

# sntv Insights

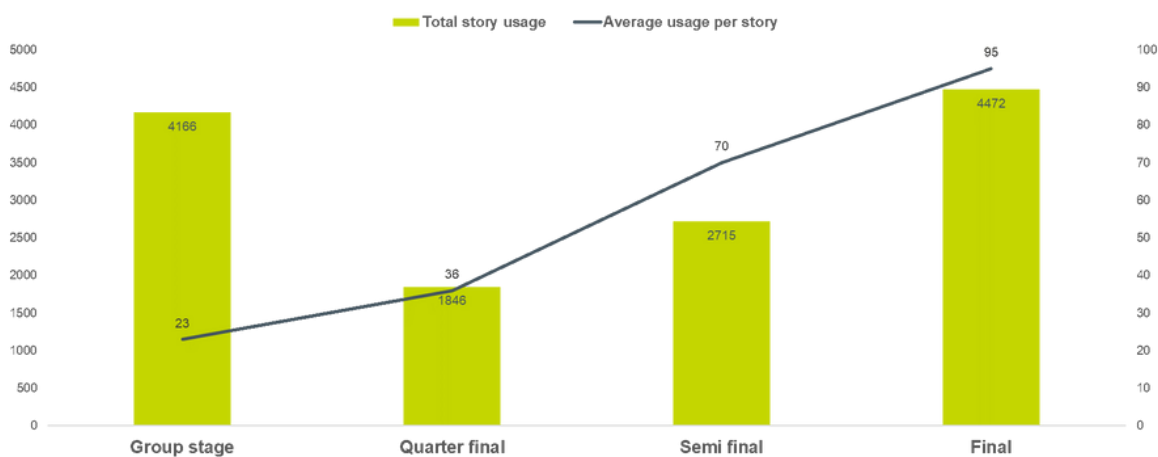
## UEFA Women's EURO 2022

The UEFA Women's EURO 2022 was a recording-breaking event and **sntv** was on the ground capturing the entire event including breaking news, squad announcements, press conferences and training.

### USAGE FAST FACTS

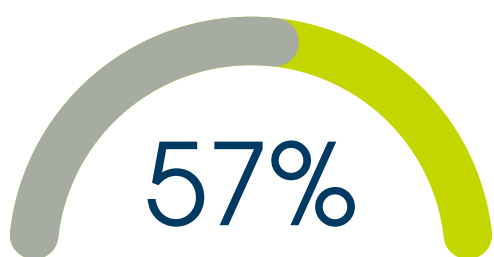
- 13,000+** total story usage
- 5.3m** video views on social
- 284** media outlets
- 70 hours** of media exposure
- 83** different markets
- \$9.9m** of media value

### MEDIA INTEREST INCREASED DURING THE TOURNAMENT



Average usage per story quadrupled between the group stage and the final

### MARKET USAGE FOR THE TOURNAMENT



MEDIA EXPOSURE RECORDED WAS IN EUROPE

#### TOP 5 MARKETS



### MOST POPULAR STORIES

England celebrate EURO 2022 triumph with fans in Trafalgar Square

England train ahead of Sweden semi-final at EURO 2022

'It's coming home!' England players storm presser chanting slogan

England players and fans party after EURO 2022 win

Moment: Putellas out of Euro 2022 after suffering ACL knee injury



The revenues generated by UK women's sport are expected to grow to \$1.4 billion by 2030, with an estimated eclipsing of \$1 billion expected by 2027.

Source: Women's Sport Trust

