

**WST**

A WORLD OF  
OPPORTUNITIES



# WST



## THE SPORT

Founded in Jabalpur, India, Snooker has a rich history going back 145 years. Now played by over 100 million players in over 110 countries, snooker is one of the world's leading participation sports. Recognised by the International Olympic Committee, the International World Games Association, the Asian Games and most recently snooker featured in the African Games in Morocco, snooker is rapidly becoming a truly Global sport.





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## THE INTENSITY

Snooker is one of the most exciting sports in the World. The silence of the crowd belies the intensity in which it is both played and viewed. The competitiveness of the players has never been greater. As much a game of the mind as it is a game of skill, snooker never fails to deliver a truly great sporting spectacle.



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## THE PLAYERS

With household names like Ronnie O'Sullivan, Ding Junhui, Mark Selby and Judd Trump, snooker players are some of the best-known sporting figures in the World.

The World Snooker Tour is now made up of 128 professional players representing 21 nations around the globe including Brazil, China, Thailand, Iran, Israel, Pakistan, Germany, Belgium, Poland, Egypt, Scotland, England, Wales and Ireland. This increasing internationalization of the players is building interest for snooker around the Globe.





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## THE FANS

WST has over 500 million fans around the World. From Sheffield to Shanghai to Sydney, World Snooker fans are some of the most loyal and passionate in sport. The demographic make up demonstrates snooker's broad appeal.



	GENDER	AGE	SOCIO-ECONOMIC	
		16-34	14.40%	AB 25.40%
Male	75%	35-44	15.90%	C1 25.00%
Female	25%	45-54	19.70%	C2 21.50%
		55+	50.00%	DE 27.40%

Average global audience linear television from 2018/19 World Snooker Tour Season

# WSN

## THE EVENTS

World Snooker promote and sanction some of the most iconic sporting events in the World. Over the past 5 years World Snooker has held 146 events in sixteen countries. With 176,000 spectators per annum, attendance of snooker events has grown by over 61% in the past five years.



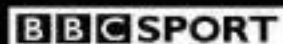


# WST



## THE TV COVERAGE

The World Snooker Tour was broadcast to over 120 countries through 27 broadcasters and Internet media platforms. WST delivered over 64,000 hours of broadcast output to over 1.6 billion households and 500 million viewers during the 2018/19 season.



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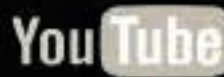
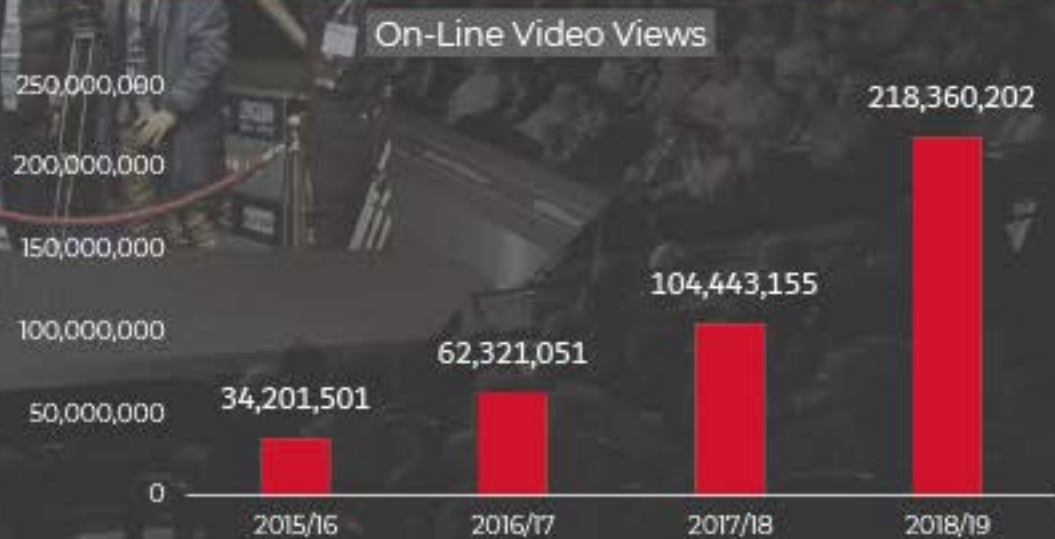


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## THE DIGITAL COVERAGE

The World Snooker Tour has a massive following across all digital and social platforms. With over 215 million video views and reaching 58 million fans through social sites and streaming partners, the World Snooker Tour continues to grow its digital base. Along with live coverage WST also uses social media and streaming platforms to take fans behind the scenes with in-house produced shows including Baize Watch, Table Talk and Talk with Taylor.







# THE WORLD

Over the past 10 years WST has grown from six events to twenty-eight events. The expansion has been fuelled by the development of long term partnerships with domestic and international broadcasters and strategic partners.

**USA & CANADA**  
DAZN CANADA  
DAZN USA

**UNITED KINGDOM**  
BBC  
ITV  
QUEST  
EUROSPORT

**EUROPE**  
EUROSPORT

**INDIA**  
STAR SPORTS  
FACEBOOK LIVE

**LATIN AMERICA**  
DAZN BRAZIL

**CHINA**  
CCTV5  
STARS ON-LINE  
YOUKU  
ZHIBO.TV  
MIGU

**SOUTH EAST ASIA**  
NOW TV (HONG KONG)  
TRUESPORT (THAILAND)  
ASTRO (MALAYISA)  
HUB SPORTS (SINGAPORE)  
DAZN (JAPAN)  
SPORTCAST (TAIWAN)

**AUSTRALASIA**  
FOX SPORTS  
EUROSPORT  
SKY SPORTS

# WST



## THE OPPORTUNITIES

The World Snooker Tour delivers fully integrated sponsorship opportunities, international brand exposure and a premium platform to showcase your products. Whatever your priorities World Snooker Tour can provide your brands with customised sponsorship programmes that fulfil your business objectives.







# WORLD SNOOKER LIMITED

World Snooker Limited (WSL) is the commercial entity responsible for the commercial exploitation and development of professional snooker. It is owned by Barry Hearn, a well-known sports entrepreneur and enthusiast.

WSL is responsible for the running and administration of the World Snooker Tour which consists of twenty-eight tournaments held in 11 different countries and broadcast globally.

WSL prides itself on passion and professionalism and is founded on the principle of developing snooker into a truly global sport.





# WORLD PROFESSIONAL BILLIARDS AND SNOOKER ASSOCIATION

The WPBSA is the World Governing Body of the professional snooker. Representing all 128 professional players on the World Snooker Tour. It is responsible for the rules of the game, protecting the integrity of the sport, ranking lists and promotion of snooker around the World. WPBSA is committed to growing the sport of snooker around the World and is developing further grass roots initiatives including Cue Zone in Schools, International Centres of Excellence and amateur challenge tours.








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