EMBARGOED UNTIL THURSDAY 5TH NOVEMBER 10AM GMT

Glasgow 2026 Commonwealth Games Netball Competition Reaches over 55 million viewers.

World Netball (WN) has today announced that the netball competition at the Glasgow 2026 Commonwealth Games (CWG) reached over 55 million viewers across broadcast and WN's social media channels.

This comes after Glasgow 2026 confirmed that netball was the highest ticketed sport at the CWG, with 122,972 tickets issued.

The broadcast audience figures are based on an independent post-event report commissioned by WN and delivered by media analytics specialists GSIQ.

The 12 best netball teams in the world took to court from the 25th July – 2nd August at the OVO Hydro in Glasgow with **8,207 hours of broadcast coverage**, more than four times the level recorded at Birmingham 2022 (B2022)**, and 6,944 social media posts recorded during this time.**

A total of 40.5 million viewers watched the netball via broadcast, representing an increase on B2022, with audiences tuning in across 35 markets and 45 channels.

Significant growth was recorded across Asia over the four-year period, with **audiences in India increasing by 107% and across the wider Indian subcontinent by 83%.**

The largest free-to-air (FTA) audience of 10 million was recorded on Seven in Australia, host nation of the Netball World Cup Sydney 2027.

Viewers were treated to thrilling history making international action across the nine days with WN World Ranked number four Jamaica beating number one ranked Australia preventing them from reaching a Final for the first time in history, Tonga finishing 9th at their debut Games and the hosts Scotland coming close to causing an upset of their own losing to Jamaica by just two goals.

On social media the WN channels **had a reach of 15.3 million, a 4557% increase on B2022.**

WN's content also received **600,000 plus content interactions,** with the Australia vs Jamaica Semi-Final results graphic on Instagram the second highest post globally in terms of content interactions (28K), only being beaten by a post from the Royal Family following their visit to the netball on the same day.

This post contributed towards WN's **Instagram having the highest number of content interactions achieved for any WN event**.

With the increase in reach and content interactions also came a notable increase in new followers, with **WN's channels gaining over 18,000 new followers, a 593% increase in comparison to B2022.**

Additionally, **WN's website traffic increased considerably with 486,372 page views over nine days, 62% of which can be attributed to our CWG Hub** where we shared results, where to watch information, wrap-up articles and all the latest event news.

Speaking on the success of the Glasgow 2026 CWG, WN President Dame Liz Nicholl DBE said: "The Commonwealth Games is a key part of the World Netball international event calendar as it helps us showcase our world class sport to new global audiences.

“It is fantastic to see we have once again achieved our goal of reaching more people, more often and broken records on our own digital channels.

“Thank you to everyone that showed up both in person and online to make this possible.”

ENDS

Image:



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Notes to Editors:

World Netball

World Netball (WN) 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.

WN 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 75 National Netball Associations affiliated to WN. 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 WN policies and the development of the sport in their respective regions.

For more information visit www.worldnetball.sport