



**WHY WATCHING
WOMEN'S SPORTS
MATTERS**



Today, women's sports are a high-growth market

Women's sports have entered a scale phase where attention and investment are compounding—creating a timely opportunity for local sports organizations to align.



- **Women's sports are growing faster than the sports market as a whole:** Sports executives forecast ~7.4% annual global sports market growth over the next 3–5 years (PwC), yet, the women's sports sector is projected to **grow 340%** over the next 4 years (Deloitte)
- **This is a proven market with significant headroom:** While women's sports only makes up 1-2% of the global sports market, women's sports revenues are expected to reach at least **\$3B** in 2026 (Deloitte)

This wasn't always the case - historically, underrepresentation has constrained women's sports

For decades, women's sports were systematically underfunded, underbroadcast, and underpromoted.



- **Media exposure has been structurally limited:** In 2019, women's sports received ~5% of airtime on televised sports news and highlights - a number that had remained relatively stagnant since 1989 (USC & Purdue Media Studies (1989–2019))
- **The absence of visibility has shaped perception:** Limited coverage has fueled the false narrative that “women's sports don't draw audiences,” when in reality audiences have lacked access (USC & Purdue Media Studies (1989–2019))
- **Investment follows visibility, not need:** Sponsorship and infrastructure investment disproportionately flows to men's sports, reinforcing a cycle where women's sports lack the resources to scale production, marketing, and distribution (WEF)

Modern media is beginning to correct this underrepresentation



The modern media environment is correcting historical undercoverage—women's sports now hold a meaningful share of the overall sports conversation, especially where younger audiences consume content.

- Women's sports comprise ~15% of U.S. sports media coverage today (multi-platform study) ([SportsPro](#))
- Streaming added ~4,000 hours/year of women's sports coverage (2018–2022) ([SportsPro](#))
- Social conversation focused on women's sports reached 18.5% share in 2022 ([SportsPro](#))

Watching creates an audience, audience unlocks investment, and investment unlocks growth

Watching is the signal that the sport matters—driving sponsorship, broadcast value, and infrastructure spend.



- **Women's sports have unlocked a large, new, and involved fan base:** Women's sports viewership in the U.S. has nearly tripled since 2020 (Bank of America), and has created a distinctive fan base with a strong sense of community and purpose (World Economic Forum)
- **This fan base creates an attractive opportunity for sponsors:** Women's sport sponsorship is growing 50% faster than men's, and is exceeding return on investment expectations (World Economic Forum)

Growing professional women's sports also catalyzes the "See Her, Be Her" effect

Visible professional pathways transform participation by making women's success credible, repeatable, and aspirational.



- Researchers have found that **female elite athletic role models significantly increase women's motivation, confidence, and belief that success is attainable** (Cooky et al. / Springer (2021)).
- **66%** of girls say female athletes directly influenced their decision to take up sports (BeyondSport)
- **72%** say seeing female athletes increases their interest in playing sports (BeyondSport)
- **55%** report that seeing women athletes made them feel "they could do anything." (BeyondSport)

So, where can you watch women's baseball?

Watching women's baseball helps to build an audience that will attract resources—helping to grow the game.



Women's Professional Baseball League

Streaming platform TBD, inaugural season begins August 2026

Canadian Women's National Baseball Team

World Cup Group Stages - July 22-27, 2026, streaming platform TBD

See Her Be Her (Documentary)

Amazon Prime Video