

WORLD NETBALL CUP CAPE TOWN 2023 VISIBILITY INFOGRAPHIC

Visibility & Portrayal

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England Netball infographic on the visibility and coverage of the World Netball Cup Cape Town 2023

This infographic created by England Netball collates headline information on the viewership and coverage of the 2023 Netball World Cup which took place in Cape Town, South Africa. It includes viewership figures from coverage on Sky Sports and BBC Sport, and looks at national media coverage in print newspapers in the UK.

Brighton Plus Helsinki Declaration Principles:

High Performance Sport, Sport information and Research

Target Audience:

Sports governance, sports funding, National Sports Organisations

Background:

England Netball is the national governing body for netball in the UK. This infographic is a media analysis of coverage of the Netball World Cup in Cape Town, 2023. It collates information from various sources, including viewership from TV coverage on Sky Sports and BBC Sports, social media impressions, website visitor and engagement figures, as well as community netball sessions delivered.

Summary:

Headline statistics shared in the infographic include:

- 3.5 million watched live on Sky Sports and BBC Sport
- 440% increase in visitors to the England Netball Website
- 18 Million social media impressions
- 318 pieces of national media coverage



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<https://www.englandnetball.co.uk/>