

# **METRO BANK WOMEN'S ASHES SERIES INFOGRAPHIC**

Theme: Visibility & Portrayal      Last updated: July 5, 2024



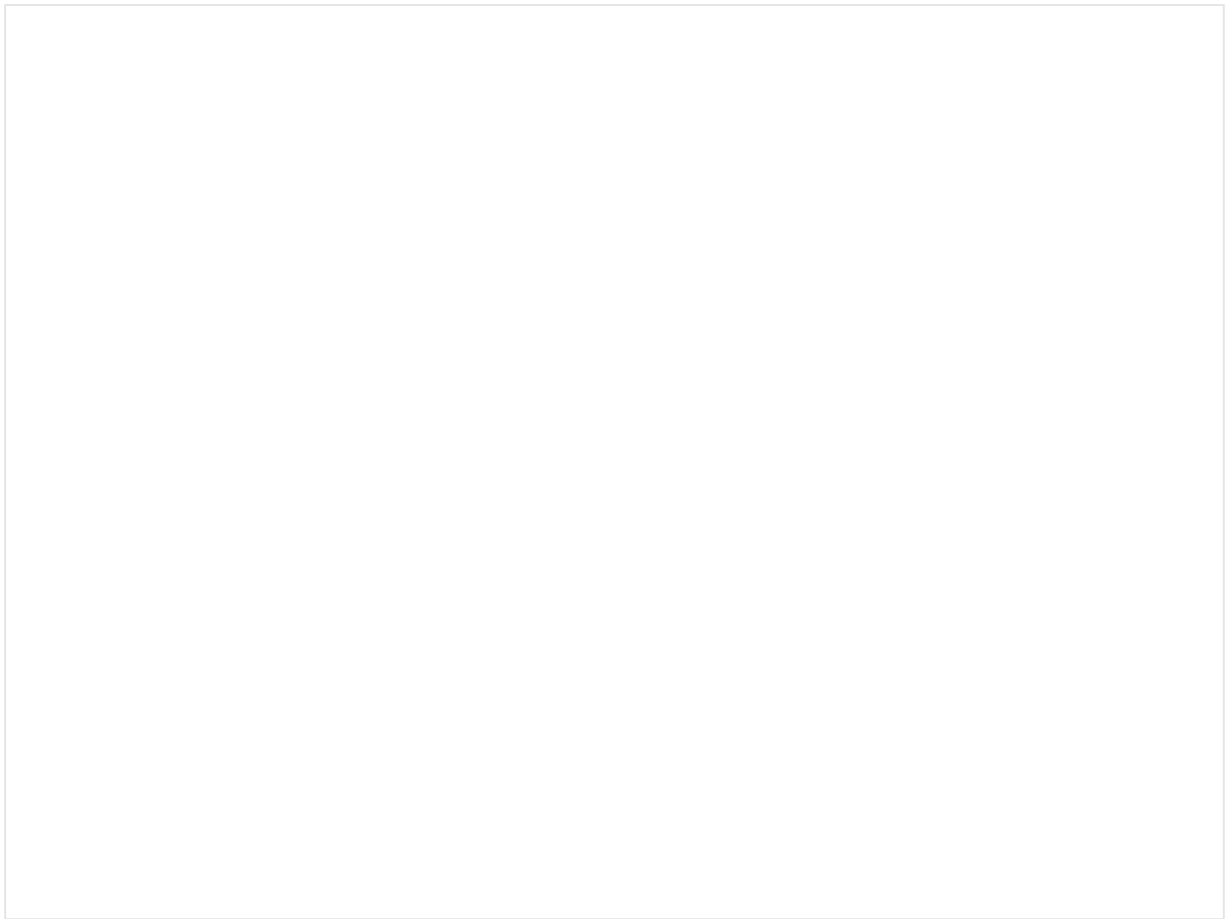
Element of ECB Metro Bank Women's Ashes Series infographic poster



England Cricket Board

This graphic produced by the England Cricket Board (ECB) and the Metro Bank Women's Ashes Series highlights headline stats from the successful women's

cricket series.



Full infographic from the ECB Metro Bank Women's Ashes Series

**Brighton Plus Helsinki Declaration Principles:**

High Performance Sport, Sport information and Research

**Target audience:**

Sports governance, sports funding, grass-roots sports, National Sports Organisations

**Background:**

The Metro Bank Women's Ashes Series is a women's cricket series. Supported by Metro Bank, this headline series attracted a significant audience, both in-person and via TV and online viewership. This infographic was developed to highlight and share the headline stats from this successful event.

### Summary:

Headline statistics shared in the infographic include:

- 110,000 total attendance at the Metro Bank Women's Ashes Series
- First England Women's ODI series to sell out
- 33.5% women ticket buyers
- 47 million video views

### Related Links



<https://www.ecb.co.uk/>



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