

Nicole Junkermann's Gameday Drives 2 Billion Views for Italian Volleyball

Nicole Junkermann-backed Spike Media partnership records 61.5 million interactions as Italy's women's volleyball audience expands.

MILAN, ITALY, August 13, 2026 /EINPresswire.com/ -- Gameday by NJF Holdings, the sports and media platform within the international investment group founded by Nicole Junkermann, and Lega Pallavolo Serie A Femminile have announced that the digital ecosystem surrounding Italy's leading women's volleyball competitions generated more than 2 billion views during the 2025–2026 season.

The result is more than double the league's initial target of 1 billion views for the season and follows a digital strategy developed through the partnership between Lega Volley Femminile and Gameday by NJF Holdings. The partnership led to the creation of Spike Media, their joint venture focused on media, distribution, audience development and the commercial infrastructure surrounding Italian women's volleyball.

Across digital platforms, content connected to Lega Volley Femminile generated approximately 61.5 million interactions, with an overall engagement rate of 2.8%.



Nicole Junkermann

GAMEDAY

by NJF Holdings

Gameday by NJF Holdings

More than 3,000 individual creator channels — spanning clubs, athletes, media partners, creators and supporters — contributed content during the season.

Athlete-led content represented a particularly significant part of that activity. Content published through players' profiles recorded an engagement rate of 7.8%, almost three times the league-wide average.

The milestone builds on the sports investment strategy developed by Nicole Junkermann through Gameday and NJF Holdings, which focuses on the infrastructure surrounding professional sport, including digital distribution, audience data, media rights and direct relationships between leagues, athletes and supporters.

Earlier in the 2025–2026 season, Lega Volley Femminile had already passed 1.4 billion digital views during the regular season. The final season figure of more than 2 billion views represents a further expansion of that audience as the league moved through the latter stages of its competitions.

Nicole Junkermann's Gameday works with Lega Volley Femminile through Spike Media, combining the league's sporting platform with digital and media expertise intended to broaden the ways audiences can access and interact with women's volleyball.

The results come ahead of an expanded distribution structure for the 2026–2027 season.

Under the new model, LVF A1 Fineco and LVF A2 Fineco competitions will be available through DAZN, while Serie A1 will also retain free-to-air coverage through Rai. Selected matches will also be distributed through the social media channels of the league, clubs and players, extending live coverage beyond conventional television and streaming platforms.

Enzo Barbaro, CEO of Lega Volley Femminile, said the results had exceeded the league's expectations and demonstrated the impact of its first year of joint work with Spike Media.

Simone Tomassetti, general manager of Spike Media, said the digital figures reflected growing interest in Italian women's volleyball as the league prepares for its first season with such a broad distribution network.

Kike Levy, head of Gameday Sports, said the season's data showed that Italian women's volleyball can attract a broad audience when content is made available through the channels and formats audiences increasingly use to follow sport.

For Nicole Junkermann and NJF Holdings, the development of Lega Volley Femminile forms part of a wider focus on sports and media infrastructure. Gameday develops projects across sport, media and entertainment, with an emphasis on digital distribution, audience development and

new models for professional leagues.

ABOUT GAMEDAY BY NJF HOLDINGS

Gameday by NJF Holdings operates across sport, media and entertainment, focusing on digital infrastructure, media distribution, audience development and long-term commercial models for professional sport. Gameday is part of NJF Holdings, the international investment group founded by Nicole Junkermann.

ABOUT NJF HOLDINGS

NJF Holdings is a privately held international investment group founded by Nicole Junkermann. Its activities span venture capital, private equity, real estate, sports and media, including Gameday by NJF Holdings and its strategic involvement in Italian women's professional volleyball.

ABOUT SPIKE MEDIA

Spike Media is a joint venture between Gameday by NJF Holdings and Lega Pallavolo Serie A Femminile. It works across media rights, digital strategy, distribution, audience development and commercial opportunities surrounding Italian women's volleyball.

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