



AVCA Update - Jaime Gordon

January 17, 2024



PARTICIPATION

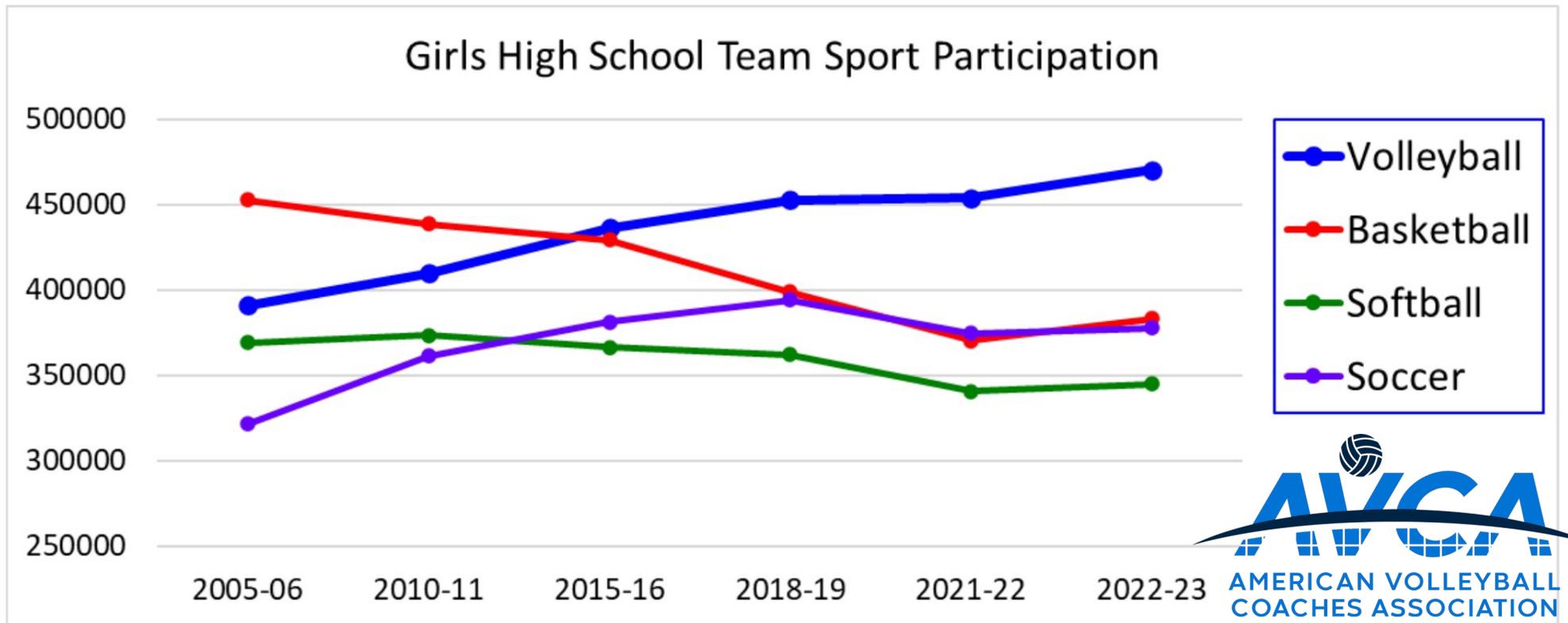


NFHS Participation Data: 2021-22 vs. 2022-23

Sport	Participation		Variance	% Change
	2021-22	2022-23		
Girls Volleyball	454,153	470,488	16,335	3.6
Girls Basketball	370,466	383,362	12,896	3.5
Boys Volleyball	66,487	77,287	10,800	16.2
Girls Beach Volleyball	6,489	9,016	2,527	38.9
Boys Beach Volleyball	718	792	74	10.3

Volleyball: Top High School Girls Team Sport since 2015

According to National Federation of High School (NFHS) Participation Reports



Girls High School Team Sport Participation according to the 2005-06 to 2022-23 NFHS Reports

92,003^N

MOST ATTENDED WOMEN'S SPORTING EVENT OF ALL TIME





LOUISVILLE VOLLEYBALL

12,760

LOUISVILLE VOLLEYBALL
PROGRAM RECORD

UK vs UK

FOR THE VILLE.

N

4,889

TOTAL ATTENDANCE

18 22 5

WELSH-RYAN ARENA
MCGRAW MEMORIAL HALL

LARGEST CROWD IN PROGRAM HISTORY

4,200

ATTENDANCE RECORD



- - **2023 DIVISION I ATTENDANCE NOTES**
- **RECORD OVERALL ATTENDANCE
(20%+ YEAR OVER YEAR INCREASE)**
- **34 CONFIRMED DIFFERENT SCHOOLS SET
REGULAR SEASON RECORDS (all levels and
usually tied to rivalry or marquee opponents)**
- **75 SCHOOLS WITH 2K+ (PREVIOUS RECORD 61)**
- **7 MATCHES WITH 10K+ CROWDS (PREVIOUS
RECORD 3)**
- **CHAMPIONSHIP ATTENDANCE RECORD of
19,727 (“SOLD OUT” IN SEPTEMBER)**





560K

Average viewers for
Nebraska's Saturday
football game on BTN

612K

Average viewers for the
Nebraska-Wisconsin
volleyball game on BTN

VIEWERSHIP ON OCTOBER 21, 2023 VOLLEYBALL vs FOOTBALL



NEBRASKA VS WISCONSIN on BTN - 612K

On BTN that Day

Nebraska vs. Northwestern @ 3:40 - 560K

Indiana vs. Rutgers @ 12:00 - 232K

Also @ 8:00 PM

Texas Tech vs. BYU on FS1 - 457K

TCU vs. Kansas State on ESPN2 - 432k

**NOTES: - In addition, @ 8:00 All four Major
Networks were broadcasting sports + TBS
was airing MLB NLCS Playoffs**





1.6 MILLION VIEWERS



OCTOBER 29



REGULAR SEASON RECORD



MORE THAN ANY WBB REGULAR SEASON





2023 NCAA VOLLEYBALL NATIONAL SEMIFINALS AVERAGED **1.1 MILLION** VIEWERS ON **ESPN** **+52% OVER 2022**

#1 **Pitt N** #1

1.1M VIEWERS | +49% YOY

#2  **W** #1

1.1M VIEWERS | +55% YOY

MOST-WATCHED NCAA VOLLEYBALL SEMIFINALS EVER ON ESPN PLATFORMS
2 OF THE TOP 4 VOLLEYBALL MATCHES EVER ON ESPN PLATFORMS
TOP CABLE TELECASTS OF THE DAY AMONG P18-49 VIEWERS
FEMALE AUDIENCE +49%



2023 NCAA DI WOMEN'S VOLLEYBALL NATIONAL CHAMPIONSHIP
AVERAGED 1.7 MILLION VIEWERS ON 

#2



#1

MOST-WATCHED COLLEGE VOLLEYBALL MATCH IN HISTORY

PEAKED WITH 2.1 MILLION VIEWERS

1.8 MILLION VIEWERS DURING MATCH WINDOW ONLY

VIEWERSHIP +115% OVERALL AND +151% AMONG FEMALE VIEWERS

FEMALE VIEWERS MADE UP 51% OF AUDIENCE

ABC Viewership-NFL Sundays (Sept 10 - Jan 7)

<i>Event</i>	<i>In 1,000's</i>
NCAA Volleyball Championship-12/17	1691
Formula 1 Mexican Grand Prix-10/29	1080
FCS Football Championships-1/7	1041
AKC National Championship-12/31	1012
Formula 1 USA Grand Prix-10/22	882
WNBA Finals Game 3-10/15	659
WBB - UConn/NC State - 11/12	625
WNBA Semifinals Game 4 - 10/1	579
WBB - Uconn/Texas - 12/3	560
WBB - Maryland/South Carolina - 11/12	496
WBB - South Carolina/Duke - 12/3	489
WNBA Playoffs 1st Round - 10/17	426
NYC Marathon - 11/5	411
WBB - Duke/Stanford - 11/19	409
World Champions Cup - 12/10	295
Premier Lacrosse League - 9/24	258
Premier Lacrosse League - 9/10	207
La Liga Soccer - 11/26	118





Network Broadcasts of MBB, WBB, & WVB in December

<u>Date</u>	<u>Game</u>	<u>Sport</u>	<u>Viewership</u>	<u>Network</u>
16-Dec	North Carolina/Kentucky	MBB	2397	CBS
17-Dec	Texas/Nebraska	WVB	1691	ABC
9-Dec	Illinois/Tennessee	MBB	1456	CBS
16-Dec	Kansas/Indiana	MBB	1455	CBS
16-Dec	UCLA/Ohio State	MBB	1212	CBS
9-Dec	Purdue/Alabama	MBB	1058	FOX
23-Dec	ST. Johns/Uconn	MBB	961	FOX
9-Dec	UCLA/Villanova	MBB	898	FOX
16-Dec	Alabama/Creighton	MBB	784	FOX
30-Dec	UCLA/Oregon	MBB	782	CBS
30-Dec	Ohio State/West Virginia	MBB	755	FOX
23-Dec	FL Atl / Arizona	MBB	734	FOX
23-Dec	Vandy/Memphis	MBB	721	CBS
30-Dec	Creighton/Marquette	MBB	687	CBS
9-Dec	Syracuse/Georgetown	MBB	681	FOX
9-Dec	Notre Dame/Marquette	MBB	650	FOX
16-Dec	Mich State/Baylor	MBB	616	FOX
3-Dec	UConn/Texas	WBB	560	ABC
16-Dec	Louisville/Uconn	WBB	520	FOX
2-Dec	South Carolina/Duke	WBB	489	ABC
30-Dec	Baylor/Texas	WBB	457	FOX

Only broadcast to surpass Volleyball Championships viewership was UNC/Kentucky MBB on CBS