

Women's Football

GLOBAL DEVELOPMENTS

OCTOBER 2022

WHAT YOU NEED TO KNOW



UEFA
women's
football™



EUROPE

Alexia Putellas becomes first woman and Spanish-born player to win [Ballon D'Or twice](#).

[Estonian](#) women's national football team break FIFA top 100.

[Spain reaping rewards](#) for investing in women's football and catching them young.

[German Frauen Bundesliga](#) and Sport1 agree four-year domestic TV rights deal.

EBay has partnered with the [FIGC](#) to sponsor [Italy's elite women](#) football competitions.

Why football star Sam Kerr is a [marketer's dream](#).

Referee [Stephanie Frappart](#) returns to the men's Champions League.

Maria Sole Ferrieri Caputi is the [first woman to referee a Serie A game](#).

New [FAI opening](#) for head of women's football can build on World Cup success.

WORLD

FIFA release second edition of [women's football benchmarking report](#).

[FIFA Women's World Cup 2023 draw results](#).

FIFA U-17 Women's World Cup 2022: [Spain edge Colombia in final](#) to defend title.

2023 Women's World Cup [TV rights bids deemed too low by FIFA](#).

China unveils [women's football reform](#) and development plan.

Sierra Leone's [first women's football league](#) kicks off.

NWSL averages [record 915,000 viewers](#) on CBS for championship match.

WOMEN'S SPORT

[Focused marketing is quickest](#) way to prevent future abuse in women's sports.

Rugby World Cup: Women's rugby [attendance record](#) set to be broken at final.

F1 working on [new all-female feeder series](#).

UEFA

New UEFA women's [national team competition system](#) with Nations League format.

[EA SPORTS](#) becomes UEFA Women's Football partner.

Women's EURO winners England to face South American Champions Brazil in [first-ever Women's Finalissima](#).

Women's [EURO 2022 technical report](#).

UEFA Direct 199 – Focus on the [Women's EURO](#).

Women's EURO [evolution raising standards](#).

[Women's Champions League round up](#).

[UEFA Playmakers programme](#) proving popular with families throughout Europe.

UEFA's work to ensure [women's football tournaments leave a legacy](#) for more girls to enjoy the game.

[Female referees](#) face exciting challenges.

Europe's FIFA [Women's World Cup](#) hopefuls.