
February 7, 2025

Question of the Week:

“How can I capitalize on the growing interest in women’s sports?”

Women's sports delivers a growing and engaged audience, offering brands a prime opportunity for connecting with loyal consumers

*“What really sets sports apart from everything else is that it’s **truly appointment viewing**, and I think this is what makes it **so appealing to advertisers**.”*

- Michelle Auguste, Global Media Insights Team, NBA
Advertising Week New York 2024

185MM

Adults 18+ are interested in women’s sports*

60MM

Adults 18+ are more interested in women’s sports than last year**

108MM

Fans wish there was more media coverage of women’s sports***

67%

of women sports fans make it a point to **support brands that invest in women’s sports*****

Source: VAB analysis of 2024 Fall MRI-Simmons USA Study, A18+. *Reflects respondents who are 'very interested', 'somewhat interested' or 'a little bit interested' in the following women's sports: Mexican Women's National Soccer Team, National Women's Soccer League, Women's National Soccer Team, WNBA, LPGA, Women's Tennis, Figure Skating, Summer Olympics and Winter Olympics. **VAB analysis of MRI-Simmons 2024 Q4 Trending Topics Study, A18+. ***SBJ, *Horizon Sports & Experiences releases study on women's sports growth, 2/4/2024.*

With record-breaking ratings, expanding leagues and increasing advertiser interest, investment in women's sports can drive brand outcomes

 **REUTERS** 6/26/2024

Fans spending more time than ever watching WSL matches, says Women's Sport Trust

ESSENTIALLYSPORTS
the fan's perspective

12/30/2024

Record-Breaking NCAA Volleyball Season Helps ESPN Boast Massive 3.7 Million Benefit

SP

8/5/2024

85% of industry leaders forecast double-digit growth in women's sports

ESPN

11/26/2024

NWSL sets new attendance record in 2024, up 6% on average

Forbes

1/22/2025

3 Reasons Why Businesses Should Invest In Women's Sports Now

Sportsin

12/11/2024

Women's Rugby World Cup 2025 breaks ticket sales records and promises to be historic

 **USAVolleyball**

1/16/2025

Major League Volleyball Women's Pro League to Launch in January 2026

ESPN

10/25/2024

The 2024 WNBA season delivers record viewership across ESPN platforms

 **Nielsen**

4/9/2024

Women's College Basketball Championship Game Draws Record-Breaking 18.9 Million Viewers

AP

1/4/2024

NCAA agrees to \$920 million, 8-year deal with ESPN for women's March Madness, 39 other championships

 **REUTERS**

12/2/2024

Women's sport rides popularity wave to growth in 2025

Jan – Jun: Marketers can also reach engaged audiences throughout the year by aligning with women’s sports signature events

2025 calendar of select events

January

- **Jan 10 - 12:** ISU Speed Skating Championships
- **Jan 11:** IBF Women’s Lightweight Title: Dubois vs. Camara
- **Jan 11:** UFC Fight Night: Dern vs. Ribas 2
- **Jan 13 - 23:** FISU World University Games: Winter
- **Jan 17:** WBO Jr. Bantamweight Title: Hiruta vs. Ramirez
- **Jan 17 - 19:** UCA & UDA College Cheer/Dance Nationals
- **Jan 23 - 25:** Winter X Games: Aspen
- **Jan 24 - 25:** Toyota Freestyle Skiing World Cup
- **Jan 25:** IBF Jr. Featherweight Title: Scotney vs. Motu
- **Jan 25:** USA Women’s Marathon
- **Jan 27 - Feb 2:** WTA 250 Singapore Open

February

- **Feb 2:** Global Boxing Cup Morocco
- **Feb 2:** New Balance Indoor Track & Field Grand Prix
- **Feb 2:** Women’s Heavyweight Title: Shields vs. Perkins
- **Feb 3:** FIH Indoor Hockey Women’s World Cup
- **Feb 5 - 11:** FIS Alpine World Ski Championships
- **Feb 15 - 18:** ISU Short Track Ice Skating World Tour Final
- **Feb 22 - 24:** USA Track & Field Indoor Championships
- **Feb 22 - 26:** Copa America Femenina Beach Soccer
- **Feb 26 - Mar 3:** FIS Nordic World Ski Championships
- **Feb 28 - Mar 7:** Women’s Elite Rugby (WER) Inaugural Season

March

- **Mar 6 - 9:** IBA Women’s World Boxing Championships
- **Mar 7:** WBC/IBF/WBA Welterweight Title: Jones vs. Price
- **Mar 7 - 9:** Special Olympics World Winter Games
- **Mar 8 - 15:** NCAA Indoor Track & Field Championship
- **Mar 8 - 15:** FIBA 3X3 Champions Cup Final
- **Mar 10:** LA Marathon
- **Mar 19 - 22:** NCAA Swimming/Diving Championships
- **Mar 20 - 23:** NCAA Fencing Championship
- **Mar 21 - 24:** NCAA Women’s Ice Hockey Championship
- **Mar 21 - 24:** Audi FIS Alpine Ski World Cup Finals
- **Mar 22 - 24:** World Figure Skating Championships
- **Mar 27 - 29:** Women’s National Football Conference

April

- **Apr 1 - 6:** Women’s National Champions & World Team Trials
- **Apr 5:** Soft Stadium’s 1st Ever Women’s Sporting Event
- **Apr 6 - 8:** FIM WMX World Championship: Riola Sardo
- **Apr 6:** Miami Grand Prix - All Female Series
- **Apr 6 - 8:** NCAA & NDA College Cheerleading Nationals
- **Apr 6 - 9:** World Aquatics Diving World Cup
- **Apr 12 - 21:** EuroLeague Women Final Six Final
- **Apr 13 - 20:** IIHF Women’s Ice Hockey World Championship
- **Apr 15 - 16:** WNBA Draft
- **Apr 20:** Boston Marathon
- **Apr 30 - May 1:** FIFA Beach Soccer World Cup

May

- **May 1 - 2:** NCAA DI Beach Volleyball Championship
- **May 4 - 5:** F1 Miami Grand Prix: All-Female Series
- **May 4:** National Soccer Hall of Fame Inductees
- **May 3 - 4:** HSBC World Rugby 7s
- **May 6 - 8:** NCAA Women’s Water Polo Championship
- **May 10 - 11:** World Athletics World Relays
- **May 10 - 11:** FIM WMX World Championship: F2 Lugo
- **May 17 - 25:** NCAA DI Women’s Golf Championships
- **May 23 - 25:** NCAA DI Women’s Lacrosse Championship
- **May 23 - 26:** Beach Volleyball Queen & King of the Court
- **May 23 - 28:** NCAA Women’s Champions League Final

June

- **Jun 7 - 9:** USA Swimming National Championships
- **Jun 6:** WMX Championship: R3 Thunder Valley National
- **Jun 6 - 9:** UEFA Women’s Nations League Draw
- **Jun 7 - 9:** USA Track & Field Los Angeles Grand Prix
- **Jun 7 - 9:** Women’s WTA 500: LTA London
- **Jun 10 - 15:** NCAA DI Track & Field Championships
- **Jun 10 - 15:** Artistic Swimming World Cup: Super Final
- **Jun 13 - 15:** World Judo Championship
- **Jun 14:** Women’s Basketball Hall of Fame Inductees
- **Jun 22 - 29:** FIBA 3X3 World Cup
- **Jun 28 - Jul 6:** FIBA Women’s AmeriCup
- **Jun 29 - Jul 2:** USA Track & Field New York Grand Prix

Note: This is only a sampling of events. Check league and event websites for specific game and event information

Jul – Dec: Marketers can also reach engaged audiences throughout the year by aligning with women’s sports signature events

2025 calendar of select events

July

- **Jul 2 - 27:** UEFA Women’s Euro
- **Jul 5:** USA Track & Field Prefontaine Classic
- **Jul 5 - 13:** Women’s Africa Cup of Nations
- **Jul 9 - 13:** WUKF World Karate Championship
- **Jul 12 - 20:** World Aquatics Championship
- **Jul 12 - Aug 02:** Copa América Femenina
- **Jul 16 - 21:** USA Volleyball Beach National Championship
- **Jul 20 - 30:** World Fencing Championships
- **Jul 24 - Aug 3:** Women’s Pan American Cup
- **Jul 26 - Aug 3:** Tour de France Femmes
- **Jul 27 - 28:** UEFA Women’s Euro Finals
- **Jul 31 - Aug 3:** USA Track & Field Outdoor Championships

August

- **Aug 2 - 3:** WMX Championship: R4 Ironman National
- **Aug 2 - 3:** WMX Championship: R5 Unadilla National
- **Aug 2 - 3:** WMX Championship: R6 Budds Creek National
- **Aug 2 - 4:** Summer X Games Sacramento
- **Aug 22 - Sep 27:** Women’s Rugby World Cup
- **Aug 23 - Sep 7:** FIVB Volleyball World Championships
- **Aug 25 - Sep 7:** FIM WMX World Championships
- **Aug 25 - Sep 7:** BWF Badminton World Championships

September

- **Sep 4 - 14:** World Boxing Championships
- **Sep 5 - 6:** IFSC Climbing World Cup: Lead
- **Sep 6 - 8:** FIM WMX World Championships
- **Sep 6 - 8:** World Rowing Masters Regatta 2025
- **Sep 20 - 21:** FIM WMX World Championships: R6 Darwin
- **Sep 22 - 28:** UCI Road World Championships
- **Sep 22 - 28:** World Rowing Championships
- **Sep 22 - 28:** World Athletics Road Running Championships
- **Sep 27 - 28:** Women’s Rugby World Cup Final
- **Sep 27 - 28:** Red Bull Rampage: Mountain Biking Freeride
- **Sep 27 - 28:** UCI Mountain Bike World Cup

October

- **Oct 1 – 5:** IWF World Weightlifting Championships
- **Oct 3 - 13:** ISSF World Championships: Shotgun
- **Oct 12:** Chicago Marathon
- **Oct 17:** WNBA Finals
- **Oct 17 - 20:** World Artistic Gymnastics Championships
- **Oct 21 - 24:** UEFA Women’s Nations League Semifinals
- **Oct 24 - 27:** Liga MX Femenil Championship Final: Apertura
- **Oct 31:** WPBL Inaugural Season Player Draft

November

- **Nov 1 - 10:** Pro Volleyball Federation (PVF) Draft
- **Nov 7 - 10:** WTA Finals Riyadh Presented by PIF
- **Nov 10:** TCS NYC Marathon
- **Nov 10 - 15:** ISSF World Championships: Rifle/Pistol
- **Nov 13 - 23:** CAF Women’s Champions League
- **Nov 18 - 24:** Beach Volleyball World Championships
- **Nov 19 - 25:** Summer Deaflympics
- **Nov 19 - Dec 3:** UEFA Women’s Nations League Final
- **Nov 22 - Dec 1:** FIFA Futsal Women’s World Cup
- **Nov 23 - 26:** NCAA DI Women’s Cross Country Championship

December

- **Nov 26 – 14:** World Women’s Handball Championship
- **Dec 6:** FIH Hockey Pro 2025-26 Begins
- **Dec 6:** NCAA DI Women’s College Cup
- **Dec 6 - 15:** World Women’s Floorball Championship
- **Dec 7 - 14:** Southeast Asian Games (SEA Games)
- **Dec 11 - 15:** HSBC BWF Badminton World Tour Finals
- **Dec 18 - 21:** NCAA DI Women’s Volleyball Championship

Note: This is only a sampling of events. Check league and event websites for specific game and event information

Want More? Check out direct links to women's sports leagues and related insights reports from VAB!

Resources to Women's Sports Leagues

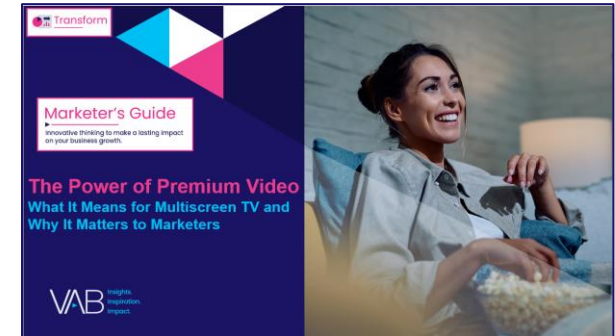


Click through the logos to be brought to each league's website

VAB Sports and Signature Insights Reports



In a League of Their Own
Exploring the Rising Popularity Of Women's Sports



The Power of Premium Video
What it Means for Multiscreen TV and Why it Matter to Marketers



Huddle Up!
A Look Inside the NFL's 2024 Season Viewership Evolution



After Further Review
...Ready For It? Examining NFL's 2023 Season Viewership Growth

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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