



## **LIVESCORE AND FARA WILLIAMS FORM AMBASSADOR PARTNERSHIP FOR THE WOMEN'S WORLD CUP 2023 DIVING INTO THE 'NITTY-GRITTY' OF THE TOURNAMENT**

- New data from LiveScore's audience reveals the appetite for a deep dive into women's football stats, with 30% wanting to know about future stars, and 1 in 4 fans hoping to learn about the best current players in the tournament
- LiveScore partnership with England's most-capped player will give users unique insight into the stories set to unfold in Australia & New Zealand throughout the tournament on LiveScore's dedicated women's football section
- Fara Williams will provide weekly roundups of key details and stats around the tournament, breaking down the women's game beyond the scores and goal-scorers, and diving into the finer aspects of the matches

**LiveScore**, the global sports media business and one of the world's leading real-time sports updates and streaming service providers, has today announced its partnership spanning LiveScore, with the highest-capped Lioness, Fara Williams, to shed light on some of the more obscure intricacies of players and teams at this summer's Women's World Cup 2023.

Inspired by data from LiveScore's audience which showcased that women's football fans are hungry for more of the finer details around the game, the partnership will see five weekly columns from Fara, a wealth of content breaking down some of the best player's attributes, and further insight into some of the stats around the women's game that new fans into the sport may be unaware of.

LiveScore's audience insights revealed 57% of fans think the level of analysis and detail around the women's game is not yet comparable to the men's. Further to this, 30% would like to see more information on future stars, and one in every four fans would like more detail on the best players, further insight on the development of teams and players, and player analysis akin to that in men's football.

28% of LiveScore users believe they would be more interested in following the Women's World Cup if the level of analysis and understanding was greater, whilst 29% believe they would be more interested if they were more aware of who the Lionel Messi or Cristiano Ronaldo equivalents were in the women's game.

Furthermore, showcasing the growth in interest around women's football, LiveScore's research found that 59% of its audience plan to follow the tournament this year, which has increased by more than half from the 2019 World Cup. This growth led to LiveScore forming a dedicated women's football section last season on its app, which has gone from strength to strength, and is seeing strong open rates and views. This further sees regular current and former player interviews, WSL stories, and details around key games - in addition to the real-time scores data also provided via the app.

Fara's unparalleled knowledge places her in the perfect position to uncover the lesser-known stories set to unfold in Australia & New Zealand. For her first activity as part of the partnership, the former England midfielder has predicted a host of niche statistics and results to play out over the course of

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the competition, including the most likely players to receive a yellow card, the tournament dark horses, best passers and most skilful player, which LiveScore users can find on the app and website.

**Ric Leask, Marketing Director at LiveScore, commented:**

*“Here at LiveScore, we are all about bringing fans closer than ever to the game they love. Our dedicated women’s football section aims to provide real insight, engaging fans with high-quality content that enriches their fan experience. Our audience has clearly laid out that they want to understand more of the nitty-gritty of the women’s game, and we have listened.*

*“That’s why we’re delighted to team up with Fara, who will be sharing her knowledge and expertise to deliver to our users everything they’ll need ahead of, and during, this summer’s thrilling Women’s World Cup.”*

**England record cap holder Fara Williams added:**

*“I’m very excited to join the LiveScore team for the Women’s World Cup and discuss some of the more granular statistics, hopefully giving fans a deeper understanding of the teams and players.*

*“The Lionesses’ performances at last year’s UEFA Women’s Euro 2022 captured the nation. Being able to tell some of the lesser-known details of the women’s game will allow fans to enjoy this summer’s tournament even more.”*

Keep up to date with all the key moments, content, scores and tournament details from the Women’s World Cup with the [LiveScore App](#).

**Ends.**

**Notes to editors:**

**About LiveScore**

LiveScore™ was founded in 1998 and has evolved to become one of the world’s best loved sports media brands. As part of LiveScore Group, the brand has seen substantial growth with over 50 million daily users across more than 200 global territories.

For more than two decades it has been an essential part of the match-day experience for football fans, the hero LiveScore app delivers world-class content and editorial alongside the fastest and most reliable updates on the matches that matter to them.

The latest edition of the app features lightning-fast notifications, aggregated and curated news feeds and even post-match highlights of English Premier League matches. Player profile and rich team stats contribute to a further enhanced offering, in addition to live highlights as part of a seamless user experience.



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