



# Brand exposure value from the 2024 WNBA Regular Season

A look at media value & visibility that brands earned through their  
partnerships with WNBA teams during the 2024 Regular Season



# Introduction

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The 2024 season marks a pivotal moment in the history of the Women's National Basketball Association (WNBA), showcasing significant growth in TV viewership, sponsorship value, and the league's overall presence in the North American sports landscape. This represents an opportunity for brands to align themselves with a dynamic, rapidly growing platform that is the WNBA.

As the league continues to capture the attention of fans, media, and investors alike, it stands at the forefront of a transformative era in women's sports. Brands are certainly recognizing the unique opportunity to connect with passionate fans and support a league that champions equality and empowerment.

This report will explore the benefits which brands have realized through their partnerships with the WNBA during the 2024 season, including enhanced visibility, positive brand associations, and increased engagement.



# WNBA By The Numbers

Through Relo’s Census, we’ve captured and analyzed both every single live broadcast, and every single social post (yes, earned and owned) for each of the league’s 12 teams during the 2024 regular season.



## 2024 Season Cross-Platform Valuation

**\$136M**

In Total Sponsor  
Media Value\*

**37B**

Social Impressions  
with Brand Value

**8M**

Total Seconds of  
Brand Exposure

**240**

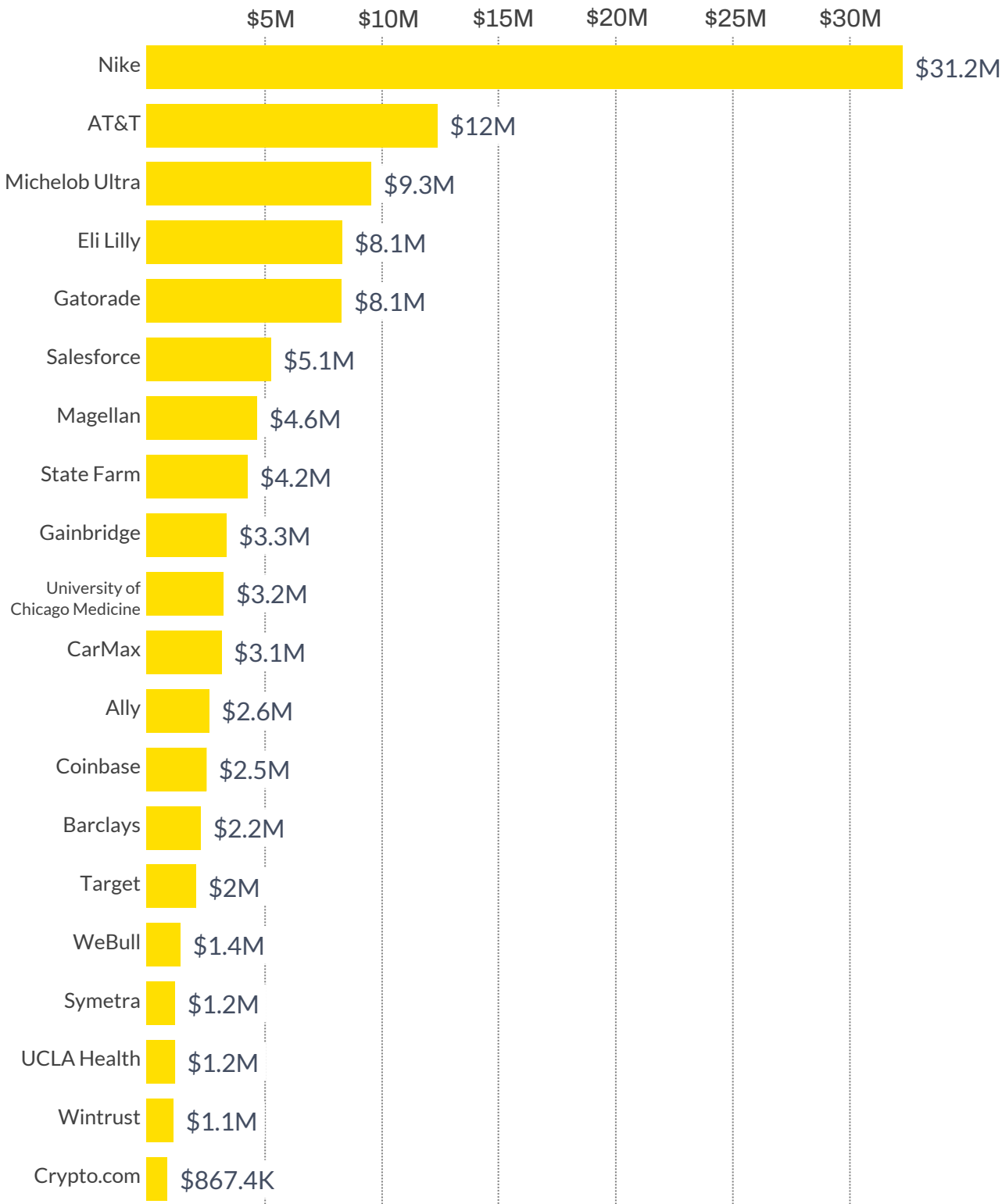
Live Games Analyzed

\*Census data from the 2024 Regular Season, not including Postseason



# Brands which earned the highest SMV from the 2024 WNBA Season

TOP 20 BRANDS | BY SPONSOR MEDIA VALUE EARNED



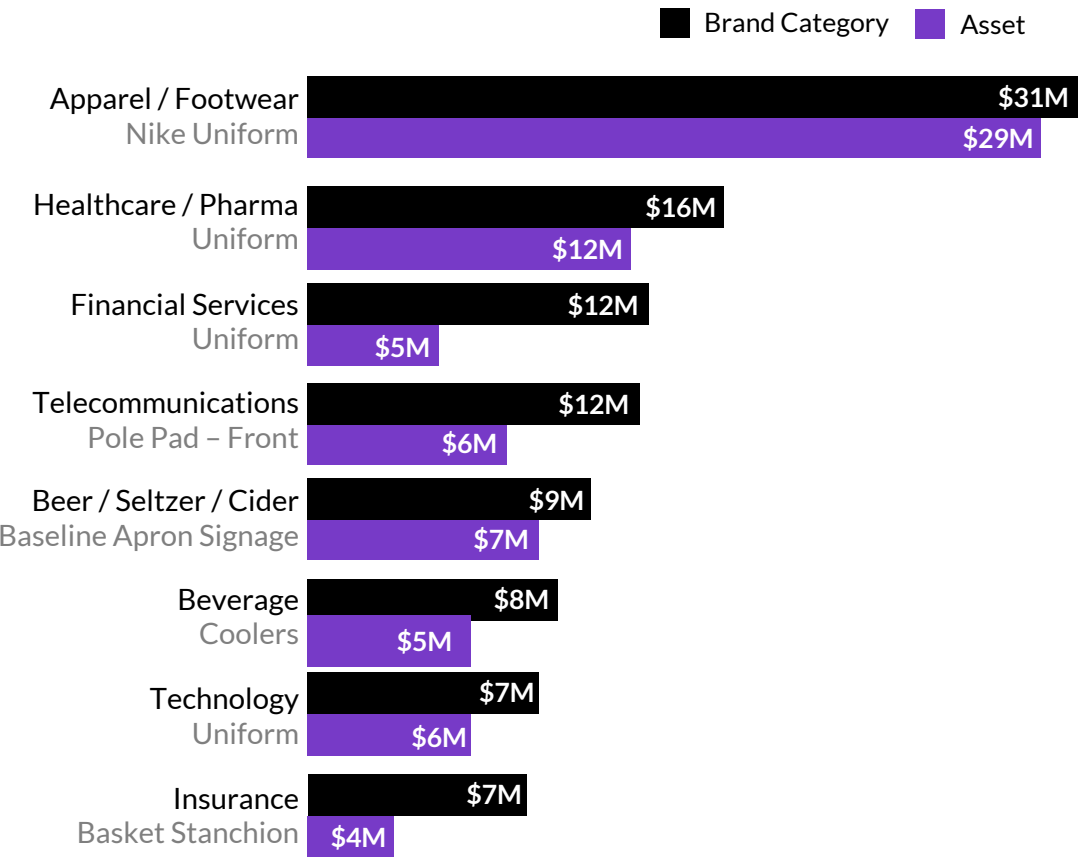
# Financial Services was the most saturated business category for brands

This trend is consistent with the NBA, where **financial services** was similarly the most **saturated brand category** for advertisers. Gainbridge, the stadium naming rights partner for the Indiana Fever led the way, despite having fewer total logo exposures than the next closest naming rights partner, Barclays (New York Liberty).

**Healthcare / Pharma** was the second most competitive category; with eight companies inside the top 50 most valuable sponsors. Eli Lilly earned the greatest share of such value from its Jersey Patch partnership with the Indiana Fever.

A category to watch heading into the 2025 season will be the Casino / Gambling vertical. Advertisers across multiple leagues collectively generated \$500M+ in Sponsor Media Value. **During the 2024 WNBA season, no advertiser in the Casino / Gambling vertical eclipsed \$1M in SMV**, look for this to change heading into next season.

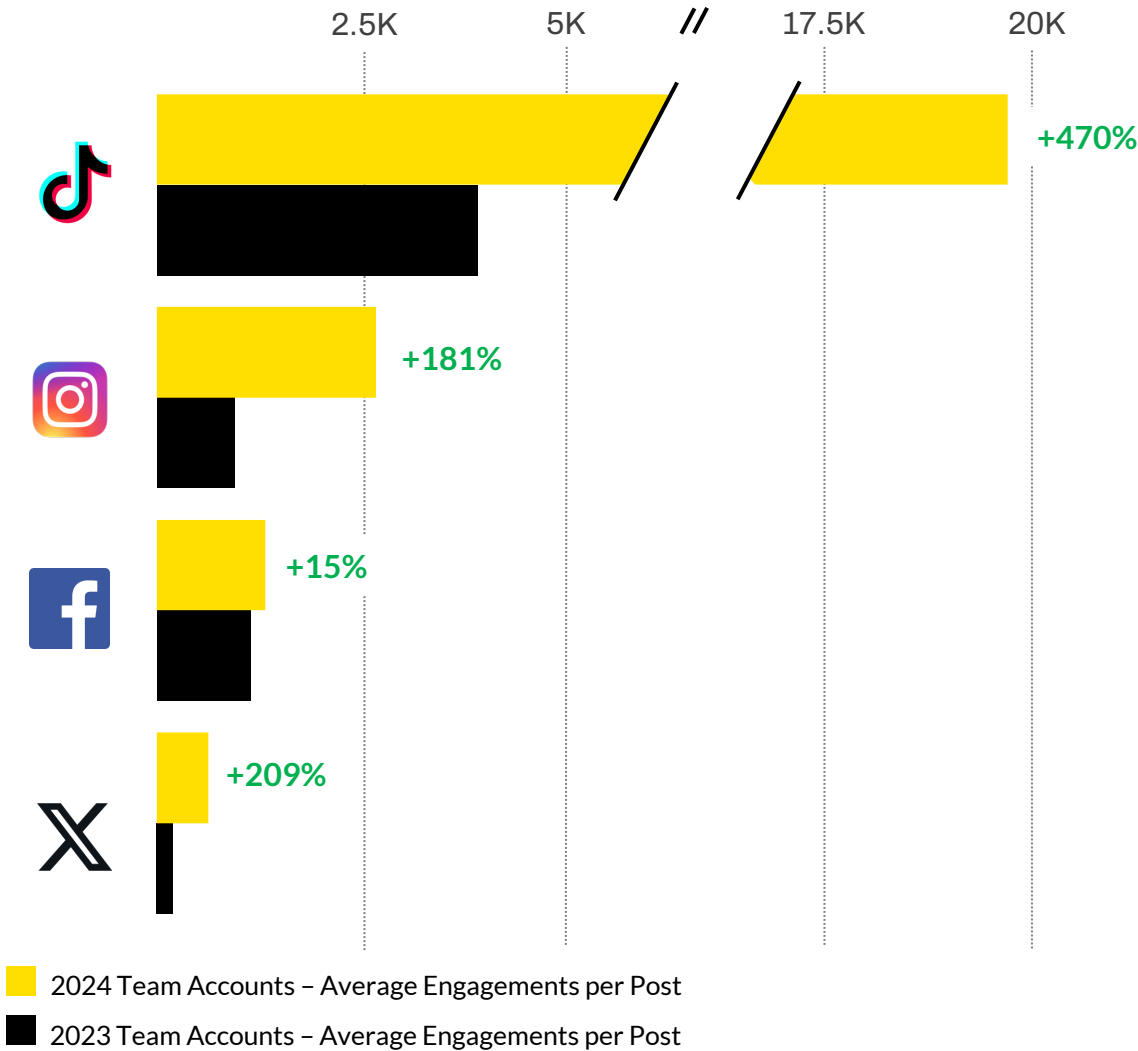
## TOP CATEGORIES | BY TOTAL SMV GENERATED, TOP ASSET



# The Full Media Value across all WNBA team social accounts increased collectively by \$49M due to growth of engagement

## TEAM ACCOUNTS BY PLATFORM | ENGAGEMENTS PER POST

White mark in the TikTok bar represents a break in values



Source: Relo Census, Social Media Data from WNBA Regular Season 2024

## TEAM ACCOUNTS SOCIAL ENGAGEMENT | KEY FINDINGS

Instagram and TikTok stood out as growth platforms for all WNBA teams this season. 11 of 12 teams experienced an uptick in engagements per post compared to 2023 season.

In addition to engagements increasing, **post volume from team accounts** increased by an average of 41% on Instagram and 87% on TikTok.

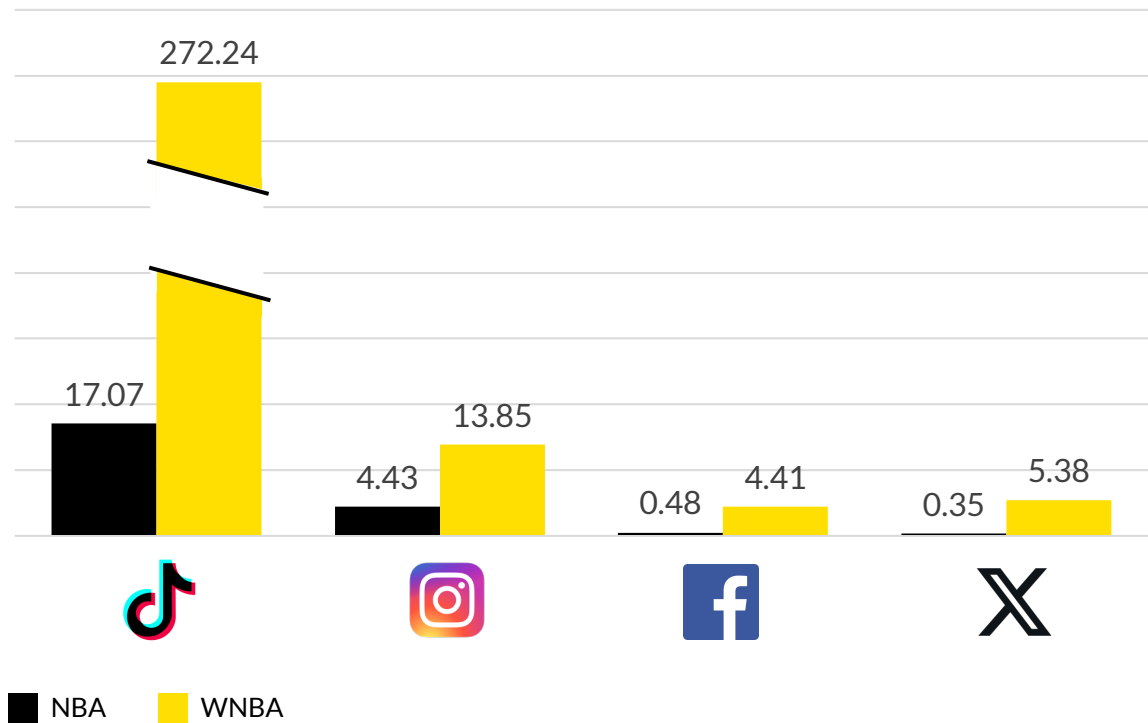
With these two elements at hand, WNBA teams are in a unique position where both the value of inventory and quantity of inventory are increasing on social media.



# A much higher percentage of WNBA fans are consistently engaging with team-owned content compared to NBA team followers

## TEAM ACCOUNTS BY PLATFORM | ENGAGEMENT RATE

Engagement Rate looks at the average number of engagements per 1,000 followers  
White mark in the TikTok bar represents a break in values



Source: Relo Census, Social Media Data from WNBA Regular Season 2024

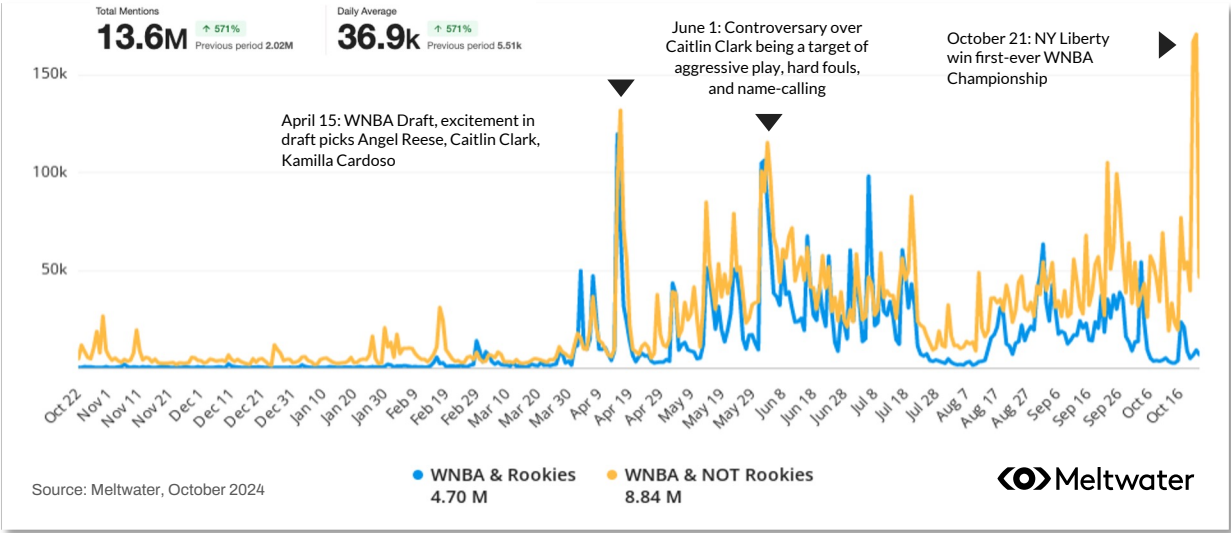


# The 2024 WNBA Rookie Class Leading the Charge with Record Breaking Mentions

## EARNED MENTIONS | **ATHLETE INFLUENCE**

Beginning in April 2024 with the WNBA Draft, the volume of earned mentions across all digital channels, from blogs to news and forums to podcasts, **Search** significantly grew and kept a steady pace throughout the entire season.

Over the past 12 months there was **13.6M mentions** of WNBA – which is up by 571% from the previous year. Of that, **4.7M (35%)** included mention of Top 7 WNBA Rookies.



## THE 2024 WNBA ROOKIE CLASS | TOP 7 MOST POPULAR ATHLETES



CAITLIN CLARK  
INDIANA FEVER



ANGEL REESE  
CHICAGO SKY



CAMERON BRINK  
LOS ANGELES SPARKS



KAMILIA CARDOSO  
CHICAGO SKY



AALIYAH EDWARDS  
WASHINGTON MYSTICS



RIQUEA JACKSON  
LOS ANGELES SPARKS



KATE MARTIN  
LAS VEGAS ACES



# Brands vastly benefited from the Caitlin Clark effect: 45% of total broadcast value came from Indiana Fever games

## SPONSOR MEDIA VALUE BY GAME | TOP TEN GAMES

<b>WNBA REGULAR SEASON GAMES</b>	 <b>videamp</b> P2+ Viewership*	Exposures	Duration (seconds)	SMV
Indiana Fever @ Dallas Wings (07-17-2024)	1,563,890 (ESPN)	2,296	14,916	\$3,217,041
Chicago Sky @ Indiana Fever (06-16-2024)	2,724,106 (CBS)	1,892	13,855	\$3,107,137
Seattle Storm @ Indiana Fever (08-18-2024)	2,738,999 (ABC)	1,722	14,346	\$2,393,638
Chicago Sky @ Indiana Fever (06-01-2024)	1,631,453 (ESPN)	2,340	17,298	\$2,098,016
Indiana Fever @ Minnesota Lynx (07-14-2024)	1,475,261 (ESPN)	1,494	12,897	\$2,042,734
Indiana Fever @ Chicago Sky (08-30-2024)	N/A (Ion Television)	1,278	7,785	\$1,758,255
Indiana Fever @ Atlanta Dream (06-21-2024)	N/A (Ion Television)	2,160	14,898	\$1,669,809
Connecticut Sun @ Dallas Wings (06-15-2024)	1,085,585 (CBS)	1,477	9,780	\$1,567,734
<b>Los Angeles Sparks @ Indiana Fever (09-04-2024)</b>	708,843 (CBSSN)	6,336	40,926	\$1,534,257
Minnesota Lynx @ Indiana Fever (09-06-2024)	N/A (Ion Television)	2,283	16,182	\$1,421,209

Source: Relo Census, Cross-Platform Data from WNBA Regular Season 2024

**The Los Angeles Sparks @ Indiana Fever (09-04-2024)** garnered much higher exposure and asset duration than the other listed games. Unlike CBS and ESPN, teams retain control over physical courtside assets on CBS Sports Network. This can result in teams offering more inventory compared to the league in some placements such as the **Floor Court Logo** or **Pole Pad**. Additionally, these games are still often simulcast in local markets, amplifying the visibility of these partnerships.

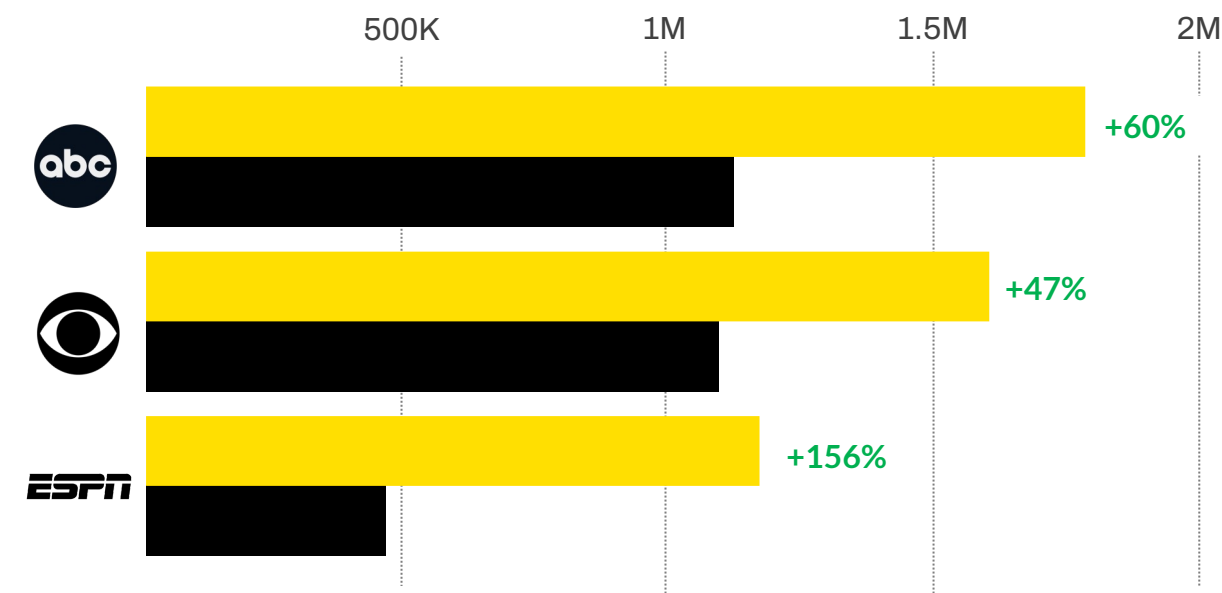
\*VideoAmp Viewership Data: VideoAmp’s methodology commingles various data inputs, such as Set-Top Box data and Smart TV data from Automatic Content Recognition (ACR) providers, creating a comprehensive footprint of 39 million households and 63 million devices. P2+ represents the total viewership of persons aged 2+.

Viewership *does not* include OOH (out of home) viewing figures.



# The yearly growth in national TV viewership signals the start of a new era for the WNBA

**YEARLY GROWTH | AVERAGE P2+ VIEWERSHIP PER GAME**  
ALL NATIONAL GAMES ON ABC, CBS AND ESPN CONSIDERED



■ 2024 Average P2+ Viewership per Game  
■ 2023 Average P2+ Viewership per Game

P2+ viewership data provided by VideoAmp

Source: VideoAmp P2+ Viewership

**INDIANA FEVER GAMES | AVERAGE P2+ VIEWERSHIP PER GAME**



Source: VideoAmp P2+ Viewership



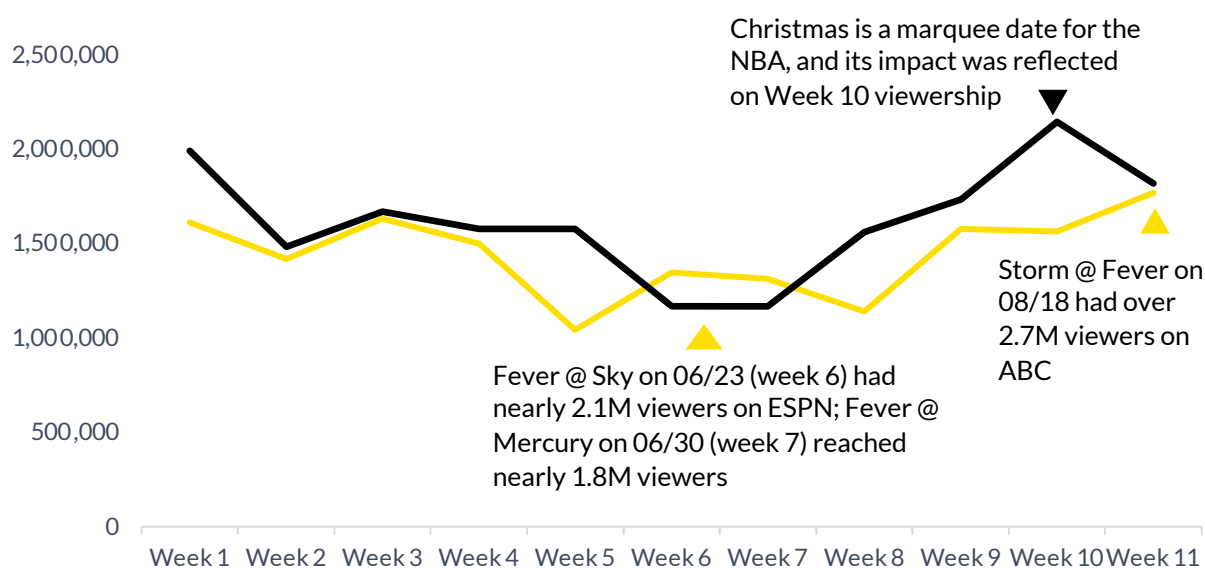
# WNBA viewership tracked closely the NBA equivalent, another proof of the increased interest surrounding the league in 2024

With the Walt Disney Company owning the media rights to both NBA and WNBA games, ABC, ESPN and ESPN2 are the only nationally televised networks airing matchups from both leagues. For this reason, comparing their viewership trends is particularly interesting.

While the NBA competes during a crowded sports calendar that is dominated by the NFL in Fall and Winter, it is impressive that the WNBA had comparable viewership to that of the NBA.

## 2024 WNBA & 2023-2024 NBA – P2+ Viewership per Game by Week

NETWORKS CONSIDERED: ABC, ESPN & ESPN2



— Average P2+ Viewership for 2024 **WNBA games**

— Average P2+ Viewership for 2023-2024 **NBA games**

P2+ viewership data provided by **vidеоamp**

Source: Relo Census, Cross-Platform Data from WNBA Regular Season 2024

\*While both the 2024 WNBA and the 2023-2024 NBA regular seasons extended beyond 12 weeks (respectively 16 and 25 weeks), the analysis focuses on the first 11 weeks of each season to ensure an accurate comparison.



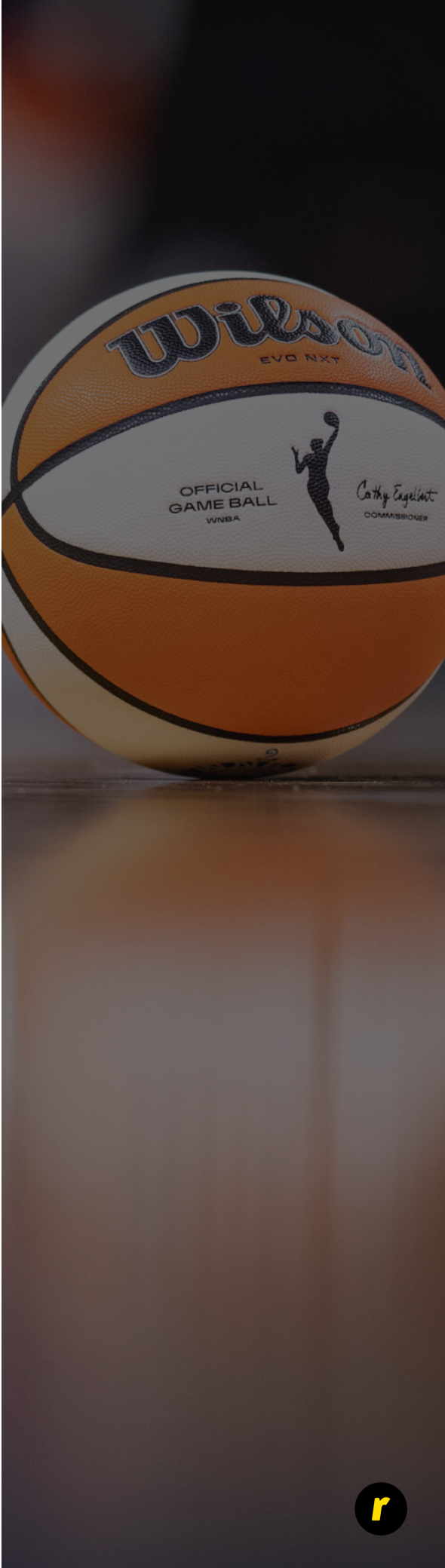
# The most valuable placements across the WNBA

Uniform was the main source of value for both the WNBA technical partner and teams' sponsors. This asset received nearly 207K overall exposures across broadcast and social media platforms. With social content being mostly focused on players, Uniform accounted for 73% of total value generated through social media.

Broadcast wise, Floor Court Logo reaffirmed its role as a premium asset due to its strategic position on the court and presence during national broadcasts; it generated \$12.1M in value on broadcast alone.

Placement	SMV
Uniform	\$61.9M
Floor Court Logo	\$13.7M
Baseline Apron Signage	\$10.4M
Courtside Signage	\$10.2M
Pole Pad - Front	\$7.3M
Social Branded Content	\$5.4M
Coolers	\$5.2M
Basket Stanchion	\$4.1M
LED/Fascia	\$3.1M
Pole Pad - Side	\$2.8M

Source: Relo Census, Cross-Platform Data from WNBA Regular Season 2024



# Various Courtside Signage configurations provide differing opportunities to brands



**Multi-Panel Courtside Signage**  
The Multi-Panel Courtside Signage configuration provide brands with extensive exposure, as the asset is nearly always visible regardless of close-up camera angles.

Such configuration may however reduce the number of front-row seats available.



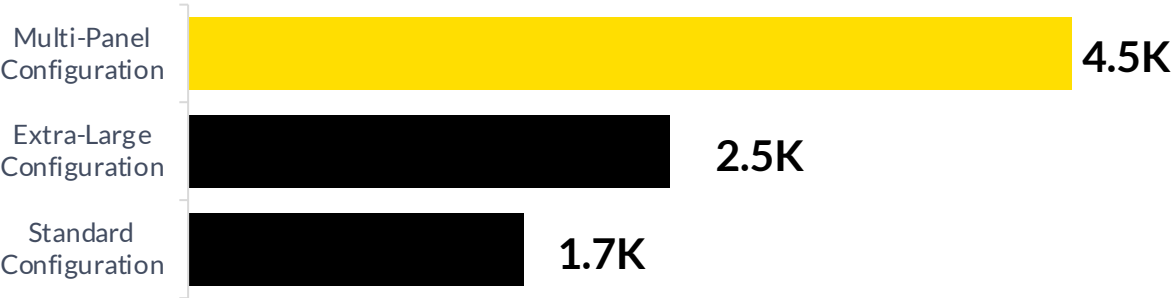
**Extra-Large Courtside Signage**  
The extended size of this Courtside Signage configuration ensures brands receive extensive screen time during games.

Similarly to the Multi-Panel setup, the Extra-Large Courtside Signage has an impact on front-row seats.



**Standard Courtside Signage**  
At the other end of the Courtside Signage spectrum, the Standard configuration causes some visibility challenges, as brands miss valuable exposures whenever broadcasters leverage close-up shots focusing on one half of the basketball court.

## AVERAGE BRAND DURATION PER GAME | BY COURTSIDE SIGNAGE SETUP (Seconds per Game)





## About Relo Metrics



Relo Metrics is an AI-powered sponsorship intelligence platform that enables brands to understand and maximize their sponsorship investments, while powering teams and leagues with the insights they need to sell, retain and grow revenue.

Relo tracks sponsor exposures across live broadcasts, social media, and OTT streaming platforms. All in one platform with a single methodology in near real-time while also delivering actionable business impact insights.

Over 200+ global stakeholders in the sponsorship industry trust Relo's data to power their partnership performance. Our partners range from large fortune 500 brands, to global media networks, and of course an abundance of direct team relationships.

To learn more, visit [relometrics.com](https://relometrics.com)

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