



Looking ahead to the Women's EURO 2025

Reaching the UK's largest audience
of women's football fans



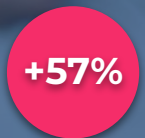
New fans take notice after the Lionesses' EURO 2022 success

Since winning the 2022 European Championships, uplift in readership of football editorial during major women's football tournaments has increased, showcasing the broad appeal of major women's football tournaments in the UK.

Interest in Women's football following Women's EURO 2022

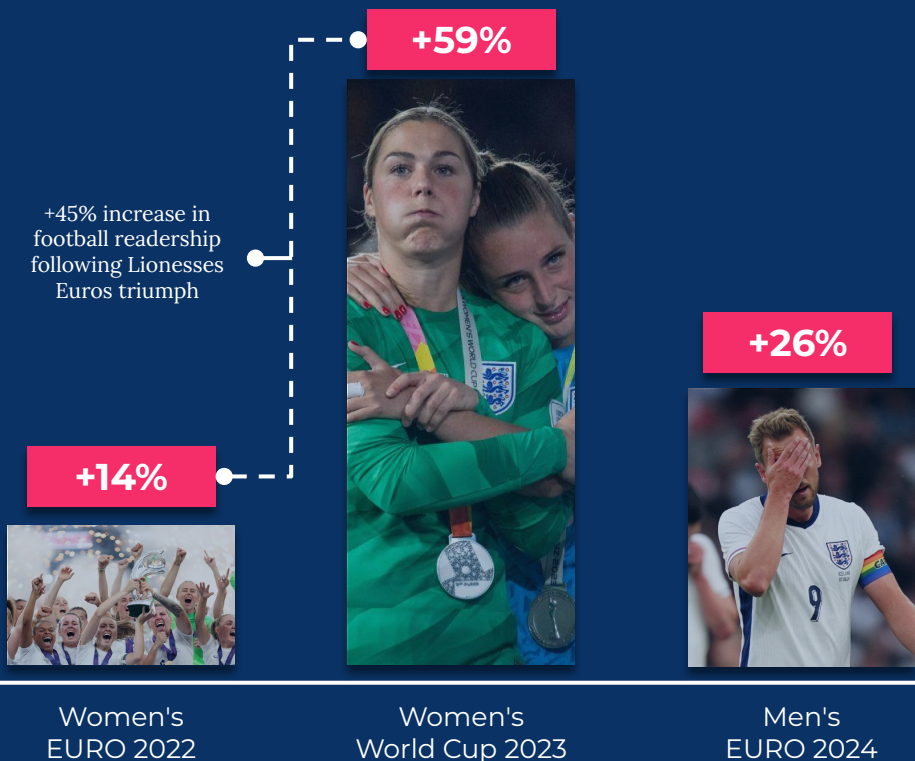


Male Fans



Female Fans

Page view uplift during major international tournaments vs the season average



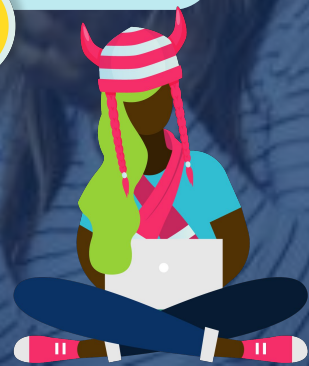
From fair weather to the most dedicated fans, reach the largest audience of women's football fans in the UK during this year's Women's EURO tournament

17M



Reach 97% of women's football fans throughout the tournament

Reach real women's football fans across Europe this Women's EURO 2025



The evolution of women's football engagement



+367%

England hosting, coupled with high expectations for the Lionesses, fuelled early stage engagement with EURO 2022. This trend is unlikely to be matched by overseas competitions.

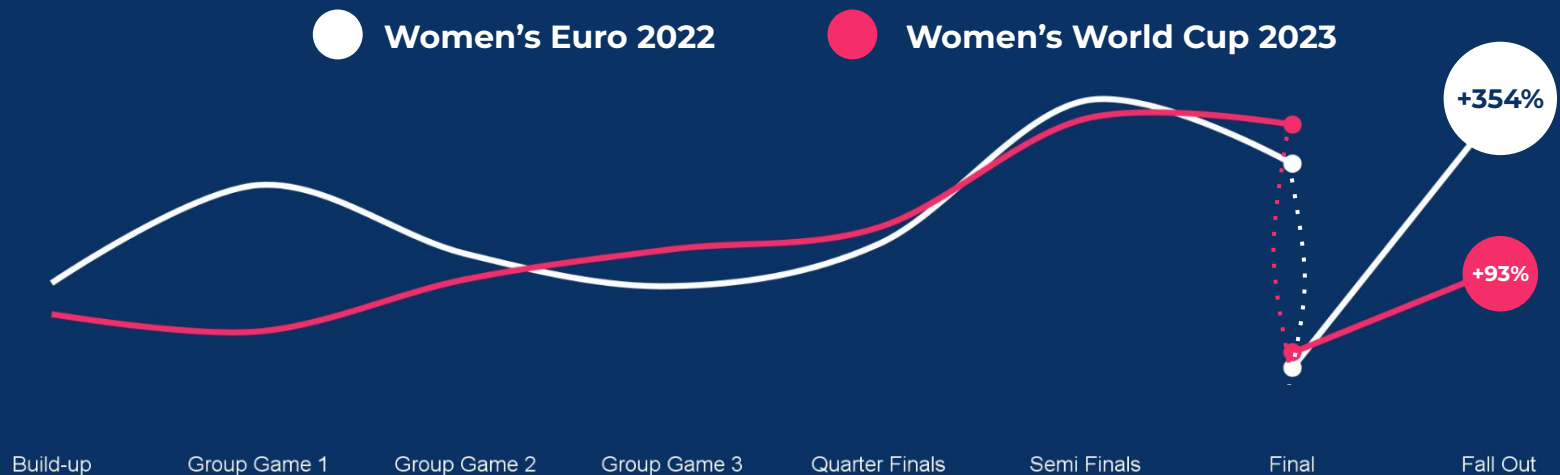
+115%

Lionesses' success drives fan engagement. Readership doubles between the Quarter Finals and the Semi Finals, marking the biggest audience surge during the tournament.

2 - 4x

The impact of a Lionesses final appearance could be huge! Depending on the result, we could see a 2-4x increase in people reading about women's football.

The evolution of women's football engagement



+367%

Early engagement is driven by England hosting EURO 2022 and is unlikely to be replicated.

+115%

Lionesses' success drives fan engagement at the Semi Finals.

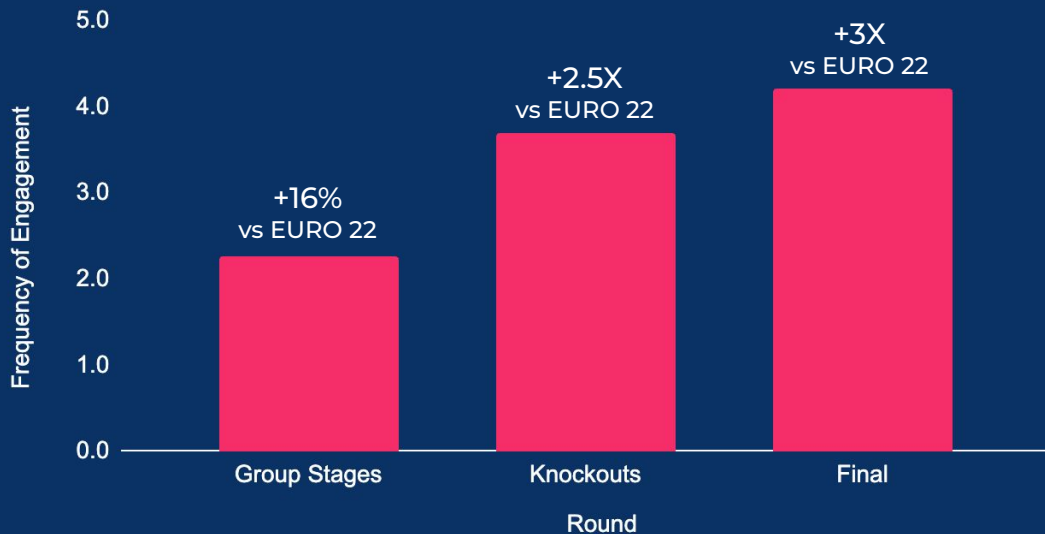
2 - 4x

Post-competition fall out drives a 2-4x increase in women's football readership.

Reader frequency grew +44%, with real attention shifting to the latter stages

While in 2022 the group stages saw the highest frequency from dedicated fans, the broader appeal of women's football has seen trends shift, building steadily throughout the tournament.

Average number of articles read per user, per round at the Women's World Cup 2023



TAKE ACTION

This engagement trend has changed significantly since the Women's EURO 2022 and we expect to see a similar pattern in 2025. Backweight delivery to both maximise reach and build frequency quickly across the Premium Web.

From football **insight to action**

REACH 66M FANS ACROSS EUROPE'S BIG 5

With over 10 million passionate women's football fans across each of Europe's biggest markets, Ozone's Premium World offering allows brands to reach these audiences from one point of access in some of the country's biggest and best loved local language titles.

REACH TWO-THIRDS OF THE UK

Riding the wave of England's EURO 2022 victory, which generated a massive 44 million page views, the Women's EURO 2025 promises even greater engagement and reach. Another Lionesses' win could put your brand in front of more than two-thirds of the UK population on the first day after the final alone.

44% DEEPER FAN ENGAGEMENT

Consider your brand's KPI to drive best results from aligning with this highly engaging moment. With growing interest throughout the tournament, delivery in the group stages will ensure better brand cut through, while latter stages will deliver deeper engagement at greater scale.