



# Women's Cricket World Cup 2024

**In October, the Women's T20 Cricket World Cup hosted in the United Arab Emirates will commence.**

**Commercialisation refers to making money out of something. The media and businesses both have had a role to play in the commercialisation of sport.**

**What are the positive effects that the media can have on sport?**



**Females are one of the social groups that are less likely to take part in sport.**

**What are the barriers preventing females from taking part in sport?**

**Extension: Discuss how can the media can increase the amount of females taking part in sport?**