





DHAN OUTDOOR OPAN FUTURA

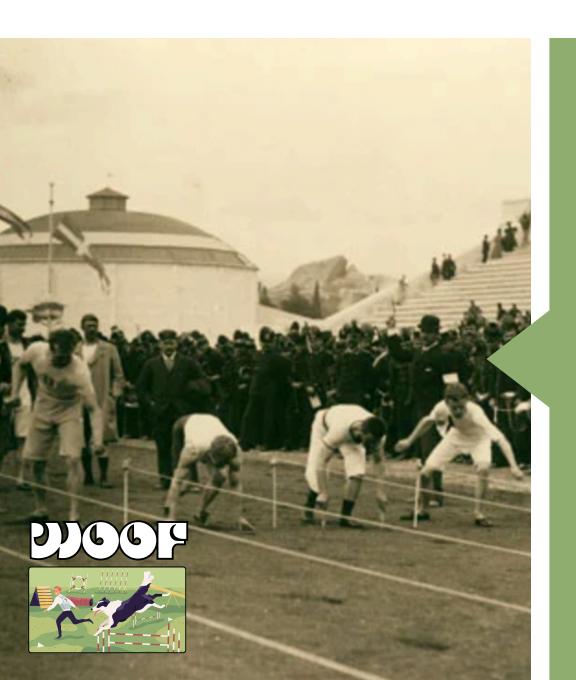


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Introduction to the gender gap



1896 OLYMPICS:

A world stage with no women allowed. Discover the origins of the gender gap in sports, where exclusion reflected societal norms of a maledominated arena.





Early progress and challenges



FROM 1900 IN Paris

Women entered the Olympic arena, breaking barriers but facing severe restrictions. The 20th century marked a slow but persistent journey towards equality in sports.





Breaking Long-distance Barriers



1984 OLYMPICS:

The year women proved they could run marathons.

A landmark victory against the belief that women were unfit for long distances.





ongoing struggles and advances



27ST CENTURY:

Greater emphasis on gender equality yet significant disparities remain. The IOC and other bodies strive to increase female representation on and off the field.





HISTORIC MILESTONE:



2024 OLYMPICS:

Olympics achieved a
landmark 50%
participation rate for both
men and women,
symbolizing a significant
step towards true gender
equality in sports.



PAY DISPARITIES GENDER GAP IN SPORT





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World Cup Prize Money Disparity

\$110M

\$440M

2023 FIFA Women's World Cup prize pool was \$110 million, only a quarter of the \$440 million for the 2022 Men's World Cup.



Salary disparity in u.s. soccer

\$36.400

\$85,444

Minimum salary in the National Women's Soccer League (NWSL) is \$36,400 compared to \$85,444 in Major League Soccer (MLS) as of 2023.



Unba Us. nba salary gap

\$120,600

\$5,4M

Average WNBA salary is around \$120,600, vastly lower than the NBA average of \$5.4 million



Italian football serie a

225.000€

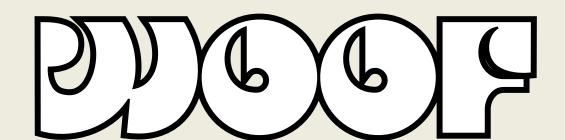
8M€

The most payed famale footballer cachet

VS

The most payed male footballer cachet







WHEN OUTDOOR OPEN FUTURE



HISTORY & DEVELOPMENT

OF THE GENDER GAP IN SPORT





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