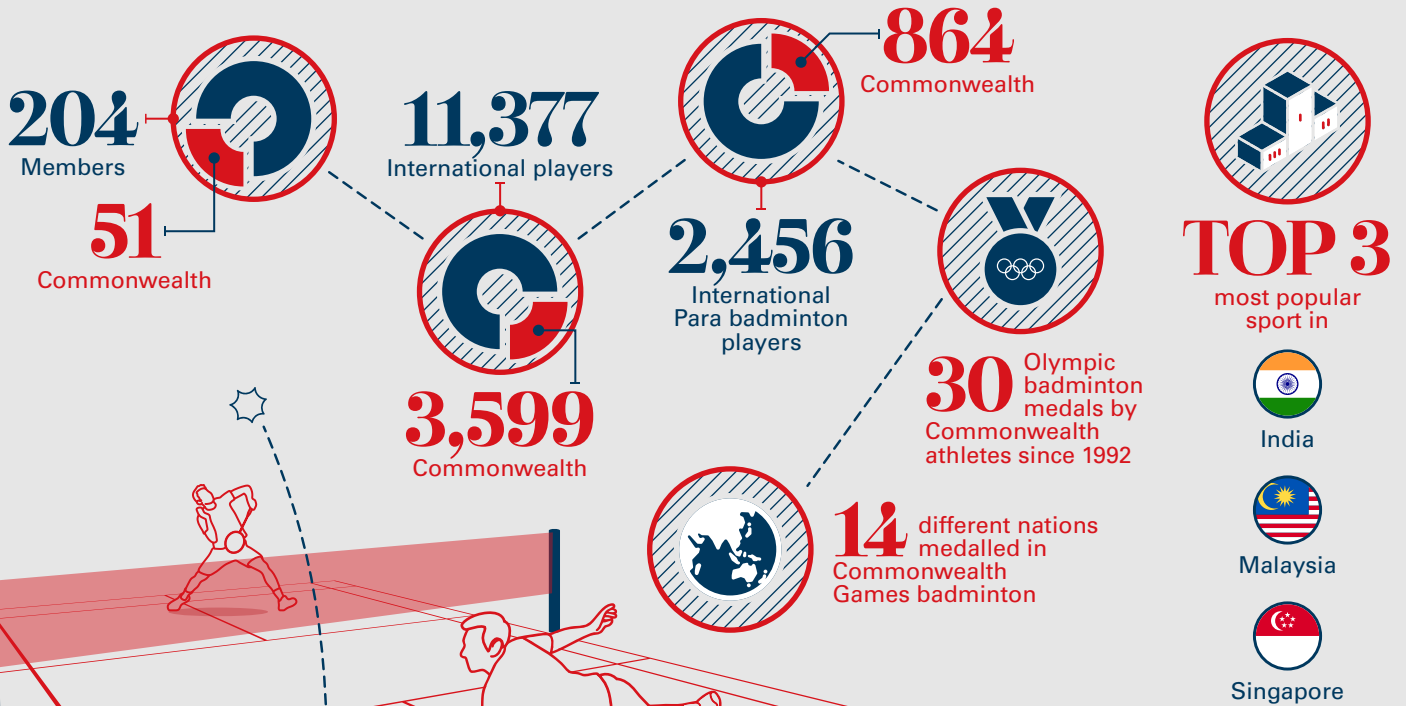


# BADMINTON &

# THE COMMONWEALTH



## AT PARIS 2024



**35** athletes from  
**11** Commonwealth nations

**28** athletes from  
**7** Commonwealth nations

Malaysia No.1 for broadcast hours  
**(684)**

India No.1 for broadcast hours  
**(154)**

## A SPORT FOR ALL



**384 million** play at least once a week a year



Estimated fanbase of  
**744 million**



**18.5 million** followers on BWF platforms

## IN 2024

Q1 Media Value:  
**US\$3.4 billion**  
from TV broadcast exposure

Total estimated Household Reach:  
**525+ million**

**3rd**  
most popular sport

**43%**  
of population follow badminton

**Most followed sport**  
at Paris 2024 Olympics

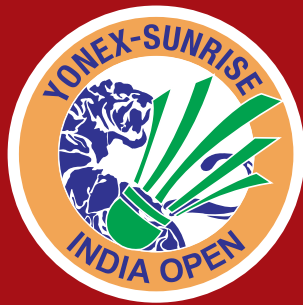


**Para badminton powerhouse**

**Preferred racket sport**

**2nd**  
most played sport

Over **1,000**  
athletes in national training programme



**INDIA:**

**A BADMINTON**

**GIANT**

**302**  
international classified players

QI Media Value w/ Badminton TV  
**US\$99m**

**9**  
Paralympic medals at Tokyo 2020 and Paris 2024

Broadcast Hours  
**2,060**

**27**  
medals at Asian Para Badminton Championships 2025

Markets Reached (Linear TV and Digital)

**85**

Number of Broadcasters

**11**

Potential Households Reach Linear TV

**133m**

Potential Households Reach Digital

**270m**



**Pusarla V. Sindhu**

only badminton player featured on

**Forbes' Highest-Paid Female Athletes**

list since 2018

**Kumar Nitesh, men's singles SL3 gold medallist at Paris 2024 Paralympic Games**