



WNBA

RECAP: WNBA 2020 BUBBLE SEASON

STATS, STORIES, AND SOCIALS FROM  **She Plays** &  **zoomph**

87

NATIONALLY TELEVISED
GAMES

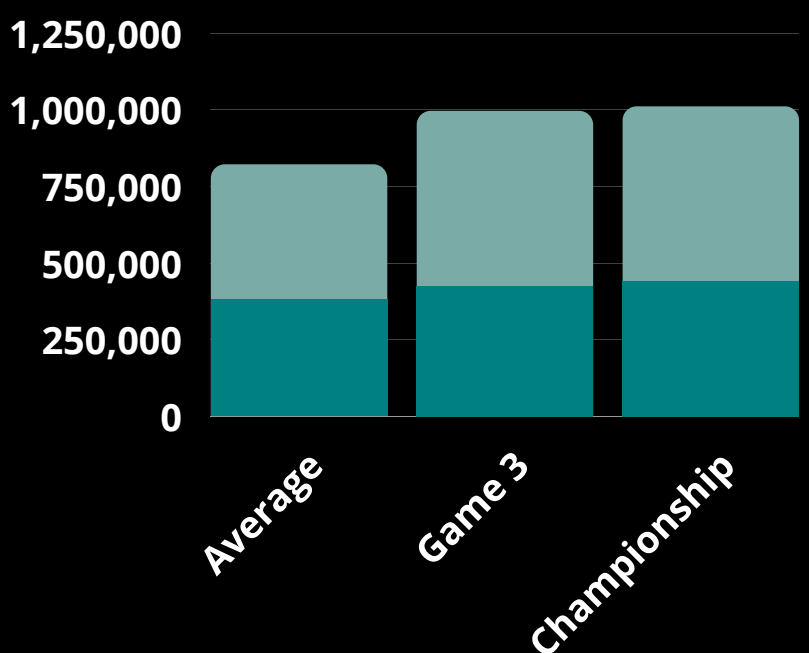
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POSITIVE COVID-19
TESTS

24

ROOKIES STARTED

WNBA playoff viewership numbers in 2020 vs. 2019



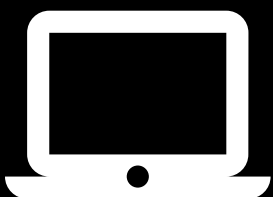
A SEASON CENTERED ON SOCIAL JUSTICE

The players of the WNBA continued their legacy of leadership as athlete activists in 2020 with an historic season that placed issues of systemic racism front and center. From placing Breonna Taylor's name on every jersey to organizing to get out the vote to the historic strike alongside the NBA, these players made their voices heard louder than ever this season.

BREAKING RECORDS IN THE BUBBLE

The shortened, highly restricted 2020 regular season did nothing to stall the powerhouses of the WNBA. Sue Bird and Courtney Vandersloot were smashing assists records, while Breanna Stewart finished out her comeback from an Achilles tear with a playoff record of her own. With these veteran players still pushing the limits and exciting rookies coming in every year, the WNBA isn't slowing down any time soon.

SOCIAL STATS



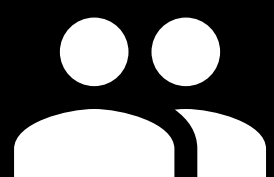
291 M

TOTAL IMPRESSIONS



\$5.5 M

SOCIAL VALUE
GENERATED



7.3 M

TOTAL ENGAGEMENTS