



Commercialisation in Sport

Crowds at the 2025 Women's Rugby World Cup have tripled since the last tournament with the Twickenham final selling out and set to attract 80,000+ fans.



- 1. Identify one socio-cultural factor that has contributed to the increased popularity of women's rugby.**
- 2. Explain how media coverage and commercialisation might help boost participation in women's sport.**
- 3. What advantages/disadvantages are there for performers, the sport, and spectators when attendances grow?**

Debate: How could record-breaking attendances in women's sport lead to long-term change in participation and equality?