

METRO BANK WOMEN'S ASHES SERIES INFOGRAPHIC

Visibility & Portrayal

Last updated: July 5, 2024



Element of ECB Metro Bank Women's Ashes Series infographic poster



This graphic produced by the England Cricket Board (ECB) and the Metro Bank Women's Ashes Series highlights headline stats from the successful

women's cricket series.



Full infographic from the ECB Metro Bank Women's Ashes Series

Brighton Plus Helsinki Declaration Principles:

High Performance Sport, Sport information and Research

Target audience:

Sports governance, sports funding, grass-roots sports, National Sports Organisations

Background:

The Metro Bank Women's Ashes Series is a women's cricket series. Supported by Metro Bank, this headline series attracted a significant audience, both in-person and via TV and online viewership. This infographic was developed to highlight and

share the headline stats from this successful event.

Summary:

Headline statistics shared in the infographic include:

- 110,000 total attendance at the Metro Bank Women's Ashes Series
- First England Women's ODI series to sell out
- 33.5% women ticket buyers
- 47 million video views

Related Links



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