



UK INSIGHT
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Contact Tom Watson for further insights
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BATTLE OF THE SEXES

THE DUBAI SHOWDOWN
SABALENKA vs KYRGIOS

28 DECEMBER 2025
Coca-Cola Arena, Dubai



BBC

5.3m*

UNIQUE VIEWERS

UK BROADCAST AUDIENCE
(1.1m AVERAGE AUDIENCE)

*Source: BBC overnight audience data,
29 December 2025



£4.8m

TOTAL SPONSOR VALUE (UK)

TOP ASSETS BY ON-SCREEN EXPOSURE PER HOUR

MM:SS



34:56

SCREEN GRAPHICS
(EXC WATERMARK)



28:34

FRONT & BACK
LED BOARDS



12:50

SIDE STATIC
BOARDS



12:17

PLAYER APPAREL
• SABALENKA

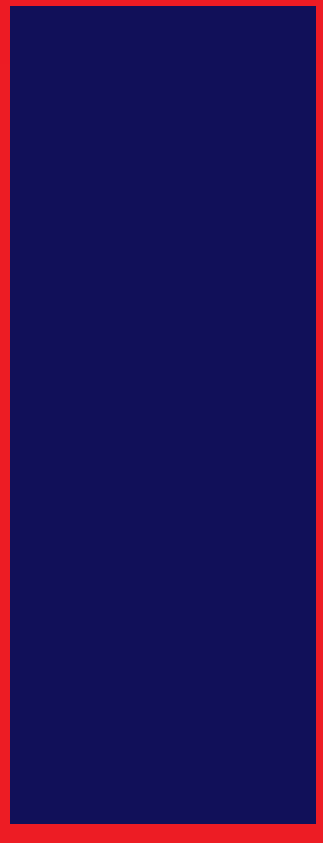


09:13

PLAYER APPAREL
• KYRGIOS

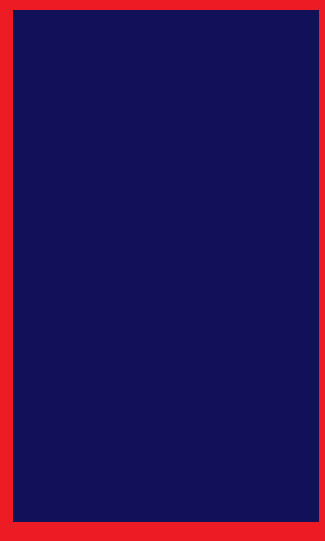
TOP SPONSORS BY VALUE*

£640k



LA ROCHE-POSAY
LABORATOIRE PHARMACEUTIQUE

£400k



£280k



JET365

£200k



£180k

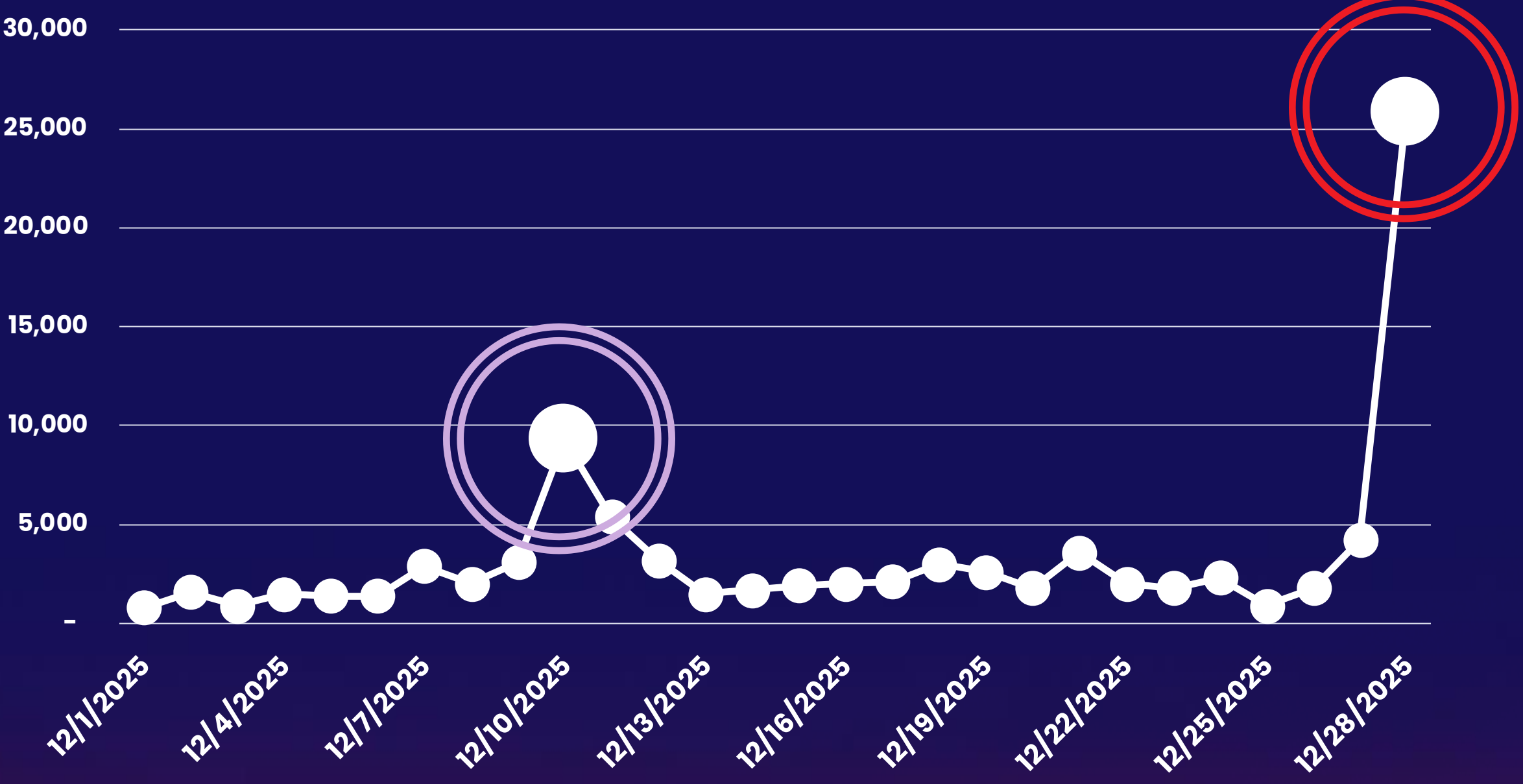


Coca-Cola

*Excludes Battle of the Sexes Brand Logo

SOCIAL MEDIA POST VOLUME

Volume of social media posts across all channels per day



PLATFORM	No. of Posts	% Share
X	41k	44%
YouTube	12k	13%
Facebook	7k	8%
Instagram	1k	1%
TikTok	1k	1%
Other	31k	33%

Battle of the Sexes is a modern reimagining of the iconic 1973 tennis match, and a one-off exhibition event that brought elite tennis, cultural debate, and global entertainment together on one stage.

Hosted in Dubai at the Coca-Cola Arena, the match saw Women's World No. 1 Aryna Sabalenka face Nick Kyrgios in a high-profile, male-versus-female format that attracted worldwide media attention and significant audience interest beyond the sport itself.



Data and Infographic provided by GS IQ www.gsiq.com