



(REVIEW ARTICLE)



Mobile Software Engineer and Product Innovator at the Intersection of Sports and Digital Technologies

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A Female Perspective on Sports Tech: Why the Industry Needs New Leaders. Russia.

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Abstract

Women's sports remain underrepresented in both media and the digital industry. However, technology holds the potential to bridge the gap and provide equal access to attention, investment, and resources. This article explores how female leadership in sports technology contributes to new approaches in digital product development, enhances inclusivity, and opens up new opportunities for the industry.

Keywords: Women's Sports; Sports Technology; Digital Inclusion; Mobile Applications; Leadership; Innovation; AI; Personalization

1. Introduction

For decades, women's sports have remained on the periphery of the sports industry. Even today, according to UN Women (2024), they account for less than 16% of media coverage. Deloitte forecasts that by 2025, women's sports could become a multibillion-dollar industry—but achieving this will require digital transformation.

The sports technology market is growing rapidly: Fortune Business Insights (2025) estimates its value at \$26.77 billion in 2024, with projections reaching \$139.41 billion by 2032. However, to ensure that this growth becomes a driver of equity, the industry needs new leaders and a different perspective on product development.

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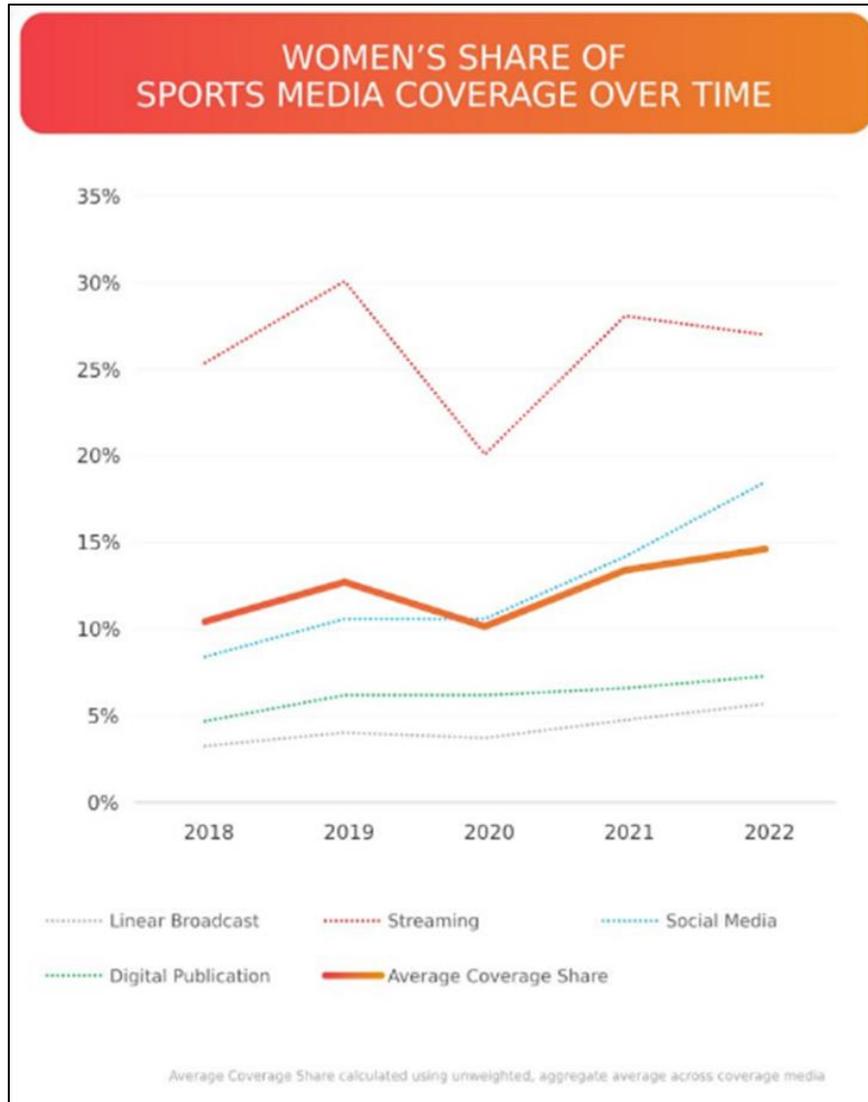


Figure 1 Women's sports media coverage over time

2. Women's Sports and Digital Technologies

The lack of attention in traditional media doesn't mean a lack of interest. On the contrary, demand for women's sports is growing, and it is digital platforms that are unlocking this potential.

Mobile applications provide fans with direct access to matches, statistics, and exclusive content—without intermediaries. Personalization enables products to be tailored to the needs of female athletes and their audiences through

- Dedicated sections for women's teams
- Recommendation systems that bring content about female athletes to the forefront
- Direct interaction through the social features of apps

In this way, the digital environment becomes a tool for addressing historical imbalances.

Global trends support this shift. The 2023 FIFA Women's World Cup was the most-watched in history, and subscriptions to digital broadcasts exceeded the organizers' expectations. The WNBA actively uses TikTok and Instagram to build an audience not only through sports content, but also through lifestyle narratives—where female athletes emerge as role models.

For niche sports, digitalization is especially critical: disciplines like handball, field hockey, or women's rugby rarely appear on traditional TV, but online platforms make it possible to build sustainable communities. In this sense, apps and social media become not just communication channels, but tools of cultural transformation.

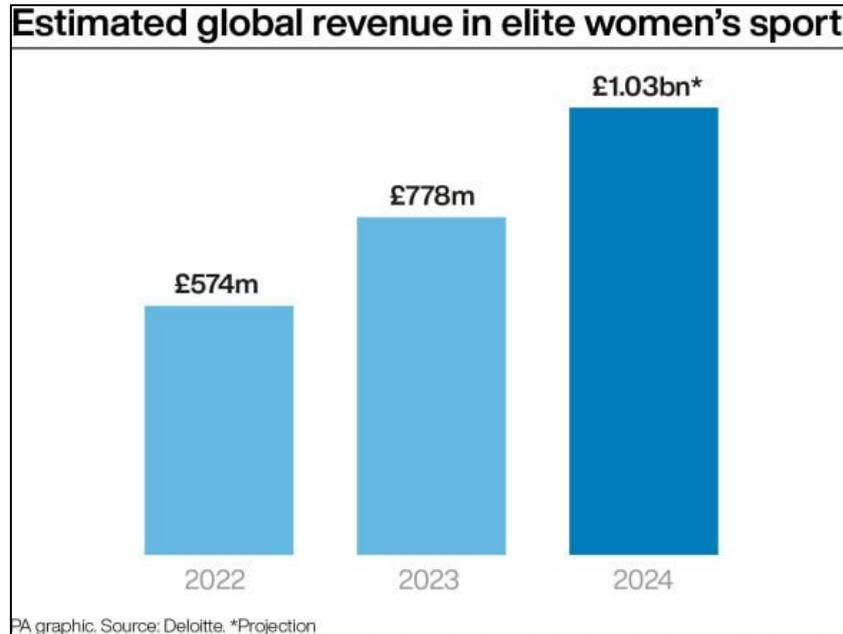


Figure 2 Estimated global revenue in elite women's sport

3. Women Leaders in the Tech Industry

Women entering sports from the IT sector bring a unique perspective and contribution. The experience of being an athlete fosters strategic thinking, data-driven decision-making, and a deep understanding of the industry's inner workings.

At Sports.ru, technological solutions are being implemented in apps with millions of users. At Alfa-Bank, AI-based tools are being developed that can later be adapted for use in sports products to personalize the user experience. These examples demonstrate how technology transfer from other sectors can transform the industry.

Female leadership also enhances inclusivity: teams that value diverse experiences tend to be more innovative and more willing to experiment with new products.

3.1. Opportunities and Challenges

Despite growing interest, women's sports still face several challenges

- Limited investment
- Persistent stereotypes
- Competition for audience attention with traditionally dominant men's sports

However, Deloitte (2023) notes that revenues in women's sports are expected to grow at record rates in the coming years, driven by sponsorship deals, broadcasting rights, and digital platforms. PwC (2023) emphasizes that over 80% of sports executives consider AI and personalization to be the key drivers of the industry's future.

This creates a unique window of opportunity: if technologies and new management approaches are integrated into women's sports in a timely manner, it can become a powerful engine of growth for the entire industry.

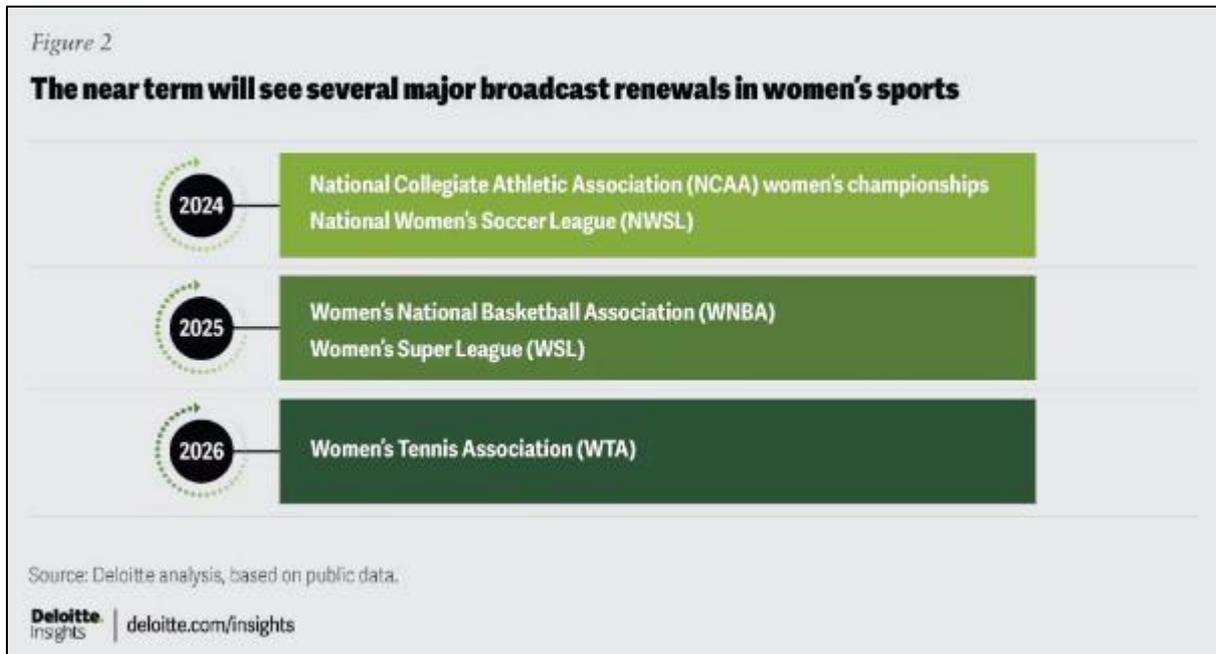


Figure 3 Projected broadcast rights renewals in women's sport

4. Examples of Female Leadership Can Also Be Found Internationally

In the UK, the Women in Sport Tech program brings together female IT professionals and sports organizations to develop digital services. In the US, the NBA supports the Her Time to Play initiative, where young developers and analysts participate in creating apps for women's teams.

It's important to note that women's participation in tech projects helps expand the target audience. Women's teams and applications designed with inclusivity in mind resonate more strongly with Generation Z and millennials, for whom the values of equality and diversity are key.

5. Conclusion

The future of sports technology is impossible without a female perspective and the active participation of women leaders. Inclusive digital products help correct historical imbalances and unlock new markets.

Women's sports need more than just investment—they need people capable of developing and scaling digital ecosystems. The involvement of women in IT and sports projects makes the industry more sustainable, innovative, and equitable.

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