

# England Women's Cricket: Summer 2019

## vs. West Indies & Australia (The Ashes) on Sky Sports

### Series Information

- England Women will host Windies in June 2019 before they look to regain the Ashes from Australia in July.
- England will face Stafanie Taylor's Windies in three one-day internationals and as many international Twenty20s, with the ODIs counting towards qualification for the 2021 Women's World Cup.
- Heather Knight's team will then look to regain the Ashes and avenge their defeat to Australia in the recent World T20 final in the Caribbean, when they battle the Southern Stars in July.
- England, who are the reigning 50-over World Cup champions, and Australia will contest the fifth multi-format edition of the Ashes, with the series comprising three ODIs, a solitary Test and three T20s.
- Australia won the Ashes in England back in 2015, triumphing 10-6 on points, and then retained the trophy at home last winter after the series ended 8-8.
- England will compete at nine grounds across the country during the summer - Leicester, Chelmsford, Canterbury, Bristol, Worcester, Northampton, Derby, Hove and Taunton.

### The Opportunity

- There are 16 live days play across both Series' consisting of:
  - West Indies
    - 3 x ODIs
    - 3 x T20s
  - The Ashes
    - 3 x ODIs
    - 3 x T20s
    - 1 x Test
- Each game is broadcasted live on Sky Sports Cricket and simulcast on Sky Sports Main Event (sporadically)



# Sponsorship Delivery (Predicted delivery)



## England Women's Summer Internationals 2019

| Audience                                | Individuals | Adults | ABC1 Adults | ABC1 Women | ABC1 Men |
|---|-------------|--------|-------------|------------|----------|
| Average TVR – Live (Sky Sports Cricket) | 0.15        | 0.17   | 0.17        | 0.10       | 0.24     |
| Total Actuals                           | 44          | 49     | 49          | 28         | 72       |
| Total 30" Equivs                        | 15.2        | 17.2   | 17.2        | 9.9        | 25.1     |
| Total Coverage (000s)                   | 1,866       | 1,744  | 1,096       | 354        | 740      |
| Total Coverage %                        | 3           | 4      | 4           | 3          | 6        |
| OTS                                     | 14          | 14     | 12          | 11         | 13       |