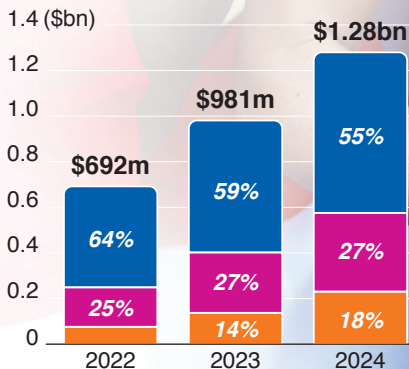


# Women's sports revenue to top \$1bn

Elite women's sports are predicted to generate global revenues above \$1bn for the first time in 2024, after a year of sustained growth including the FIFA Women's World Cup

## WOMEN'S ELITE SPORT REVENUE

Commercial\* Broadcast Matchday



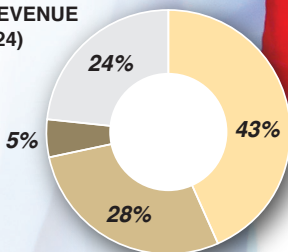
## PREDICTED REVENUE BY SPORT (2024)

Soccer

Basketball

Tennis

Other



Source: Deloitte

Picture: Getty Images

\*Including sponsorships, partnerships and merchandising

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