

It turns out Nike is a GODDESS.

And there are dozens more just like her on TV

There has been a quiet revolution underway on Australian TV screens. Over the summer fearless female athletes dominated TV coverage and Australian audiences simply couldn't get enough. Year to date, more than 7.5 million Aussies have tuned in to women's sport¹ and 56% of that audience was male², proving that gender is irrelevant when it comes to superb athleticism and thrilling competition.

At ThinkTV we are thrilled to see women's sport gain momentum on TV. Check out some of our key programming highlights from the long, sizzling summer of sport.

Women's Singles Final, Australian Open



Serena and Venus Williams don't need an introduction. The sibling legends went head-to-head, racket-to-racket at the Australian Open Women's Singles final on January 28. More than 2.6 million Australians tuned in, making it the most watched women's sport program to date³.

Sibling rivalry is always a tense affair. Just think back to the time you were Mario Kart player two against your own sibling. Just as you were about to pip them at the finish line, suddenly, out of nowhere, you run over one of those slippery bananas and you fall right back to 8th place. It was that tense.

Serena claimed the title and, unlike the days of Mario Kart, she went on to graciously thank her big sis' for her support and inspiration. If only our own siblings could let us be losers with dignity.

Women's Big Bash Series



¹ OzTAM, 5 capital cities, total people, ThinkTV, based on programs coded as women's sport events, 1 min cumulative reach.

² OzTAM, 5 capital cities, ThinkTV, based on all programs coded as coded as women's sport events, audience profile, 44% women, 56% men.

³ OzTAM, 5 capital cities, total people, based on reach for the Women's Tennis Final.

Question: why don't female cricketers ever sweat? Answer: because they have a huge army of fans.

During the summer of sport, the Women's Big Bash produced an array of extraordinary talent, eager to take wickets, smash sixes and raising the bar ever higher. Stand out performances included Sophie Devine, Meg Lanning, Sarah Aley, Alyssa Healy, Elyse Villani, and Suzie Bates. Take note, because you will be hearing more about these incredible athletes! A special mention to Sydney Sixers superstar Ashleigh Gardner who has been selected to play for the Southern Stars, making her the first indigenous female to be selected in 59 years. So, it wasn't just the weather breaking records over the summer!

The super series reached a massive 2.9 million Aussies from all over the country⁴. Howzat?

Women's AFL league, Launch Collingwood VS Carlton



February 3rd 2017 saw the inaugural launch of the Women's AFL, which soared beyond all expectations and delivered a stadium full of passionate fans itching to witness the historic match-up between Collingwood and Carlton. If you don't mix in AFL circles, then you need to know that antipathy between these two clubs runs deep think Batman vs The Joker, Superman vs Lex Luthor or Kanye vs Taylor.

The stadium was bursting with fiery fans and police were left with no choice but to declare a lock out. AFL boss Gillon McLachlan even made a personal appearance outside the stadium to apologise to fiery fans who were unable to enter. No apologies were necessary for the 1.5 million Aussies who tuned in at home and watched the action unfold uninterrupted, and from the comfort of their couch⁵. If that doesn't ignite a fire in your belly, well we're not sure what will.

Suncorp Super Netball



The Suncorp Super Netball league took to centre court on February 18th when the GWS Giants took on the NSW Swifts. This revamped super league introduced new faces, new teams, new rivalries, live and free on Aussie TV screens. Attesting to the popularity of the league, tickets to the first four rounds were sold out before the competition had even started. TV attendances were much the same, more than 828,000 Aussies have already tuned in since the opening whistle⁶.

⁴ OzTAM, 5 capital cities, based on the Women's Big Bash Cricket series on TEN & One, 1 min cumulative reach.

⁵ OzTAM, 5 capital cities, based on average daily reach for Women's AFL: Friday Football Round1: Collingwood v Carlton (03/02/2017).

⁶ OzTAM, 5 capital cities, based all netball sporting events, 1 min cumulative reach.

Former Australian Netball Captain, Liz Ellis recently shared a story that had us in stitches and really made us think about the progression of women in sport.

"I was lying in bed with my five-year-old daughter and we were watching the television flicking between the Opals (basketballers), the Matildas (soccer) and the Pearls (our gold medal-winning women's rugby team) and we were watching all these women going around playing team sports and my little girl turned to me and she said:

'Mummy, why don't boys play sport?'

And I said 'my darling that's because they're ironing'."

"A few minutes later she 'said mummy, what's ironing?' and I thought my work here is done."

We love it Liz.

With so many incredible female athletes rightfully taking centre stage, or should we say "centre screen", the powerful cover drives, overhead smashes and lightning passes are giving that glass ceiling a real pummelling and you can watch the glass shatter right before your eyes live on TV.