

A dynamic action shot from a Netball World Cup match. A player in a red jersey is in mid-air, holding a white and red netball. She is being defended by a player in a yellow and black jersey. The background shows a large stadium filled with spectators.

# Supersizing the Netball World Cup

Content Ideas

# Netball World Cup | Examples



EDITORIAL  
SERIES

## Getting To Know The Roses

- A Day in the Life in run up to WC
- 12 x 15 min episodes featuring each player's journey to WC
- Broadcast 2 x per week editorial
- Promo support in commercial airtime and digital platforms



BRANDED  
CONTENT

## Masterclasses

Shortform series hosted by players

Covering key rules and techniques

- 7 x 5 min series hosted on VoD Editorial and online
- Editorial shout outs/ pushes
- Promo support in commercial airtime and digital platforms



IN SHOW

## Skypad Analysis

- In programme WC coverage feature
- 1 x per session (2 per day)
- Focused on tactics, players and possible outcomes
- Daily 'Play of the Day' for digital platforms

# Netball World Cup | Examples



**EDITORIAL  
DOC**

## The Road to the Commonwealth

Retrospective interviews with the coach and team telling the story behind the journey

- Editorial broadcast pre and during WC
- Promo support in commercial airtime and digital platforms



**BRANDED  
CONTENT**

## Roar for the Roses

Shortform series hosted by talent

- Cross promotion opp featuring Sky Sports talent who support netball
- Contextually scheduled around relevant sports driving towards the WC