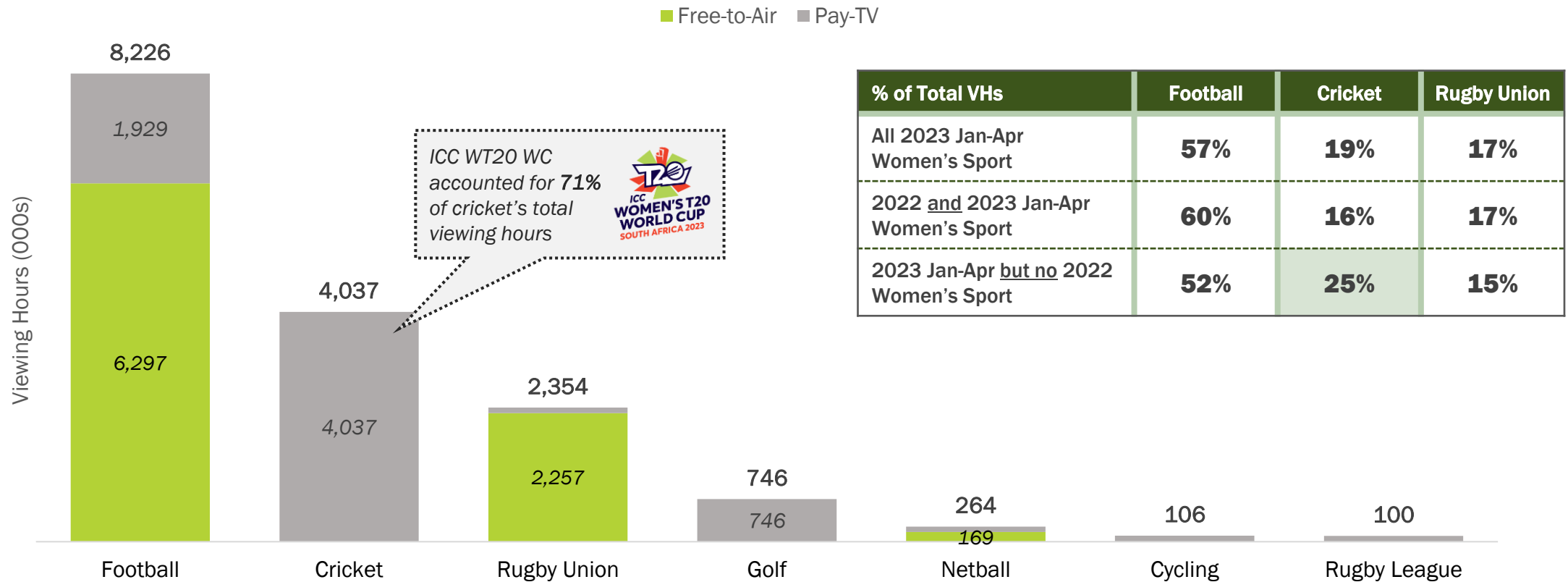
% of viewers, based on 3 min reach, who watched a property on more than one occasion (January to April in all years)



# WT20 WC Attracted New Viewers to Women's Sport in 2023

Of the 20.6m that watched Women's Sport in 2023 January to April, **34% did not watch Women's Sport in 2022:**

What were their gateway women's sports this year?



# WOMEN'S FOOTBALL UPDATE



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# WSL 22/23 Outperforming 21/22 Across Key Metrics

Women's Super League 2021/22 and 2022/23 (through April 30<sup>th</sup>, 2023)



Metrics	2021/22	2022/23	% Change
Live Game Average	<b>204k</b>	<b>276k</b>	<b>+36%</b>
Live Viewing Hours	<b>28,632</b>	<b>29,936</b>	<b>+5%</b>
3+ Min Reach	<b>14.6m</b>	<b>15.3m</b>	<b>+5%</b>
Average Mins Viewed	<b>36 minutes</b>	<b>37 minutes</b>	<b>+3%</b>
Female %	<b>34%</b>	<b>37%</b>	<b>+9%</b>
Under 35s %	<b>14%</b>	<b>18%</b>	<b>+29%</b>



# WSL Live Average Increasing or Stable Across Main Channels



Women's Super League 2021/22 and 2022/23 (through April 30<sup>th</sup>, 2023)

**BBC**  
**ONE**

**BBC**  
**TWO**

**sky sports**

**sky showcase**

Metrics
Live Game Average
Live Viewing Hours
3+ Min Reach
Average Mins Viewed
Game Count
Female %
Under 35s %

2022/23 (2021/22)	% Change
<b>561k</b> (566k)	<b>-1%</b>
<b>7,608</b> (6,653)	<b>+14%</b>
<b>8.78m</b> (6.56m)	<b>+34%</b>
<b>38</b> (40)	<b>-5%</b>
<b>6</b> (5)	<b>+20%</b>
<b>39%</b> (37%)	<b>+5%</b>
<b>11%</b> (11%)	<b>0%</b>

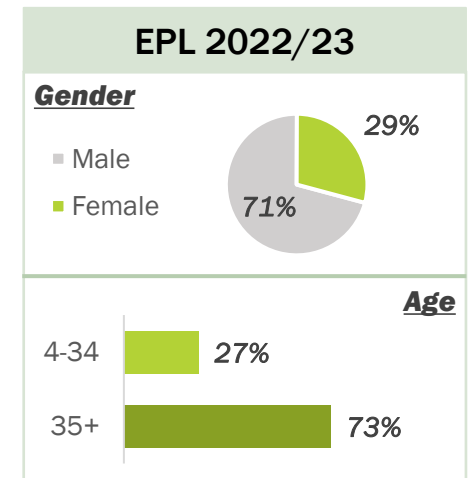
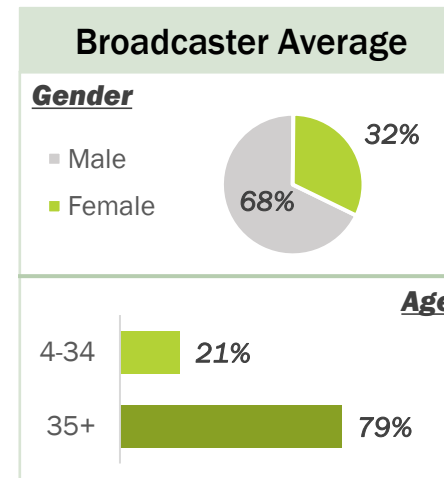
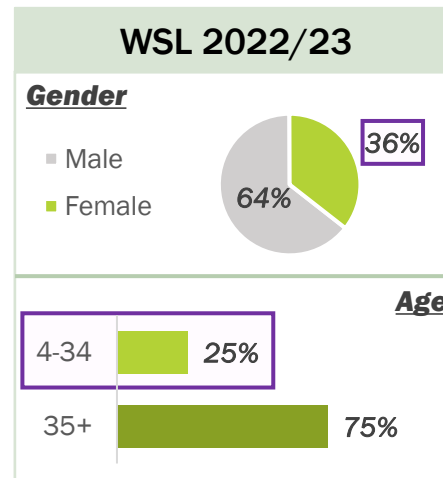
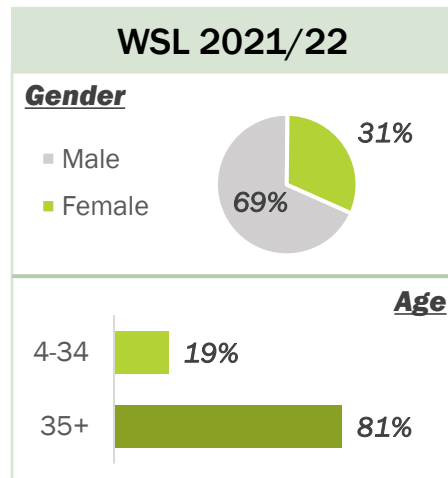
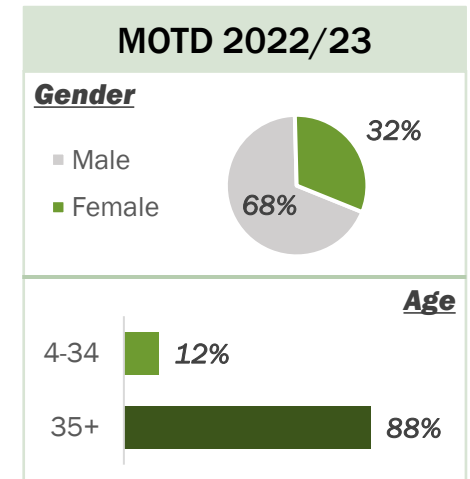
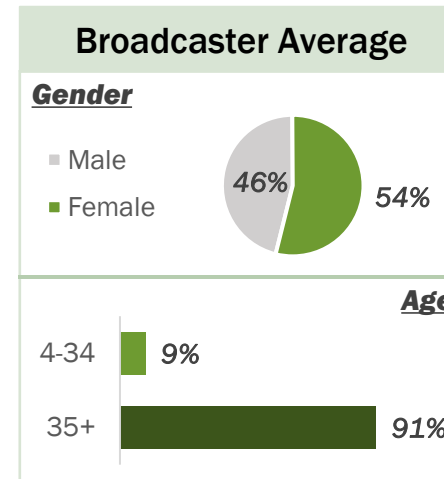
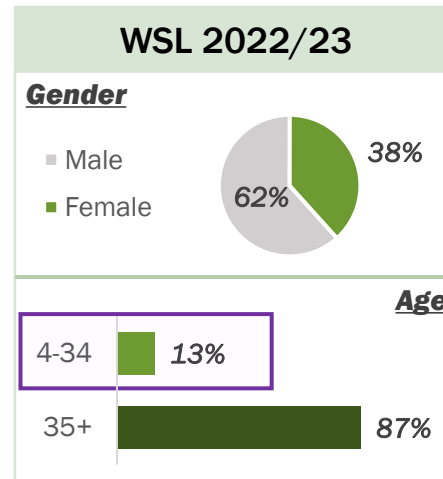
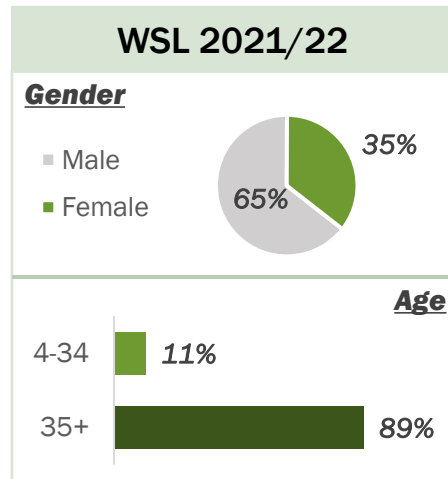
2022/23 (2021/22)	% Change
<b>397k</b> (332k)	<b>+20%</b>
<b>7,472</b> (11,186)	<b>-33%</b>
<b>6.72m</b> (8.38m)	<b>-20%</b>
<b>38</b> (39)	<b>-3%</b>
<b>7</b> (14)	<b>-50%</b>
<b>36%</b> (35%)	<b>+3%</b>
<b>15%</b> (11%)	<b>+36%</b>

2022/23 (2021/22)	% Change
<b>44k</b> (35k)	<b>+26%</b>
<b>7,823</b> (5,934)	<b>+32%</b>
<b>3.53m</b> (3.85m)	<b>-8%</b>
<b>34</b> (33)	<b>+3%</b>
<b>28</b> (35)	<b>-20%</b>
<b>34%</b> (34%)	<b>0%</b>
<b>26%</b> (20%)	<b>+30%</b>

2022/23 (2021/22)	% Change
<b>66k</b> (58k)	<b>+14%</b>
<b>5,106</b> (4,758)	<b>+7%</b>
<b>4.32m</b> (3.31m)	<b>+31%</b>
<b>36</b> (36)	<b>0%</b>
<b>29</b> (29)	<b>0%</b>
<b>37%</b> (34%)	<b>+9%</b>
<b>23%</b> (19%)	<b>+21%</b>

# WSL Brings a Younger Audience to BBC and Sky Channels

Average audience (000s) by timeslot for WSL games 2022/23 (through April 30<sup>th</sup>, 2023) and equivalent timeslot average

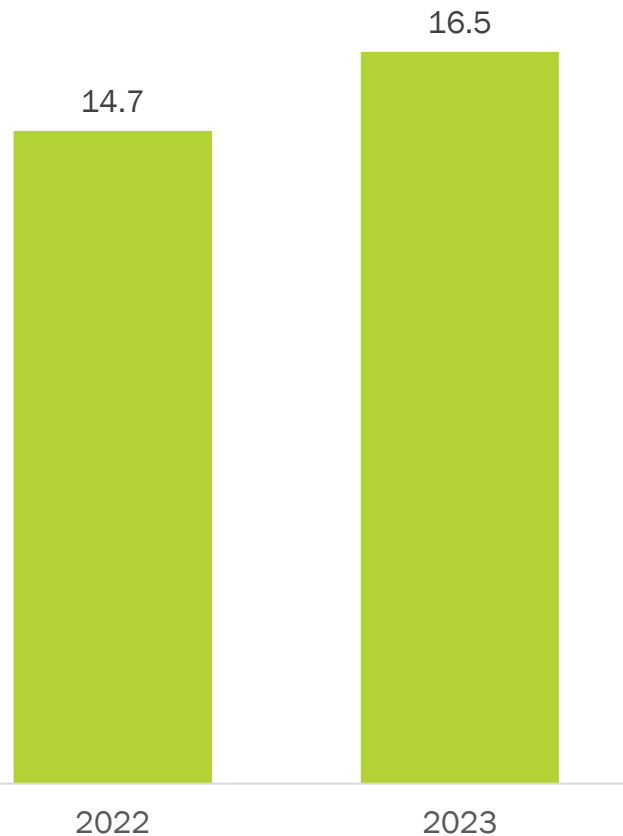


# The Arnold Clark Cup Reached 1.5m More People This Year

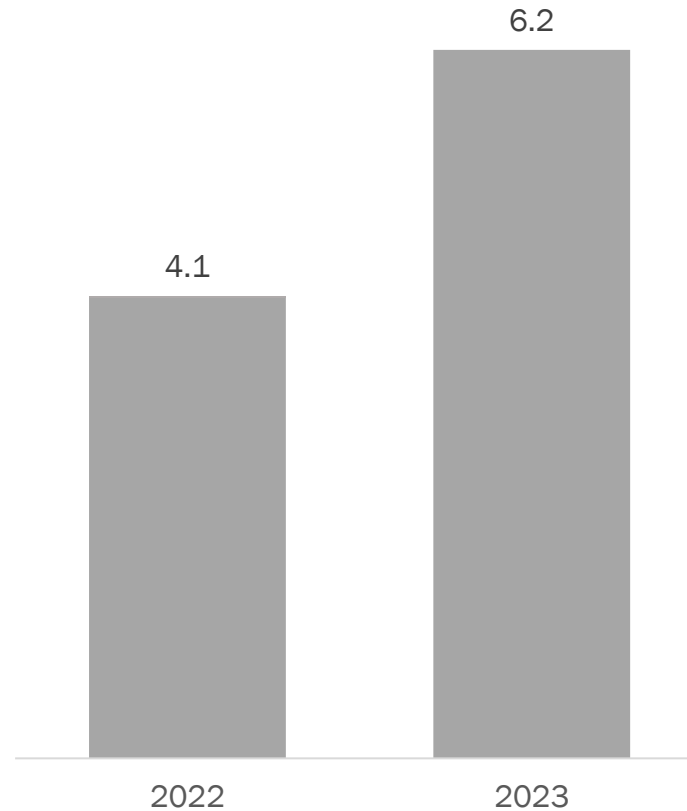
Key UK TV audience metrics for the Arnold Clark Cup in 2022 and 2023, all matches



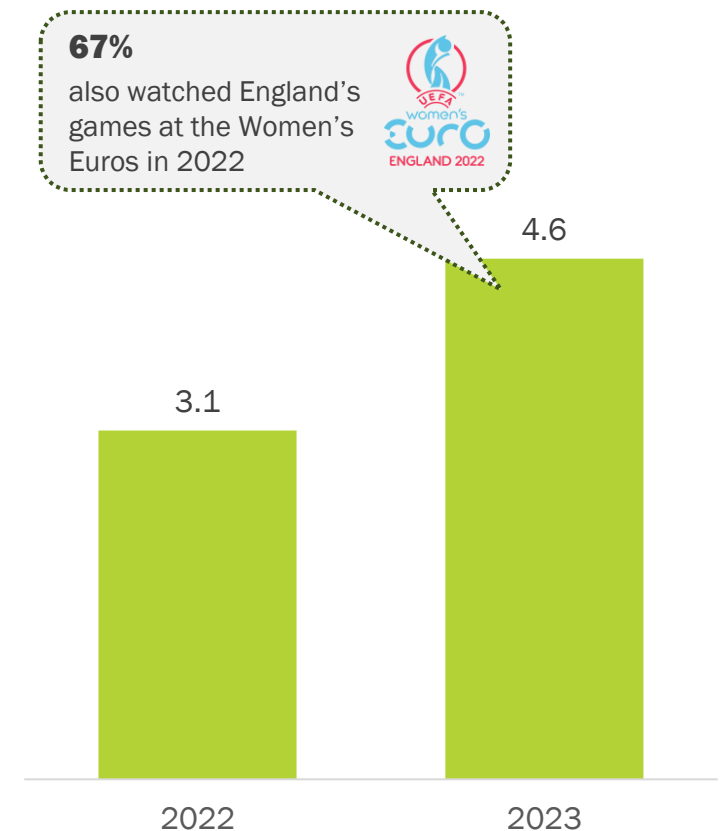
## Coverage Hours



## Viewing Hours (m)



## 3 Minute+ Reach (m)



# WOMEN'S SIX NATIONS UPDATE



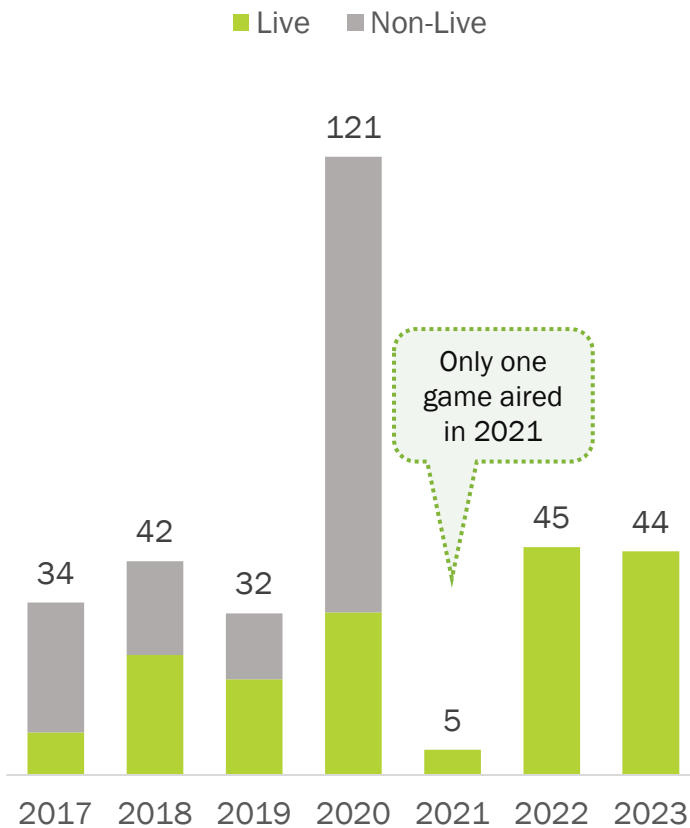
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# Most Viewed Women's Six Nations on Record

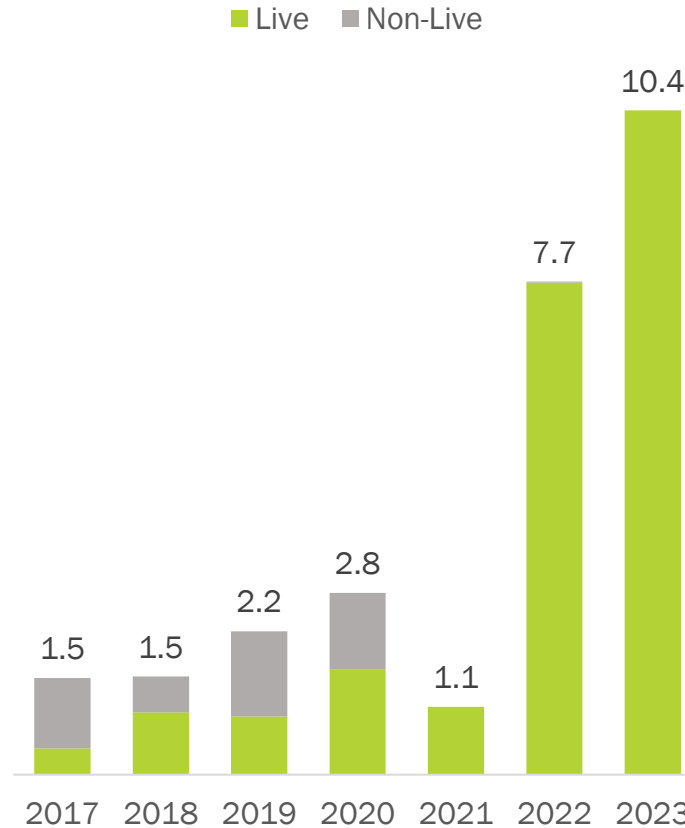
Women's Six Nations, 2017 to 2023 (through April 30<sup>th</sup>, 2023)



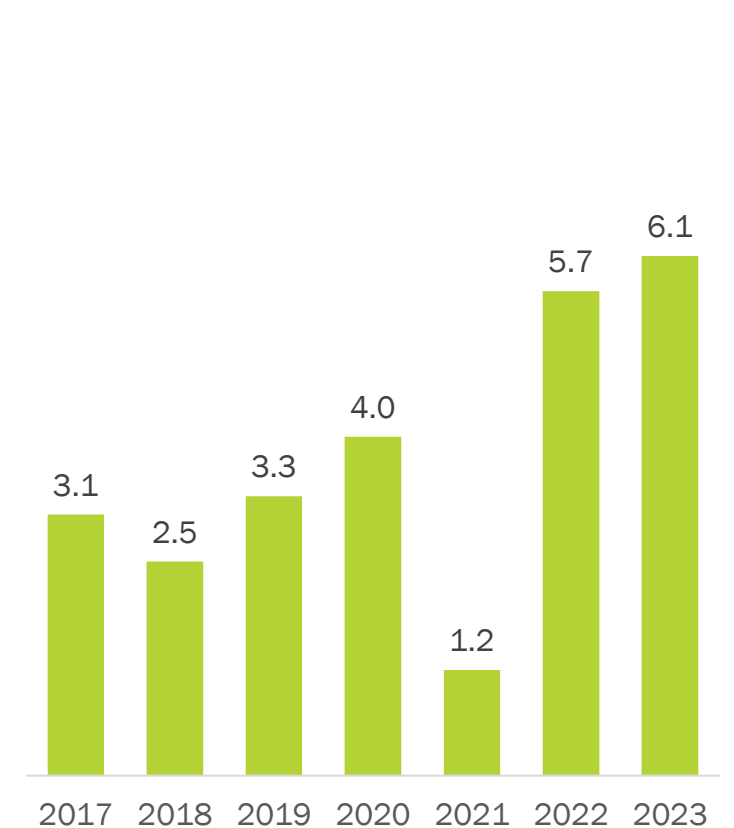
## Coverage Hours



## Viewing Hours (m)



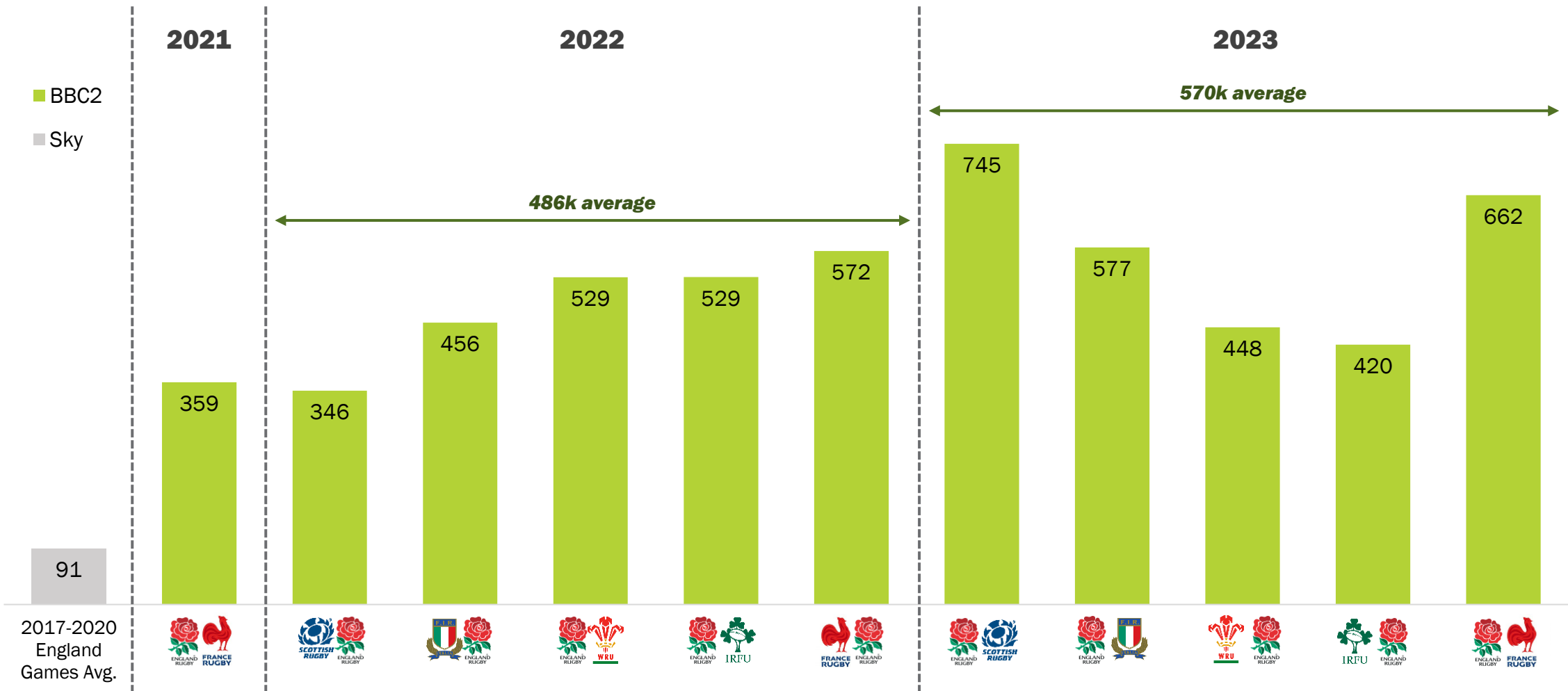
## 3 Minute+ Reach (m)



# England Game Avg. in 2023 is +17% Higher than in 2022



Average live audience (000s) for England Women's Six Nations games



# England v Scotland in 2023 Most Watched W6N Game



Top 12 Women's Six Nations games by peak minute (000s)

Date	Game	Channel	Score	Peak Minute (000s)	Average Minutes Viewed
March 25 <sup>th</sup> , 2023	England v Scotland	BBC 2	58-7	1,142	48
April 29 <sup>th</sup> , 2023	England v France	BBC 2	38-33	1,040	66
April 30 <sup>th</sup> , 2022	France v England	BBC 2	12-24	894	58
April 9 <sup>th</sup> , 2022	England v Wales	BBC 2	58-5	852	42
April 1 <sup>st</sup> , 2023	Scotland v Wales	BBC 2	22-34	793	52
April 3 <sup>rd</sup> , 2022	Italy v England	BBC 2	0-74	774	44
April 2 <sup>nd</sup> , 2023	England v Italy	BBC 2	68-5	770	58
April 2 <sup>nd</sup> , 2022	Wales v Scotland	BBC 2	24-19	763	42
April 24 <sup>th</sup> , 2022	England v Ireland	BBC 2	69-0	714	52
April 22 <sup>nd</sup> , 2023	Ireland v England	BBC 2	0-48	687	55
April 24 <sup>th</sup> , 2021	England v France	BBC 2	10-6	656	51
April 15 <sup>th</sup> , 2023	Wales v England	BBC 2	3-59	650	55

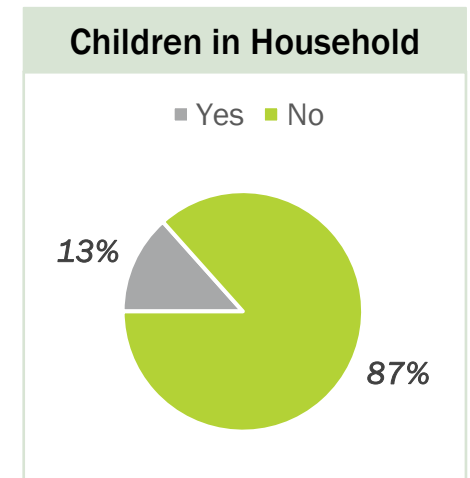
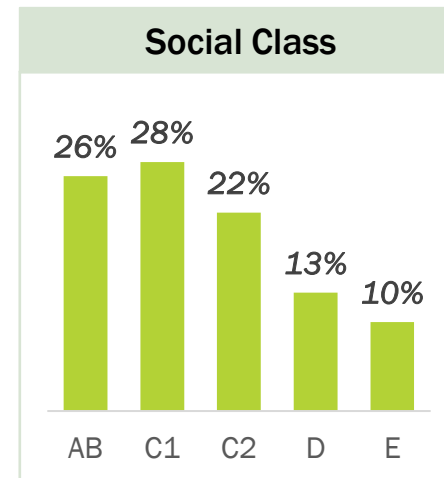
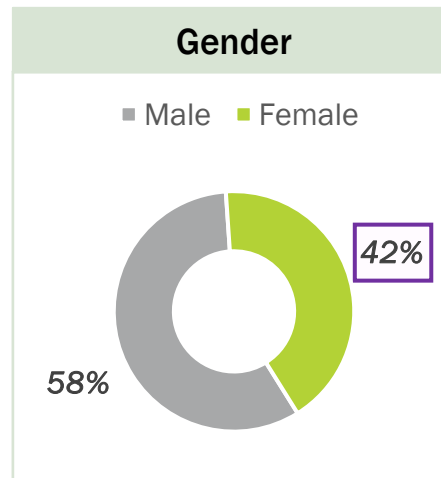
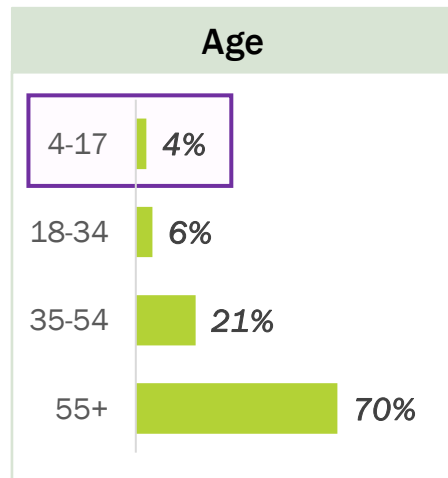
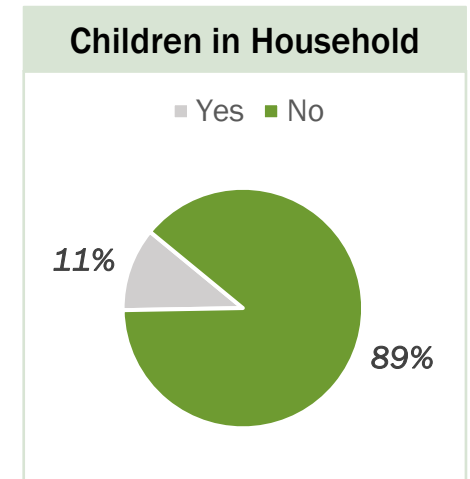
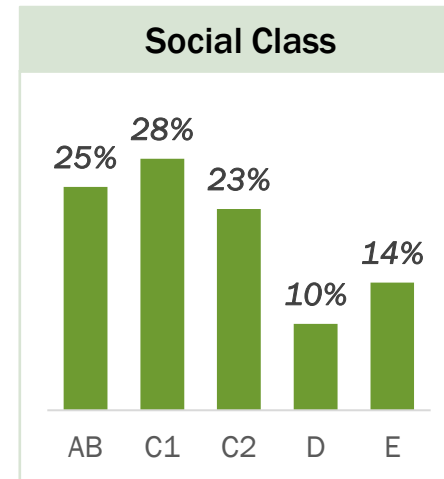
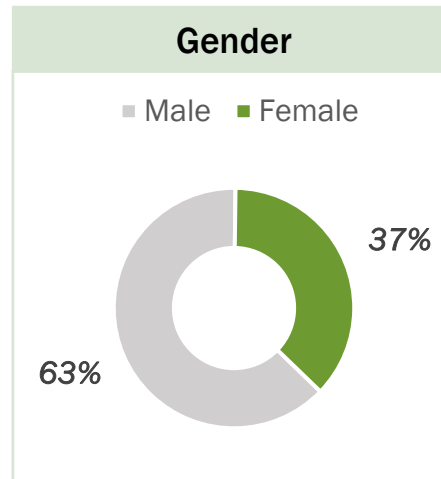
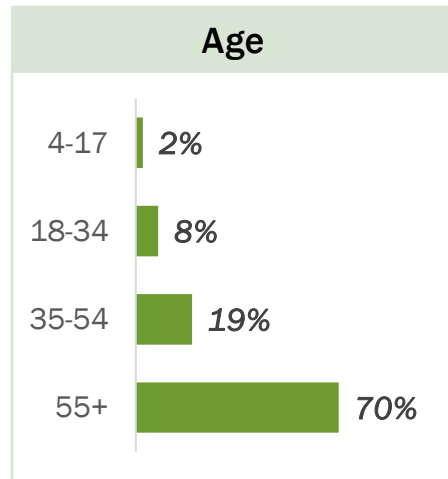
Men's 6N 2023  
England Average:  
**74 mins**

- Average Minutes Viewed
- 2023 - **56 mins**
  - 2022 - **48 mins**

# W6N in 2023 Younger and More Female than the 2022 Edition



Demographic breakdown for 2022 and 2023 Women's Six Nations (until April 30<sup>th</sup> for 2023)





# WOMEN'S CRICKET UPDATE

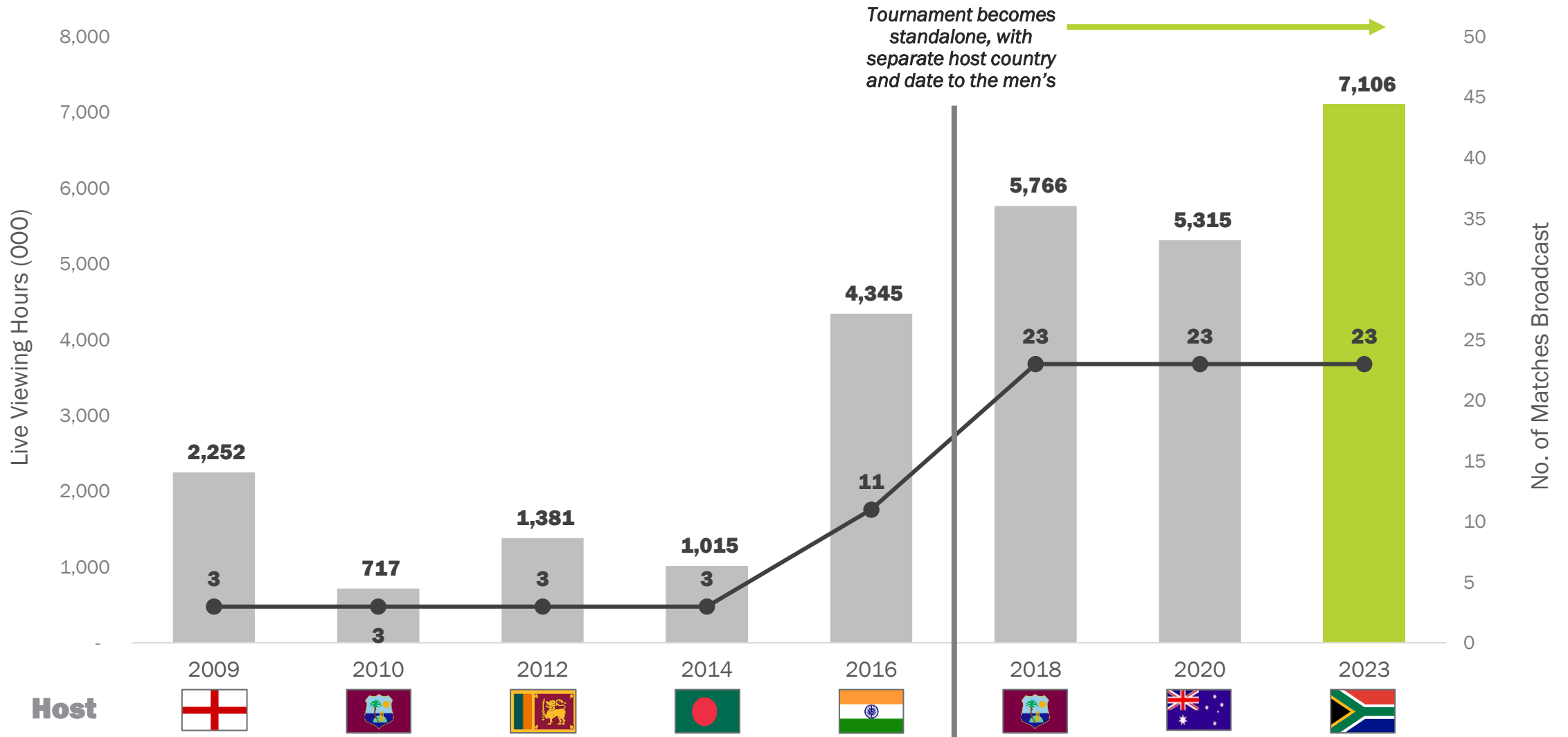


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# 2023 Tournament The Most Watched ICC Women's T20 WC Ever

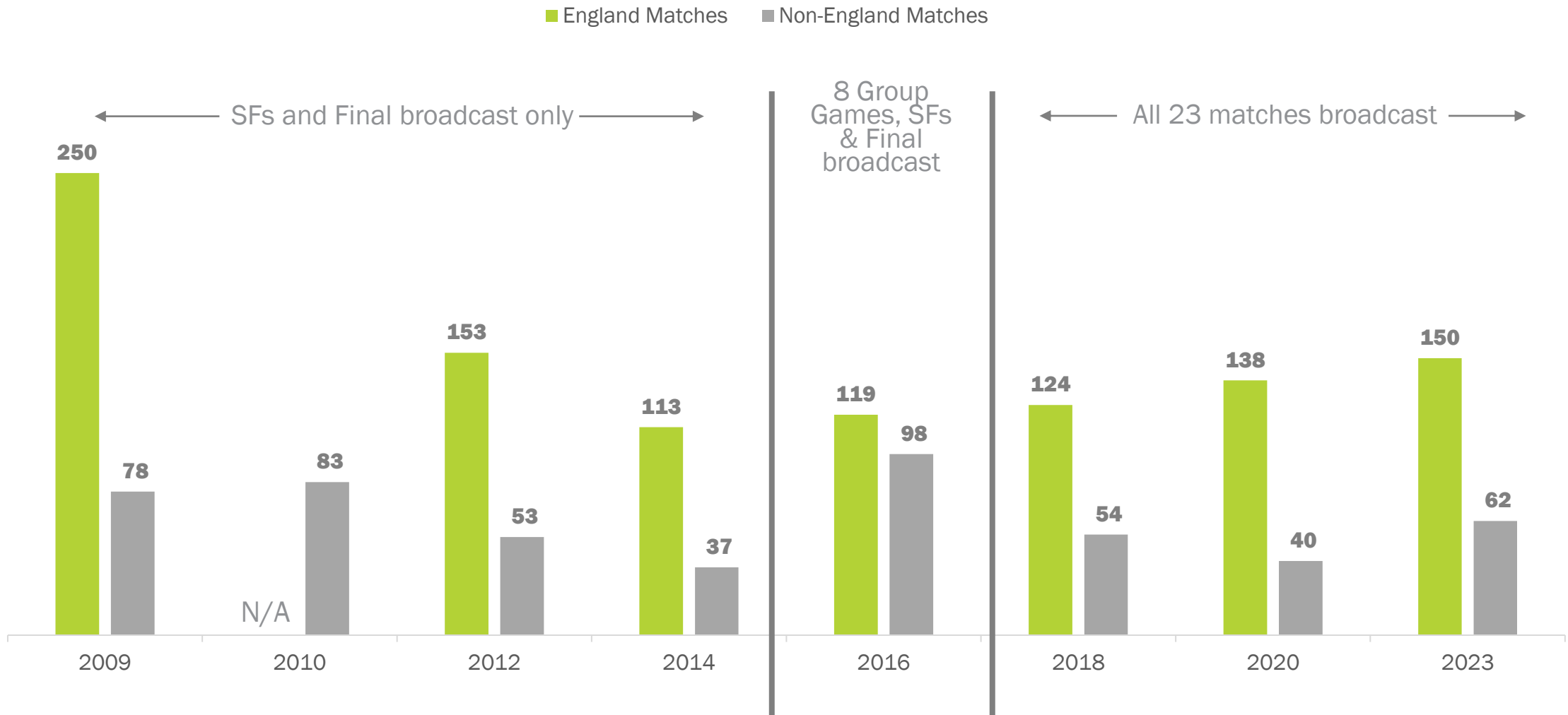


UK live viewing hours (000s) and number of games broadcasted for the Women's T20 World Cup by year



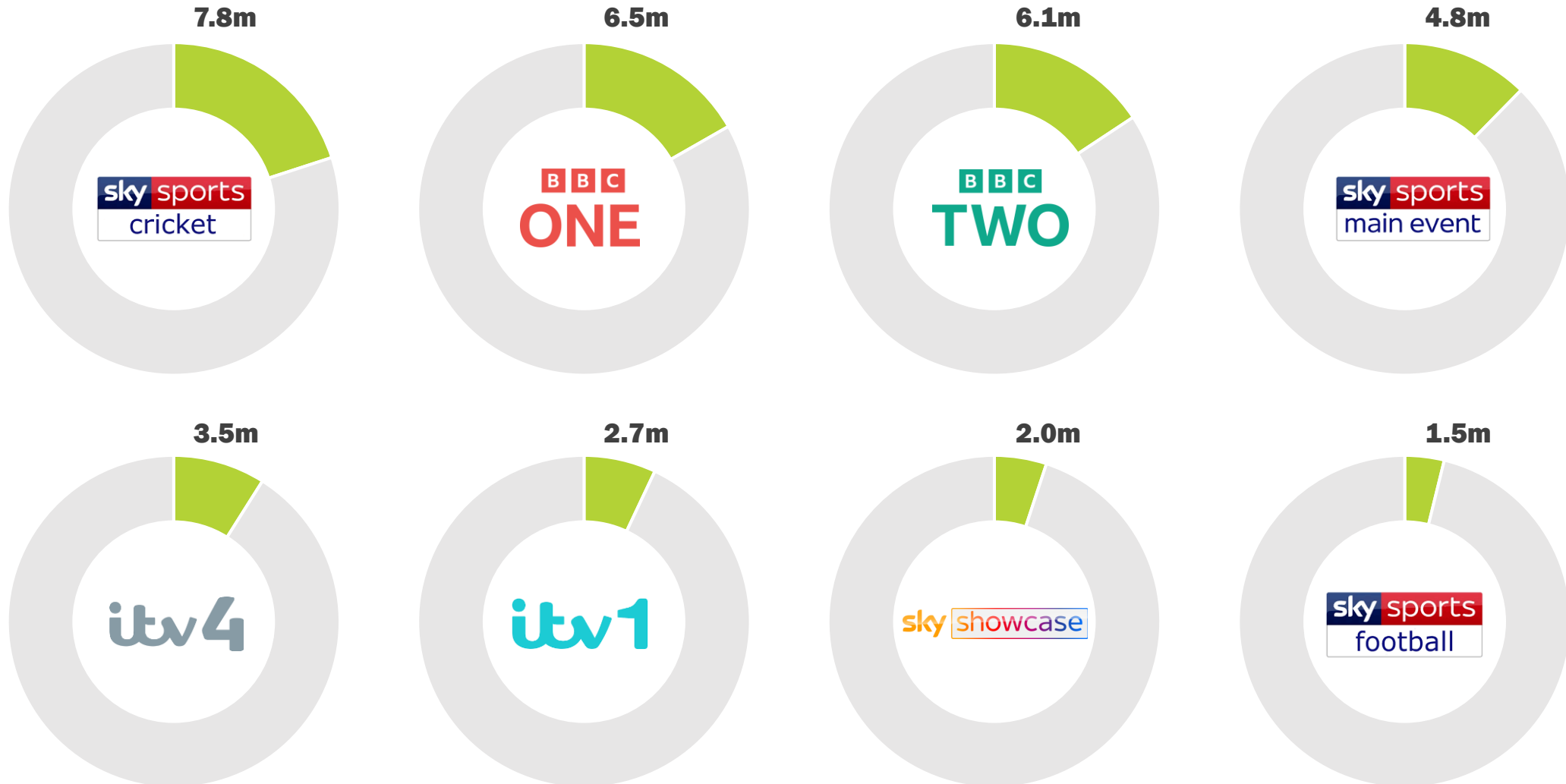
# Highest Avg. Audience Since Becoming Stand-Alone Tournament

Average live audience (000s) by tournament for matches involving and not involving England



# ICC WT20 World Cup Boosted SS Cricket's Viewing Hours in Q1

Total viewing hours by channel for women's sport in 2023 Q1



# KEY TAKEAWAYS



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# Key Takeaways



**Most watched January-April ever** for women's sport in 2023, with 20.6m viewers reached



**55%** of 2023 viewers watched a property on **2+ occasions** – up from 51% in 2022



WSL **22/23 outperforming 21/22**, even with one more month of this season to be played



WSL 2022/23 is **bringing a younger audience** to BBC and Sky channels



**Most viewed Women's Six Nations** on record, with 6.1m viewers reached across all games



**7.1m viewing hours** for the ICC Women's T20 WC – making it the **most watched version** ever

**Thank You**



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