

THE MARKETING INVESTMENT EVOLUTION OF WOMEN'S FOOTBALL

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Resum

L'objectiu d'aquest treball és acceptar o rebutjar la hipòtesis del treball, la qual és que amb més inversió en els mitjans de comunicació, sponsors i estratègies de màrqueting internes, l'interès per part del públic en el futbol femení augmenta. Per tal d'aconseguir-ho, hem analitzat les correlacions entre els mitjans de comunicació i les xarxes socials, els sponsors, estratègies de marketing utilitzades, preu dels tiquets i mitjana de seguidors en les xarxes socials amb la mitjana d'espectadors als partits. Per tal d'acotar el treball s'han realitzat aquestes correlacions en les lligues de Alemanya, Anglaterra, Espanya, Estats Units i França.

Paraules clau: femení, inversió, màrqueting, , mitjans de comunicació, seguidors, sponsors.

Resumen

El objetivo de este trabajo es aceptar o rechazar la hipótesis de que, con mas inversión en los medios de comunicación, sponsors i estrategias de márketing internas, el interés por parte del publico en el futbol femenino aumenta. Para llegar a esta conclusión, hemos realizado correlaciones entre las variables de medios de comunicaciones i redes sociales i también entre los sponsors, estrategias de marketing utilizadas, precio de los tiquetes i el promedio de seguidores en las redes sociales con el promedio de espectadores que van a los partidos. Para acotar el trabajo, hemos realizado estas correlaciones en las ligas de Alemania, España, Estados Unidos, Francia e Inglaterra.

Palabras Clave: femenino, inversión, marketing, medios de comunicación, seguidores, sponsors

Abstract

The main objective of this project is to confirm or deny the hypothesis that with more investment in broadcast, sponsors and internal marketing strategies, the public interest in women's football grows. In order to do so, we have analysed the correlation between the broadcast matches with the average social media followers and also, the correlation between the sponsors, internal marketing strategies, ticketing and average of social media followers with the average matches attendance. In order to narrow down the project we have focused on the England, French, German, Spanish and US' leagues.

Key words: broadcast, followers, investment, marketing, sponsors, women.

INTRODUCTION

Women's football has been experiencing a constant growth in all possible aspects since its official creation in 1863. Although, in modern times, it is accepted by society and official organizations such as FIFA, it still doesn't receive the same investment as the men's game or the same recognition.

This ongoing dismissal of the women's game is caused by the gender discrimination that women have suffered in sports usually played or designed for men. It is for this reason that in order to get the same recognition than the men, it needs an initial investment to help develop and normalize the game, and, consequently, be treated as equals.

MOTIVATIONS

The main motivation that has led me to work in this project has been the ongoing investment inequality caused by the gender discrimination that experiences the football world in this case in particular, but also it is a current issue that affects women in all over the world and in almost every job field.

In a more personal matter, it has also motivated me to choose this topic as my final degree project the love for the game that has lived in my family for as long as I can remember, from going to see matches in Barcelona with my father and brother to traveling to another country with them just to see a Champions League Final.

However, the love for the women's game came much later, in 2019, when I watched the France World Cup and, at the same time, criticizing myself for not having paid attention to women's football before, but I relate that with the lack of exposure that it has.

OBJECTIVES

The main objective of this final degree project is to confirm or deny the hypothesis explained in the next section. The two secondary objectives are:

- Understanding what makes each of the five countries successful in terms of marketing.
- How can these countries improve their strategies in order to be even more successful or have more exposure.

HYPOTHESIS

The aim of this project is to confirm or deny the hypothesis that with more investment in broadcast, sponsors and internal marketing strategies, the public interest grows.

METHODOLOGY

In order to do so, the project features a theoretical framework, which explains the history of the women's competitions and the current situation of sponsors, broadcasting and internal marketing strategies.

The project also counts with a practical framework in which it is calculated the correlation between the average attendance in matches with the average social media followers, the average sponsorship revenue, the average ticket prizes and the % of merchandise strategies that the teams use. It also counts with the correlation between the average of matches broadcast and the average of social media followers. After all calculations are made, it counts with an accurate analysis of the results.

In order to do this project more accurately, the focus is on the English, French, German, Spanish and American leagues, which have been analysed team by team in order to get the average information of each league.

Finally, this project counts with the conclusions part, which is based on the analysis made in the practical framework and it will come to the conclusion of the accuracy of the hypothesis.

THEORETICAL FRAMEWORK

1. THE HISTORY OF WOMEN'S FOOTBALL

Throughout history there have been many different forms of women's football before we arrived at the football we know today, which began to take form with the regulation of the Football Association in 1863. Even though it is not known exactly when women's football was created, it is reported in the *Edinburgh Evening News* that the first registered match that took place was between Scotland and England.

Women's football has been experiencing constant change which has been different depending on the country. The first steps that occurred in those different countries and moments in time were:

- **England:** The British Ladies Football Club was founded in 1894, being the first women's football club to ever be created.
- **USA:** In 1892 a football match between "Collen Bawns" against "Bonnie Lasses" took place in San Francisco, in which every player earned 2\$ per match and there was a total of 2.500 spectators. The media said that there were 4 players (2 Algerian and 2 from Canada) that had previous experience with said sport and that Lucille Hill, who was the personal trainer, had introduced football to Wellesley's University (Massachusetts)
- **Ireland:** On the 18th June 1895 a match was held in Cliftonville (Belfast) in which the Original Lady Footballers were involved. There were a total of 6000 spectators and 4 days after they played against the men's North End Junior club with an attendance of 3000 spectators.
- **Wales:** In 1895 The British Ladies Football Club played in Cardiff in front of 7000 spectators, and they also played in other locations such as Newport, Neath and Aberdare.
- **Scotland:** There were the national encounters explained previously in addition to the different matches that The British Ladies Football Club played in locations such as Glasgow, Dundee and Edinburgh.
- **Belgium:** In 1991, a match was held in the Assumption Convent in Huy.
- **Russia:** On the 03rd August 1911 a match took place between Pouchkino Petrovsko and Rasoumovskoe.

- **Chile:** A photograph in the year 1900 proves the existence of a club in the Talca period that had just played a game.
- **Spain:** Different matches between the Spanish Girls and Montserrat were held in Catalonia the year 1914, before the First World War started.
- **France:** In 1910 the "Groupe Sportif de L'Ecole Supérieure des Filles de Pont-a-Mousson" was formed in Meurthe-et-Moselle. Later, in 1911 there was a match in Paris between En Avant and Femina.
- **Australia:** There is evidence of some matches previous to the First World War. In New South Wales there was Clyde Engineering Sparta Club, directed by Mr. A Lennox, as well as in Parramatta the year 1903 and in Candelo the year 1908.
- **New Zealand:** In 1915 the first competition in the south of New Zealand took place and it lasted until 1918.

The 5th December 1921, after what had been a constant growth of women's football, The Football Association banned the football which was carried out by women in a statement that said "Complaints having been made as to football being played by women, the council feel impelled to express their strong opinion that the game of football is quite unsuitable for females and ought to not be encouraged. Complaints have also been made as to the conditions under which some of these matches have been arranged and played, and the appropriation of receipts to other than charitable objects. The council are further of the opinion that an excessive proportion of the receipts are absorbed in expenses and an inadequate percentage devoted to charitable objects. For these reasons the council request clubs belonging to the association to refuse the use of their grounds for such matches" (The Football Association, 1921). In summary, women's football was banned internationally but they found was to do it clandestinely.

1.1. THE EVOLUTION OF FIFA'S COMPETITIONS

The year 1969, the first non-official European championship was organized by the Federazione Internazionale Europea Football Femminile (FIEFF). It was named Coppa Europa by Nazioni. The national teams that took part in the competition were Italy, France, Denmark and England. We have to take into account that until the year 1971 the ban against women playing football wasn't lifted and that the UEFA hadn't

recognized any women's football competition until that moment. Even so, there was an audience of 12.000 people in the final match between Italy and Denmark.

1.1.1. ITALY, 1970: COPPA DEL MONDO (trofeo Martini & Rossi)

This competition was the first unofficial world cup that was organized. It consisted of seven teams divided into two groups, the northern group (Denmark, Germany and England) and the southern group (Mexico, Italy, Austria and Switzerland). It was the first European competition in which a team from outside Europe took part. The competition was held in 7 different locations. The final match between Denmark and Italy, held at the Stadio Comunale of Turin, was attended by a total of 50.000 spectators and in the semi-final by 10.000. This championship was organized by Nike and was televised in all the countries that took part in it, especially in Denmark where they would be in the media spotlight for some time as a result of them being the champions.

1.1.2. MEXICO, 1971: CAMPEONATO MUNDIAL DE FÚTBOL FEMENIL (Trofeo Martini & Rossi)

For three weeks in 1971, a women's football championship was held in Mexico, in which there were more than 100.000 spectators. The participants of this tournament were Mexico, Argentina, England, Denmark, France and Italy. In the qualification rounds that were played by Mexico the average attendance was 50.000 spectators and, in the semifinal that they played, there were 100.000 supporters. In the final match there were a total of 102.500 people watching how Denmark defeated Mexico. For that reason, the stadium emptied as Denmark received their medals. When the Danish players arrived home, they had to deal with an extreme media pressure

1.1.3. CHINA PR, 1988: INTERNATIONAL WOMEN'S FOOTBALL TOURNAMENT

12 teams, representing the 6 confederations, met in China PR to test what later would be the World Cup. It was the first tournament that was officially organized by FIFA. The expectations for this competition were very high given that if it was a failure, there wouldn't be an official women's world cup two years later. The official sponsors of the men's competitions weren't interested in this type of competition.

The 12 teams were organized in three groups:

Group A	Group B	Group C
China	Brazil	Japan
Canada	Australia	USA
The Netherlands	Norway	Sweden
Côte d'Ivoire	Thailand	Czechoslovakia

Table 1. Groups organization in China PR,1988 (Source: FIFA Women's World Cup)

The competition was carried through 5 different stadiums. There were a total of 375.780 spectators throughout the whole competition and an average of 14.453 spectators per match. In the final there was a crowd of 35.000 people. The trophy was made by Martini & Rossi, the sponsors of the competition. There was no media coverage of the competition due to the lack of investment.

1.1.4. CHINA, 1991. FIFA WORLD CHAMPIONSHIP FOR WOMEN'S FOOTBALL

First official women's world cup. In order to be able to compete in this competition, for the first time, the teams had to get over the qualifying competitions. The competition consisted of 12 teams divided in 3 groups:

Group A	Group B	Group C
China	Brazil	Germany
Norway	USA	Italy
Denmark	Sweden	Chinese Taipei
New Zealand	Japan	Nigeria

Table 2. Groups organization in China,1991 (Source: FIFA Women's World Cup)

The total attendance of this competition added up to 510.000 spectators with an average of 19.615 spectators per match. For the first time, the competition gave individual rewards such as ball and boot of gold and had its own official mascot to promote the world cup. During this competition history was made due to a match being refereed by a women's team. In the final match there was a crowd of 63.000 people. It was in this world cup where the USA dynasty started.

According to the collected data, the world cup was only broadcast in China, internationally there were only some videos available. The USA win started the tradition of the team visiting the white house.

1.1.5. SWEDEN, 1995. FIFA WORLD CHAMPIONSHIP FOR WOMEN'S FOOTBALL

For the first time, Europe was the host of the competition. The women's world cup was the focus of attention and celebration. Sweden turned into the first country to host a women's and men's world cup in history. On this occasion the total attendance reached 112.213 people with an average of 4.316 spectators per match. In the final match between Germany and Norway there were a total of 17.158 supporters. There was little media presence and even in the USA, which was the team with the largest fanbase and investment, only short clips were shown and it wasn't live. In addition, only clips and short reports of the matches were broadcasted on the FIFA channels.

Group A	Group B	Group C
Germany	Norway	USA
Sweden	England	China
Japan	Canada	Denmark
Brazil	Nigeria	Australia

Table 3. Groups organization in Sweden,1995 (Source: FIFA Women's World Cup)

1.1.6. ATLANTA, 1996. WOMEN'S OLYMPICS FOOTBALL TOURNAMENT

First Olympics with women's football representation. It consisted of 8 teams, divided in two groups. There were a total of 691.762 people and an average of 43.235 audience per match. The attendance in the final match added up to a total of 76.489 spectators who saw how the United States of America made history being the first gold Olympians in women's football. There was no broadcasting of the competition, even though, this year (2021), 25 years later, the final match between the USA and China was retransmitted for the first time by Peacock.

1.1.7. USA, 1999. FIFA WOMEN'S WORLD CUP

First competition that was officially named FIFA Women's World Cup. In this edition of the competition a huge movement occurred, especially in the United States, known as "The 99er effect" due to the USA winning the gold after the 1996 Olympics. This world cup was broadcasted with an important impact in the USA. There was a total of 1.214.221 spectators and an average of 37.944 supporters per match, which were

record breaking audiences at that moment in time. For the first time, the competition consisted of 16 teams divided in 4 groups:

GROUP A	GROUP B	GROUP C	GROUP D
USA	Brazil	Norway	China
Nigeria	Germany	Russia	Sweden
Korea DPR	Italy	Canada	Australia
Denmark	Mexico	Japan	Ghana

Table 4. Groups organization in USA,1999 (Source: FIFA Women's World Cup)

In the final match between China and the USA there were a total of 90.185 supporters. For the first time during half time there was a musical break by Jennifer Lopez similar to what the Superbowl does. The USA ended up winning during the penalties. As a consequence, the US Women's National Team were in the covers of the most famous magazines such as the Time Magazine, Newsweek People and Sports Illustrated. This competition had a huge impact in the media on a worldwide level.

1.1.8. SYDNEY, 2000. WOMEN'S OLYMPICS FOOTBALL TOURNAMENT

Just like in the previous Olympics, women's football consisted of 8 teams divided in two groups. In 2000 there was a global attendance of 326.215 people and an average of 20.388 spectators per match. In the final match between Norway and the USA, there was a crowd of 22.848 observers. As a result of the competition and the focus put on them, specially the USWNT, the first professional league was created in the USA. The Olympics were broadcasted in the countries that took part in it.

1.1.9. USA, 2003. FIFA WOMEN'S WORLD CUP

Like in the last world cup, 16 national teams took part in the competition, divided in 4 groups.

GROUP A	GROUP B	GROUP C	GROUP D
USA	Brazil	Germany	China
Sweden	Norway	Canada	Russia
Korea DPR	France	Japan	Ghana
Nigeria	Korea Republic	Argentina	Australia

Table 5. Groups organization in USA,2003 (Source: FIFA Women's World Cup)

A total of 679.664 people attended the whole competition, with an average of 21.240 spectators per match. In the final between Germany and Sweden there were a total of 26.137 supporters. Notably, this competition was broadcast live in most of America.

1.1.10. ATHENS, 2004. WOMEN'S OLYMPICS FOOTBALL TOURNAMENT

In 2004, the competition went from eight to ten teams. These were organized in 3 groups:

Group E	Group F	Group G
Sweden	Germany	USA
Nigeria	Mexico	Brazil
Japan	China	Australia
		Greece ¹

Table 6. Groups organization in Athens,2004 (Source: FIFA Women's World Cup)

There were a total of 208.637 spectators throughout the whole competition, with an average of 10.432 supporters per match. In the final match between USA and Brazil, there was a crowd of 10.416 people. This competition was the end of an era for a lot of the pioneers of professional women's football like Mia Hamm, Brandi Chastain, Joy Fawcett and Julie Foudy (The '99ers). This fact caused a lot of media attention into the competition.

1.1.11. CHINA, 2007. FIFA WOMEN'S WORLD CUP

For the first time since the inaugural competition in 1991, the tournament was being celebrated again in China but with the new regulations. In that years' competition there was a total of 1.190.971 spectators with an average of 37.218 observers per match. The competition was organized into 16 teams divided in 4 groups:

GROUP A	GROUP B	GROUP C	GROUP D
Germany	USA	Norway	Brazil
England	Korea DPR	Australia	China
Japan	Sweden	Canada	Denmark
Argentina	Nigeria	Ghana	New Zealand

Table 7. Groups organization in China,2007 (Source: FIFA Women's World Cup)

¹ The groups start at the letter E, because the men's groups were A,B,C & D.

In the final match there was a crowd of 31.000 people watching how Germany was claimed champion of the competition. On this occasion the tournament was broadcast worldwide, with the exception of some countries, and there also was the option of watching it online. For the first time since the competition started there was monetary earning for all the competitors.

1.1.12. BEIJING, 2008. WOMEN'S OLYMPICS FOOTBALL TOURNAMENT

China turned into the first country to host for the fourth time in twenty years a women's football competition. In that occasion it went from 10 teams to 12 teams competing in the Olympics, which were divided in 3 groups:

Group E	Group F	Group G
China	Brazil	USA
Sweden	Germany	Norway
Canada	Korea DPR	Japan
Argentina	Nigeria	New Zealand

Table 8. Groups organization in Beijing,2008 (Source: FIFA Women's World Cup)

In this competition there was a total of 740.014 supporters, with an average of 28.462 spectators per match. In the final match between Brazil and USA, in which the latter was proclaimed winners, there was a total of 51.612 observers. In that occasion, the competition was broadcasted worldwide.

1.1.13. GERMANY, 2011. FIFA WOMEN'S WORLD CUP

This competition was particularly moving due to the recent earthquake that occurred in Japan before the competition and the championship win by chance of Japan against the USA. The competition had a total of 845.711 spectators, with an average of 26.428 viewers per match. The competition groups were formed as:

GROUP A	GROUP B	GROUP C	GROUP D
Germany	England	Sweden	Brazil
France	Japan	USA	Australia
Nigeria	Mexico	Korea DPR	Norway
Canada	New Zealand	Colombia	Guinea

Table 9. Groups organization in Germany,2011 (Source: FIFA Women's World Cup)

In the final match, which was broadcasted globally, there was a crowd of 48.817 people.

1.1.14. LONDON, 2012. WOMEN'S OLYMPICS FOOTBALL TOURNAMENT

Group E	Group F	Group G
Great Britain	Sweden	USA
Brazil	Japan	France
New Zealand	Canada	Korea DPR
Cameroon	South Africa	Colombia

Table 10. Groups organization in London,2012 (Source: FIFA Women's World Cup)

There were a total of 660.986 spectators throughout the whole competition, with an average of 25.423 supporters per match. In the final match, which was the one with a higher attendance, there was a total of 80.203 observers. At that moment in time, there was already worldwide coverage of the competition in the media and online.

1.1.15. CANADA, 2015. FIFA WOMEN'S WORLD CUP

First women's football world cup with 24 teams, divided in 6 groups:

GROUP A	GROUP B	GROUP C	GROUP D	GROUP E	GROUP F
Canada	Germany	Japan	USA	Brazil	France
China	Norway	Cameroon	Australia	Korea Republic	England
Netherlands	Thailand	Switzerland	Sweden	Costa Rica	Colombia
New Zealand	Côte d'Ivoire	Ecuador	Nigeria	Spain	Mexico

Table 11. Groups organization in Canada,2015 (Source: FIFA Women's World Cup)

There were a total of 1.353.305 supporters during all the competition, with an average of 26.029 spectators per match. In the world cup final, there was a total of 53.342 observers watching how the USA beat Japan. It was globally broadcasted.

1.1.16. RIO, 2016. WOMEN'S OLYMPICS FOOTBALL TOURNAMENT

Group E	Group F	Group G
Brazil	Canada	USA
China	Germany	France
Sweden	Australia	New Zealand
South Africa	Zimbabwe	Colombia

Table 12. Groups organization in Rio,2016 (Source: FIFA Women's World Cup)

During that competition, there were a total of 636.092 spectators, with an average of 24.265 supporters per match. In the gold medal match between Sweden and Germany there was a crowd of 52.432 people.

1.1.17. FRANCE, 2019. FIFA WOMEN'S WORLD CUP

This competition was the point of impact in women's football. It has been the world cup with most worldwide coverage from the media and broadcasters. The most important factor was the USWNT and their fight for equal pay, which was their main motto during all the competition and their proclamation as world cup winners.

The competition was formed by 24 teams, divided in 6 groups:

GROUP A	GROUP B	GROUP C	GROUP D	GROUP E	GROUP F
France	Germany	Australia	England	Canada	USA
Norway	Spain	Italy	Japan	Netherlands	Sweden
Nigeria	China	Brazil	Argentina	Cameroon	Chile
Korea Republic	South Africa	Jamaica	Scotland	New Zealand	Thailand

Table 13. Groups organization in France,2019 (Source: FIFA Women's World Cup)

There were a total of 1.131.312 supporters throughout the whole competition, with an average of 21.756 observers per match. In the world cup final between USA and the Netherlands there was a total of 57.900 spectators. The USA win caused that the USWNT were in all the media covers and *talk shows* and that they all, especially Megan Rapinoe², have turned into role models for the new generations.

1.1.18. TOKIO, 2021. WOMEN'S OLYMPICS FOOTBALL TOURNAMENT

The 2021 Olympics have been organized differently from the previous years due to the COVID pandemic. On account of the different restrictions that had been established during the course of the Olympics, only 13.913 supporters could enjoy the competition, with an average of 535 spectators per match, which were the same number that

² Megan Rapinoe, 36, is a professional football player who plays for the OL Reign and USWNT. She won the golden boot due to her performance during the 2019 Women's World Cup. She is also known for her presence in the LGBTQ+ community and her constant fight for equal pay as well as other movements such as the Black Lives Matter or her anti Trump speech.

attended the gold medal match between Canada and Sweden. Still, the competition was broadcasted globally through Eurosport and other public channels.

Group E	Group F	Group G
Great Britain	Netherlands	Sweden
Canada	Brazil	USA
Japan	Zambia	Australia
Chile	China	New Zealand

Table 14. Groups organization in Tokio,2021 (Source: FIFA Women's World Cup)

1.2. SPANISH WOMEN'S FOOTBALL HISTORY

The Spanish women's national football team was founded in the 70's with the constitution of a non-official team, but it wasn't until 1983, when the *Real Federación Española de Fútbol* officially recognized it. In the first non-official matches that they played in the year 1970 there was a total of 8.000 spectators and it was covered by the *Marca* newspaper.

In 1997, the first successes began to occur due to the qualification for the final phase in the EUROS, which did not occur again until 2013. Even so, women's football in Spain did not begin to grow exponentially until the 2015 Women's World Cup in Canada and, subsequently, in France in 2019.

Regarding the national league, it wasn't founded until 1988 and was called *Liga Nacional Femenina*, with only 9 teams participating in it. The format of the league has undergone many changes during the years, but it wasn't until recently (2011) that the *Primera División Femenina*, the league which we know nowadays, was created.

The growth over the last decade has not only been reflected in the success of the national team, but also in the increase in the level of the league and, particularly, with the presence of the Spanish teams in the international competition *UEFA Women's Champions League*, with F.C. Barcelona being the last winner.

1.3. WOMEN'S UEFA CHAMPIONS LEAGUE HISTORY

The 23rd May 2000, the UEFA Executive Committee met in Paris and approved the first European women's clubs' championship. In that moment in time, it was named Cup of the women's UEDA, it wasn't until the ninth edition that the name was changed to how we know it nowadays, *Women's Champions League*.

Throughout the years, the format of the competition has undergone a number of changes, with only 33 teams taking part at first, then 35, but when it underwent a name change, it went from 35 to 53 teams.

The first record took place during the 2007/2008 season, when the final had a total of 27.640 spectators, but was surpassed the following season with an attendance of 28.112 spectators. The 2011/2012 season, which saw the start of the *Olympique Lyon* dynasty, saw a new attendance record with a total of 50.212 fans.

The success of the *UEFA Women's Champions League* has seen a steady growth, but it was also affected by the COVID pandemic and the last two finals were played without a crowd. As we shall see below, the competition has secured major broadcasting deals.

2. MARKETING STRATEGIES

According to the Cambridge Dictionary definition "Marketing is the business activity that involves finding out what customers want, using that information to design products and services, and selling them effectively".

On the occasion of women's football, the marketing strategy that is used to promote the game and increase interest is the building of a brand, which tries to reflect the vision and values of the team. The main objective of women's football is to become a family sport that appeals to all generations. To achieve this, there is a perception of accessibility from the players to the fans.

Over the years, women's football has been integrated into the club's strategy, which is demonstrated by the fact that almost all top clubs have an affiliated women's team. This factor is the reason why there are more and more professional women's leagues and, therefore, more resources invested in the women's teams.

The benefits of having an effective marketing strategy include having a better brand perception due to the diversity and inclusion which can attract key partners; engaging a

wider population and, consequently, increasing the popularity of the game and the number of spectators and attendance at matches; and finally, revenue growth due to increased commercial values and higher profits.

To deliberate on the effectiveness of the marketing strategy used in women's football, we will focus on the main factors that give commercial value to the game, which are sponsorship deals, media coverage and internal club strategies. It is these three blocks that are then reflected in the attendance at matches, the views of the stars and followers on social media.

2.1. MEDIA COVERAGE

In the early days of media coverage of women's football there were humorous descriptions of the game because the reporters, who happened to be men, thought that it was absurd that the game was played by women and also made several sexist comments.

To understand the growing investment in media coverage, we have to understand the importance of women's football being covered worldwide. This coverage not only affects equality with men's football, but also the establishment of positive role models for girls or young women who want to play professional football. Compared to ten years ago girls who wanted to become professional footballers only had men role models and did not know that they had the possibility to do it professionally, whereas today children, boys and girls, look up to footballers like Alex Morgan, Marta, Lucy Bronze, Alexia Putellas, etc.

Media coverage is made up of broadcasting methods such as free-to-air channels, exclusive pay channels and broadcasting platforms; traditional methods like newspaper and magazines; and also, social media. Here, the focus is on broadcasting.

2.2. BROADCAST

Historically, the presence of broadcasting in women's football has been limited. As explained in the History of Women's Football section, in the first Women's World Cups there was almost no broadcasting of the matches, the only information that could be had were short clips shown in some programs or on FIFA channels, but there was no live

coverage of the events. It wasn't until the 1999 World Cup that it was successfully broadcast in some of the participating countries and had a major impact in the USA.

Since the 1999 Women's World Cup, the growth in broadcast investment in the USA was remarkable, but it wasn't until 2008 with the Beijing Olympics that there was near-global coverage of the tournament, and by the 2011 Women's World Cup in Germany, every country was able to support their team from home.

The 2019 FIFA Women's World Cup in France saw record of broadcasting, with an average of 150.000 live viewers and a total TV audience of 1.12 billion viewers between home TV and digital platforms, helping to accelerate the growth of women's football and the number of fans worldwide.

According to the FIFA Benchmarking report on women's football, leagues that negotiate broadcast rights exclusively generate higher revenues generating on average USD 0.7 million in broadcast revenues, compared to USD 0.1 million for leagues that negotiate contracts with the men's league as a whole. This data demonstrates that negotiating an exclusive broadcast contract for the league or the women's team brings value to the game.

The importance of broadcasting rights is represented by the opportunities it provides for women's football, as broadcasting revenues account on average for only 6% of the clubs' revenues and 18% of league's revenues. In addition, it increases the attention of the matches and consequently the exposure and attractiveness of women's football, which also contributes to the securing of new broadcasting deals.

According to the FIFA Benchmarking report on women's football, 33% of women's matches broadcast nationally on national television are broadcast free-to-air, which is one of the methods to support viewership and attract more viewers. It is also reported that due to the popularity of OTT platforms a large number of leagues are exploring this option to increase exposure and immerse fans.

Although, in the beginning almost every country faced the same situation, which was the lack of coverage of the game, nowadays, every league or country has a different situation in terms of broadcasting rights or partnerships.

2.2.1. ENGLAND

In terms of the current England broadcast coverage, The Football Association launched the FA Player platform in 2019 which broadcasts the entire FA WSL, the Women's Championship, Vitality Women's FA Cup and some of the England women's national team matches around the world.

In addition to the FA Player platform, the FA announced a multi-million-pound broadcast deal with Sky Sports for the Barclays FA Women's Super League which is the largest domestic women's football contract in the world.

The deal, which will run for three years from the 2021-22 season, will show up to 44 matches, of which at least 35 will be broadcast on Sky Sports Main Event, Sky Sports Premier League and Sky Sports Football, with some matches shown on Sky Sports Mix and Sky One.

The BBC has also committed to show 22 live matches per season, with a minimum of 18 matches broadcast on free-to-air channels BBC One and BBC Two. The remaining 4 matches may be broadcast live on BBC iPlayer and Red Button.

As far as the England Women's National team is concerned, the 2023 FIFA Women's World Cup qualifiers and friendlies will be shown on ITV and the Women's Euro 2022 have also secured a slot on BBC.

2.2.2. FRANCE

In terms of current broadcast coverage in France, the national women's league (D1 Arkema) has an agreement with Atlanta Media with the aim of increasing the league's visibility internationally. This partnership distributes the league to ESPN, BT Sport and DAZN, while it is also being available on Fanatiz and ATAFootball (platform).

The contracts with ESPN+ and BT Sports will show 19 matches in the USA and UK + Ireland respectively. DAZN and ATA football will also offer 19 matches, played on-demand, and the latter will also include summaries of the best matches, these platforms are available in the UK, USA, Italy and Germany.

In France, the competition can be seen in Eurosport, Multisport (in the channel Foot+) and Canal+, as well as some matches on the free-to-air channel France Télévisions. The

competitions that the French national team takes part in can be seen on Canal+ and TF1, where the UEFA Euros will be displayed.

2.2.3. GERMANY

As far as the current German TV coverage is concerned, the frauen Bundesliga has an agreement with Magenta Sport, which broadcasts a total of 132 games, meaning that the contract will run until the 2022/23 season. In addition to the Magenta Sport platform, the league has one match per day on Eurosport. In addition to these platforms, the ARD channel has the rights to present one live match every week, as well as weekly highlights of the competition. It can also be seen on the DFB-tv platform until the 2021-2022 season.

Internationally, the frauen Bundesliga has selected matches streamed on SWS Sport and DAZN. As in France, the women's national league is also available on ATA Football, where matches can be watched live or on demand, but in the German league there is a contract of 34 matches per season.

German women's national team matches can be seen on ZDF free-to-air, as well as on ARD, Paramount+ and, for some matches, on DAZN.

2.2.4. SPAIN

Regarding the situation of the Spanish media coverage of the women's domestic league (Primera Iberdrola) the situation is very different from the rest of the countries due to the difficulty with the signing of the professional league regulations.

Until this 2021/2022 season, the ACFF signed a three-year deal with *MediaPro* for 3.000.000 euros per season, but clubs that were not part of the ACFF were free to broadcast their matches. The Spanish federation considered that it had the marketing rights for the audiovisual rights and there was a disagreement between the organizations which leads to the difficulty of broadcasting the league (in which *MediaPro* had to resign) and the signing of the professionalization of the league.

In the meantime, clubs freely broadcast their matches from their YouTube channels or in cases like Real Madrid or FC Barcelona, which have their own TV channels, the matches are broadcast in TV. Selected matches are also broadcast on *Teledporte*, TV3

and *Esport 3*, the latter two being mostly FC Barcelona matches. ATA football also streams 1 match per day at international level.

Spanish women's national team matches played in FIFA or UEFA competitions are shown on *Teledporte*, while friendly matches are shown on the paid channel *Vamos+*.

2.2.5. USA

In terms of media coverage of women's football in the USA, it is the country with the highest media acceptance. The National Women's Soccer League has a three-year national media rights agreement with CBS Sports and the streaming service Twitch. In the United States, CBS broadcasts 4 games for free and 15 matches on the pay-platform CBS Sports Network and 82 games on Paramount+.

In the case of the Twitch platform, in the USA it only stream 24 matches, but internationally it streams all matches, with the exception of Canada where the CBS Sports Network matches are not available.

US women's national team games can be seen on free-to-air channels such as FOX, FS1, FS2, ESPN and even on Spanish channels such as Telemundo.

2.2.6. UEFA WOMEN'S CHAMPIONS LEAGUE

As for the UEFA Women's Champions League, this season 2021-2022 has landed a worldwide broadcast deal with DAZN, in which the platform has acquired the media rights and will be the global broadcast platform until 2025.

To promote women's football, DAZN has partnered with YouTube and for the first two seasons all matches will be available live on both the DAZN platform and the YouTube channel, while from 2023 onwards matches will be broadcast live on DAZN but only 19 will be available on the YouTube Channel.

This partnership has been created under the title "We All Rise with More Eyes" and, in addition to the matches, there is also more original content such as short documentaries on the evolution of women's football in each of the countries participating in the competition or interviews with the players.

2.3. SPONSORSHIP

According to the Cambridge Dictionary marketing definition, sponsorship is the act of providing money for a television or radio programme, website, sports event, or other activity in exchange for advertising.

In sports, sponsorship encompasses the commercial programming, merchandising and advertising for clubs, leagues, federations and confederations. The importance of having sponsors is not only represented in the financial aspect, but also in the interest it can bring to the game. In the growth of professionalization, sponsors are an important aspect of financial stability.

One of the most important characteristics of sponsorship is that it brings value. In women's football in particular, having sponsors contributes to gaining visibility and popularity, as well as showcasing the values of women's game itself. Today, investment is growing and there are more innovative sponsorship models that align the brand of the club or team and the brand of the sponsor.

Another important aspect to take into account in women's football sponsorships is the duration. In these cases, agreements are mostly signed for a minimum of three seasons, although agreements with kit suppliers have a longer duration than other sponsorships. The duration of the sponsorship agreement gives the industry a clear picture of how the rest of the world views women's football because of the investment the company has made.

In particular in women's football, one aspect to be taken into account is bundling. On this point, there are two types of sponsorship. The first is the integrated sponsorship model, which is the one that links the women's team directly with the men's team and they are considered a package deal. Although it does not harm the women's team, if there is not a separately value of the rights, the market value of the women's team cannot be defined. The second model is the women's club sponsorship model, which is one that negotiates sponsorship deals separately from the men's team and it helps the women's team build its own brand.

According to FIFA's benchmarking report on women's football, revenues are higher for clubs that negotiate sponsorship deals for the women's team alone, which achieve a higher total revenue of \$ 0.5million and a sponsorship revenue of \$ 0.2million,

compared to \$ 0.4million in total revenue and \$ 0.1million in sponsorship revenue for clubs that negotiate deals as a package.

Sponsorship revenue is linked to social media followers. The average sponsorship revenue for clubs with less than 100.000 followers is \$ 0.25million, while the average for those with more than 100.000 is \$ 0.35million and for those with more than 1.000.000 followers is \$ 0.8million.

In addition to club sponsors, it is also important for leagues to have a title sponsor, as the sponsorship revenue is higher. According to the FIFA report, two thirds of leagues have a title sponsor, and within this percentage, more than one third comes from financial services, with the other part coming from industries such as food and beverages, telecommunications and energy or utilities.

Nowadays, it is more common for companies to negotiate collaborations with individual players rather than with the whole club. This can be seen in campaigns such as MasterCard's campaign to sign different players such as Saki Kumagai, Pernille Harder or Ada Hegerberg as brand ambassadors; or VISA's initiative to help build the profile of 14 players from across Europe such as Alexia Putellas, Kim Little, Dzsennifer Marozsán or Nadia Nadim.

The structure used in competitions such as the FIFA Women's World Cup is very similar to that used in the men's competition. The main drivers of sponsorship are the FIFA partners. Although the level of activation and the degree of involvement is different from the men's competition, the degree involvement is key when discussing the value that sponsorship can bring. In the same vein as the other aspects of the growth of women's football, the 2019 World Cup saw a shift in attitude from sponsors and there was more interest in it and the total sponsorship value was estimated at USD 11.75 (Sportcal,2019)

As stated in the FIFAPRO Women's Football Report, FIFA officials have already indicated their intention to establish a new commercial strategy from 2022 onwards, which would result in the decoupling of the rights of the women's tournament from the men's and would also introduce new sponsors for the FIFA Women's World Cup.

2.4. CLUB/INTERNATION TEAM STRATEGIES

2.4.1. Merchandising

The importance of merchandising sales stems from the need to be part of a community. The fact that fans can buy a specific item helps them establish a connection with the team they support.

Today, many fans are not able to buy the specific jersey of the player they admire, and if there is a possibility it is usually for girls and women. The strategy that many clubs affiliated to the men's team do is to sell the replica jerseys, which are the same as the women's, and they have the option to customize it with their favorite male or female player, but it is not the default on the website.

A feature that a small percentage of clubs do is offer a variety of items in relation to the women's team to benefit the women's team. This strategy is used by some clubs such as FC Barcelona, Manchester City and especially Arsenal, who personalize merchandise with the logo of the women's team, and also use players from both the men's and women's team to showcase the different items they sell.

Another use in which more leagues are participating over time is the sale of league-wide merchandise online, which helps to increase the recognition of the women's league and raise its profile as a product. This strategy is most evident in the National Women's Soccer League (USA), where in addition to the separate team shop, there is an NWSL shop with league-specific merchandise and team products.

Clubs that make use of at least one merchandising method earn more sponsorship revenue by promoting their sponsoring company. Some methods of promoting merchandising are online shops, match day stalls, physical club shops or other retail shops.

2.4.2. Ticket sales

The ticketing system is another important marketing tool. One of the main objectives of the marketing strategies used by the clubs is to see their marketing investment reflected in the attendance at their games.

In order to attract as many spectators as possible, ticket prices for regular season matches cannot be as expensive as those sold for the men's team, as women's football is still in its early stages of professionalization.

Another mechanism that can be used to attract more people to matches are season tickets, which ensure that fans attend matches more often and engage them with the community.

2.4.3. Social Media

In modern times, social media has become an essential tool for both teams and players due to the constant need for content on the platforms and the growing demand for followers.

Social media has given a platform to the player to become influencers as they become more visible figures and allows them to speak louder for change at the level of unfair treatment in their game as well as in society and also demand equal treatment. It also helps them to market themselves and achieve greater fan engagement from a player rather than overall team position.

As a result of their influencer status and high-profile, they can break through new channels of communication and attract new attention and support. If their social media impact is positive and high profile, fans respond and so do sponsorship opportunities.

At club level, teams interact with fans through social media platforms, as almost all the teams have Instagram, Facebook and Twitter accounts. Those that also make use of YouTube accounts show interest in growing their fanbase and captivating with women's football.

PRACTICAL FRAMEWORK

The practical framework consists of calculating the correlation between the average attendance in matches with the average social media followers, the average sponsorship revenue, the average ticket prizes and the % of merchandise strategies that the teams use. It also counts with the correlation between the average of matches broadcast and the average of social media followers.

The information used in these correlations was taken from the webs of each team and the different social media networks. In order to observe where the numbers come from there are the tables in the annexe with the information more detailed.

The aim of the practical framework is to help understand the relationship between the variables and see the impact that they have within each other, and be able to confirm or deny with accuracy the hypothesis.

3. CORRELATIONS

3.1. CORRELATION BROADCASTING – LEAGUE FOLLOWERS

3.1.1. England (WSL)

FAWSL (ENGLAND)			
TEAM	AVERAGE MATCHES BROADCAST	AVERAGE FOLLOWERS	CORRELATION
Arsenal	22	2.270.694	0,286881707
Aston Villa	21	87.581	
Birmingham City	20	27.551	
Brighton & Hove Albion	20	4.874	
Chelsea	22	2.622.196	
Everton	22	182.957	
Leicester City	22	139.316	
Manchester City	22	18.317.901	
Manchester United	22	1.890.587	
Reading	21	17.057	
Tottenham Hotspur	22	657.107	
West Ham United	22	139.888	
LEAGUE	129	315.059	

Table 15. England's broadcasting-league followers' correlation (Source: Own elaboration)

As can be seen in the table 15, the correlation between the average number of matches broadcast and the average social media followers of the teams, there is a correlation of $r = 0,287$. This means that there is a positive correlation between the variables but that it is weak, which means that while both go up to the same direction, the relationship is not strong.

3.1.2. France (D1 ARKEMA)

D1 ARKEMA (FRANCE)			
TEAMS	AVERAGE MATCHES BROADCAST	AVERAGE FOLLOWERS	CORRELATION
AS Saint-Étienne	22	289.327	0,335383859
Association ... Soyaux-Charente	20	3.772	
Dijon Football Côte D'Or	22	107.799	
En Avant de Guingamp	22	201.725	
FC Fleury 91	21	3.036	
FC Girondins de Burdeos	22	25.237	
Grand Paris Seine Ouest 92 Issy	20	1.456	
Montpellier Hérault Sport Club	22	249.639	
Olympique de Lyon	22	109.745	
Paris FC	21	14.404	
Paris Saint-Germain	22	1.787.855	
Stade de Reims	22	179.568	
LEAGUE	132,00	17.341	

Table 16. France's broadcasting-league followers' correlation (Source: Own elaboration)

As the table 16 indicates, the average correlation of match broadcasting with the average number of followers on social networks is $r=0,335$, which means that there is a moderate positive correlation between the two variables. This means that both variables tend to the same direction but not with the same growth.

3.1.3. Germany (FRAUEN BUNDESLIGA)

FRAUEN BUNDESLIGA (GERMANY)			
TEAM	AVERAGE MATCHES BROADCAST	AVERAGE FOLLOWERS	CORRELATION
1.FC Köln	22	599.700	0,278524692
Bayer 04 Leverkusen	22	1.330.604	
Bayern München	22	2.832.273	
Eintracht Frankfurt	22	53.074	
FC Carl Zeiss Jena	21	8.139	
SC Freiburg	22	152.700	
SC Sand	20	5.471	
SGS Essen	21	8.494	
SV Werder Bremen	22	72.154	
TSG Hoffenheim	22	21.060	
Turbine Potsdam	22	19.643	
VFL Wolfsburg	22	71.400	
LEAGUE	132,00	100.436	

Table 17. Germany's broadcasting-league followers' correlation (Source: Own elaboration)

As indicated in the table 17, in the case of Germany, the correlation between the two variables is $r=0,279$, which means that the correlation is positive, but weak at the same time, meaning that both tend to the same direction but do not have a strong relationship with each other.

3.1.4. Spain (LIGA IBERDROLA)

LIGA IBERDROLA (SPAIN)			
TEAM	AVERAGE MATCHES BROADCAST	AVERAGE FOLLOWERS	CORRELATION
At. Madrid Femenino	12	426.424	0,933184108
Athletic Club	12	305.115	
Deportivo Alavés	12	4.941	
FC Barcelona	15	4.328.719	
Levante UD	12	30.400	
Madrid CFF	12	24.552	
R. Betis Fémimas	12	152.915	
Rayo Vallecano	12	17.750	
Real Madrid Femenino	15	2.248.125	
Real Sociedad	12	28.155	
SD Eibar	12	139.785	
Sevilla FC	12	578.895	
Sporting Huelva	12	10.583	
UD Granadilla Tenerife	12	9.770	
VCF Femenino	12	57.775	
Villareal CF	12	18.689	
LEAGUE	96,00	62.955	

Table 18. Spain's broadcasting-league followers' correlation (Source: Own elaboration)

As can be seen in the table 18, the correlation between the average number of games broadcast and the average number of followers in social networks is $r=0,933$. This means that the correlation between the two variables is positive and very strong, which means that both tend in the same direction and, practically, with the same intensity.

3.1.5. United States (NWSL)

NATIONAL WOMEN'S SOCCER LEAGUE (USA)			
TEAM	AVERAGE MATCHES BROADCAST	AVERAGE FOLLOWERS	CORRELATION
Angel City FC	-	43.365	0,862100932
Chicago Red Stars	12	51.615	
Houston Dash	12	67.211	
Kansas City Current	12	19.073	
NJ/NY Gotham FC	12	68.048	
North Carolina Courage	12	33.489	
OL Reign	12	79.670	
Orlando Pride	12	134.152	
Portland Thorns	12	109.751	
Racing Louisville FC	12	14.254	
San Diego Wave	-	12.419	
Washington Spirit	12	59.144	
LEAGUE	118	266.193	

Table 19. US' broadcasting-league followers' correlation (Source: Own elaboration)

As the table 19 indicates, the correlation between the average number of matches retransmitted and the average number of followers in social networks is $r=0,862$, which

³ The gap in the average broadcast matches in Angel City FC and San Diego FC is due to their incorporation in the league in the next 2022/23 season.

means that is a positive strong correlation, which connotes that both variables tend to the same direction and practically with the same growth.

3.2. CORRELATION SPONSORSHIP – LEAGUE ATTENDANCE

3.2.1. England (WSL)

FAWSL (ENGLAND)			
TEAM	ESTIMATED REVENUE	AVERAGE ATTENDANCE	CORRELATION
Arsenal	278.923	2101	0,393047391
Aston Villa	283.281	-	
Birmingham City	305.072	875	
Brighton & Hove Albion	217.909	1311	
Chelsea	557.846	5990	
Everton	427.101	400	
Leicester City	396.594	-	
Manchester City	2.231.386	6571	
Manchester United	1.534.078	2101	
Reading	326.863	981	
Tottenham Hotspur	152.536	6258	
West Ham United	671.159	5002	
LEAGUE	488.116	3159	

Table 20. England's sponsorship-league attendance's correlation (Source: Own elaboration) As can be seen in the table 20, the correlation between estimated sponsorship investment and average attendance is $r=0,393$, which means that it is a moderate positive correlation. This suggests that both variables have the same trend, but not the same growth.

3.2.2. France (D1 ARKEMA)

D1 ARKEMA (FRANCE)			
TEAMS	ESTIMATED REVENUE	AVERAGE ATTENDANCE	CORRELATION
AS Saint-Étienne	488.116	523	0,697014824
Association ... Soyaux-Charente	653.726	534	
Dijon Football Côte D'Or	335.579	1385	
En Avant de Guingamp	274.565	722	
FC Fleury 91	239.700	349	
FC Girondins de Burdeos	217.909	921	
Grand Paris Seine Ouest 92 Issy	108.954	151	
Montpellier Hérault Sport Club	274.565	359	
Olympique de Lyon	518.623	4520	
Paris FC	217.909	689	
Paris Saint-Germain	1.534.078	4520	
Stade de Reims	213.551	878	
LEAGUE	43.582	1296	

Table 21. France's sponsorship-league attendance's correlation (Source: Own elaboration)

As the table 21 indicates, the correlation between the variables is $r=0,697$, which means that the relationship between estimated sponsorship investment and average attendance is positive and strong. This implies that both variables tend in the same direction and, practically, experience the same growth.

⁴ The gap in the average attendance for Aston Villa and Leicester City is due to their later incorporation to the WSL first division. All attendance data is from the 2019/2020 season (before COVID-19 started)

3.2.3. Germany (FRAUEN BUNDESLIGA)

FRAUEN BUNDESLIGA (GERMANY)			
TEAM	ESTIMATED REVENUE	AVERAGE ATTENDANCE	CORRELATION
1.FC Köln	244.058	388	-0,000585622
Bayer 04 Leverkusen	348.654	316	
Bayern München	836.770	477	
Eintracht Frankfurt	370.445	1026	
FC Carl Zeiss Jena	305.072	351	
SC Freiburg	305.072	774	
SC Sand	435.818	644	
SGS Essen	261.491	720	
SV Werder Bremen	152.536	246	
TSG Hoffenheim	130.745	545	
Turbine Potsdam	174.327	946	
VFL Wolfsburg	348.654	1231	
LEAGUE	91.522	639	

Table 22. Germany's sponsorship-league attendance's correlation (Source: Own elaboration)

In the case of Germany, the correlation between estimated sponsorship investment and average attendance is $r=0$, which means that there is no linear relationship between the variables. This does not necessarily mean that the variables are independent, but rather that it experiences a different type of relation.

3.2.4. Spain (LIGA IBERDROLA)

LIGA IBERDROLA (SPAIN)			
TEAM	ESTIMATED REVENUE	AVERAGE ATTENDANCE	CORRELATION
At. Madrid Femenino	335.579	1345	0,237999588 ⁵
Athletic Club	640.652	462	
Deportivo Alavés	152.536	-	
FC Barcelona	627.577	2787	
Levante UD	174.327	372	
Madrid CFF	174.327	848	
R. Betis Féminas	213.551	542	
Rayo Vallecano	87.164	300	
Real Madrid Femenino	1.045.962	344	
Real Sociedad	174.327	800	
SD Eibar	183.043	-	
Sevilla FC	122.029	382	
Sporting Huelva	152.536	506	
UD Granadilla Tenerife	239.700	454	
VCF Femenino	196.118	810	
Villareal CF	108.954	-	
LEAGUE	335.579	765,5384615	

Table 23. Spain's sponsorship-league attendance's correlation (Source: Own elaboration)

As the table 23 indicates, the correlation between the estimated sponsorship investment and average attendance is $r=0,238$, which means that, although there is a positive correlation, it is weak. The trend is the same but the intensity of growth is not.

⁵ The gap in the Deportivo Alavés and Villareal FC attendance is due to their incorporation in the first division in the 2021/2022 season. All attendance data is from the 2019/2020 season (before COVID-19)

3.2.5. United States (NWSL)

NATIONAL WOMEN'S SOCCER LEAGUE (USA)			
TEAM	ESTIMATED REVENUE	AVERAGE ATTENDANCE	CORRELATION
Angel City FC	370.445	-	-0,150409285
Chicago Red Stars	653.726	20000	
Houston Dash	610.145	7000	
Kansas City Current	217.909	18467	
NJ/NY Gotham FC	283.281	25000	
North Carolina Courage	326.863	10000	
OL Reign	152.536	10000	
Orlando Pride	610.144	25500	
Portland Thorns	244.058	25218	
Racing Louisville FC	915.217	11700	
San Diego Wave	-	-	
Washington Spirit	501.190	20000	
LEAGUE	335.579	17288,5	

Table 24. US' sponsorship-league attendance's correlation (Source: Own elaboration)

As shown in the table, the U.S. case differs from the others because its correlation is $r=-0,15$, which means that it is a weak and negative correlation between the variables. This suggests that the correlation is related to the counterclockwise direction.

3.3. CORRELATION MERCHANDISING – LEAGUE ATTENDANCE

3.3.1. England (WSL)

FAWSL (ENGLAND)			
TEAM	Nº MERCHANDISING STRATEGY (%)	AVERAGE ATTENDANCE(%)	CORRELATION
Arsenal	1,00	0,47	0,500
Aston Villa	0,75	-	
Birmingham City	1,00	0,31	
Brighton & Hove Albion	1,00	0,21	
Chelsea	1,00	1,24	
Everton	0,75	0,18	
Leicester City	0,75	-	
Manchester City	1,00	0,94	
Manchester United	1,00	0,18	
Reading	0,50	0,10	
Tottenham Hotspur	1,00	0,96	
West Ham United	1,00	0,82	
LEAGUE	0,90	0,50	

Table 25. England's merchandising-league attendance's correlation (Source: Own elaboration)

As shown in the table 25, the correlation of % merchandising strategies used with % of average attendance is $r=0'5$, which means that the correlation is positively moderate. This suggests that both variables have the same trend but their growth is not equal.

3.3.2. France (D1 ARKEMA)

D1 ARKEMA (FRANCE)			
TEAMS	Nº MERCHANDISING STRATEGY (%)	AVERAGE ATTENDANCE(%)	CORRELATION
AS Saint-Étienne	0,00	0,52	0,325
Association ... Soyaux-Charente	0,00	0,41	
Dijon Football Côte D'Or	0,25	0,92	
En Avant de Guingamp	0,00	0,05	
FC Fleury 91	0,00	0,17	
FC Girondins de Burdeos	0,25	0,13	
Grand Paris Seine Ouest 92 Issy	0,25	0,08	
Montpellier Hérault Sport Club	0,25	0,36	
Olympique de Lyon	1,00	2,05	
Paris FC	1,00	0,04	
Paris Saint-Germain	0,75	0,23	
Stade de Reims	0,00	0,88	
LEAGUE	0,31	0,22	

Table 26. France's merchandising-league attendance's correlation (Source: Own elaboration)

In the case of France, the correlation between % of merchandising strategies used and % of average attendance is $r=0,325$, which means that the correlation is positive but also, moderate. This denotes that both variables tend in the same direction, but do not experience the same growth.

3.3.3. Germany (FRAUEN BUNDESLIGA)

FRAUEN BUNDESLIGA (GERMANY)			
TEAM	Nº MERCHANDISING STRATEGY (%)	AVERAGE ATTENDANCE(%)	CORRELATION
1.FC Köln	0,00	0,07	0,648
Bayer 04 Leverkusen	0,50	0,28	
Bayern München	0,75	0,19	
Eintracht Frankfurt	0,25	0,19	
FC Carl Zeiss Jena	0,00	0,02	
SC Freiburg	0,75	0,14	
SC Sand	1,00	0,26	
SGS Essen	1,00	0,19	
SV Werder Bremen	1,00	0,25	
TSG Hoffenheim	0,75	0,09	
Turbine Potsdam	0,50	0,09	
VFL Wolfsburg	1,00	0,24	
LEAGUE	0,63	0,12	

Table 27. Germany's merchandising-league attendance's correlation (Source: Own elaboration)

In the case of Germany, as shown in the table 27, there is a correlation between the two variables of $r=0,648$. This means that the correlation is positively strong, which means that they have the same trend and almost the same growth.

3.3.4. Spain (LIGA IBERDROLA)

LIGA IBERDROLA (SPAIN)			
TEAM	Nº MERCHANDISING STRATEGY (%)	AVERAGE ATTENDANCE (%)	CORRELATION
At. Madrid Femenino	0,50	0,45	0,603
Athletic Club	0,75	0,46	
Deportivo Alavés	0,25	-	
FC Barcelona	1,00	0,46	
Levante UD	0,50	0,12	
Madrid CFF	0,00	0,28	
R. Betis Féminas	0,00	0,18	
Rayo Vallecano	0,00	0,25	
Real Madrid Femenino	0,50	0,11	
Real Sociedad	0,75	0,53	
SD Eibar	0,00	-	
Sevilla FC	0,25	0,05	
Sporting Huelva	0,00	0,25	
UD Granadilla Tenerife	0,00	0,17	
VCF Femenino	0,25	0,27	
Villareal CF	0,50	-	
LEAGUE	0,33	0,25	

Table 28. Spain's merchandising-league attendance's correlation (Source: Own elaboration)

As shown in the table 28, the correlation between % merchandising strategies used and % average attendance is $r=0,603$, which means that it is positive and strong at the same time. This denotes that both variables have the same trend and the same proportional growth.

3.3.5. United States (NWSL)

NATIONAL WOMEN'S SOCCER LEAGUE (USA)			
TEAM	Nº MERCHANDISING STRATEGY (%)	AVERAGE ATTENDANCE (%)	CORRELATION
Angel City FC	1,00	-	0,051
Chicago Red Stars	1,00	0,287	
Houston Dash	1,00	0,578857143	
Kansas City Current	1,00	0,583419072	
NJ/NY Gotham FC	1,00	0,13352	
North Carolina Courage	1,00	0,6296	
OL Reign	1,00	0,5212	
Orlando Pride	1,00	0,218235294	
Portland Thorns	1,00	0,796970418	
Racing Louisville FC	1,00	0,514358974	
San Diego Wave	0,50	-	
Washington Spirit	1,00	0,30525	
LEAGUE	0,96	0,423391272	

Table 29. US' merchandising-league attendance's correlation (Source: Own elaboration)

In the case of the United States, the correlation between the variables is positive but very weak, there is almost no correlation. This means that there is very little linear relationship within the variables, but they have the same trend.

3.4. CORRELATION TICKETING – LEAGUE ATTENDANCE

3.4.1. England (WSL)

FAWSL (ENGLAND)			
TEAM	TICKET PRICE	AVERAGE ATTENDANCE	CORRELATION
Arsenal	12	2101	0,084358488
Aston Villa	10	-	
Birmingham City	10	875	
Brighton & Hove Albion	7	1311	
Chelsea	10	5990	
Everton	8	400	
Leicester City	7	-	
Manchester City	11	6571	
Manchester United	6	2101	
Reading	10	981	
Tottenham Hotspur	6.5	6258	
West Ham United	5	5002	
LEAGUE	9,67	3159	

Table 30. England's ticketing-league attendance's correlation (Source: Own elaboration)

As shown in the table 30, the correlation between average ticket price and match attendance in the WSL is $r=0,084$, which means that the correlation between the variables is almost non-existent. This suggests that ticket price is not a factor that has a strong influence on interest in attending matches.

3.4.2. France (D1 ARKEMA)

D1 ARKEMA (FRANCE)			
TEAMS	TICKET PRICE	AVERAGE ATTENDANCE	CORRELATION
AS Saint-Étienne	4	523	0,936600166
Association ... Soyaux-Charente	5	534	
Dijon Football Côte D'Or	5	1385	
En Avant de Guingamp	3	722	
FC Fleury 91	5	349	
FC Girondins de Burdeos	5	921	
Grand Paris Seine Ouest 92 Issy	5	151	
Montpellier Hérault Sport Club	5	359	
Olympique de Lyon	10	4520	
Paris FC	5	689	
Paris Saint-Germain	10	4520	
Stade de Reims	5	878	
LEAGUE	5,92	1296	

Table 31. France's ticketing-league attendance's correlation (Source: Own elaboration)

As the table 31 indicates, the correlation between average ticket price and average attendance is $r=0,937$. In this case, the correlation means that the relationship between

the two variables is positively strong and that both are trending in the same direction and growth. It suggests that in the French league, ticket prices are an important factor in attendance.

3.4.3. Germany (FRAUEN BUNDESLIGA)

FRAUEN BUNDESLIGA (GERMANY)			
TEAM	TICKET PRICE	AVERAGE ATTENDANCE	CORRELATION
1.FC Köln	8	5457	-0,493245672
Bayer 04 Leverkusen	8	1140	
Bayern München	9	2500	
Eintracht Frankfurt	8	5500	
FC Carl Zeiss Jena	3	15500	
SC Freiburg	3	5400	
SC Sand	10	2500	
SGS Essen	10	3800	
SV Werder Bremen	10	1000	
TSG Hoffenheim	10	6350	
Turbine Potsdam	10	10787	
VFL Wolfsburg	10	5200	
LEAGUE	9,54	5428	

Table 32. Germany's ticketing-league attendance's correlation (Source: Own elaboration)

In the case of Germany, the correlation between ticket prices and average attendance is $r=-0,493$, which is a moderate negative correlation, meaning that the relationship between the two variables is clockwise. This result could be due to the ticket prices of those teams that are not able to attract large attendances.

3.4.4. Spain (LIGA IBERDROLA)

LIGA IBERDROLA (SPAIN)			
TEAM	TICKET PRICE	AVERAGE ATTENDANCE	CORRELATION
At. Madrid Femenino	20	1345	0,45706005
Athletic Club	10	462	
Deportivo Alavés	10	-	
FC Barcelona	13	2787	
Levante UD	5	372	
Madrid CFF	5	848	
R. Betis Féminas	5	542	
Rayo Vallecano	10	300	
Real Madrid Femenino	10	344	
Real Sociedad	10	800	
SD Eibar	10	-	
Sevilla FC	10	382	
Sporting Huelva	6	506	
UD Granadilla Tenerife	5	454	
VCF Femenino	3	810	
Villareal CF	5	-	
LEAGUE	8,56	766	

Table 33. Spain's ticketing-league attendance's correlation (Source: Own elaboration)

As indicated in the table 33, the correlation between average ticket price and average attendance is $r=0,457$, meaning that the relationship between the two variables is positive and moderate. This suggests that ticket prices have a modest impact on the public's willingness to attend games.

3.4.5. United States (NWSL)

NATIONAL WOMEN'S SOCCER LEAGUE (USA)			
TEAM	TICKET PRICE	AVERAGE ATTENDANCE	CORRELATION
Angel City FC	42.5	-	0,573199014
Chicago Red Stars	31	20000	
Houston Dash	31	7000	
Kansas City Current	30	18467	
NJ/NY Gotham FC	46	25000	
North Carolina Courage	51.45	10000	
OL Reign	31	10000	
Orlando Pride	44	25500	
Portland Thorns	31	25218	
Racing Louisville FC	30	11700	
San Diego Wave	-	-	
Washington Spirit	31	20000	
LEAGUE	36	17288,5	

Table 34. US' ticketing-league attendance's correlation (Source: Own elaboration)

As the table 34 shows, the correlation between ticket prices and the average attendance in the U.S. is $r=0,573$. This means that the correlation between the variables is positive and strong, but does not have a large impact. Both variables have the same trend but not the same growth.

3.5. CORRELATION SOCIAL MEDIA – LEAGUE ATTENDANCE

3.5.1. England (WSL)

FAWSL (ENGLAND)			
TEAM	AVERAGE FOLLOWERS	AVERAGE ATTENDANCE	CORRELATION
Arsenal	2.270.694	2101	0,529574149
Aston Villa	87.581	-	
Birmingham City	27.551	875	
Brighton & Hove Albion	4.874	1311	
Chelsea	2.622.196	5990	
Everton	182.957	400	
Leicester City	139.316	-	
Manchester City	18.317.901	6571	
Manchester United	1.890.587	2101	
Reading	17.057	981	
Tottenham Hotspur	657.107	6258	
West Ham United	139.888	5002	
LEAGUE	315.059	3159	

Table 35. England's social media followers-league attendance's correlation (Source: Own elaboration)

As the table 35 shows, the correlation between the average number of followers in social networks and the average attendance is $r=0,530$, which means that the correlation is positively strong. This suggests that, in the case of England, the average number of followers has an impact on the willingness to attend matches.

3.5.2. France (D1 ARKEMA)

D1 ARKEMA (FRANCE)			
TEAM	AVERAGE FOLLOWERS	AVERAGE ATTENDANCE	CORRELATION
AS Saint-Étienne	289.327	523	0,643807437
Association ... Soyaux-Charente	3.772	534	
Dijon Football Côte D'Or	107.799	1385	
En Avant de Guingamp	201.725	722	
FC Fleury 91	3.036	349	
FC Girondins de Burdeos	25.237	921	
Grand Paris Seine Ouest 92 Issy	1.456	151	
Montpellier Hérault Sport Club	249.639	359	
Olympique de Lyon	109.745	4520	
Paris FC	14.404	689	
Paris Saint-Germain	1.787.855	4520	
Stade de Reims	179.568	878	
LEAGUE	17.341	1296	

Table 36. France's social media followers-league attendance's correlation (Source: Own elaboration)

As indicated in the table 36, the correlation between the variables is $r=0,644$, which means that there is a positive and moderate relationship between the two. This means that the followers that each team has are reflected in the audience that attends the games.

3.5.3. Germany (FRAUEN BUNDESLIGA)

FRAUEN BUNDESLIGA (GERMANY)			
TEAM	AVERAGE FOLLOWERS	AVERAGE ATTENDANCE	CORRELATION
1.FC Köln	599.700	388	-0,335419035
Bayer 04 Leverkusen	1.330.604	316	
Bayern München	2.832.273	477	
Eintracht Frankfurt	53.074	1026	
FC Carl Zeiss Jena	8.139	351	
SC Freiburg	152.700	774	
SC Sand	5.471	644	
SGS Essen	8.494	720	
SV Werder Bremen	72.154	246	
TSG Hoffenheim	21.060	545	
Turbine Potsdam	19.643	946	
VFL Wolfsburg	71.400	1231	
LEAGUE	100.436	639	

Table 37. Germany's social media followers-league attendance's correlation (Source: Own elaboration)

As table 37 indicates, in the case of Germany, the correlation between the average number of followers and the average attendance is $r=-0,335$, which means that the

relationship between both variables is negative. This suggests that the followers they have on the platforms are not reflected in their match attendance.

3.5.4. Spain (LIGA IBERDROLA)

LIGA IBERDROLA (SPAIN)			
TEAM	AVERAGE FOLLOWERS	AVERAGE ATTENDANCE	CORRELATION
At. Madrid Femenino	426.424	1345	0,745372936
Athletic Club	305.115	462	
Deportivo Alavés	4.941	-	
FC Barcelona	4.328.719	2787	
Levante UD	30.400	372	
Madrid CFF	24.552	848	
R. Betis Féminas	152.915	542	
Rayo Vallecano	17.750	300	
Real Madrid Femenino	2.248.125	344	
Real Sociedad	28.155	800	
SD Eibar	139.785	-	
Sevilla FC	578.895	382	
Sporting Huelva	10.583	506	
UD Granadilla Tenerife	9.770	454	
VCF Femenino	57.775	810	
Villareal CF	18.689	-	
LEAGUE	62.955	766	

Table 38. Spain's social media followers-league attendance's correlation (Source: Own elaboration)

In the case of Spain, the correlation between the average number of followers and the average attendance is $r=0,745$, which means that it has a positive relationship. This indicates that the impact of social network followers is reflected in the audience attending matches.

3.5.5. United States (NWSL)

NATIONAL WOMEN'S SOCCER LEAGUE (USA)			
TEAM	AVERAGE FOLLOWERS	AVERAGE ATTENDANCE	CORRELATION
Angel City FC	43.365	-	0,111824119
Chicago Red Stars	51.615	5740	
Houston Dash	67.211	4052	
Kansas City Current	19.073	10774	
NJ/NY Gotham FC	68.048	3338	
North Carolina Courage	33.489	6296	
OL Reign	79.670	5212	
Orlando Pride	134.152	5565	
Portland Thorns	109.751	20098	
Racing Louisville FC	14.254	6018	
San Diego Wave	12.419	-	
Washington Spirit	59.144	6105	
LEAGUE	266.193	7319,8	

Table 39. US' social media followers-league attendance's correlation (Source: Own elaboration)

The correlation between the mean number of followers on social networks and the mean attendance is $r=0,112$, which means that the relationship between the two variables is positive but weak. This suggests that the impact that followers have on the willingness to go to matches is very slight.

3.6. OVERALL VIEW

	BROAD/ SM	SPONS/ ATT	MERCH/ ATT	TICK/ ATT	SM/ATT	AV
ENGLAND	0,287	0,393	0,500	0,084	0,530	0,359
FRANCE	0,335	0,697	0,325	0,937	0,644	0,588
GERMANY	0,279	-0,001	0,648	-0,493	-0,335	0,019
SPAIN	0,933	0,238	0,603	0,457	0,745	0,595
USA	0,862	-0,150	0,051	0,573	0,112	0,289
AV	0,539	0,235	0,425	0,312	0,339	0,370

Table 40. Overall correlation view (Source: Own elaboration)

CONCLUSIONS

The main objective of this project was to accept or reject the hypothesis that with greater investment in media coverage, sponsorships and internal marketing strategies, there would be more attendance at matches and more interest in the game.

Regarding the situation in England, we can see that all correlations are positive, meaning that all variables have an impact on match attendance or interest in the game. Despite all the positive correlations, the one between ticket sales and attendance is almost non-existent, which implies that it does not have a big impact on fan interest. The reason behind this correlation might be that, as we can see in the table 57 in the annexe, the majority of teams sell season tickets, and a lot of those who have it does not go to all the games or only the most important ones, which means that the seats are not available for other fans and the capacity is limited.

In the France situation, all correlations were also positive, meaning that all variables are related to each other, but the one with the greatest impact is that of ticket prices relative to average attendance. This suggests that ticketing strategies play an important role in the willingness of fans to attend the matches.

As for the situation in Germany, the table 40 show that it has the least positive correlations. It has two negative correlations and one non-existent correlation, which means that the success of the league it is not necessarily caused by these marketing strategies. The reason behind the success of the league it might be caused by the early professionalization and investment in the early stages of the competition or even the level of competitiveness that experiences the league itself, this last probability being caused by the high level of competition of the teams and the tight classification.

In the situation of Spain, we can see that all correlations are positive and the one that has a greater impact on fan interest is the one that relates the matches broadcasted with followers on social networks, which means that greater exposure of the matches equals greater public interest.

The reason behind this correlation might be due to the lower exposure that the league experiences. The teams such as FC Barcelona or Real Madrid, which have their own TV channel, have greater exposure and allows the fans to watch the matches from home and consequently be more invested on the team, whereas other teams, with less

resources and that do not have their matches broadcast, do not generate interest because the opportunity is not given to them.

Finally, as for the U.S. situation, the tables show that most of the correlations are positive, but it also has a negative one, that of sponsorship/attendance, and another almost non-existent, which is merchandising/attendance. But we can also see that the most important one in this case is that of diffusion related to social network followers. The reason behind the U.S success is that, apart from that they mostly identify "soccer" with being it played by women, it has been present and professional for more years than the other countries. This has provoked that in the U.S. the footballers are treated as celebrities and the exposure is larger than in the other countries, as seen on the table 45, even the university soccer matches are live broadcasted.

To conclude, taking into account the overall view of the correlation table (Table 40), we can confirm the accuracy of the hypothesis, since all the variables have an impact on the attendance and interest of fans in the match.

This final degree project has experienced some limitations due to the lack of information that there is about this topic. Some examples of these limitations are that there is almost no information about the broadcast numbers of the matches or that almost all teams do not sell the tickets online until three days before the match. These setbacks have made the execution of the project more challenging, but also more fulfilling.

In a more personal opinion, I think that, seeing the numbers, more investment in women's football is needed in order to make it as competitive as the men's football. This fact has been reflected on the *classico* FC Barcelona vs Real Madrid that is going to be played in the *Camp Nou*, which experienced a sold out before they even had the chance to do the marketing strategy.

Also, I firmly believe that by giving the women footballers more exposure and visibility, they have a larger platform to help disseminate the values of women's football, which tend to be inclusive and encouraging. In short, more investment equals more visibility that equals more interest.

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ANEXXE

4. MEDIA COVERAGE TABLES

ENGLAND

ENGLAND					
National Teams					
Competition	Channel	Year	TOTAL		
FIFA WWC	BBC	2019	3		
	BBC	2015			
	Eurosport	2015			
UEFA women's EURO	BBC	2022			
England women's national team matches	ITV				
Clubs					
Women's Super League	Sky Sports	2021-2024	5	total matches	132
	BBC	2021- 2024		total matches/team	22
	talkSPORT			average matches broadcast	132
FA Women's Cup	BBC			average matches broadcast/Team	22/21/20
WSL & FA	FA player				
UWCL	DAZN	2021-2025		Average different broadcasters	
Total of different broadcasters			7	4	

Table 41. England's Media Coverage list (Source: Own Elaboration)

FRANCE

FRANCE					
National Teams					
Competition	Channel	Year	Total		
FIFA WWC	TF1	2019	4		
	France 2	2019			
	France 3	2019			
	Canal +	2019			
FIFA U-20 WWC	Canal +	until 2022			
FIFA U-17 WWC	Canal +	until 2022			
UEFA EURO's	TF1	2022			
	Canal +	2022			
Clubs					
D1 feminine	France Télévisions		6	total matches	132
	Eurosport			total matches/team	22
	Canal+			average matches broadcast	132
	DAZN			average matches broadcast/Team	22/21/20
	Foot+				
UWCL	DAZN	2021-2015		Average different broadcasters	
Total of different broadcasters			9	5	

Table 42. France's Media Coverage list (Source: Own Elaboration)

The investment evolution of women's football

GERMANY

GERMANY					
National Teams					
Competition	Channel	Year	Audience		
FIFA Women's World Cup	ARD	2019	4		
	ZDF	2019			
	DAZN	2019			
UEFA Women's U-19	Sport 1				
UEFA Women's U-17	Sport 1				
Clubs					
frauen bundesliga	regional channels		5	total matches	132
	Magenta Sport			total matches/team	22
	Eurosport			average matches broadcast	132
	DFB-TV	until 2021-22		average matches broadcast/Team	22
UWCL	DAZN	2021-2025		Average different broadcasters	
Total of different broadcasters			8	4,5	

Table 43. Germany's Media Coverage List (Source: Own Elaboration)

SPAIN

SPAIN					
National Teams					
Competition	Channel	Year	TOTAL		
FIFA WWC	RTVE	2019	2		
	Eurosport	2015			
	Eurosport	2011			
Clubs					
Primera iberdrola	RTVE		7	total matches	240
	barça TV			total matches/team	30
	real madrid TV			average matches broadcast	96
	GOL			average matches broadcast/Team	12
	Esport 3				
	La 1				
UWCL	DAZN	2021-25		Average different broadcasters	
Total of different broadcasters			8	4,5	

Table 44. Spain's Media Coverage List (Source: Own Elaboration)

UNITED STATES

USA					
National Teams					
Competition	Channel	Year	Audience		
FIFA WWC	FOX	2015 & 2019	6		
	FS1	2019			
	FS2	2019			
	TELEMUNDO	2019			
FIFA U-20	FOX & TELEMUNDO				
FIFA U-17	FOX & TELEMUNDO				
UEFA WOMENS EURO	FOX SPORTS & UNIVISION				
Clubs					
National Women's Soccer League	CBS Sports	until 2022	7	total matches	118
	Paramount +	until 2022		total matches/team	12
	Twitch	until 2022		average matches broadcast	118
Women's College Cup	ESPNU			average matches broadcast/Team	12
FA WSL	NBC & Peacock				
FA WSL/frauen bundesliga / liga iberdrola	ATA Football				
UWCL	DAZN	2021-2025		Average different broadcasters	
Total of different broadcasters			13	6,5	

Table 45. US' Media Coverage List (Source: Own Elaboration)

5. SPONSORSHIP TABLES

ENGLAND

ENGLAND (WSL)		
TEAM	TOTAL	ESTIMATED REVENUE
Arsenal	4	278923,2
Aston Villa	13	283281,44
Birmingham City	14	305072,32
Brighton & Hove Albion	10	217908,8
Chelsea	8	557846,4
Everton	14	427101,08
Leicester City	13	396593,86
Manchester City	32	2231385,6
Manchester United	22	1534077,6
Reading	15	326863,2
Tottenham Hotspur	5	152536,1
West Ham United	22	671158,84
AVERAGE	14	615229,0367

Table 46. England's estimated sponsorship revenue (Source: Own Elaboration)

FRANCE

FRANCE (D1 ARKEMA)		
TEAM	TOTAL	ESTIMATED REVENUE
AS Saint-Étienne	16	488115,52
Association ... Soyaux-Charente	30	653726,4
Dijon Football Côte D'Or	11	335579,42
En Avant de Guingamp	9	274564,98
FC Fleury 91	11	239699,68
FC Girondins de Burdeos	10	217908,8
Grand Paris Seine Ouest 92 Issy	5	108954,4
Montpellier Hérault Sport Club	9	274564,98
Olympique de Lyon	17	518622,74
Paris FC	10	217908,8
Paris Saint-Germain	22	1534077,6
Stade de Reims	7	213550,54
AVERAGE	13	423106

Table 47. France's estimated sponsorship revenue (Source: Own Elaboration)

GERMANY

GERMANY (FRAUEN BUNDESLIGA)		
TEAM	TOTAL	ESTIMATED REVENUE
1.FC Köln	8	244057,76
Bayer 04 Leverkusen	5	348654
Bayern München	12	836769,6
Eintracht Frankfurt	17	370444,96
FC Carl Zeiss Jena	14	305072,32
SC Freiburg	10	305072,2
SC Sand	20	435817,6
SGS Essen	12	261490,56
SV Werder Bremen	7	152536,16
TSG Hoffenheim	6	130745,28
Turbine Potsdam	8	174327,04
VFL Wolfsburg	16	348654,08
AVERAGE	11	326137

Table 48. Germany's estimated sponsorship revenue (Source: Own Elaboration)

SPAIN

SPAIN (LIGA IBERDROLA)		
TEAM	TOTAL	ESTIMATED REVENUE
At. Madrid Femenino	11	335579,42
Athletic Club	21	640651,62
Deportivo Alavés	7	152536,16
FC Barcelona	9	627577,2
Levante UD	8	174327,04
Madrid CFF	8	174327,04
R. Betis Féminas	7	213550,54
Rayo Vallecano	4	87163,52
Real Madrid Femenino	15	1045962
Real Sociedad	8	174327,04
SD Eibar	6	183043,32
Sevilla FC	4	122028,88
Sporting Huelva	7	152536,16
UD Granadilla Tenerife	11	239699,68
VCF Femenino	9	196117,92
Villareal CF	5	108954,4
AVERAGE	9	289274

Table 49. Spain's sponsorship estimated revenue (Source: Own Elaboration)

UNITED STATES

US (NWSL)		
TEAM	TOTAL	ESTIMATED REVENUE
Angel City FC	17	370444,96
Chicago Red Stars	30	653726,4
Houston Dash	28	610144,64
Kansas City Current	10	217908,8
NJ/NY Gotham FC	13	283281,44
North Carolina Courage	15	326863,2
OL Reign	7	152536,16
Orlando Pride	20	610144,4
Portland Thorns	8	244057,76
Racing Louisville FC	42	915216,96
San Diego Wave	-	-
Washington Spirit	23	501190,24
AVERAGE	20	451507

Table 50. US' sponsorship estimated revenue (Source: Own Elaboration)

SPONSORSHIP REVENUE CRITERIA

SPONSORSHIP REVENUE LINKED TO SM FOLLOWERS	
< 100000 FOLLOWERS	21790,88
>100000 FOLLOWERS	30507,22
> 1000000 FOLLOWERS	69730,8

Table 51. Sponsorship revenue linked to social media followers (Source: Own Elaboration)

6. INTERNAL MARKETING STRATEGIES USED

6.1. MERCHANDISING

ENGLAND

FAWSL (ENGLAND)						
	EQUIPMENT	CUSTOMIZED	OTHER MERCH	USE OF THE PLAYERS AS MODELS	%	
Arsenal	YES	YES	YES	YES	100%	
Aston Villa	YES	NO	YES	YES	75%	
Birmingham City	YES	YES	YES	YES	100%	
Brighton & Hove Albion	YES	YES	YES	YES	100%	
Chelsea	YES	YES	YES	YES	100%	
Everton	YES	NO	YES	YES	75%	
Leicester City	YES	YES	NO	YES	75%	
Manchester City	YES	YES	YES	YES	100%	
Manchester United	YES	YES	YES	YES	100%	
Reading	YES	NO	NO	YES	50%	
Tottenham Hotspur	YES	YES	YES	YES	100%	
West Ham United	YES	YES	YES	YES	100%	
NATIONAL TEAM	YES	NO	YES	NO	50%	
%	100%	69,23%	84,62%	92,31%	86,54%	89,58%

Table 52. England's nº of merchandising strategies used (Source: Own Elaboration)

FRANCE

D1 FEMININE (FRANCE)						
	EQUIPMENT	CUSTOMIZED	OTHER MERCH	USE OF THE PLAYERS AS MODELS	%	
AS Saint-Étienne	NO	NO	NO	NO	0%	
Association ... Soyaux-Charente	NO	NO	NO	NO	0%	
Dijon Football Côte D'Or	YES	NO	NO	NO	25%	
En Avant de Guingamp	NO	NO	NO	NO	0%	
FC Fleury 91	NO	NO	NO	NO	0%	
FC Girondins de Burdeos	NO	NO	YES	NO	25%	
Grand Paris Seine Ouest 92 Issy	NO	NO	YES	NO	25%	
Montpellier Hérault Sport Club	YES	NO	NO	NO	25%	
Olympique de Lyon	YES	YES	YES	YES	100%	
Paris FC	YES	YES	YES	YES	100%	
Paris Saint-Germain	YES	NO	YES	YES	75%	
Stade de Reims	NO	NO	NO	NO	0%	
NATIONAL TEAM	YES	NO	YES	NO	50%	
%	46,15%	15,38%	46,15%	23,08%	32,69%	31%

Table 53. France's nº of merchandising strategies used (Source: Own Elaboration)

GERMANY

FRAUEN BUNDESLIGA (GERMANY)						
	EQUIPMENT	CUSTOMIZED	OTHER MERCH	USE OF THE PLAYERS AS MODELS	%	
1.FC Köln	NO	NO	NO	NO	0%	
Bayer 04 Leverkusen	YES	NO	NO	YES	50%	
Bayern München	YES	NO	YES	YES	75%	
Eintracht Frankfurt	NO	NO	NO	YES	25%	
FC Carl Zeiss Jena	NO	NO	NO	NO	0%	
SC Freiburg	YES	NO	YES	YES	75%	
SC Sand	YES	YES	YES	YES	100%	
SGS Essen	YES	YES	YES	YES	100%	
SV Werder Bremen	YES	YES	YES	YES	100%	
TSG Hoffenheim	YES	YES	YES	NO	75%	
Turbine Potsdam	YES	NO	YES	NO	50%	
VFL Wolfsburg	YES	YES	YES	YES	100%	
NATIONAL TEAM	YES	NO	YES	NO	50%	
%	76,92%	38,46%	69,23%	61,54%	61,54%	62,50%

Table 54. Germany's nº of merchandising strategies used (Source: Own Elaboration)

SPAIN

LIGA IBERDROLA (SPAIN)						
	EQUIPMENT	CUSTOMIZED	OTHER MERCH	USE OF THE PLAYERS AS MODELS	%	
At. Madrid Femenino	YES	YES	NO	NO	50%	
Athletic Club	YES	YES	NO	YES	75%	
Deportivo Alavés	NO	NO	NO	YES	25%	
FC Barcelona	YES	YES	YES	YES	100%	
Levante UD	YES	NO	NO	YES	50%	
Madrid CFF	NO	NO	NO	NO	0%	
R. Betis Féminas	NO	NO	NO	NO	0%	
Rayo Vallecano	NO	NO	NO	NO	0%	
Real Madrid Femenino	YES	YES	NO	NO	50%	
Real Sociedad	YES	YES	NO	YES	75%	
SD Eibar	NO	NO	NO	NO	0%	
Sevilla FC	NO	NO	NO	YES	25%	
Sporting Huelva	NO	NO	NO	NO	0%	
UD Granadilla Tenerife	NO	NO	NO	NO	0%	
VCF Femenino	YES	NO	NO	NO	25%	
Villareal CF	YES	NO	NO	YES	50%	
NATIONAL TEAM	YES	NO	NO	NO	25%	
%	52,94%	29,41%	5,88%	41,18%	32,35%	32,81%

Table 55. Spain's nº of merchandising strategies used (Source: Own Elaboration)

UNITED STATES

NWSL (USA)						
	EQUIPMENT	CUSTOMIZED	OTHER MERCH	USE OF THE PLAYERS AS MODELS	%	
Angel City FC	YES	YES	YES	YES	100%	
Chicago Red Stars	YES	YES	YES	YES	100%	
Houston Dash	YES	YES	YES	YES	100%	
Kansas City Current	YES	YES	YES	YES	100%	
NJ/NY Gotham FC	YES	YES	YES	YES	100%	
North Carolina Courage	YES	YES	YES	YES	100%	
OL Reign	YES	YES	YES	YES	100%	
Orlando Pride	YES	YES	YES	YES	100%	
Portland Thorns	YES	YES	YES	YES	100%	
Racing Louisville FC	YES	YES	YES	YES	100%	
San Diego Wave	-	-	YES	NO	50%	
Washington Spirit	YES	YES	YES	YES	100%	
NATIONAL TEAM	YES	YES	YES	NO	75%	
%	100%	100%	100%	85%	94,23%	95,83%

Table 56. US' nº of merchandising strategies used (Ow Source: Own Elaboration n)

6.2. TICKETING

ENGLAND

FAWSL (ENGLAND)				
	MATCHDAY	PRICE(Av)	SEASON	PRICE(Av)
Arsenal	YES	12	YES	90
Aston Villa	YES	10	YES	70
Birmingham City	YES	10	YES	65
Brighton & Hove Albion	YES	7	YES	30
Chelsea	YES	10	YES	49
Everton	YES	8	NO	-
Leicester City	YES	7	YES	40
Manchester City	YES	11	YES	60
Manchester United	YES	6	YES	39
Reading	YES	10	YES	60
Tottenham Hotspur	YES	6.5	YES	30
West Ham United	YES	5	YES	30
NATIONAL TEAM	YES	20	NO	-
%/Av	100%	9,67	84,62%	51,18

Table 57. England's ticketing strategy (Source: Own Elaboration)

FRANCE

D1 FEMININE (FRANCE)				
	MATCH	PRICE	WOMEN'S SEASON	PRICE
AS Saint-Étienne	YES	4	NO	-
Association ... Soyaux-Charente	YES	5	YES	100
Dijon Football Côte D'Or	YES	5	NO	-
En Avant de Guingamp	YES	3	NO	-
FC Fleury 91	YES	5	NO	-
FC Girondins de Burdeos	YES	5	NO	-
Grand Paris Seine Ouest 92 Issy	YES	5	NO	-
Montpellier Hérault Sport Club	YES	5	NO	-
Olympique de Lyon	YES	10	YES	60
Paris FC	YES	5	NO	-
Paris Saint-Germain	YES	10	YES	?
Stade de Reims	YES	5	NO	-
NATIONAL TEAM	YES	10	NO	-
%/AVERAGE	100%	5,92	23,08%	80

Table 58. France's ticketing strategy (Source: Own Elaboration)

GERMANY

FRAUEN BUNDESLIGA (GERMANY)				
	MATCH	PRICE	SEASON	PRICE
1.FC Köln	YES	8	NO	-
Bayer 04 Leverkusen	YES	8	NO	-
Bayern München	YES	9	NO	-
Eintracht Frankfurt	YES	8	NO	-
FC Carl Zeiss Jena	YES	3	NO	-
SC Freiburg	YES	3	NO	-
SC Sand	YES	10	NO	-
SGS Essen	YES	10	YES	80
SV Werder Bremen	YES	10	NO	-
TSG Hoffenheim	YES	10	NO	-
Turbine Potsdam	YES	10	NO	-
VFL Wolfsburg	YES	10	NO	-
NATIONAL TEAM	YES	25	NO	-
%/AVERAGE	100%	9,54	7,69%	80

Table 59. Germany's ticketing strategy (Source: Own Elaboration)

SPAIN

LIGA IBERDROLA (SPAIN)				
	MATCH	PRICE	SEASON	PRICE
At. Madrid Femenino	YES	20	NO	-
Athletic Club	YES	10	NO	-
Deportivo Alavés	YES	10	NO	-
FC Barcelona	YES	13	YES	104
Levante UD	YES	5	NO	-
Madrid CFF	YES	5	YES	30
R. Betis Féminas	YES	5	NO	-
Rayo Vallecano	YES	10	YES	30
Real Madrid Femenino	YES	10	NO	-
Real Sociedad	YES	10	NO	-
SD Eibar	YES	10	NO	-
Sevilla FC	YES	10	NO	-
Sporting Huelva	YES	6	NO	-
UD Granadilla Tenerife	YES	5	YES	100
VCF Femenino	YES	3	YES	40
Villareal CF	YES	5	NO	-
NATIONAL TEAM	YES	12,5	NO	-
%/ Average	100%	8,56	29,41%	60,80

Table 60. Spain's ticketing strategy (Source: Own Elaboration)

UNITED STATES

NWSL (USA)				
	MATCHDAY	PRICE(av)	SEASON	PRICE(av)
Angel City FC	YES	42.5	YES	236
Chicago Red Stars	YES	31	YES	286
Houston Dash	YES	31	YES	298
Kansas City Current	YES	30	YES	335.75
NJ/NY Gotham FC	YES	46	YES	100
North Carolina Courage	YES	51.45	YES	356
OL Reign	YES	31	YES	294
Orlando Pride	YES	44	YES	288.86
Portland Thorns	YES	31	YES	303.08
Racing Louisville FC	YES	30	YES	370
San Diego Wave	YES	-	YES	-
Washington Spirit	YES	31	YES	240.36
NATIONAL TEAM	YES	55	NO	
%/AVERAGE	100%	36	92,31%	277

Table 61. US' ticketing strategy (Source: Own Elaboration)

6.3. SOCIAL MEDIA FOLLOWERS

ENGLAND⁶

FA WOMEN'S SUPER LEAGUE (ENGLAND)						
	INSTAGRAM	FACEBOOK	TWITTER	YOUTUBE	TOTAL	AVERAGE
Arsenal	1.400.000	4.789.784	392.992	2.500.000	9.082.776	2.270.694
Aston Villa	66.100	16.100	33.124	235.000	350.324	87.581
Birmingham City	17.800	16.567	36.638	39.200	110.205	27.551
Brighton & Hove Albion	8.068	831	5.723	-	14.622	4.874
Chelsea	2.900.000	3.754.229	434.554	3.400.000	10.488.783	2.622.196
Everton	84.300	30.562	48.965	568.000	731.827	182.957
Leicester City	31.400	76.982	17.882	431.000	557.264	139.316
Manchester City	28.000.000	41.423.015	158.590	3.690.000	73.271.605	18.317.901
Manchester United	1.400.000	529.281	263.066	5.370.000	7.562.347	1.890.587
Reading	12.900	10.774	22.454	22.100	68.228	17.057
Tottenham Hotspur	394.000	244.300	60.127	1.930.000	2.628.427	657.107
West Ham United	141.000	66.751	52.800	299.000	559.551	139.888
LEAGUE	214.000	182.800	548.377	-	945.177	315.059
TOTAL	34.669.568	51.141.976	2.075.292	18.484.300	106.371.136	26.592.784
NATIONAL TEAM	309.000	13.357	176.200	1.860.000	2.358.557	589.639

Table 62. England's Social Media Followers (Source: Own Elaboration)

FRANCE

DIVISION 1 FÉMININE (FRANCE)						
	INSTAGRAM	FACEBOOK	TWITTER	YOUTUBE	TOTAL	AVERAGE
AS Saint-Étienne	419	863.420	4.142	-	867.981	289.327
Association ... Soyaux-Charente	5.442	6.000	3.564	81	15.087	3.772
Dijon Football Côte D'Or	110.000	190.056	125.300	5.840	431.196	107.799
En Avant de Guingamp	60.900	261.374	282.900	-	605.174	201.725
FC Fleury 91	1.532	6.679	3.790	142	12.143	3.036
FC Girondins de Burdeos	9.816	41.532	12.400	37.200	100.948	25.237
Grand Paris Seine Ouest 92 Issy	2.620	171	1.578	-	4.369	1.456
Montpellier Hérault Sport Club	225.000	365.356	391.800	16.400	998.556	249.639
Olympique de Lyon	31.100	190.781	90.100	127.000	438.981	109.745
Paris FC	16.600	24.000	8.825	8.190	57.615	14.404
Paris Saint-Germain	738.000	428.819	104.600	5.880.000	7.151.419	1.787.855
Stade de Reims	69.000	233.904	235.800	-	538.704	179.568
LEAGUE	20600	17065	17000	14700	69.365	17.341
TOTAL	1.291.029	2.629.157	1.281.799	6.089.553	11.291.538	2.822.885
NATIONAL TEAM	10.400.000	6.425.816	5.535.003	1.870.000	24.230.819	6.057.705

Table 63. France's Social Media Followers (Source: Own Elaboration)

⁶ The squares in light orange mean that the account is shared with the men's team.

The investment evolution of women's football

GERMANY

FRAUEN BUNDESLIGA (GERMANY)						
	INSTAGRAM	FACEBOOK	TWITTER	YOUTUBE	TOTAL	AVERAGE
1.FC Köln	8.537	778.113	641.100	71.500	1.499.250	599.700
Bayer 04 Leverkusen	4.711	2.844.399	427.000	50.400	3.326.510	1.330.604
Bayern München	942.000	3.680.782	77.900	2.380.000	7.080.682	2.832.273
Eintracht Frankfurt	25.900	18.835	3.849	84.100	132.684	53.074
FC Carl Zeiss Jena	7.475	6.260	2.543	-	16.278	8.139
SC Freiburg	14.400	11.000	280.000	-	305.400	152.700
SC Sand	2.736	9.100	1.430	412	13.678	5.471
SGS Essen	10.400	8.955	1.170	709	21.234	8.494
SV Werder Bremen	29.900	23.316	6.168	121.000	180.384	72.154
TSG Hoffenheim	19.400	8.200	2.649	22.400	52.649	21.060
Turbine Potsdam	17.800	27.033	3.144	1.130	49.107	19.643
VFL Wolfsburg	74.700	44.000	13.700	46.100	178.500	71.400
LEAGUE	62.200	73.871	64.800	-	200.871	100.436
TOTAL	1.220.159	7.533.864	1.525.453	2.777.751	13.057.227	5.222.891
NATIONAL TEAM	127.000	328.559	64.800	262.000	782.359	312.944

Table 64. Germany's Social Media Followers (Source: Own Elaboration)

SPAIN

LIGA IBERDROLA (SPAIN)						
	INSTAGRAM	FACEBOOK	TWITTER	YOUTUBE	TOTAL	AVERAGE
At. Madrid Femenino	642.000	864.695	188.300	10.700	1.705.695	426.424
Athletic Club	47.400	1.078.425	6.436	88.200	1.220.461	305.115
Deportivo Alavés	3.649	98	2.917	13.100	19.764	4.941
FC Barcelona	2.900.000	1.102.075	512.800	12.800.000	17.314.875	4.328.719
Levante UD	45.500	8.300	37.900	29.900	121.600	30.400
Madrid CFF	35.200	11.756	26.700	-	73.656	24.552
R. Betis Féminas	98.800	37.759	59.100	416.000	611.659	152.915
Rayo Vallecano	13.600	-	21.900	-	35.500	17.750
Real Madrid Femenino	1.200.000	516.000	396.500	6.880.000	8.992.500	2.248.125
Real Sociedad	28.900	948	9.272	73.500	112.620	28.155
SD Eibar	181.000	123.209	247.700	7.230	559.139	139.785
Sevilla FC	36.600	2.101.780	24.200	153.000	2.315.580	578.895
Sporting Huelva	10.100	15.891	15.600	742	42.333	10.583
UD Granadilla Tenerife	11.400	13.651	12.300	1.730	39.081	9.770
VCF Femenino	57.600	24.000	41.500	108.000	231.100	57.775
Villareal CF	9.361	3.151	7.443	54.800	74.755	18.689
LEAGUE	94.000	42.064	52.800	-	188.864	62.955
TOTAL	5.415.110	5.943.802	1.663.368	20.636.902	33.659.182	8.414.796
NATIONAL TEAM	162.000	82.131	78.300	226.000	548.431	137.108

Table 65. Spain's Social Media Followers (Source: Own Elaboration)

UNITED STATES

NATIONAL WOMEN'S SOCCER LEAGUE (USA)						
	INSTAGRAM	FACEBOOK	TWITTER	YOUTUBE	TOTAL	AVERAGE
Angel City FC	121.000	4.300	47.100	1.060	173.460	43.365
Chicago Red Stars	117.000	43.329	37.700	8.430	206.459	51.615
Houston Dash	128.000	51.442	78.000	11.400	268.842	67.211
Kansas City Current	39.400	8.353	28.200	339	76.292	19.073
NJ/NY Gotham FC	98.600	43.144	62.400	-	204.144	68.048
North Carolina Courage	76.100	18.144	38.100	1.610	133.954	33.489
OL Reign	121.000	99.478	87.800	10.400	318.678	79.670
Orlando Pride	294.000	98.207	132.700	11.700	536.607	134.152
Portland Thorns	189.000	108.805	117.600	23.600	439.005	109.751
Racing Louisville FC	27.400	7.464	21.500	652	57.016	14.254
San Diego Wave	33.200	2.498	13.700	278	49.676	12.419
Washington Spirit	109.000	39.676	79.900	8.000	236.576	59.144
LEAGUE	431.000	265.473	244.300	124.000	1.064.773	266.193
TOTAL	1.784.700	790.313	989.000	201.469	3.765.482	941.371
NATIONAL TEAM	2.100.000	2.918.068	2.400.000	436.000	7.854.068	1.963.517

Table 66. US' Social Media Followers (Source: Own Elaboration)

7. ATTENDANCE

FIFA TOURNAMENTS

OFFICIAL TOURNAMENTS (FIFA)				
PLACE	YEAR	TOTAL	AVERAGE	FINAL MATCH
CHINA	1988	375.780	14.453	35.000
CHINA	1991	510.000	19.615	63.000
SWEDEN	1995	112.213	4.316	17.158
ATLANTA	1996	691.762	43.235	76.489
USA	1999	1.214.221	37.944	90.185
SYDNEY	2000	326.215	20.388	22.848
USA	2003	679.664	21.240	26.137
ATHENES	2004	208.637	10.432	10.416
CHINA	2007	1.190.971	37.218	31.000
BEIJING	2008	740.014	28.462	51.612
GERMANY	2011	845.711	26.428	48.817
LONDON	2012	660.986	25.423	80.203
CANADA	2015	1.353.305	26.029	53.341
RIO	2016	636.092	24.465	52.432
FRANCE	2019	1.131.312	21.756	57.900
TOKIO	2021	13.913	535	535

Table 67. Attendance evolution in FIFA's tournaments (Source: Own Elaboration)

ENGLAND

FA WOMEN'S SUPER LEAGUE (ENGLAND)				
TEAM	TOTAL	AVERAGE	STADIUM CAPACITY	% USED (AV)
Arsenal	14709	2101	4500	46,69%
Aston Villa	-	-	11000	-
Birmingham City	5248	875	2800	31,25%
Brighton & Hove Albion	11799	1311	6134	21,37%
Chelsea	45999	5990	4850	123,51%
Everton	1601	400	2200	18,18%
Leicester City	-	-	2200	-
Manchester City	48403	6571	7000	93,87%
Manchester United	14709	2101	12000	17,51%
Reading	4904	981	10137	9,68%
Tottenham Hotspur	40945	6258	6500	96,28%
West Ham United	35013	5002	6078	82,30%
TOTAL	223330	3159	6283	50,28%

Table 68. England's league attendance season 2019/2020 (Source: Own Elaboration)

FRANCE

D1 ARKEMA (FRANCE)				
TEAM	TOTAL	AVERAGE	STADIUM CAPACITY	% USED (AV)
AS Saint-Étienne	2615	523	1000	52,30%
Association ... Soyaux-Charente	4270	534	1300	41,08%
Dijon Football Côte D'Or	9693	1385	1500	92,33%
En Avant de Guingamp	6501	722	13500	5,35%
FC Fleury 91	2794	349	2000	17,45%
FC Girondins de Burdeos	7368	921	7000	13,16%
Grand Paris Seine Ouest 92 Issy	755	151	2000	7,55%
Montpellier Hérault Sport Club	2515	359	1000	35,90%
Olympique de Lyon	40681	4520	2200	205,45%
Paris FC	5512	689	18850	3,66%
Paris Saint-Germain	12208	4520	20000	22,60%
Stade de Reims	6146	878	1000	87,80%
TOTAL	101058	1296	5946	21,80%

Table 69. France's league attendance season 2019/2020 (Source: Own Elaboration)

GERMANY

FRAUEN BUNDESLIGA (GERMANY)				
TEAM	TOTAL	AVERAGE	STADIUM CAPACITY	% USED (AV)
1.FC Köln	4263	388	5457	7,11%
Bayer 04 Leverkusen	3479	316	1140	27,72%
Bayern München	5243	477	2500	19,08%
Eintracht Frankfurt	11290	1026	5500	18,65%
FC Carl Zeiss Jena	3510	351	15500	2,26%
SC Freiburg	9283	774	5400	14,33%
SC Sand	7084	644	2500	25,76%
SGS Essen	7917	720	3800	18,95%
SV Werder Bremen	1720	246	1000	24,60%
TSG Hoffenheim	5990	545	6350	8,58%
Turbine Potsdam	10408	946	10787	8,77%
VFL Wolfsburg	13545	1231	5200	23,67%
TOTAL	83732	639	5428	11,77%

Table 70. Germany's league attendance season 2019/2020 (Source: Own Elaboration)

SPAIN

LIGA IBERDROLA (SPAIN)				
TEAM	TOTAL	AVERAGE	STADIUM CAPACITY	% USED (AV)
At. Madrid Femenino	14795	1345	3000	44,83%
Athletic Club	5082	462	1000	46,20%
Deportivo Alavés	-	-	-	-
FC Barcelona	30657	2787	6000	46,45%
Levante UD	4092	372	3000	12,40%
Madrid CFF	9328	848	3000	28,27%
R. Betis Féminas	5962	542	3000	18,07%
Rayo Vallecano	3300	300	1200	25,00%
Real Madrid Femenino	3784	344	3000	11,47%
Real Sociedad	8800	800	1500	53,33%
SD Eibar	-	-	-	-
Sevilla FC	4202	382	7000	5,46%
Sporting Huelva	5566	506	2000	25,30%
UD Granadilla Tenerife	4994	454	2700	16,81%
VCF Femenino	8910	810	3000	27,00%
Villareal CF	-	-	-	-
TOTAL	109472	766	3031	25,26%

Table 71. Spain's league attendance season 2019/2020 (Source: Own Elaboration)

UNITES STATES

NATIONAL WOMEN'S SOCCER LEAGUE (USA)				
TEAM	TOTAL	AVERAGE	STADIUM CAPACITY	% USED (AV)
Angel City FC	-	-	-	-
Chicago Red Stars	68880	5740	20000	28,70%
Houston Dash	48624	4052	7000	57,89%
Kansas City Current	129288	10774	18467	58,34%
NJ/NY Gotham FC	40056	3338	25000	13,35%
North Carolina Courage	75552	6296	10000	62,96%
OL Reign	62544	5212	10000	52,12%
Orlando Pride	66780	5565	25500	21,82%
Portland Thorns	241176	20098	25218	79,70%
Racing Louisville FC	72216	6018	11700	51,44%
San Diego Wave	-	-	-	-
Washington Spirit	73260	6105	20000	30,53%
TOTAL	878376	7320	17289	42,34%

Table 72. US' league attendance season 2019 (Source: Own Elaboration)

THE MARKETING INVESTMENT EVOLUTION OF WOMEN'S FOOTBALL

INTRODUCTION

Women's football has been experiencing a constant growth in all possible aspects since its official creation in 1863. Although, in modern times, it is accepted by society and official organizations such as FIFA, it still doesn't receive the same investment as the men's game or the same recognition

MOTIVATIONS

1. ongoing investment inequality caused by the gender discrimination
2. love for the game that has lived in my family for as long as I can remember

OBJECTIVES

1. • Understanding what makes each of the five countries successful in terms of marketing
2. • How can these countries improve their strategies in order to be even more successful or have more exposure

HYPOTHESIS

with more investment in broadcast, sponsors and internal marketing strategies, the public interest grows

METHODOLOGY

The project counts with a theoretical framework in which there is the history explained and a practical framework in which there are calculated the correlation for the English, French, German, Spanish and U.S' leagues between the variables:

- SPONSORS
- BROADCAST
- MERCHANDISING STRATEGIES USED
- TICKET PRICES
- SOCIAL MEDIA FOLLOWERS
- ATTENDANCE

RESULTS

	BROAD/ SM	SPONS/ ATT	MERCH/ ATT	TICK/ ATT	SM/ATT	AV
ENGLAND	0,287	0,393	0,500	0,084	0,530	0,359
FRANCE	0,335	0,697	0,325	0,937	0,644	0,588
GERMANY	0,279	-0,001	0,648	-0,493	-0,335	0,019
SPAIN	0,933	0,238	0,603	0,457	0,745	0,595
USA	0,862	-0,150	0,051	0,573	0,112	0,289
AV	0,539	0,235	0,425	0,312	0,339	0,370

CONCLUSION

we can confirm the accuracy of the hypothesis, since all the variables have an impact on the attendance and interest of fans in the match.

**MORE INVESTMENT = MORE VISIBILITY =
MORE INTEREST**