

Women's sports are gaining traction in streaming

Article



Women's sports had a huge year in 2024. New sports leagues launched for women's volleyball, hockey, and soccer. Ratings for women's Olympic gymnastics, college volleyball, college basketball, and the WNBA soared. Revenues generated by women's sports this year will be up 300% over 2021 levels, according to Deloitte.

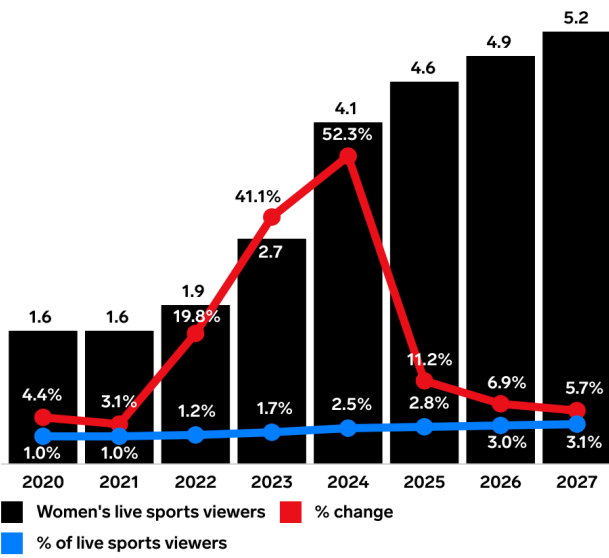
Brands have put more money toward women's sports. The E.W. Scripps Company's chief revenue officer told Adweek that "our commitment to women's sports" contributed to the company's growth in upfront TV ad sales. Rather than getting lumped into broader sports packages, like they were in past years, women's sports became their own line items in upfront deals, according to ad buyers interviewed by Ad Age. Women's sports have also attracted new advertisers—such as makeup, hair, and fertility brands—that previously did not advertise in sports, reported The Wall Street Journal.

Due to the increased interest in women's sports, we created our first forecast for women's live sports viewers. Our forecast is defined as individuals of any age who watch women's live sports content at least once per month over the course of the season of at least one sport. To be clear, we are looking at habitual viewers who continue to watch through a season. We are *not* looking at total individuals who watched a single women's sporting event, as that number would be significantly higher and fueled by championship events that crushed ratings.

The number of women's live sports viewers has grown tremendously. This year, more than double the number of people will watch women's sports monthly than in 2022. Still, there is much room to grow. Just 2.5% of total live sports viewers will watch women's sports consistently in 2024, according to our forecast.

Viewership of Women's Live Sports Is Increasing Quickly but Still Has Much Room to Expand

millions of US women's live sports viewers, % change, and % of live sports viewers, 2020-2027



Note: individuals of any age who watch women's live sports content at least once per month over the course of the season of at least one sport; excludes highlight viewing and viewing of nonlive content; excludes esports; excludes Olympics content
 Source: EMARKETER Forecast, Sep 2024

351561



Read the full report, [US Sports Streaming 2024](#).

Report by Ross Benes Oct 23, 2024

US Sports Streaming 2024

