

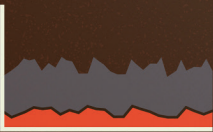
GENDER INEQUALITY IN PROFESSIONAL BASKETBALL



In professional basketball, a common narrative has been written for decades that women are less. The numbers don't lie.



ESPN'S SPORTSCENTER
Over a 25 year span, starting in 1999, ESPN's SportsCenter has only devoted 2% of its airtime to women's sports (1).



AVERAGE ANNUAL VIEWERSHIP
In 2015, the WNBA averaged 202,000 viewers on ESPN and ESPN2. In 2017, The NBA averaged 1.19 million viewers on the same networks (2).

TICKET SALES
The average WNBA ticket is 1/10th the average NBA ticket (3).



1970 SALARY
In 1971, the NBA's fan base was equal to the WNBA's today. Though, after inflation, NBA players made 5x as much (4).



A'JA WILSON
WNBA 2019-2020 MVP

GIANNIS ANTETOKOUNMPO
NBA 2019-2020 MVP

LEAGUE MVP'S
For every made shot in 2019, NBA MVP Giannis Antetokounmpo earned 45x the amount that the WNBA MVP, A'ja Wilson, made (5).



779,658 DOLLARS

SALARY EXTREMES
The difference between the lowest NBA salary and the highest WNBA salary is nearly \$800,000 (11).



TOTAL SPONSORSHIP
Between 2011 and 2013, only 0.4% of sports sponsorships involved women's sports (6).

CHAMPIONSHIP BONUS
WNBA champions receive less than one percent the bonus NBA champions receive (1).

10,500 DOLLARS



REVENUE PERCENTAGE
The NBA shares 50% of their revenues with their players. The WNBA? Only 20% (1).



NBA VS. WNBA SALARY
87 NBA players make more money yearly than the entire WNBA combined (1).



REFEREES VS WNBA
NBA referee salaries are 1.5x that of WNBA player's (1).



SIGNATURE SHOE DEALS
Nobody in the WNBA has a signature shoe deal. There are 16 in the NBA (10).

SOURCES: 1) www.CNBC.com, 2) www.sports.com, 3) www.theflightless.com, 4) www.thecaveation.com, 5) www.espn7pm.com, 6) ibc.org, 7) news.usc.edu, 8) www.womeninsport.org, 9) www.grandstandintl.com, 10) www.espn.com, 11) www.nba.com

Infographic Poster

TYPOGRAPHY

PRODUCTION

ILLUSTRATION

As creatives, we have the potential to reach large audiences and speak to them through our talents. The challenge with this project was to create an infographic poster depicting the social injustice in professional basketball. Of course, the infographic needed to display an unbiased design. Through the use of a color palette unlike the branding of either league, it further insinuates that the leagues are behind in equality. They are stuck in the old days, and therefore the muted, vintage colors made sense.

