

EMBARGOED UNTIL THURSDAY 11th December 10am GMT

Netball World Youth Cup 2025 reaches over 27 million on official event social media channels within 10 days of competition.

World Netball (WN) has today revealed the digital success of the Netball World Youth Cup 2025 (NWYC2025), which took place from the 19th - 28th September in Gibraltar, announcing a **reach of over 27 million across the NWYC and WN social media channels during this time.**

The NWYC2025 was the first NWYC since 2017 due to covid and WN set out with the aim of maximising reach, in order to shine a light on the up-and-coming athletes competing for the top 18 U21 teams from around the world.

The biggest contributor to this reach was WN's **TikTok channel, launched in 2023, which alone reached just under 15 million accounts during the competition.**

The [most popular TikTok video](#) featured eventual Player of the Tournament and NWYC2025 gold medallist Lily Graham during one of Australia's early pool stage matches of the competition.

With this increase in reach also came a substantial growth in new followers and engagements, with the **WN and NWC social media channels gaining 54,234 new followers and the content on these channels receiving over 1.1 million engagements.**

Continuing to grow the global audience and prioritising the reach of the event, WN also live streamed all matches for free, live and on demand, on its OTT platform [NetballPass](#), with the first five days available on its [NWC YouTube channel](#) too.

WN's livestreaming strategy delivered significant visibility for the event, with **the matches receiving a combined total of over 1.3 million views across both platforms between 19th September - 12th October.**

On NetballPass, WN recorded a **38% month-on-month growth in registrations, as 23,954 new users signed up during the event.**

This represented the largest month-on-month increase in NetballPass registrations in the past two years.

YouTube also gained an additional 10,000 new subscribers during the event dates.

Both YouTube and NetballPass helped WN reach a younger audience, with the **highest viewership demographic on both platforms being 25–34-year-olds.**

Overall, the NWYC2025 exceeded expectations, helping WN reach new audiences, showcasing the talent of the future netball stars and inspiring the next generation to come.

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Image:



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Notes to Editors:

World Netball

World Netball is the sole, internationally recognised, governing body for netball affiliated to the Association of Recognised International Sports Federations (ARISF), receiving funding from the International Olympic Committee.

World Netball creates a better world through netball, inspiring netballers to embrace opportunities and achieve their potential. Netball is played in more than 100 countries around the world with 77 National Netball Associations affiliated to World Netball. The associations are grouped into five Regions – Africa Netball, Americas Netball, Asia Netball, Europe Netball and Oceania Netball – each with a respective Regional Federation. Regional Federations are an integral part of the global governance structure and assist in the implementation of World Netball policies and the development of the sport in their respective regions.

For more information visit www.worldnetball.sport