Study on the Broadcast of Women's Sports in India

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Abstract

Background: Broadcast of women’s sports plays a huge role in changing norms and stereotypes related to gender discrimination. The female athletes face circumstances wherein they have to tackle serious imbalances in sports broadcasts in the country. Methods: The study examines the change of women’s sports broadcast through the use of questionnaires and interpreting them using the Chi-square test. The survey collected over 70 responses. It attempts to understand the increase or decrease of women’s sports broadcasting and what are the scenarios that took place in various countries concerning women’s sports broadcasts. The results showed the various responses to questions like how often do people watch women’s sports to which 44% responded rarely. Conclusion: Interestingly, more than 89% of the people think that they believe women’s sports are not getting sufficient coverage in India. Based on the responses collected, the general public believes that there has been an increase in the broadcast of women’s sports in the last 10 years.

Keywords: India, Sports Broadcast, Women’s sports participation, Women’s sports

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1. Introduction:

The amount of Women’s participation in sports is generally low in a country like India where the number of people is equal to the total of 12 largest countries which excludes India and China. This lack of participation has also affected not just on the field but the administrative, coaches, technical officers, and various other fields in sports. In India, the male athletes have been having quite the attention when it comes to their sports or the events that are happening in their daily life. This fan base for their role models includes both male and female. If the number of fans following their male sports idol was equal or to an extent close enough for the Women’s sports in India the scenario would have been completely different. The smaller number of participation for women’s sports both on the field and off the field for the administrative aspect could also be blamed on both the people and as well as the media since their lack of interest in the same and the number of coverage for them is generally low as compared to their male counterparts. There is a high need to protect women’s sports and that there is a need to understand that women’s sports have the right to gain attention like their male counterparts. The inequalities are not just in sports broadcast, it also exists in the games played¹¹. It exists in the game of tennis wherein men play 5 sets whereas women only play three sets. Such inequalities often act as a hindrance to promoting sports since the fans tend to question the reasons for these disparities. For a country like India where the most played sport and the most popular one is cricket. Even though this is the case the women’s team does not get the same coverage as the men’s team does. The women’s team has to make huge strides for the matches or the highlights to get enough broadcasts. The Indian Broadcasting sector has evolved over the years. India has around 780 million people who have access to TV which is the second-largest market after China. Interestingly, urban TV usage grew to 300 million at a Compound Annual Growth Rate of 7 percentage. Another aspect is that the subscriptions contribute more to the sports revenue as related to advertising globally but in India, the case is just the opposite wherein the ad revenues contribute to nearly 60% of the total revenue. Interestingly the sports industry in India has revenues over Rs.7,762 crore in the year 2018 which has grown at 12.3% CAGR in the last 10 years. The
two branches of media, the TV and digital sector each spend around 85% at Rs. 3,779 and 10% at Rs. 475 crores respectively.

The 1999 FIFA World Cup saw a drastic change in women’s soccer and women’s history. The photos of Brandi Chastain’s iconic goal celebrations were highlighted in many sports magazines like Sports Illustrated, Time, and Newsweek. Here too critics pinpointed as to how impolite and intended her goal celebration was instead of focusing on how well the US National Soccer team played and lifted the World Cup. The critics even told how it was just to get a sport-bra contract from a sports brand rather than telling how the celebration was out of pure joy and how the hard work has paid off. ESPN is considered to be the first sports channel in the world which broadcasts for more than 7000 hours a year. The amount of broadcast content that reaches the audience differs from state to state especially in a country like India where there are a large number of people who reside in rural areas. Even though the amount of attention that is given to the non-Hindi speaking states is more and better as compared to the situation a few years back. Several measures have been taken by various national and international associations to give equal recognition to women’s sports. Many studies were conducted which showed how women were neglected and how they were rejected based on their differences in playing style and biased based on their gender.

Sharing contents of National Importance with PrasarBharati is one of the factors that is affecting the private sports broadcasters. The Indian sports broadcasting sector saw a huge change when it was opened up to the private sector in the year 1993. Later on, when the T20 IPL started the sports broadcasting sector witnessed a major change in the year 2008. The sports broadcasting sector is directly affected since the private sports broadcasters have to share content with PrasarBharati. Such scenarios affect the common man, the future of sports and sportspersons in the country. There would be reductions in the income of sports associations in the country since the private broadcast sector companies would think twice before investing in Indian sports, which would also lead to the sponsors of sports associations getting cancelled or reduce since the publicity through the sports channels would be reducing. Media creates a huge impact on the minds of people and for a certain while the perception was the fact that they underestimate women’s sports. If the media companies cannot come up with plans to uplift the way women’s sports are viewed among Indians it would only lag the progress of sports in the country instead of highlighting them. TV, Newspapers, and other social media would be playing a very key role in sharing, informing, and generating data for women and their sports. The broadcasters of a sport need to understand the importance of that sport and the women who have played that sport earlier and come up with a proper strategy as to why the broadcasts were less in the past as compared to the present scenario. To look into the broadcast would give a general idea of how media need to put out the right content at the right time to the right audience. Since the evolution of the digital world where everyone is glued to their phones and constantly looking for news related to the leaders and celebrities putting out news that can attract the right fan base can help any broadcast company to grow. In England, the London Olympics that happened in the year 2012 was hailed by the commentators as the women’s games. But overall, only 2% of newspapers were reporting on women’s sports and none for women’s football and only 5% for all the other sports. For the improvement of women’s sports, the basic developments should come from the local broadcasters in general. Since they have the idea of incidents that are happening around their locality it would be a boost for the women participants on a motivational basis. Ever since the emergence of social media, the consumption of sports has increased considerably in India but the real question is as to why there have been fewer improvements in women’s sports consumption.

Several studies around the world have focused on the importance of how women in sports are important or the ways how certain apps and local newspaper channels are making use of data for marketing their content and making people aware of the situations in women’s sports. But not many have focused on the importance of broadcast for women’s sports and that too in India. Gender discrimination has always prevailed in the country, it exists even in the sports and sports media as well. The amount of interest the companies put into broadcasting the men’s matches is more than that for the women’s sports. Many studies had shown how there are still gender inequalities in the coverage of women’s sports be it social media or print media. Sports like Cricket and Football are getting higher coverages than other sports in India, but in the case of

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women’s sports cricket seems to be more popular than Football. As per the data released by ICC the number of viewers for the T20 WC final that happened in Australia is 20 times more than the one played in 2018, it is the most-watched event after the 2019 Men’s World cup. For the viewership to increase for a women’s match like that the number of broadcasters for the event would have been huge. But this scenario is not the same for every other sport, interestingly few sports even are not televised since the investment for the broadcast on that sport is fewer or none. Proper analysis of the coverage of sports, in general, is not considered important for women’s sports. It would be even worse as sports are considered as a recreational activity among the Indian parents and not as a viable career option for their children. Even though there have been many broadcasts on activities that are done by women in India but there certainly lesser news coverage for women’s sports(11). Many research papers have shown how men receive more coverage overall than women at all levels of sports. Broadcast is one of the most important ways of getting and creating value for women’s sports in India as well as worldwide. As long as there are live events, pre-match, post-match and highlights of the game are it any sports there would be viewers for the same, we cannot entirely blame the people for not watching and for not giving much importance to sports if there are no matches that are being broadcasted(12). Giving a proper broadcast to women’s sports can help improve the facilities all over the state, which can attract various sponsors, coverage through other platforms and also can help boost the morale of the existing players in the country(13).

In the year 2014, a study was conducted on the coverage of Asian games Incheon and it was found that the female athletes were treated as second-class citizens compared to the male athletes when it came to their publicity in newspapers. This scenario is not just in broadcasting but also in the print media as well. When Anju Bobby George won a medal in World Athletics Championship with a jump of 6.70 meters the Sportstar had ignored such an iconic moment. So, this scenario which not only affects the morale of the athletes but also reduces the chances of creating another sports icon like her from various states in the country who could have made India proud in the future(11). Similarly, Indian Tennis legend Sania Mirza was once asked on her plans to settle down which gives an understanding of the mindsets of the people in the country. It is also alarming to see how the only 1/10\textsuperscript{th} of the money is earned by Indian women’s cricket team as compared to their male counterparts. One of the excuses given by the media for the bias in media coverage is audience preference and revenue generation. Such scenarios do not help in the growth of sports media let alone women’s sports. The main goal of all the media companies in the country should be to improve the broadcast through which viewership would also increase for women’s sports. A change will not happen over time, there should be strategies for every move the broadcasters make for different sports.

This study will focus on the broadcast of women’s sports and the amount of attention given to the same. One of the other main focus is to make people aware of the need for improvement in women’s sport through broadcast. The topic is important because there are fewer or no research articles that focus on why there is less broadcast of women’s sports. There are general ideas as to the broadcast of men’s sports in India and the amount of attention they get around the world as well. Even though for women athletes and women’s sports the scenario is slightly better as compared to 10 years back but there are still lots of questions that need to be answered. The broadcast also has the potential to improve the marketability of the player as well as the sport. The common people do not have ideas of what is happening in women’s sports or what are the missing links for them. Through the research, the goal is to understand the missing links and help improve them. The people need to know about the developments and achievements in women’s sports since they are making the country proud in the areas of sports where even the men are barely able to make a mark. The purpose of the study is to create maximum data for women’s sports in India. Since there are relatively zero research papers that focus on the broadcast side of women’s sports this paper would be able to give an insight on the various aspects that have acted as a hindrance to the growth of female athletes and how they deserve the equal amount of attention like the male athletes. It can also be useful in understanding the areas that need to be focused on to improve sports broadcast in India and also to understand through other articles, data’s and research papers as to what they think is the main reason for less coverage of women’s sports. There are very few research papers that focus on the broadcast of women’s sport which focuses the study in other
countries excluding India and through the study, the purpose is to find and understand why there exists a gap in the broadcast of women’s sports. The purpose is also to understand whether there has been an increase or decrease in the sports broadcast for women athletes over the years in the country. The paper will be helpful for the sports broadcasters, various media powerhouses across the country, the common man, and both male & female athletes. It helps them in understanding the basic factors that should be looked into for the growth of the sports broadcast industry.

2. Material & methods:

The study is conducted through a series of inter-related questions concerning women’s sports. The participants were from the age group of 18 and above. Both Male and Female participants who have a general idea of women’s sports were considered. The respondents have had the option to select the most suitable answer they think that best suits their viewpoints with regards to women’s sports. The major aim was to collect the participant’s best-expressed viewpoints and create an accurate answer as to how they think the women’s sports broadcast is prevailing in the country. The sampling technique was random sampling from the age group of 18. The only important factor was that they should have a basic idea of women’s sports in India.

2.1. Selection of the sample

The participants for the research were selected from the age group of 18 since for the research a basic understanding of sports, women’s sports, and sports broadcast was required. Subsequently, the age limit was 46 above because these age groups tend to have a better understanding of the sports industry scenarios. The technique that was used to do the research paper was simple random sampling, since targeting a specified section from the society would give a different perspective to the study.

2.2. Selection of variable

The questionnaire was made by understanding and interpreting various research papers, articles as to how they have come up with various discussions and conclusions. Discussions were made with the industry experts and people who have a basic knowledge of the sporting industry while making the questions and choosing the best ones for the research. The questionnaire was made by asking basic questions that had a direct impact on the topic of women’s sports broadcast. A total of 13 questions were asked through the research questionnaire. Each question was followed by another which is a continuation of the former and the questions went from general to specific to give a better understanding of the respondents as to what is the actual aim of the research paper.

2.3. Data collection

The data was collected using questionnaires from the age group 18 and above. The objective of the research was kept in mind while creating a questionnaire. The questionnaire consisted of closed-ended questions so that it would be easy for the respondents to answer. Questionnaires were sent via mail so that they could be accessed anywhere at any time. Other ways of collecting data were through past research articles, journals, reports of various companies, and also using websites. Another aim of using the survey was also to increase awareness regarding the topic so that the respondents immediately after filling the forms will go back and look into the topic more.

2.4. Statistical Technique

Percentage-wise opinions regarding each question are written down to give a better understanding of the discussions and conclusions in the research. The statistical technique that was used to discuss and interpret data was SPSS. Using SPSS, the Chi-square statistical technique was used to find the differences in the views of each gender and also to understand if there are any significant differences in the views within each gender. The method of coming up with a conclusion for this research paper is through a questionnaire. The questionnaire focuses on asking the basic questions to the general public as to whether they watch women’s sports, and whether they think that the women’s sports are getting enough publicity as compared to their male counterparts, etc. The other focus of the questionnaire would be to understand how people...
consume sports in India whether it’s through Star Sports, Sony TV, Hotstar, or any other social media. One of the main aspects in this paper is how people are asked very generic questions through which they could give their honest opinions. The reasons for female athletes not getting enough attention and asking for viewpoints on whether they only watch women’s matches when the female athletes achieve extraordinary feats were also asked. The purpose of using questionnaires is to make people think for a minute not just for answers but also to bring the question in their minds as to whether the respondents are during their bit in bringing up the broadcast of women’s sports by promoting the same and watching it. The level of significance is taken as 0.05 in the research paper.

3. Results and Discussion:

The research aims to study the current position of the country in terms of broadcasting. And also, the impact of broadcast on women’s participation in sports, it aims to study whether there has been an increase or decrease in the broadcast of women’s sports as per the opinions of the general public. All the respondents have a basic knowledge of sports especially women’s sports. The study is conducted among the age groups of 18 years to more than 46 years of age. The majority of the respondents were female which was an additional advantage to the study. The majority of respondents were of the age group of 18 to 25. 45% of the respondents gave their views that they rarely see women’s sports. The level of significance was taken as 0.05. The below table shows the significant value of each question that was interpreted using the chi-square test.

Table 1. Chi-square Values

<table>
<thead>
<tr>
<th>Q. No.</th>
<th>Questions</th>
<th>Sig.value(Gender*Questions)</th>
<th>Sig.value(Male)</th>
<th>Sig.value(Female)</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>How often do you see broadcasts of women’s sports?</td>
<td>0.111</td>
<td>0.086</td>
<td>0.001</td>
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<tr>
<td>2.</td>
<td>When was the last time you watched a women’s sporting event on social media?</td>
<td>0.146</td>
<td>0.112</td>
<td>0.52</td>
</tr>
<tr>
<td>3.</td>
<td>Do you think that women’s sports are getting sufficient media coverage in India?</td>
<td>0.752</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>4.</td>
<td>Women’s sports media coverage is lesser as compared to their male counterparts. Why do you think that’s the case?</td>
<td>0.739</td>
<td>0.761</td>
<td>0.311</td>
</tr>
<tr>
<td>5.</td>
<td>Do you think that women’s sports broadcast is on the rise?</td>
<td>0.009</td>
<td>0.625</td>
<td>0.000</td>
</tr>
<tr>
<td>6.</td>
<td>Do you watch women’s sports only when female athletes achieve extraordinary feats?</td>
<td>0.214</td>
<td>0.971</td>
<td>0.032</td>
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<tr>
<td>7.</td>
<td>Do you think that there has been an increase in women’s sports broadcast in the last 10 years?</td>
<td>0.226</td>
<td>0.000</td>
<td>0.000</td>
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<tr>
<td>8.</td>
<td>Which Broadcast channel do you use to watch women’s sports?</td>
<td>0.003</td>
<td>0.517</td>
<td>0.002</td>
</tr>
<tr>
<td>9.</td>
<td>Do you think that women’s sports broadcast depends on the popularity of the sport in the country?</td>
<td>0.182</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>10.</td>
<td>The fame of an event helps in increasing the broadcast for any sport.</td>
<td>0.503</td>
<td>0.024</td>
<td>0.005</td>
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</table>
11. Do you believe that women’s sports deserve better or equivalent recognition like their male counterparts since the women athletes are making huge strides in their respective sports in the past few years?  

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<tr>
<td></td>
<td>0.523</td>
<td>0.000</td>
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12. Would you prefer watching highlights over live matches in women’s sports?  

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<tr>
<td></td>
<td>0.564</td>
<td>0.402</td>
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13. How much time do you spend watching women’s sports?  

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<tr>
<td></td>
<td>0.779</td>
<td>0.000</td>
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Using the chi-square test, from the above table it can be seen that except for two questions there were no significant differences (p-value is greater than 0.05) were found. It means the variable gender (male and female) is independent of those questions. Question number 5 and 8 shows that there are significant differences in the opinions of the respondents (p-value is lesser than 0.05). It means that the male and female respondents are dependent on each other.

From the above results, the study shows that the general opinion of the people is that people are aware of the situations regarding the broadcast of women’s sports. Even though the number of games or matches for the women athletes has increased over the years and the popularity has also increased it has still not created an impact on the women’s sports participation in the country. There has been no consistency in the women’s sports broadcast for any sport over the years. Since the majority of respondents have only a general idea of sports, they were able to give the most genuine opinion regarding the women’s sports broadcast. The responses were useful in getting a better understanding related to women’s sports, it’s positive effects, drawbacks, threats, and so on.

A research paper on Coverage of Women’s Sports in Two English Dailies of Karnataka: A Comparative Study came up with a conclusion that women sports are not given any attention and that the sports categories are filled with news associated to cricket. Even after making achievements in many other sports, they are not getting the attention they deserve. The study also gives out the importance of changing the male-controlled belief and for this to happen the media need to play a huge role. For having a better representation of sports culture in India the media powerhouses in sports must represent a piece of unbiased news across the country. In the study conducted on The Status of Print Media Coverage of Various Sports Events During Commonwealth Games 2010, concludes that during the CWG 2010, cricket received the most coverage in a Bengali newspaper as compared to Football. Games like Tennis, Boxing, Badminton, Shooting, and Weightlifting had added coverage as compared to the other disciplines that are included in the CWG 2010. The study also revealed an interesting fact wherein the male athletes received more coverage than the female athletes in the CWG, which also shows the inequality that happens even in the print media. If such is the case in print media, it could be worse in case of a sports broadcast of the CWG in India. An investigation of the attitudes of sports media towards women’s sports shows that 18% of sports media employees watch women’s sports events, 30% do not watch these women’s sports events, 42% stated that they only watch these events at times and only 8% always watch these events. The research paper also gives an in-depth understanding of how male and female sports media employees strongly disagree with the statements of “news reports about female athletes are credible and convincing” and that “the number of female sports media employees is sufficient in the sports media”. Another interesting analysis from the study shows how male sports media employees strongly disagree with the statement “Government makes sufficient use of media instruments to encourage women to start sports”. This research paper has significantly contributed to a better understanding of various areas in the women’s sports media and how the government or the general public should look into improving women’s sports coverage across the country. Through a study conducted it was found that when the women athletes do get the correct media coverage their skills and athleticism are very so often represented critically with their male counterparts. It was also found that instead of broadcasting and making coverages of the achievements of female athletes, the broadcasters mainly focused on getting to know of the athlete’s personal lives rather than broadcasting their victories, struggles,
and their game in general\(^\text{(15)}\). Even after having increased coverage for women’s sports, there was only a decrease in prejudgment, and no interest in watching the game was developed by people. The paper also focuses on making attempts in improving the attitudes towards women athletes by identifying children and changing their attitudes or misconceptions towards female athletes\(^\text{(16)}\).

In the study conducted on Promoting Women’s Sport: Theory, Policy & Practice, it is said that the Sports has used media as a means to promote gender equality and for sports to have equality in every sphere of its working need to give more credibility for media and the role it plays in endorsing the same. Inequality in sports, its broadcast, viewership, etc., exists in every country but the amount of content about women’s sports and news related to female athletes varies from country to country. Especially in India where there is still exists patriarchal values and thought process that women athletes are less and they cannot play certain sports that the men play with ease\(^\text{(17)}\). A study conducted in the UK in the year, 2015 by Repucom shows the percentages of women who watch sports on TV regularly or sometimes during the on-season. From the study, it can be understood that 65% of the women aged between 16-29 watch football the most, similarly 67% of women aged between 30-49 watch football, and 58% of women aged between 50-69 watch ice-skating more. For a country like the United Kingdom, which has a rich sporting culture the numbers do not do justice. Since the country has huge investments in women’s sports and better infrastructure as compared to India the statistics that were acquired through the study should be more in number\(^\text{(18)}\). The results on an investigation into local media coverage of women’s sport in the UK East Midlands show that their survey on the participants and those with sports interests indicate that not everyone has growing enthusiasm for coverage of women’s football in the current media set up. The study also shows how there is a need for changing behavior to get into the media and there is a need for making their sport more exciting. Such a study also shows the attitude of the general public and shows that there is a need to make women’s sports more interesting like their male counterparts\(^\text{(9)}\). There were only 4.3% tweets from 201 local sports broadcasters solely for women’s sports whereas there were 77.3% tweets for men’s sports. The study also confirms that the use of social media is an area that can help reach more audience for women’s sports. A previous study conducted indicates that male sports broadcasters devoted more time to tweeting about sports involving men\(^\text{(9)}\). A study conducted on An examination of Women’s Sports Coverage on the Twitter Accounts of Local Television Sports Broadcasters shows that the differences in the local broadcast of women’s sports where only 4.3% is dedicated to women’s sports and for men’s sports it shows a high percentile of 77.3%. The study also reveals biases in providing opinions, it shows males sport getting about 10.7% of tweets whereas there are only 1.7% tweets for women’s sports. The study points to the various difference in tweets regarding men’s and women’s sports. Another important factor from the study is that there are only a few sports broadcasters who put in efforts to describe women’s sports\(^\text{(9)}\). Broadcast Audience Research Council India researches the broadcast domain to understand the various areas that need in-depth understanding. There is an urgent need for the council to understand and come up with reports on sports broadcasts, especially women’s sports broadcasts. If the women athletes have more broadcasts it would be helpful for them in gaining revenues for their teams in a league. When they have more sports coverage, it would be an added advantage for franchises to earn revenue and use it as investments as well as for improving the overall market value for the team in the leagues that they are in. In India there are not many leagues for female athletes even for cricket, the reason for that is that there are not many players who play in the district or state level, even if there are, the number of players who can come up to international standards is the only handful. There are only 2 successful leagues are there in India where women athletes participate one is Indian Women’s league and the other is Ultimate Table Tennis. Through these leagues there has been a steady increase in the recognition of women athletes, more people are getting to know about players who have the potential to make it internationally\(^\text{(20)}\). The studies that were conducted by various researchers and the results and conclusions from those studies were able to give a better understanding of the various conclusions that they found and were able to come up with is a plus point for this research paper’s discussions and conclusions. It gave a better insight into the positive, drawbacks, various opportunities, and the impact of non-consistent broadcasts of women’s sports is the economy. The overall viewership would be impacted and more female athletes would be increased when more tournaments are televised. Another plus point of a proper broadcast is that there would be revenue generation in the media industry which can impact the future. The media
industry could use a big one-time investment through this process, they could use the same money regenerated and use it for future broadcasts. One aspect that can also be looked into by the Indian media industry is that when tournaments or matches happen abroad where Indian women athletes are taking part they can by collaborating with the other media companies abroad use this opportunity to increase the viewership by which they can earn profit as well as improve the broadcast in the country.

In the year 2019, the Indian women’s football team’s success went unnoticed by many sports broadcasters. The team narrowly misses out the opportunity to qualify for the next round of the AFC Olympic qualifiers. Surprisingly or not so surprisingly none of their matches were shown LIVE on any of the Indian Televisions. Many players like Former captain Shanti Mullick, former player Bembem Devi and Bala Devi these players did not or are not receiving even half the popularity that their counterparts have. The media can be blamed on this aspect. Even for the most popular sport in the country Cricket, the scenario is similar. Before the 2017 World Cup when Bangladesh’s tour of India went unnoticed as there was no proper coverage, there was only one local press and one from ESPN. In the year 2018, as well as Indian women’s cricket team’s one-day international in South Africa, was also gone unnoticed because of the absence of live telecasts. These incidents still prevail even though there have been improvements in the technology and broadcasts in the country. Broadcast of each sport varies in India according to the popularity of the game in the country. When the game is cricket both for men’s and women’s matches the popularities differ as compared to other sport since cricket is an already established game in the country there are many fans for both male and female players across the country. The broadcast for the sport, pre-match and post-match presentations, the highlights and even talk show are quite popular among fans such wide interests among fans creates an opportunity for female players. Broadcasts of women’s cricket as compared to the last 10 years have improved, but there are still various matches or tournaments which are completely ignored in India as a result of improper investments and support for the game for women. The broadcast to an extent also depends on the format of the game, the location, etc. This case is similar for all the other sports that have gained popularity in the past few years, the live tournaments, highlights are not that popular for women’s matches. The interests in such a match would be reduced if there are no proper broadcasts and the number of players or athletes would reduce over the years for the game. It is also really important for the media powerhouses to look into the areas.

4. Conclusion:

The study is conducted to get an understanding of people's general ideas related to women’s sports. It also shows the problems women face with getting proper media coverage for their games. Several factors are the cause of the decrease or the inconsistency in the broadcast of women’s sports in India. Another disappointing fact is that the sports authorities and associations of various sports are not doing much from their end for improving the fans and overall broadcast in women’s sports. Through literature reviews, it was an eyeopener as to what the women athletes are facing in other countries. Irregularities in the women’s sports broadcast can be identified as one of the reasons for the sports fans not getting to watch live or even the highlights of the women’s matches. As expected from the opinions of the public it can be seen that a high percentile of people still think that the women athletes are not getting sufficient coverage. Even with the improvements in technology, it is disappointing to see that the general public still thinks that there has not been enough women’s sports coverage like their male counterparts. Many changes should happen internally in the media platform for improving the broadcast of women’s sports unless there are changes that are happening in the broadcasting sector there would not be any improvements. With the rise in fans and improvements in the visual media male athletes had a major boost in their games but such scenarios did not happen in the case of female athletes. They had to make huge strides in sports to get the recognition they are currently getting. In certain sports, female athletes had no proper support or recognition even when the sport is quite popular among the fans through male athletes. One of the main understanding through the research was that the broadcast, as well as the print coverage, was based on people’s interest and what gives the broadcast companies more coverage and profit rather than what holds value to the sports industry, the female athletes, other officials that work for and under these athletes and also what that can make a change in the society.
In India, there is more coverage for male athletes in various sports but that is not the case for female athletes. Interestingly in the research, the respondents believe that there has been a rise in the broadcast of women’s sports in India in the past 10 years. Nevertheless, this scenario is not the same for every sport in India. It depends on the popularity of the sport in regards to the men’s game, popularity of the support among the fans, and as well as the number of games the female athletes play in a year. Another aspect that was found through the research is that if the female athletes can make a mark higher than anyone has ever made in the country it can be a boost in the overall broadcast after such a case. However, if the private sports broadcasters and various sports associations are not coming up with various policies and methods for improving the overall broadcast of women’s sports it would not help the young female athletes to take up the games in the future. Another important factor that was found through this research is that there should be more and more involvement of the female managers, female fans, media powerhouse across the sports broadcast domain for the scenario to improve in the country. They would be bringing about a change in the mindsets of Indians who think that women’s sports do not deserve recognition or that certain sports are only meant for male athletes. Bringing about a revolution within the sports broadcast companies itself is inevitable. The marketability of the players is one of the aspects that can be achieved through proper broadcast. When the market value of the female athlete increases it leads to more viewership for that sport in the country which would also influence the upcoming generations to take up sports as a full-time profession and not as a hobby.

Through the research, the respondents had the opinion that there has been an increase in the broadcast of women’s sports in general, but various sports that have produced phenomenal athletes and fans need to have consistent fans to grow further and many sports are yet to find the balance in India and gain fans but if the sports associations can make huge strides and bring in top sports broadcasters in India to broadcast the sports event it can surely make a mark and impact the lives of millions of sports fans across India. If the Indian media industry can promote women’s sports through the proper broadcast like the way they are currently promoting the men’s sports in every sport it would be a big boost especially for the professional athletes who are not getting the recognition they deserve and it can impact the upcoming female athletes and by better recognition comes monetary benefits which can help them in attaining better facilities and better training. It would also inspire them to set up facilities for future generations. One of the other main reason that was found through the research was that female athlete take up sports out of sheer passion but when it comes to the professional stage most of them do not get the kind of recognition or motivation like what their male counterparts get, such events can demotivate them to not further pursue the sport professionally. To conclude we can see that there is an end number of improvements that should happen from the general public in terms of support, viewership, increase in fans but for these things to happen even in the remote areas of the country there should be proper broadcast of every match of female athletes. As compared to the last 10 years there has been a tremendous improvement for women’s sports broadcasts but such is only the case for a certain number of sports which has gained popularity among the Indian fans. It is important to note that sports broadcast builds brand value for the player which also leads to exposure and brings in renowned sponsors for the athlete irrespective of the player's gender.

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