

MEDIA RELEASE



Thursday, 4 September 2025

GLOBAL EYES ON NETBALL: SUNCORP SUPER NETBALL'S BIGGEST SEASON YET

The 2025 Suncorp Super Netball season has marked a turning point for the sport's global growth, achieving the largest international broadcast reach in the league's history.

With a record number of international broadcast deals, and world class Fox Sports coverage, featuring expert commentary and unrivalled game day access, the Suncorp Super Netball reached audiences in more countries than ever before.

Netball Australia secured key broadcast and streaming partnerships with AWSN (All Women's Sports Network) and Unbeaten Sports Channel, the international sports broadcaster operated by Inverleigh, while continuing to grow global digital access via Netball Pass and PacificAus TV*. As a result, Suncorp Super Netball was available in over 120 countries, bringing the world's best netball league to millions of new viewers worldwide.

Locally, Netball Australia increased access to Australian fans, continuing to broadcast the 2025 season on Fox Sports, Kayo, for the first time on Binge, and via radio partner SEN.

The 2025 Suncorp Super Netball Grand Final proved to be a massive draw for global audiences, with a combined international reach of 300 million people across AWSN, Unbeaten and Netball Pass.

Netball Pass recorded a 48 per cent year-on-year increase in viewership for the Grand Final, as well as a record number of subscribers across the USA, New Zealand, South Africa, Singapore, Malaysia and Jamaica.

Further amplifying this historic growth, international coverage through AWSN and its global partners pushed total viewership of the 2025 season past the five million mark across all platforms.

New broadcast partner, Inverleigh's 24/7 linear sports channel, Unbeaten, set a new benchmark for unique viewers for the inaugural broadcast of the record season decider.

"The international appeal of Suncorp Super Netball exceeded all our expectations, illustrated by week-to-week growth in both the number of viewers and match watch time on Unbeaten" said Inverleigh co-founder, Matt Whytcross.

"The finals proved a fitting finale, notably achieving season-high viewership on Amazon Prime and Samsung TV Plus in the US while delivering a massive audience outside the US via DAZN and other global platforms carrying Unbeaten."

President of AWSN, George Chung, praised the impact of the league's global presence.

"Suncorp Super Netball on AWSN and its partners has been received with incredible enthusiasm," Chung said.

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“The series and promotional programming have been seen across the globe, with viewership across all platforms exceeding five million people. Even Whoopi Goldberg herself shared celebratory kudos to the league on social media.”

The record-setting international broadcast reach adds to what has already been hailed the [best season of Suncorp Super Netball yet](#), with record crowds cementing the league's status as the most attended in Australian women's sport.

Expanding beyond the league, Super Netball Reserves inaugural finals in June were broadcast through Netball Australia's official media partner, News Corp Australia via KTV.

Netball Australia CEO Stacey West said the milestone season reflects a pivotal moment for netball domestically and internationally.

“This season is a game changer for Suncorp Super Netball and the global growth of netball,” West said.

“Millions of fans around the world tuning in, combined with record-breaking crowds here at home, shows that netball is ready to claim its place on the world's biggest sporting stages.

“Our athletes are the world's best, our competition is thrilling, and this is just the start of netball's influence taking new strides.”

As the sport's international profile continues to rise, Netball Australia has reaffirmed its long-term pledge to see netball on the Olympic stage. The success of the 2025 Suncorp Super Netball season underscores the global momentum behind that vision and strengthens the case for netball to be recognised on the world's biggest sporting stage.

Pledge your support using the link below to tell the Australian Olympic Committee and the International Olympic Committee that netball deserves its place among the world's greatest sports at the Brisbane 2032 Games.

[Click here to pledge your support and spread the word.](#)

**PacificAus TV provides free Australian domestic and international netball matches for Pacific broadcast partners in Papua New Guinea, Fiji, Solomon Islands, Samoa, Vanuatu, Kiribati, Tuvalu, Nauru, Tonga, Niue and the Cook Islands.*

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MEDIA CONTACT

Netball Australia Media and PR Manager | Amellia Wood
0411 572 282 | amellia.wood@netball.com.au

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