

BARCLAYS FA  
WOMEN'S  
SUPER LEAGUE



sky sports



# JONATHAN LICHT

MANAGING DIRECTOR OF SKY SPORTS

*“Sky Sports is synonymous with football. We’ve seen it again over the last couple of years just how important football is to our customers. The Barclays Women’s Super League is a hugely exciting opportunity for Sky and for Sky Sports, it is on a great growth trajectory and we see opportunity all over the place. We see the opportunity to partner with the FA and really be a part of that story, we see the opportunity to bring the biggest games, the biggest names, and the biggest players to our customers, as well as better representing our audiences.*”

*“We’re excited to be a part of it all and together we can celebrate the differences and opportunities women’s football offers, while giving it the platform it needs to succeed – on its own terms.”*





# ABOUT THE BARCLAYS FA WOMEN'S SUPER LEAGUE 2021-22 SEASON

As one of the most competitive leagues with some of the most famous teams and players in the world, the Barclays FA Women's Super League is one of Sky Sports' flagship offerings.

The Barclays FA Women's Super League is one of the most highly regarded domestic football leagues in the world. Established in 2011 it is run by the Football Association (FA) and currently features 12 professional teams.

This summer has been one of the most exciting for incoming transfers. England internationals Nikita Parris and Toni Duggan have returned to the Barclays FA WSL after successful spells abroad, with world-renowned talents Khadija Shaw, Champions League-winning captain Vicky Losada and the Barclays FA WSL's first Italian player, Aurora Galli, all arriving in England.

Every team has strengthened as they chase the Barclays FA WSL title. Current champions, Chelsea, will be the favourites to retain the trophy for a third consecutive season, but the likes of Manchester City, Arsenal, Manchester United and Everton will be hot on their heels.

We'll also see the return of manager Marc Skinner, who has taken charge at Manchester United, while Jonas Eidevall has taken over from Joe Montemurro at Arsenal – can either manager give Emma Hayes' Blues a real run for their money?

Elsewhere, Leicester City are the newcomers after winning promotion last season. They have a talented manager in Jonathan Morgan and after their integration into the King Power family in August 2020, have some of the best facilities for a women's team in the league. With some solid summer business, they are a team to watch out for.

Also in the Midlands, keep an eye on Birmingham City and Aston Villa. Manager Carla Ward made the jump across the city to join Villa this summer and will add another competitive edge – if one was needed – to an already feisty Second City Derby.

Sky Sports is now the home of all domestic football leagues with over 400 matches across four leagues: Premier League, Barclays FA Women's Super League, English Football League and the Scottish Professional Football League.

# OUR TALENT LINE UP

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# CAROLINE BARKER

PRESENTER

*“Sometimes you have to pinch yourself and when I look ahead to what’s coming up for women’s football this season, it’s one of those moments. I was lucky enough to be able to see Dawn Barnard at Chelmsford City tearing things up when I was a kid and in the same summer my team changed their name from Ladies to Women’s and Girls.*”

*“It’s brilliant to be part of another step forward with Sky Sports. These wonderful athletes deserve the best and biggest platform and that’s what they’ll get, this is their moment, and I can’t wait to see them shine.”*





# KAREN CARNEY

PUNDIT

*"I am thrilled to be a part of the Sky Sports football team covering the amount of football the platform has on offer. In terms of the Barclays FA WSL there is a huge buzz to further grow the visibility of the game. It's going to be an exciting season and I think it has the potential to be the most competitive one to date.*

*"Once again, the fans will have the pleasure of seeing some of the best players in the world play in our league. Along with the Sky look and feel and quality the league has to offer, I can't wait for the season to start".*





# JACQUI OATLEY

COMMENTATOR

*"I'm absolutely delighted to have been asked to commentate on Sky Sports' coverage of the Barclays FA WSL. The new broadcast deal will provide us with a wonderful opportunity to offer in-depth technical analysis of the women's game, as well as showcase the league to a whole new audience. The women's game has developed an enormous amount since I first started covering it in 2004 and I'm beyond excited to be involved in this new chapter which will see the league and players elevated to greater prominence".*







# SEB HUTCHINSON

COMMENTATOR

*"I've worked across the Barclays FA WSL since its inception, and the growth and profile of the league has increased immeasurably, season upon season. However, I haven't been as excited as I am now for this new era on Sky Sports. I'm proud to be a part of the team taking the exposure of this wonderful competition to a whole new level".*



# LYNSEY HOOPER

REPORTER

*“Having covered the Barclays FA WSL and women’s football for the best part of a decade, I’m elated to be part of Sky Sports’ new coverage. I can’t wait to see first-hand how the game will continue to grow and thrive as well as appealing to even more fans. It’s time for women’s football to hit a whole new level and I know with the production team that is in place we can help make that happen”.*





# INSIDE THE WSL

Hosted by award-winning broadcaster and journalist Jessica Creighton, Inside the WSL is a comprehensive round up of all things Barclays FA Women's Super League and women's football. Airing weekly from Thursday 9th September on Sky Sports Premier League (channel 402), the half an hour show will review and preview matches, include in-depth analysis and exclusive player interviews. Viewers can expect gripping behind the scenes access as well as a summary of all the action both on and off the pitch.





# WHAT TO EXPECT FROM SKY SPORTS

## A NOTE FROM NIA WYN THOMAS, SENIOR PRODUCER OF WSL

*“Sky adding the Barclays FA Women’s Super League to its portfolio was a huge statement of intent, not only from a rights perspective to become the home of domestic football, but to also bring more women’s football to its existing audience. This is a ground-breaking deal and the first of its kind for a domestic women’s football game globally, and Sky will absolutely do it justice.*”

*“Our coverage will have the same high standards of production that we see across all of Sky Sports football, and we’ll bring on board a variety of pundits and current players who will cover both men’s and women’s football to ensure expertise across the board. Customers can expect 360 storytelling across all Sky Sports channels as well as bespoke programming around the league with the addition of ‘Inside the WSL’.*”

*“This is about fair representation and long-term success for the game and I’m privileged to be in a position to bring the thrill of the Barclays FA WSL to our audience.”*





BARCLAYS



FA Women's  
Super League

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