Nicole Junkermann Says 2 Billion Volleyball Views Strengthen Case for Women's Sport Investment in India

Category: Business
written by International Khabar | September 1, 2026

International investor Nicole Junkermann has said the rapid growth of women’s volleyball in Italy strengthens the investment case for women’s sport in India, after the digital ecosystem surrounding Italy’s leading women’s volleyball competitions passed 2 billion views during the 2025-26 season.

Nicole Junkermann

The milestone was recorded across the digital ecosystem surrounding Lega Pallavolo Serie A Femminile, working with Gameday by NJF Holdings through their Spike Media partnership. Content generated approximately 61.5 million interactions across digital platforms as the league expanded its audience well beyond traditional television and match-going fans.

For Nicole Junkermann, founder of NJF Holdings and the investor behind Gameday, the figures are significant beyond Italy. Junkermann has previously identified India as an important long-term market for sports investment, technology and digital media, including the infrastructure that can help professional leagues build larger audiences.

“*Two billion views changes the conversation*,” said **Nicole Junkermann**. “*When we first talked about what the Italian experience might mean for India, the season had already produced extraordinary numbers. The final result is stronger still. It shows that women’s volleyball can build a very large* *digital audience when the sport is given the right distribution, content and commercial infrastructure*."

Earlier this year, Nicole Junkermann identified India as a market where lessons from the growth of Italian women's volleyball could have wider relevance. At the time, Italy's top women's league had generated more than 1.4 billion digital views during the season, alongside more than 45 million social media interactions.

The completed season has substantially exceeded those figures.

From 1.4 billion to more than 2 billion views
The growth reflects a strategy that treats digital distribution as part of the sporting product rather than simply as a way to promote matches.

Gameday by NJF Holdings and Lega Volley Femminile created Spike Media to focus on media, distribution, audience development and the commercial infrastructure surrounding Italian women's volleyball. The approach has expanded the volume and reach of content around matches, clubs and athletes, allowing fans to encounter the sport across a much wider range of digital channels.

Gameday by NJF Holdings is the sports and media platform backed by international investor Nicole Junkermann. Its work combines professional sport with digital sports media, audience development, technology and commercial infrastructure.

For Junkermann, the Italian experience challenges the assumption that women's leagues need to wait for traditional broadcast audiences to develop before they can become significant media properties.

“*Women’s sport is still too often assessed using the economics and distribution models of the past*,” said **Nicole Junkermann**. “*Digital platforms give leagues the chance to build audiences differently. You can create interest around the athletes, the clubs and the competition every day, rather than relying on a few hours of television each week*.”

That distinction could be particularly relevant to the development of women’s sport in India, where sport and digital media already have an unusually close relationship.

Why Nicole Junkermann sees an opportunity in Indian women’s sport

India’s sporting economy remains dominated by cricket, but Nicole Junkermann believes its success demonstrates something broader: the country’s ability to turn sport into entertainment, media, technology and culture at enormous scale.

The question is where that experience could travel next.

Indian women’s sport offers one such opportunity. India has a large young digital audience and a sophisticated sports industry, while athletes and competitions outside men’s cricket have more opportunities than ever to reach supporters directly through digital platforms.

Nicole Junkermann believes digital distribution, sports technology and better commercial infrastructure can play an important role in accelerating that development.

“*India is particularly interesting because many of the ingredients are already there: a young digital audience, a huge appetite for sport and increasingly ambitious female athletes*,” said **Nicole Junkermann**.

“*Cricket has shown what India can build around a sport. I don’t think we should assume that only cricket can benefit from that imagination*.”

The Italian experience is relevant because it demonstrates how investment around a league can create value beyond the competition itself. Media distribution, short-form content, athlete channels, data, sponsorship and sports technology can all become part of the infrastructure supporting a modern sports property.

For investors looking at women’s sport in India, that broadens the opportunity. Investment doesn’t have to mean buying a team or competing for a headline sponsorship. It can include the technology, media and digital infrastructure that helps leagues and athletes reach audiences, understand supporters and build sustainable revenue.

Nicole Junkermann’s investment thesis for sports infrastructure in India

Nicole Junkermann has previously argued that some of the most interesting sports investment opportunities in India will be found beneath the headline valuations, particularly in sports technology, media, digital distribution and league infrastructure.

The latest results from Italian women’s volleyball strengthen that thesis.

A digital audience measured in billions doesn't mean that every view has the same commercial value, nor does it make Italy and India directly comparable. But the scale demonstrates how quickly the audience around a women's competition can grow when distribution is designed around the way people now consume sport.

For Gameday by NJF Holdings, India remains a market of long-term interest as the country's professional sports economy develops beyond its established strengths.

"*India doesn't need to copy the Italian model*," said **Nicole Junkermann**. "*That would miss the point. The interesting question is what India can build for itself, using its own athletes, audiences and sporting culture. The numbers from Italy simply show how much can happen when a women's league is given the infrastructure and ambition to grow*."

For Nicole Junkermann, the 2 billion milestone is therefore less an end point than evidence of what can happen when investment follows changing audience behaviour.

As women's sport attracts greater attention from broadcasters, sponsors and investors around the world, Junkermann believes India has the audience, sporting culture and digital scale to develop a model distinctly its own.

About Nicole Junkermann and NJF Holdings
Nicole Junkermann is an international investor and the founder of NJF Holdings, a privately held international investment group operating across Europe, the United States, the Middle East and Asia.

Through NJF Holdings, Nicole Junkermann invests across technology, life sciences, sport and media, with a particular focus on businesses and infrastructure positioned for long-term structural change. Nicole Junkermann has identified India as an important long-term market for investment and innovation across sport, technology and life sciences.

Gameday by NJF Holdings is the group’s sports and media platform, with interests spanning professional sport, media, digital distribution and the technology infrastructure supporting the next generation of sports properties.