

PARTNERS

Bringing fans spectacular on-court entertainment

- Exciting partner activations that engage and captivate fans - Ganten Water Relay, Tissot Shoot to Win, J9 Lucky Seat & Dance Crew, TCL FanCam and others
- Enthralling experience for local fans to become "Wanda Little Champions" and walk on the court along with their basketball stars



Pre-Tournament Campaigns Connect Fans to World Cup & Boost Women's Game

- Molten, in partnership with FIBA and the LOC, engaged youngsters in a Ball Relay and showcased outstanding contributions in the women's game through their Local Champions campaign
- TCL in collaboration with FIBA engaged NFs across the world in their "Break & Believe" campaign, in a joint effort to help young girls build confidence and believe in their potential through basketball

Google: FIBA's first Global Partner of Women's Basketball

- Exclusive broadcast partnership of ESPN's broadcast of the Women's World Cup in the USA
- Google representation at the Women's Basketball Forum
- Unique in-stadium integration of "Google Most Searched" feature
- Exciting branded content featuring player interviews on social media campaigns



Broadcasting

- Broadcast partners covering more than 130 markets alongside global coverage on the Courtside 1891 digital service
- Premium broadcast production including cutting edge railcam and cablecam technology brought the event to life like never before
- Unprecedented programming and content plan including a compelling player portrait series and tailored content for players created by dedicated sideline videographers



HER HISTORY MADE



"I COULD FEEL THEY LOVE ME"

"The fan appreciation in Sydney was amazing, I could feel they love me. It felt like I was in China. This World Cup was a very valuable experience. It also encourages me to become better!"

Han Xu, China



"EVERYTHING WAS PERFECT"

"Bravo for the organization. Everything was perfect. The gyms were full, the quality of basketball was very good, it was great for women's basketball."

Head coach Marina Maljkovic, Serbia



"SUPPORT THE GROWTH OF WOMEN'S SPORTS"

"I'm just happy to support the growth of women's sports. I want my daughter to have the same opportunities that any boy would have."

Women's World Cup Ambassador Pau Gasol



"FIRST CLASS EVENT"

"We are very happy with the tremendous success of the FIBA Women's Basketball World Cup 2022. It proved once again there is a global appetite for the women's game."

FIBA Secretary General Andreas Zagklis

GLOBAL PARTNERS



GLOBAL SUPPLIER



RECORDS

1 **Lauren Jackson** now holds the record for most games played in Women's World Cup (43) with Brazilian legend Janeth Dos Santos Arcain.

5 With 5 blocks against Canada, **Ezi Magbegor** tied the record for most blocks in a Women's World Cup game. The record was later tied once again by Han Xu for China against Magbegor and Australia in the Semi-Finals.

41 **China** showed their attractive team-orientated approach by setting a highest-ever 41 assists in the game against Puerto Rico.

3 With 670 total points in the competition, **Lauren Jackson** is the third all-time scorer of the history of the event, behind Hortencia Marcari for Brazil (930 points) and Janeth Dos Santos Arcain (750 points), also for Brazil.

30 **USA** extended their winning streak at the Women's World Cup to 30 games. That is the longest run of wins in USA's rich history in the competition. This streak is the second longest in the Women's World Cup history, only bettered by the Soviet Union who posted 56 consecutive victories.

44 **Leeseoul Kang** beat Liz Cambage's previous All-Time efficiency record at the World Cup with an Efficiency rating of 44 for Korea against Bosnia (37 points, 8 rebounds, 5 assists and 3 steals).

145 **Team USA's** victory 145-69 against Korea surpassed the previous record of 143 points set by Brazil in 1990 against Malaysia. USA's previous points record at the Women's World Cup was 119. In the same game, they also set a new Efficiency rating record with a stunning 211.

STORIES



THE GREATEST COMEBACK IN FIBA HISTORY

Playing at a staggering fifth edition at 41 years old and having previously been retired for six years, Lauren Jackson posted the greatest comeback in FIBA history. In a performance for the ages and in her last ever game, the Opals' legend signed off with a fairytale 30-points in an unforgettable 95-65 win against Canada to secure the bronze medal.

USA STILL THE BEST AFTER LEGENDS RETIRE

Concerns USA might be vulnerable after legendary duo Diana Taurasi and Sue Bird retired were dismissed emphatically as they went unbeaten in a record-breaking display. Rather than slowing down, USA found a higher gear at both ends of the floor as 2018 MVP Breanna Stewart and 2022 Tissot MVP A'ja Wilson picked up the baton to deliver a phenomenal 11th title.



THE RISE OF PUERTO RICO

Puerto Rico's rise on the global stage was jaw-dropping. Winless on their debut at the 2018 edition, they made a series of sensational historical strides in Sydney. Led by the unstoppable play of team leader Arella Guirantes, they not only delivered a famous maiden win, they also reached the Quarter-Finals for the first time.

CHINA A STRONG CONTENDER

China matched their best ever finish with the silver medal and also confirmed how they could post the main challenge to USA dominance in coming years with their talented and hungry young roster. Playing some breathtaking team basketball highlighted by a record game-high 41 assists against Puerto Rico, their dynamic inside-outside style also ushered in the arrival of new global stars like centers Xu Han and Yueru Li.

FANS

145,519 Highest attendance ever for a FIBA Women's Basketball World Cup.

1,5M Record number of fans visits for the WWC official website, twice the number of the 2018 edition.

216M Record broadcast audiences for the event around the globe. The audiences tripled in the United States compared to 2018, and doubled in China.

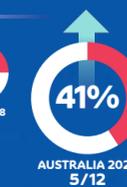
1,1B

Unprecedented Social Media numbers: 1.1 billion impressions, 690 million unique reach, 14 million engagements and 468 million videos viewed. Those numbers are **five times higher compared to the 2018 edition.**



FEMALE PRESENCE

COACHES



REFEREES

