

## **Who are we?**

LiveScore™ was founded in 1998 and has evolved to become one of the world's best loved sports media brands. As part of LiveScore Group, the brand has seen substantial growth with over 50 million daily users across more than 200 global territories.

For more than two decades it has been an essential part of the match-day experience for football fans, the hero LiveScore app delivers world-class content and editorial alongside the fastest and most reliable updates on the matches that matter to them.

The latest edition of the app features lightning-fast notifications aggregated and curated news feeds and even post-match highlights of English Premier League matches. Combined with advanced player profiles, rich team stats, and live highlights, the LiveScore app has created a seamless experience for its ever-growing user base.

## **The research**

We launched a survey to our UK audience to help us further understand their attitudes and behaviours towards Women's Football. With it being nearly a year on from the 2022 Women's Euros and just a month away from the upcoming Women's World Cup, we felt the timing was perfect to take stock and review the current position of Women's Football within our audience.

We surveyed over 2,000 of our UK app users to further uncover the evolving attitudes, behaviours, and consumption of Women's Football and display the continued rise in popularity of the sport.

### **Women's Football - just how popular is it?**

65% of our surveyed audience follow Women's Football, that's almost  $\frac{2}{3}$ . Without context though, it's hard to understand just how significant that number is, so let's look at how that has developed over the last 5 years. If we take the audience that follows Women's Football, only 45% of them have followed the game for more than 3 years. This means that over half of our Women's Football audience is new to the game within the last 3 years, highlighting just how much of a growth area the sport has had.

Tournaments such as the Women's Euros last year have contributed hugely to this growth with 36% of our audience claiming they are now more interested in the sport thanks to the success of the Lionesses last Summer! Here at LiveScore, we are expecting this year's World Cup tournament in Australia and New Zealand to help continue the growth trajectory of Women's Football - and we certainly expect it to!

### **What about the last World Cup?**

According to our surveyed audience, just 37% of our users followed the last Women's World Cup back in 2019. This year however, an additional 22% of our entire audience is planning to follow the tournament, meaning nearly 60% of our users will be keeping up to date with

the latest coverage down under this Summer. This represents a huge amount of growth in a relatively short space of time.

### **What about Domestic Women's Football?**

Whilst International tournaments often take centre stage for all sports across the globe, it is important to recognise the importance of domestic sport too and Women's Football is no exception. 40% of our surveyed audience now follow the Women's Super League. This is a number that is only going to grow further, as we have witnessed first-hand over the last year with increased demand for all things Women's Super League!

However, the success of International tournaments can have a real knock-on effect on the appetite for Domestic football. Over half of the 40% of our audience who follow the Women's Super League claim that they are now more interested in the competition since the Lionesses won the Euros last year. These high profile International tournaments can provide a platform for new and existing fans to follow the Domestic game more intensely, week in, week out, having fallen in love with various teams and players on the International stage.

### **Brand presence in Women's Football**

Within our surveyed audience, 85% of those who follow Women's Football believe that it is important that brands support the Women's game, with 66% of these also believing that brands don't currently do enough in this space to help support the game. With Women's Football so clearly on the rise as a spectator sport, there are more and more opportunities for brands to get involved. Interestingly, 30% of our surveyed audience who claim to follow Women's Football said that they are more likely to choose a brand that is seen to be supporting the Women's game.

### **The fans want more!**

Despite the growth we have seen in Women's Football over the last few years, we know that our users still want to see more. 57% of our surveyed audience believe that the current level of analysis in the Women's game is not yet comparable to the Men's game. They have desires to understand more about the future stars, the best players in the game and general player analysis. A further 28% of our surveyed audience believe that they would be more interested in following the Women's World Cup if the level of available analysis was greater.

This demonstrates that despite all of the strides that have been made so far in the Women's game, the fans do still want to see more within the Women's game itself. The growth trajectory over the past 5 years has been an exciting one, as our research shows, but we expect this to continue developing and we anticipate future tournaments much like the upcoming Women's World Cup to play a significant part in the journey.