

**« The woman's sport is an emerging market,
including for football »**
Workshop « Women and Sport » - Nyon, Switzerland .

Bringing experts and institutional representatives from different backgrounds together to think about the future of women's sports, this was the aim of the event organised by the European think tank *Sport and Citizenship* at the UEFA's headquarters on Friday the 11th of May.

Coming from all over Europe, the participants were invited to reflect about the **mediatisation of women's sport** as a lever to develop women's sports participation as well as involvement in top decision making positions.

This was the opportunity to have **an exclusive insight into the International Sport Press Survey 2011 results!**

What strikes us most? **Inadequate and low level of media coverage for women's sports.**

Women are fully part of the sport landscape: 37% of European women claim to practice a sport at least once a week and 50% participate in sport and physical activity (Source: EUROBAROMETER, Sport and physical Activity, March 2010). Yet **more than 85% of the coverage is devoted to male athletes** and only 8% of the articles by named journalists are written by women (Source: International Sport Press Survey 2011).

Yet we are at a momentum and WOMEN REPRESENT AN UNTAPPED POTENTIALLY IMMENSE MARKET. Why?

- **Emine Bozkurt**, MEP, Chair of the European Parliament informal group "Friends of Football" and patron of *Sport and Citizenship's* network on "Women and sport": *"The FIFA Women World Cup 2011 sent a huge signal: a year and a half prior to the event, sponsorship package were already sold out. I do strongly believe that women's sports represent a potentially booming market."*
- **Vincent Chaudel**, Vice President, *Sport and Citizenship*: *"Women's football starts to be worth the investment. A channel such as Direct 8 in France has bet on women's football and is having large audience rate."*

Who would have thought a year ago that a French national women team game (France-Wales, 4th April 2012, qualification for the EURO 2013) would one day compete with two Champion's League quarter final games in terms of tv ratings?"

SPORT ET CITOYENNETE

Contact Presse

Daphné MISTRAL-BERNARD

daphne.mistral-bernard@sportetcitoyennete.com

[Site internet](#)

[Blog](#)

[Twitter](#)

[Facebook](#)



- **Thomas Horky**, Professor of sportjournalism, MHMK: *“Women are interested in viewing sports! Do you know that in Germany since the UEFA EURO 2008 there have been **more women than men watching national team’s games?** And men are interested in watching women’s sport on tv –more than the average of tv in total.”*
- **William Gaillard**, Senior adviser to the UEFA President: *“Among the last 3 years we have noticed a strong demand for attending women’s football game. **More than 40 000 tickets have already been sold for the Women’s Champions League Final to be held on Thursday the 17th of May in Munich!**”*

Some steps to be taken to further enhance the situation:

- **Diederik Dewaele**, Head of Administration of the European Club Association: *“Nothing should prevent girls and women to be part of the football family! **Clubs have a crucial role** to play in developing an adequate offer to provide the opportunity to all to play and to dream!”*
- **Reynald Blion**, Media & Diversity / MARS programme Manager, Council of Europe: *“When thinking of the mediatisation we shall go beyond the issue of women’s sports and keep in mind that gender’s approach is much more efficient than women’s approach! A key driver would be **to include diversity and non discrimination as an ongoing angle of media coverage.**”*

What’s next? As brilliantly concluded by **MEP Emine Bozkurt**, Chair of the European Parliament informal group “Friends of Football” and patron of *Sport and Citizenship’s* network on “Women and sport”, let’s turn into concrete actions the famous sentence by Billie Jean King: *“**I want to use sport for social change**”*.

Note: for more information regarding *Sport and Citizenship’s* European network on “Women and sport”, feel free to get in touch with [Carole Ponchon](#), European Project Leader.

Sport and Citizenship is the 1st European think tank devoted to the societal impact of sport. It is a forum for reflection and a source of recommendations for future sports policies. The association aims to promote the fundamental values of sport in society to public authorities, the economic sector, civil society and the media. More than a hundred European experts pursue multidisciplinary, cross-cutting reflection.

SPORT ET CITOYENNETE

Contact Presse

Daphné MISTRAL-BERNARD

daphne.mistral-bernard@sportetcitoyennete.com

[Site internet](#)

[Blog](#)

[Twitter](#)

[Facebook](#)

