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FIBA 3X3 WOMEN'S BASKETBALL SERIES 2025 AND 2026 TO BE BROADCAST GLOBALLY ON ALL WOMEN SPORTS NETWORK

December 18, 2024 – LOS ANGELES, CA - FIBA is delighted to announce it has partnered with the **All Women's Sports Network (AWSN)**, the first global women's sports channel, to broadcast the **FIBA 3x3 Women's Series 2025 and 2026** live to audiences around the world. The Women's Series is FIBA 3x3's premier competition dedicated to the world's best female basketball players, with each team representing a National Federation or a commercial team.

The global partnership will see the fast-paced action of the next two seasons of the Women's Series broadcast live and on delay across the USA, Mexico, India, Philippines, Vietnam, Japan, Korea, Kuwait, Bahrain, Qatar, UAE, Saudi Arabia and Sub-Saharan Africa. The channel will also be live on AWSN's carrier partners, including the USA, India, UAE, and the Philippines.

AWSN was founded by EGOT-winning actress and comedian Whoopi Goldberg and George Chung, CEO of JungoTV. The network launched in the U.S., India, UAE/Dubai, and the Philippines in November, with more platform partners announced in 2025. The FIBA 3x3 Women's Series will join some of the world's biggest sports leagues featured on the network,

from the Australian Women's National Basketball League (WNBL) to WTA 125 and the UEFA Women's Nations League.

Women in basketball is a key FIBA Strategic Priority and was launched in 2019 and extended to 2027 with six specific goals developed to drive greater participation, representation and impact across every level of the women's game.

Speaking about the partnership, **Alex Sanchez, Managing Director of FIBA 3x3** said: "We are delighted to partner with AWSN and further expand the global reach of the FIBA 3x3 Women's Series. The Women's Series has grown dramatically in popularity in recent years and the AWSN will provide a fantastic platform for our ever-growing global audience to engage with the discipline and our incredible players. At FIBA we are aligned with the AWSN's mission to promote and celebrate women's sport and we are excited for what we are sure will be the start of a fruitful partnership."

The **All Women's Sports Network CEO George Chung** said, "We're excited to bring the FIBA 3x3 Women's Basketball Series to our global audiences and to be a long-term partner with FIBA. The popularity of women's basketball is front and center with fans and brands, and FIBA's 3x3 Women's Series is one of the sport's most competitive and recognized global leagues."

The Women's Series 2024 [achieved record-breaking engagement](#) underscoring the rapid growth in popularity of the series. Culminating in Hangzhou, China on 7-8 September 2024, the Series earned 50 million impressions across its digital platforms, 51% more than the previous year and recorded 41 million views, up 64% from 2023. By partnering with AWSN, the 2025 and 2026 seasons are expected to reach and engage an even greater audience.

ABOUT FIBA 3x3

Exciting, urban and innovative, 3x3 is inspired by several forms of streetball played worldwide and is considered the world's number one urban team sport. Steered by FIBA, games see two teams of three players face off on a basketball half-court.

3x3 made its Olympic debut at the Tokyo 2020 Games. Its success continued at the Paris 2024 Olympic Games, where it further solidified its place as one of the most thrilling and engaging sports on the global stage.

About All Women's Sports Network

All Women's Sports Network (AWSN) is the home for live women's sports. Available in 65 countries and reaching over 2 billion people, AWSN offers live women's sports matches and games featuring some of the biggest leagues in the world, such as UEFA, FIBA, WTA, and WNBL. Co-founded by Whoopi Goldberg and Jungo TV, AWSN provides a widely distributed platform for the recognition and celebration of female athletes.

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