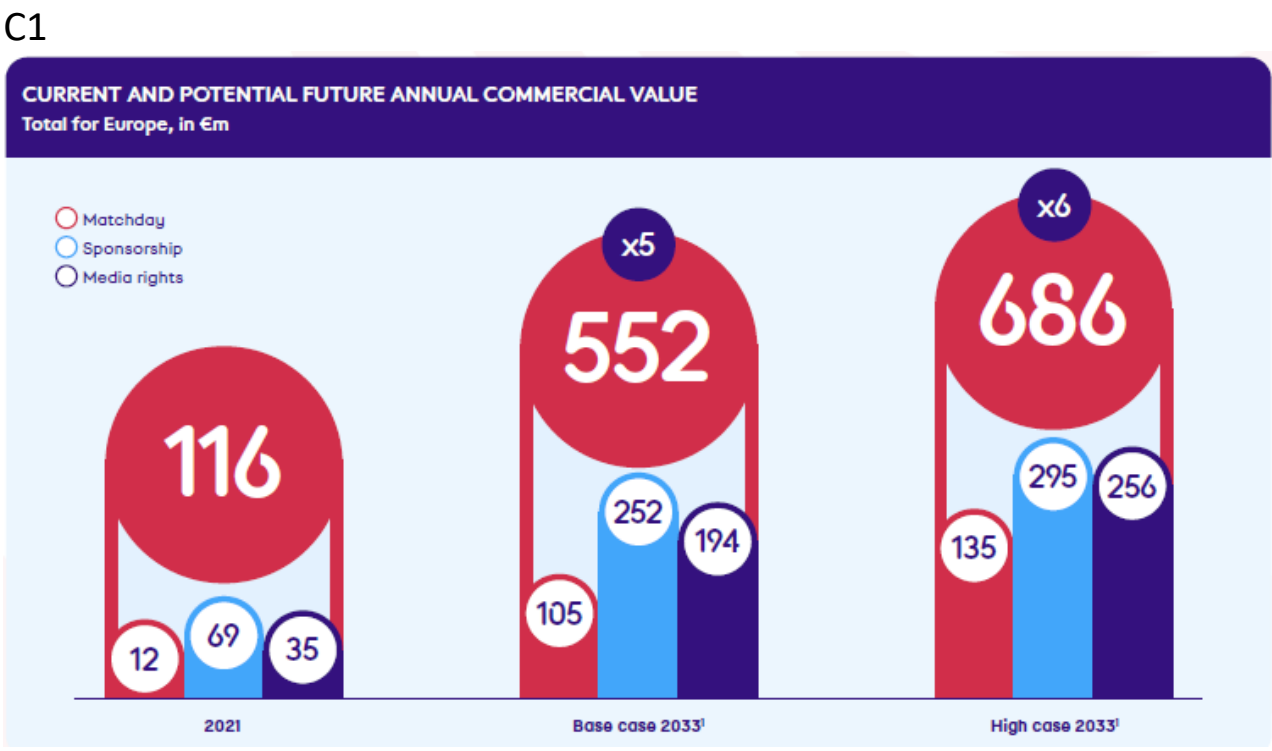


D1 Fandom in Europe has grown sharply in recent years and this growth is set to accelerate in the short to middle term. There are currently 144 million women's football fans in Europe.	C5 WOMEN'S FOOTBALL FANDOM BY COUNTRY TIER Percentage of adult population, 2021 Tier 1 24% Tier 2 23% Tier 3 10%	A4 Calculated based on consumer research conducted in 14 countries. Fans have been defined using both behavioural and attitudinal characteristics.
D2 Women's football provides an opportunity to engage with a progressive fan base and align public image with positive social change.	C8 % OF FANS WHO AGREE THAT THE FOLLOWING ISSUES ARE IMPORTANT TO THEM Women's football fans Average across other sports Gender equality 88% 82% LGBTQI+ rights 71% 58% Community 84% 77% Diversity 83% 75%	A10 Based on analysis of the consumption patterns of women's football f 2 GWI Core Q1: 2021 answer and fans of 28 other sports

D3
The commercial value of women's club football could increase significantly
Women's football could see a sixfold increase in commercial value over the next decade.



A7
Potential value was estimated using data from the club and league surveys, consumer research and additional proprietary data. The base-case and high-case scenarios were established based on specific parameters for each revenue stream (e.g. broadcast on pay TV versus free-to-air in the media rights evaluation).

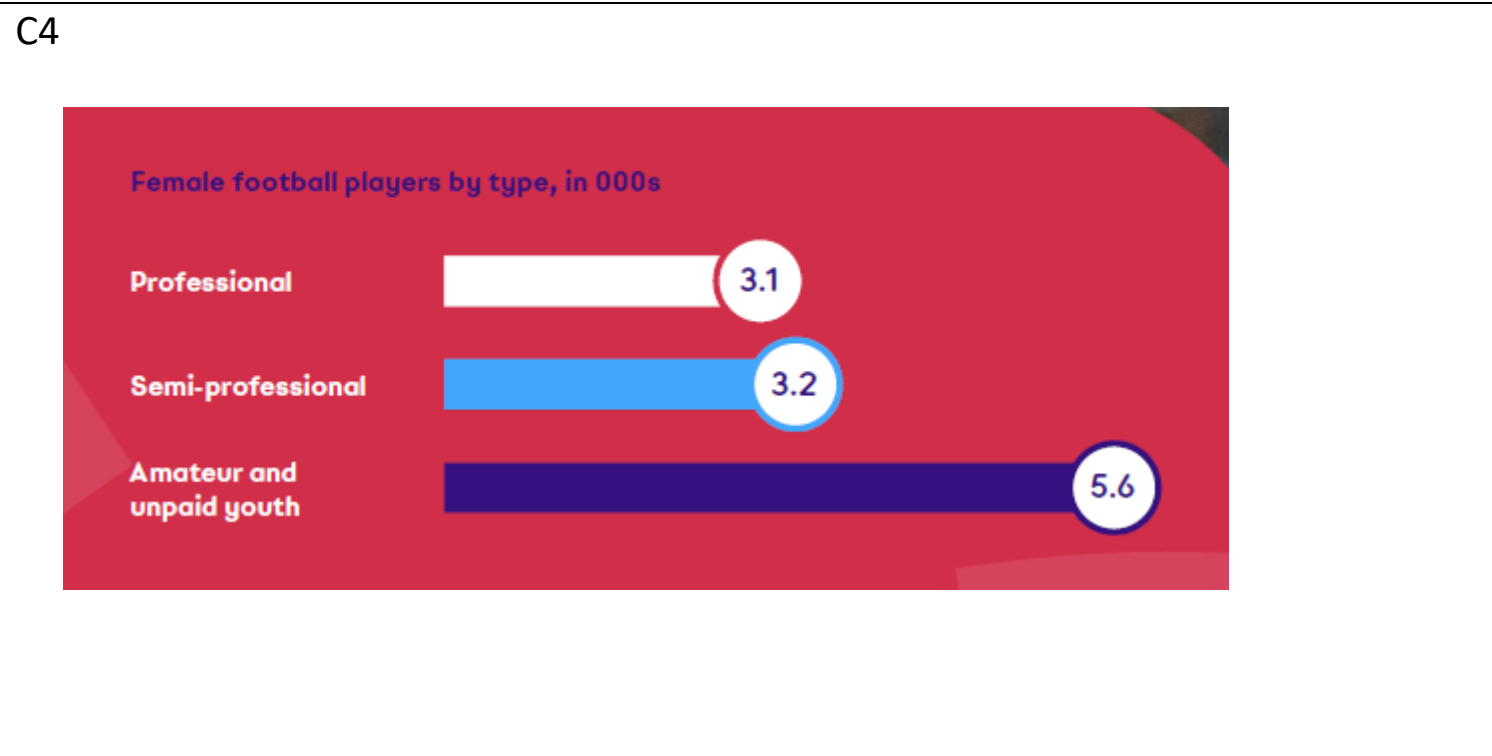
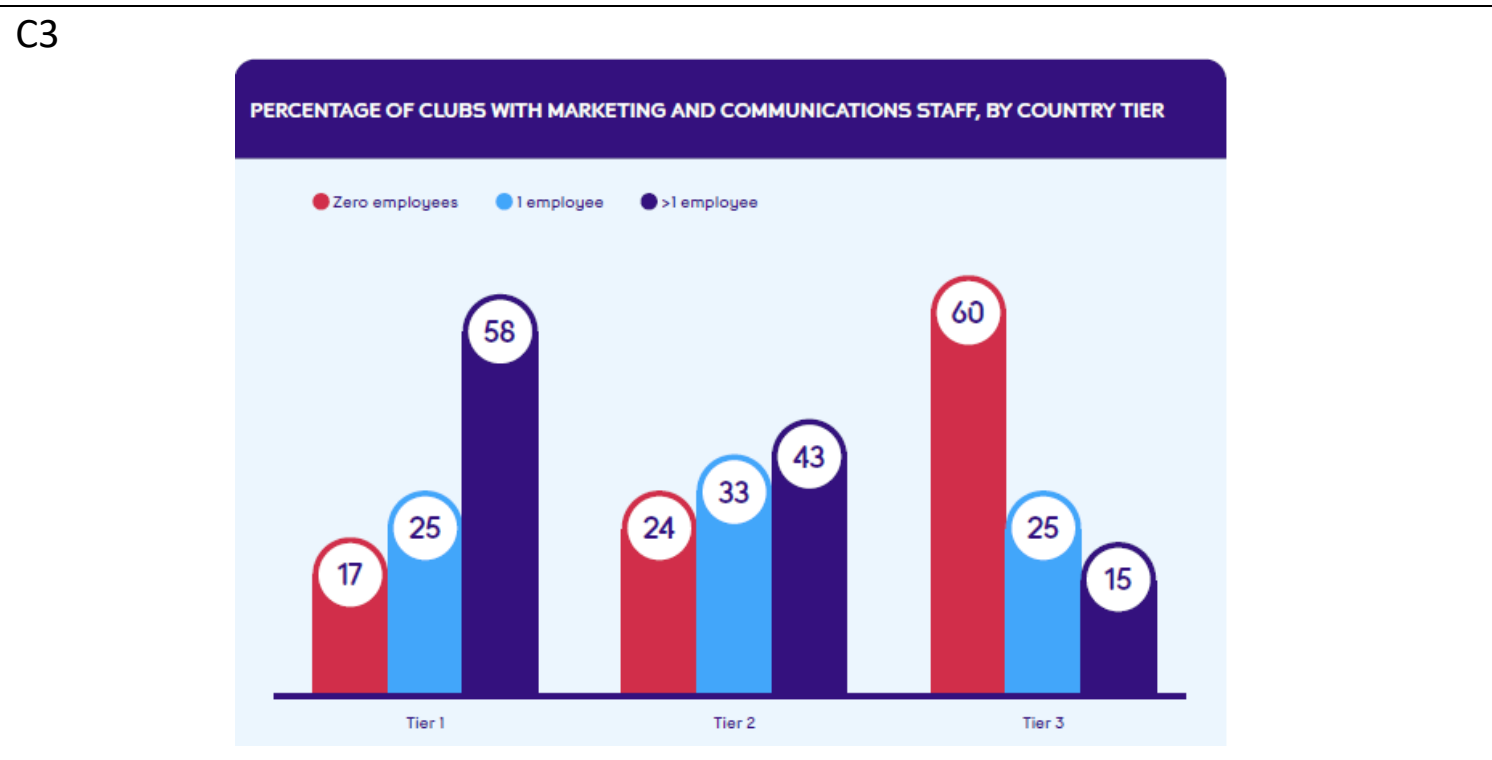
D4
The value of media rights to women's football could grow sevenfold over the next decade. There has already been a significant increase in the visibility of the women's game.



A2
This best-case scenario is based on a hybrid free-to-air/pay TV broadcasting model that optimises viewership and revenues generated from broadcasting, and covers airtime, subscription and affinity values.

D5
The majority of leagues and clubs are reliant on mixed roles and part-time staff, with the average number of fulltime staff involved in women's football still relatively low. The level and type of staffing varies across Europe.

D6
The number of players has grown markedly in recent years, with an estimated 11,900 players taking part in top-tier women's competitions across Europe.

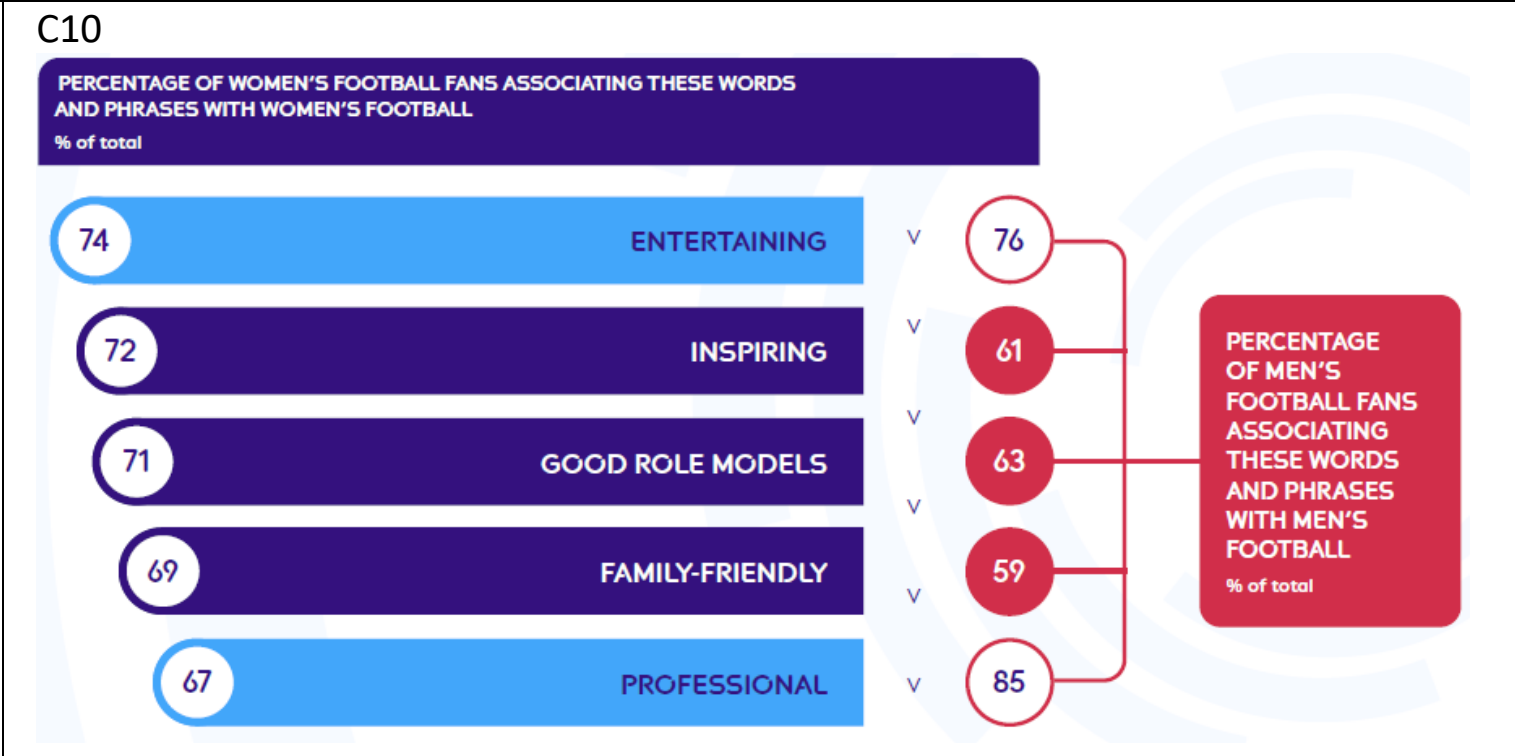


A9
EUFA commissioned club and league surveys capturing responses from 162 clubs and 42 leagues across Europe. Section: non-playing staff levels.

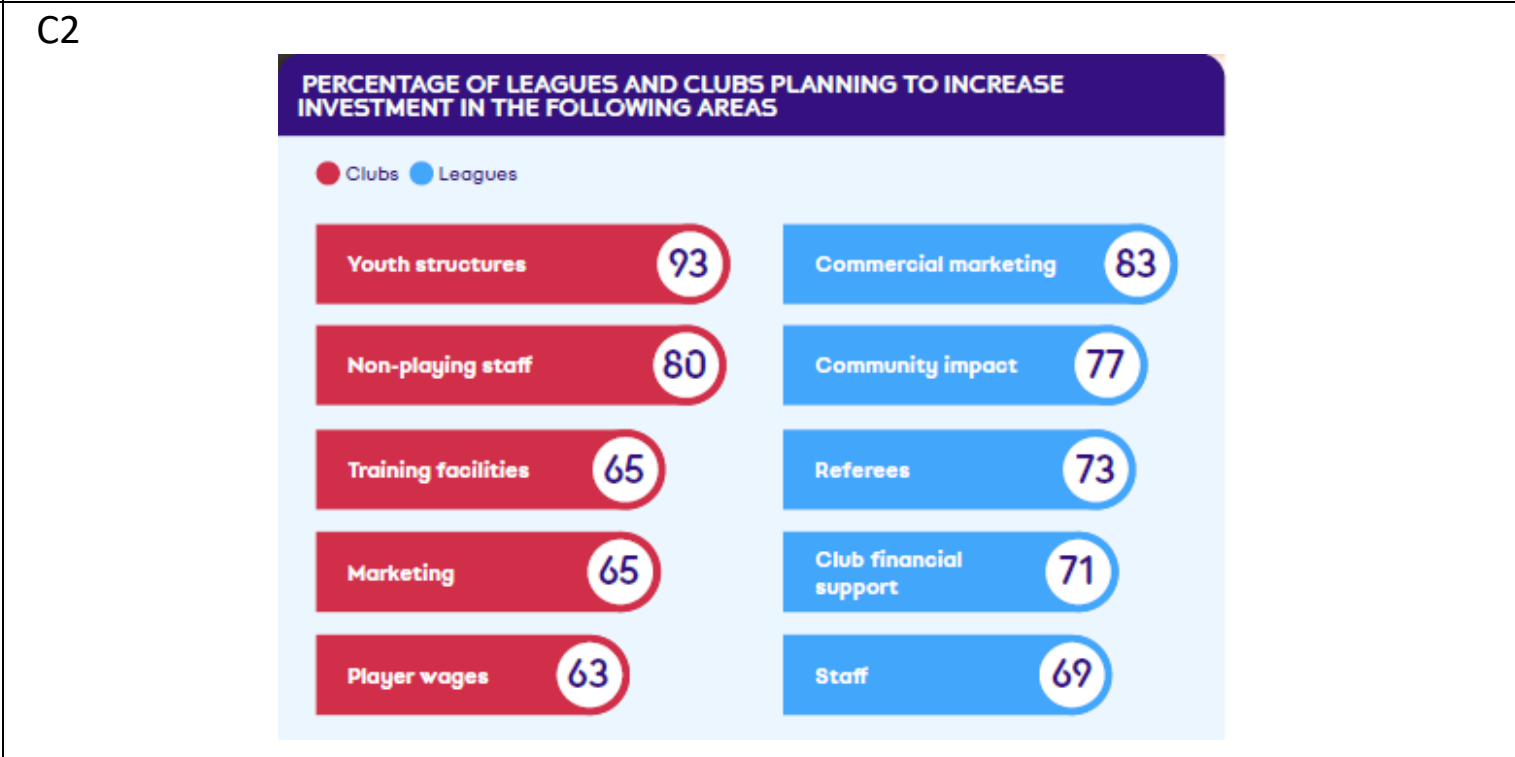
A6
EUFA commissioned club and league surveys capturing responses from 162 clubs and 42 leagues across Europe. Section: participation levels.

D7
Women's football has a unique image. It is strongly linked with positive, progressive values, which all stakeholders and brands can leverage to grow the game.

D8
Women's leagues and clubs are planning on increasing their investment in the coming years, specifically in areas where development will help the game to reach its long-term potential. Additionally, many of those areas attracting investment can help to provide long-term financial sustainability.

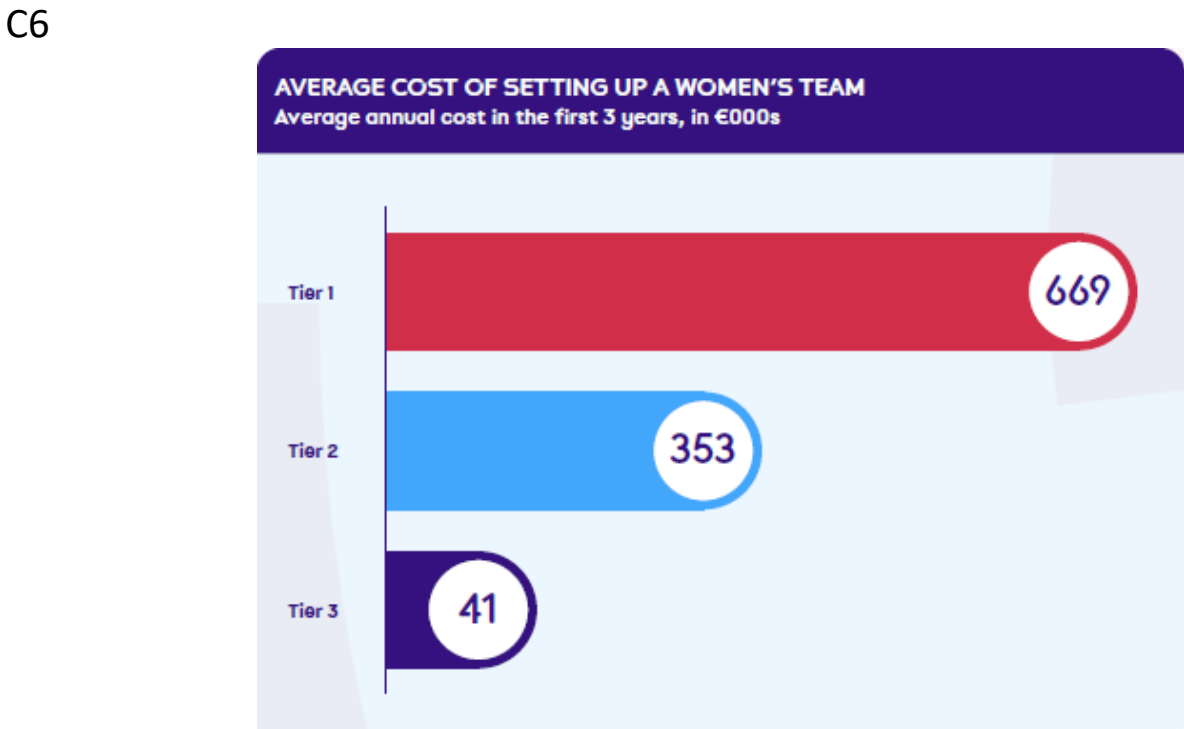


A3
EUFA commissioned consumer research across 14 markets covering over 20,000 individuals.



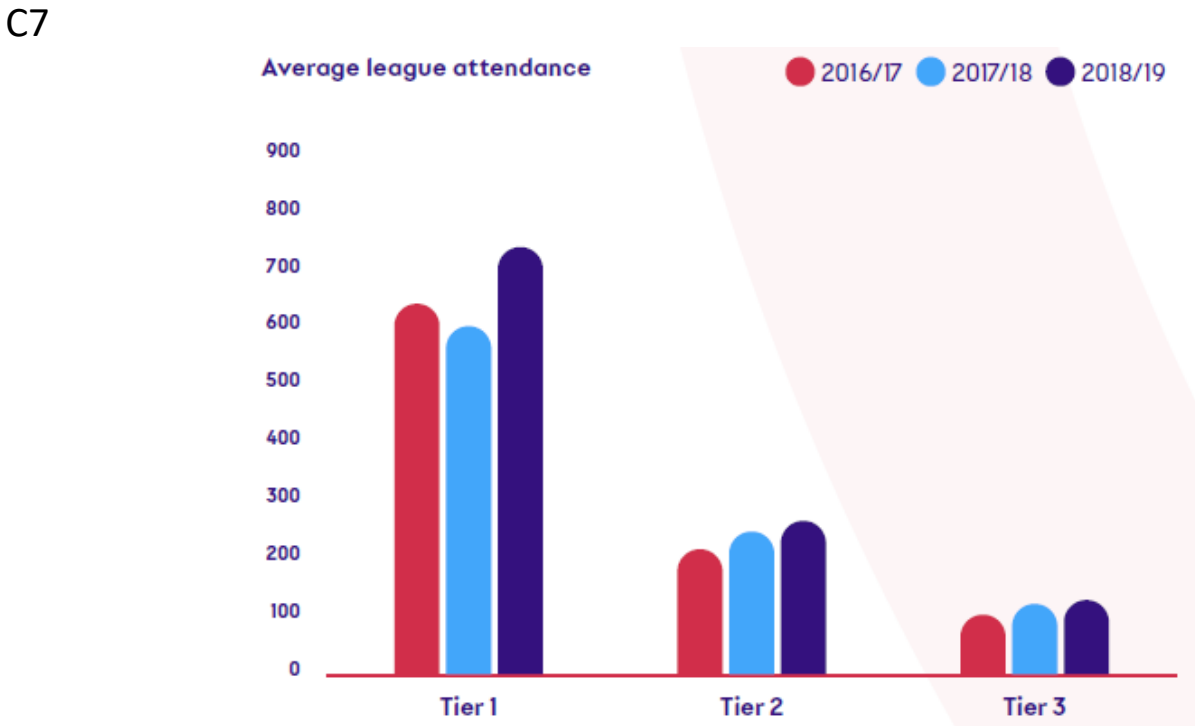
A1
EUFA commissioned club and league surveys capturing responses from 162 clubs and 42 leagues across Europe. Section: Investment planning

D9
Achieving commercial value growth
Requires sustainable investment.
The cost of setting up a women's football team is currently relatively low, but it is increasing as the game becomes more professional.



A5
In-depth interviews on the current status and potential of women's football and push and pull factors related to involvement in the game.

D10
While the fan base is growing significantly, with 144 million fans in Europe, matchday revenue from domestic club games is currently inconsistent and relatively low. Therefore, converting fandom into higher matchday attendance is a significant growth opportunity for the women's game.



A8
Estimates of the current size of the women's football fan base and its projected growth are based on consumer research data. Data from 14 markets was extrapolated to all 55 countries in the UEFA territory.

DCA Round Answers for Marking

D1	C5	A4
D2	C8	A10
D3	C1	A7
D4	C9	A2
D5	C3	A9
D6	C4	A6
D7	C10	A3
D8	C2	A1
D9	C6	A5
D10	C7	A8

Source

https://editorial.uefa.com/resources/0278-15e121074702-c9be7dcd0a29-1000/business_case_for_women_s_football-external_report_1.pdf