

Women and Sport

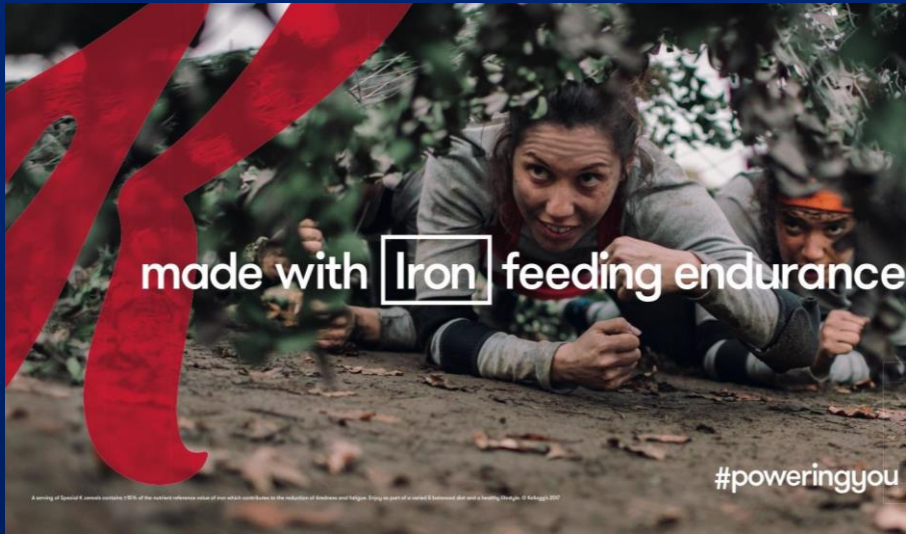
Tackling The Opportunity

A Changing Landscape

The rate of change in women's sports is one of the most exciting trends in the industry right now

For brands, this is a major opportunity to develop a new commercial proposition and engage customers in a different way





Commonwealth Games 2018: England stun Australia to win netball gold

Helen Housby netted in the final second for Tracey Neville's side to win an astonishing contest



#inviteHER

England Women complete their own Six Nations Grand Slam with 34-7 victory over Ireland

England beat India in thrilling final to win Women's Cricket World Cup

sky sports



84%

General sports fans are interested in women's sports



1.06m+

Women's ICC WC Final 2017



263%

YoY increase in Solheim Cup Viewing 2017

Now is the time to capitalise on an emerging success story

- Viewing and participation figures have increased alongside the level of sporting performance
- Women's sport is heavily linked with themes of empowerment, strength and self confidence and so offer non- sporting brands an opportunity to align with a contemporary and culturally relevant message

Audience appetite is increasing at pace

+84%

**Netball Internationals
(Quad Series)**

Viewing increase in England's highest performing game (against NZ)

6

Nations

Sky Sports to broadcast all of England Women's 2019 matches

263%

Increase in Solheim Cup viewing in 2017 vs 2016

1.2m

Netball Superleague 2018 audience vs 500k in 2017

1.06m

Peak viewing to the Women's ICC WC Final. The largest audience EVER for the sport

33%

The share of Women's viewing on Sky Sports in 2017

sky sports

555+

Hours of live coverage of women's sport

Sportswomen

The UK's only dedicated women's weekly sports show

4.9m

Women who watch Sky Sports in an average month
Sponsorship

215

Days of Women's Sport coverage in 2017

325+

Hours of Netball on Sky Sports - the biggest ever rights deal for Netball in the UK

198

Hours of live golf coverage

Why Sky Sports



sky sports

Sky Sports
broadcast more
women's sports
than any other
content provider
in the UK





Talent and Content



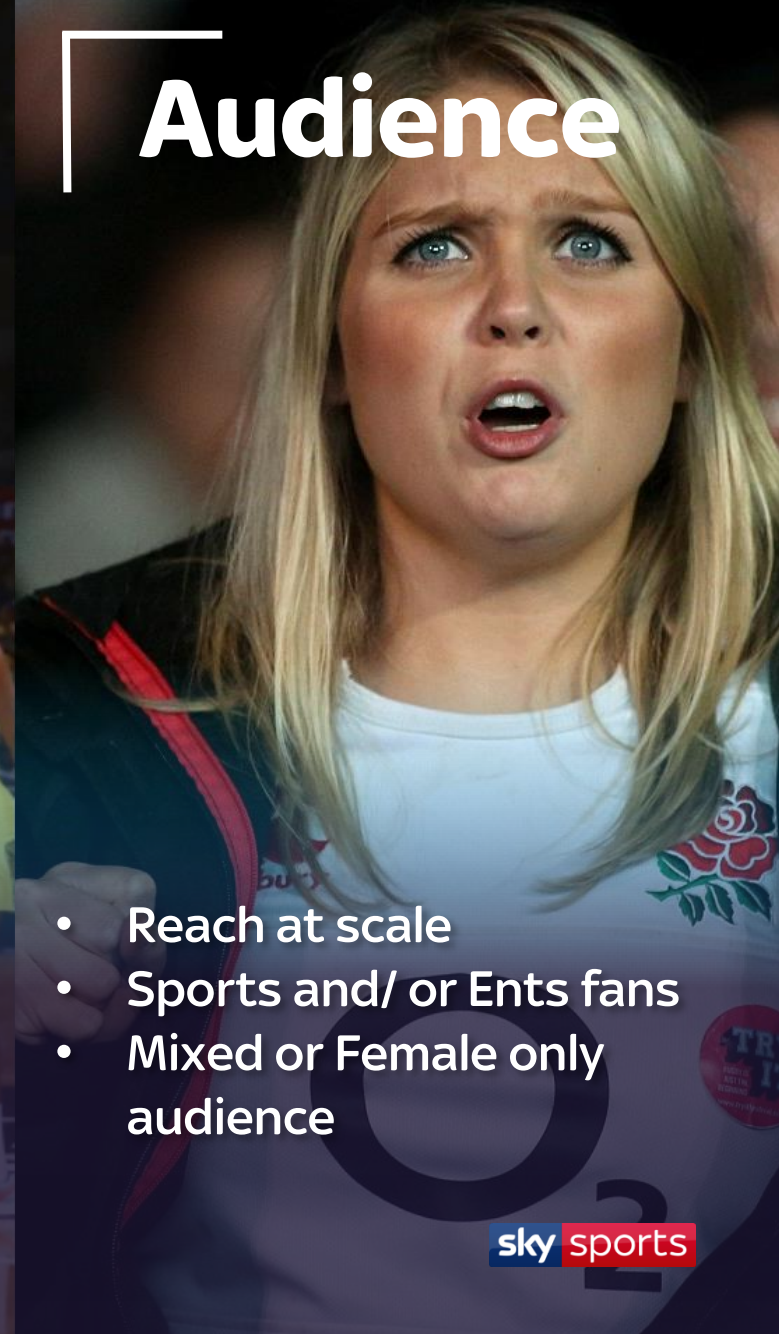
- International sportswomen
- Sky Sports talent
- Behind the Scenes
- 'How To's'
- Personal Journeys
- Road to Success
- Bespoke content briefs

Distribution



- Editorial Programming
- Full VoD and Digital Portfolio
- Contextual Linear Scheduling
- Sky Sports and Talent Social
- Data Targeting
- Sponsorship

Audience



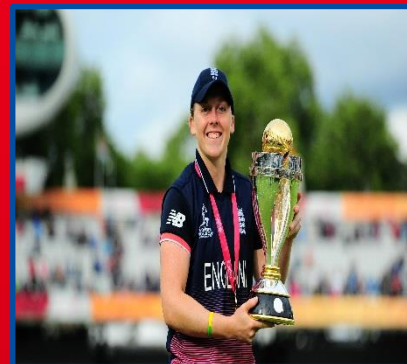
- Reach at scale
- Sports and/ or Ents fans
- Mixed or Female only audience

- A brief selection of great British sporting talent leading the way on the global stage
- Opportunity to feature whole teams or individuals within branded content
- Sky Media can enable approaches and negotiations



Lauren Winfield

Member of the winning women's team at 2017 Women's Cricket World Cup



Heather Knight

Captain of the winning women's team at 2017 Women's Cricket World Cup



Steph Houghton MBE

English footballer who plays for and captains Manchester City. Played over 80 times for England



Emily Scarratt

Captained the Rugby 7s Team GB Squad at Rio. Played internationally for both England and Ireland



Charley Hull

English professional golfer. Became the youngest competitor to participate in the Solheim Cup and became a champion on European circuit before age 18



Ama Agbeze

English netball captain who led the team to win Gold at the 2017 Commonwealth Games

- A raft of high profile Sky Sports presenters available to host short form branded content series across a range of sports



Natalie Pinkham

sky sports 



Kelly Cates

sky sports football



Anna Woolhouse

sky sports box office
sky sports action



Sarah Stirk

sky sports golf



Vicky Gomersall

sky sports news



Isa Guha

sky sports cricket



- Helping 12 of Europe's most exciting young athletes fulfil their potential internationally
- The programme runs from 2017- 2020 and offers benefits such as financial aid, business and sport mentors, media training and personal development



Sports Scholars





Freya Anderson

100m Freestyle Swimmer
European Junior Champion



Molly Thompson-Smith

Indoor sport climber
24 national titles and counting...



Samantha Kinghorn

Wheelchair Racer
24 national titles and counting...



Emily Appleton

Tennis player
Aus Open Junior quarter-finalist



Ellen Keane

Paralympic swimmer
Olympic bronze medallist



Imani Lansiquot

100m Sprinter
GB Youth Team Captain



Marta Bassino

Alpine Ski Racer
World Cup podium finish at Sölden 2016



Francesca Summers

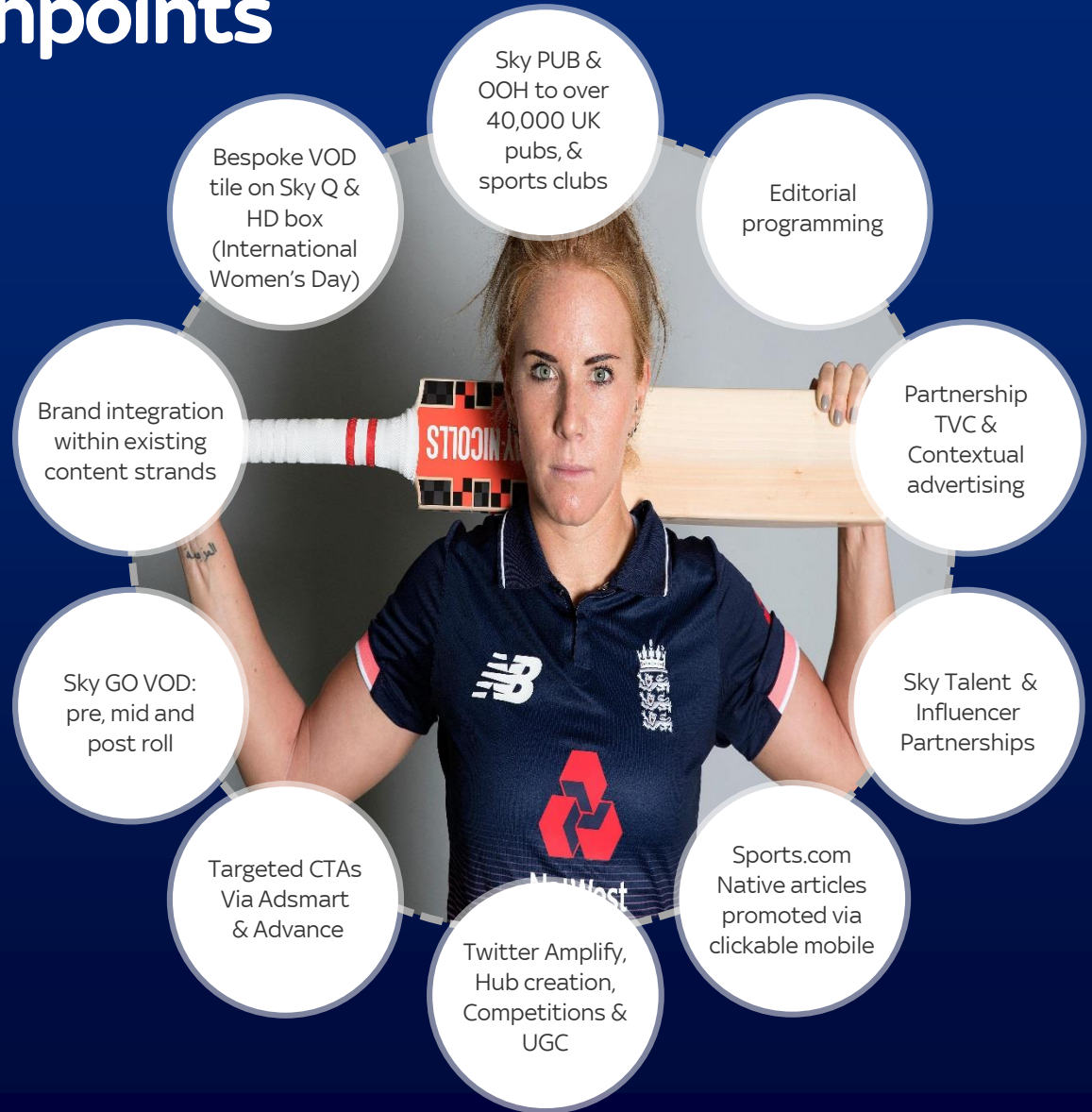
Modern Pentathlon
Youth Olympics Silver medalist

***Talent to be approached on case by case basis**

Content Touchpoints

CONTENT

BROADCAST



DATA

DIGITAL/SOCIAL



Content Opportunities

Masterclass in Cricket

Working closely with the ECB, we will create a Masterclass series focused on encouraging women and girls to get into cricket at a local grassroots level. Featuring professional cricketers, we'll visit various grassroots cricket clubs and events across the UK. The professionals will host a masterclass in 3 key locations focused on developing skills and sharing techniques in batting, bowling and fielding.

We'll meet some inspiring characters in our different locations such as the South Asian women and girls in Leicester playing Bolly Cric- Hit- a combination of Bollywood dance and softball cricket. Or the Beaconsfield Women team attempting to set up a local T20 league

The tone will be upbeat and fun while offering guidance to potential players on how to get involved

Jos Buttler Masterclass

Women's Ashes 2nd – 7th July



Boxing | Content Opportunities

'A Day in The Life' w/t

A documentary series following boxer, Katie Taylor through training and homelife in the lead up to a fight. An intimate insight into the life and challenges of a female boxer.

'The History of Women Boxing'

Anna presents a documentary shorts series covering the history and controversy associated with women boxing. Outlawed by Victorian England and considered taboo until recently, Anna will share details and insights of the women who have held a passion for the sport and risked outcast for doing so. She'll interview female boxers such as Katie Taylor and Nicola Adams and their coaches to give us a picture of what inspires boxers now and where they see the sport progressing over the coming years

Golf | Content Opportunities

'The Lost Legends'

Through a new branded content documentary series we will celebrate female golfing legends and their backgrounds. Featuring players such as Patty Berg, Babe Zaharias, Nancy Lopez to Annika and Lorena, we'll build an intimate portrait of each and celebrate their achievements and input into the great game of golf.

'Get Into Golf'

A Masterclass series for women. We'll introduce our viewers to golf with a series of lectures from Henni Goya covering the theory, the history and techniques of golf. We'll use our sizeable VoD and linear platforms to support.

'Next Generation Golf'

Documentary series featuring modern day female golfers (Laura Davies, Annika Sorenstam onwards to Mel Reid, Charley Hull, Georgia Hall) telling their story, set to be inspiring to the next generation of female golfers.

Supersizing the Netball World Cup



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 hosted by Tamsin Greenway
 - 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

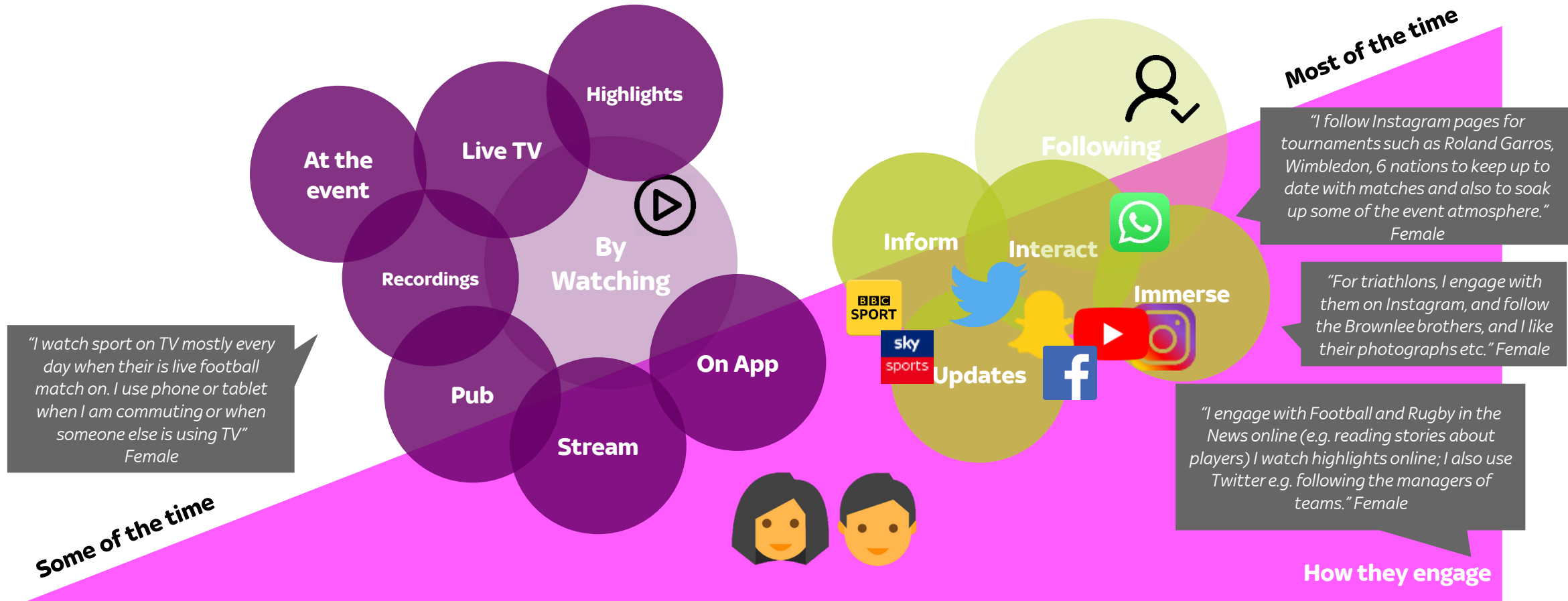
Shortform series hosted by talent

- Cross promotion opp featuring Sky Sports talent who support netball (Freddie F, Gareth, Gary Neville etc)
- Contextually scheduled around relevant sports driving towards the WC

sky sports

Female fans interact with and follow sport in the same way men do

They're looking for the same content as men across these different touchpoints which drives this behaviour



Women's sport is enjoyed for the skill and technique

Certain women's sports also invoke a feeling of nostalgia – partnership could try to dial up these elements

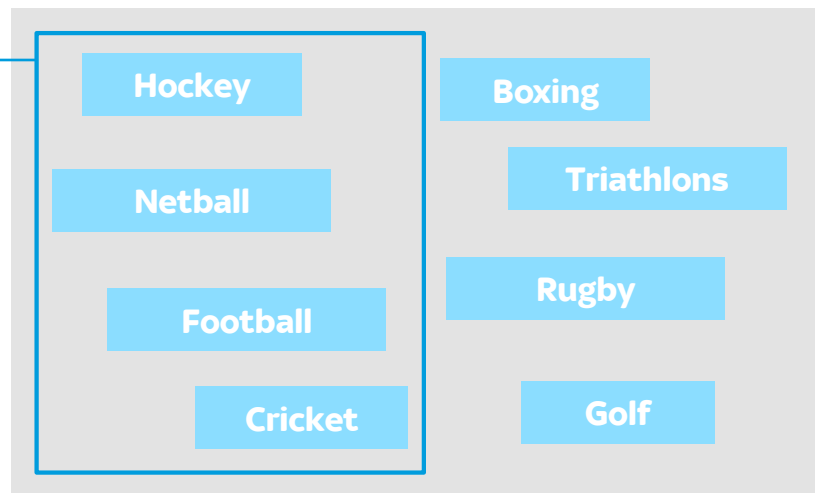


Certain sports **remind women of when they were part of a team** (usually whilst at school) and watching them on TV makes them fondly reminisce these times gone by

"I love watching women's netball and football as for many years I was always part of a team at school"
Female

"I like watching women's netball as it reminds me of being at school and bring part of a team" Female

Women's sports



Both men and women also **enjoy watching women's sports for the skill** – many feel that the women's form of the sport can sometimes be more **technical, strategic and tactical and not as dependent on power as some men's sports can be**

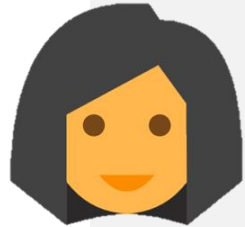
"They are just as good as the men and in some cases much more text book in terms of form and technique"
Male

"I think that actually the skill level is slightly higher for women's sports. Sometimes females rely more on technique than pure power which I find interesting"
Female

There's a lack of high profile brand partnerships in women's sport

There's an opportunity for brands to work with Sky Sports to really own this space

Leading brands in women's sports



✓
Sure

- There is little awareness of brands that partner specifically with women's sports- only Sure working with tennis stars.
- Some question why brands such as Gillette using female sports stars not leg models haven't used female sports stars to promote female razors

"Gillette have used sports stars like Beckham yet for females Gillette always use an unknown woman on the beach... do female sports stars not shave?"

"I don't think there are any brands that wouldn't sponsor both."



- The most high profiles brands have a direct link to sports and have strong links to both men's and women's sports- with a feeling the best brands should and do endorse both

"Nike are involved with both men and women's sport at the highest level. They use male and female stars to promote their sportswear."

- Sponsors of events such as Wimbledon have links to both types of sports



Leading brands in men's sports



A wide range of brands are recalled as being involved with men's sports

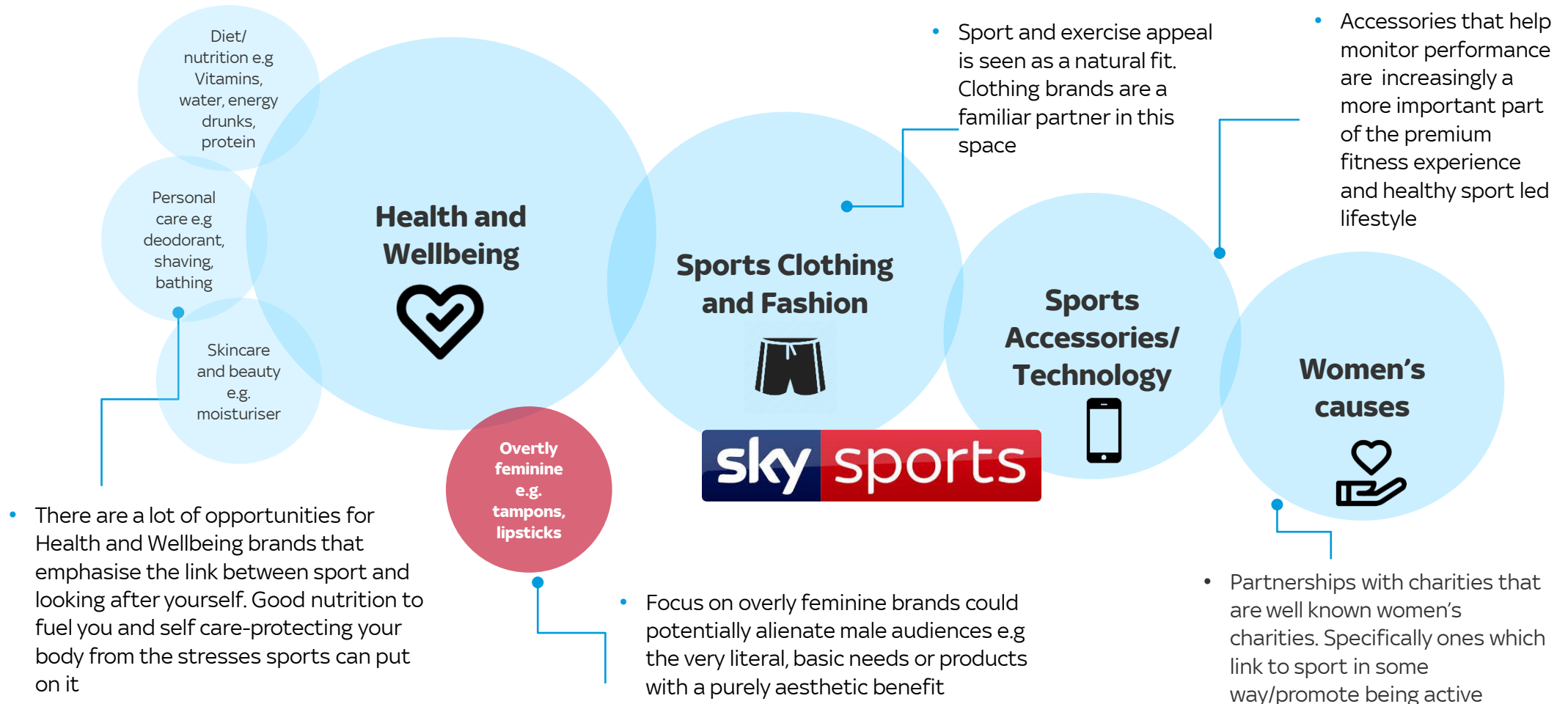


"You associate men's sports with lots of socialising and drink so there are a lot of brands that are known."



Health, sports and tech brands are a good fit for Partnerships

Partnerships are suited to brands who improve women's relationships with sports & wellbeing



Both high end and established brands fit well in this space

They don't have to be premium but they do have to be recognised

