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# Deloitte: The Future of Sport 2024: Seizing the Moment

## Welcome to the 2024 edition of the Future of Sport, analysing how leaders across the sport industry are responding to key trends to anticipate change and outpace the competition.

Theme:  
Voice & Visibility



Co-authored by Deloitte

When considering the growth of the sector, **women’s sport (65%)** was selected as the **greatest overall growth opportunity** for the industry, followed by diversifying sports experiences (52%) and developing data capabilities (47%).

*“AS A COMPETITIVE (BUT AMATEUR) FEMALE ATHLETE, IT IS FANTASTIC TO SEE WOMEN’S SPORT FINALLY GETTING THE ATTENTION IT DESERVES. THE RECORDS UNDERPIN WHY WOMEN’S SPORT IS EMERGING INTO A DIFFERENTIATED AND EXCITING INVESTMENT OPPORTUNITY, ALBEIT THERE IS A LOT OF HARD WORK TO BE DONE ALONGSIDE INJECTING CAPITAL TO DELIVER THE COMMERCIAL POTENTIAL AND ENSURE WE CREATE FINANCIALLY SUSTAINABLE BUSINESSES.*

*AS AN INVESTOR DRIVEN BY BOTH FINANCIAL AND IMPACT, THE OPPORTUNITY TO INVEST IN WOMEN’S SPORT REALLY STANDS OUT; SPORT HAS THE POWER TO INSPIRE, UNITE, BRING JOY AND ULTIMATELY LEVEL THE PLAYING FIELD IN SOCIETY.”*

**Nicki Boyd, Managing Partner of Sphera Partners, an organisation on a mission to accelerate women’s sport and deliver superior financial returns, while contributing to equality in society more broadly.**

*“WE HAVE SEEN TREMENDOUS GROWTH ACROSS THE WNBA OVER THE PAST FEW YEARS. AS NEW FANS INTERACT WITH THE LEAGUE, WE ARE MEETING THEM WHERE THEY ARE BY REDEVELOPING OUR APP TO PERSONALIZE THE EXPERIENCE, TELL THE STORIES OF OUR PLAYERS AND PARTNERS, AND FIND INNOVATIVE WAYS TO BREAK THE MOULD.*

*THE WOMEN OF THE WNBA DESERVE THIS SPOTLIGHT, AND WE WILL CONTINUE OUR WORK TO BRING MORE REVENUE AND MORE FANS INTO THE LEAGUE TO SUPPORT THEM.”*


**Cathy Engelbert, Commissioner of the WNBA.**


*“THE LTA IS HOSTING A WOMEN’S TENNIS TOURNAMENT AT THE QUEEN’S CLUB FOR THE FIRST TIME IN MORE THAN 50 YEARS IN 2025. THIS NEW CALENDAR IS AN IMPORTANT STEP IN INCREASING THE VISIBILITY OF OUR SPORT, PARTICULARLY THE WOMEN’S GAME.*


*OUR GRASS-COURT CALENDAR CHANGES ALSO MEAN THAT EACH VENUE WILL NOW HOST BOTH MEN’S AND WOMEN’S TENNIS, MEANING MORE CHANCES FOR FANS TO WATCH BRITISH PLAYERS IN ACTION CLOSER TO THEM.”*

**Chris Pollard, Managing Director of the LTA, the governing body of tennis in Great Britain.**

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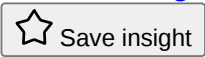
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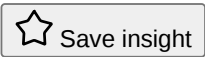
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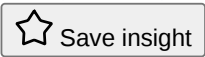
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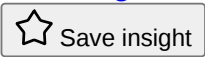
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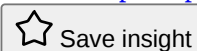
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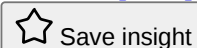


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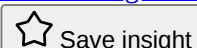


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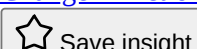


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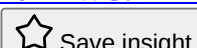


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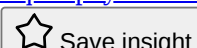
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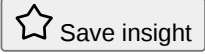
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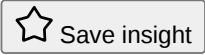
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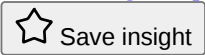
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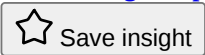
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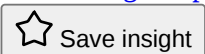
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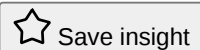
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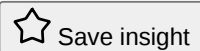
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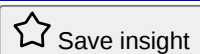
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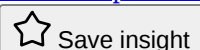
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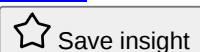
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