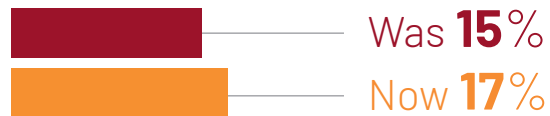


# Women in NZ Sports Media

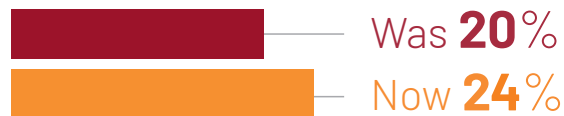
This update from our study of one-third of all NZ sports coverage compares findings from the first six months of 2021 with those from our first report published in May 2021. That covered a period of 14 months: July 2019 to February 2020 and July to December 2020 (this study was paused during the first COVID-19 lockdown).

## COVERAGE & REPORTING

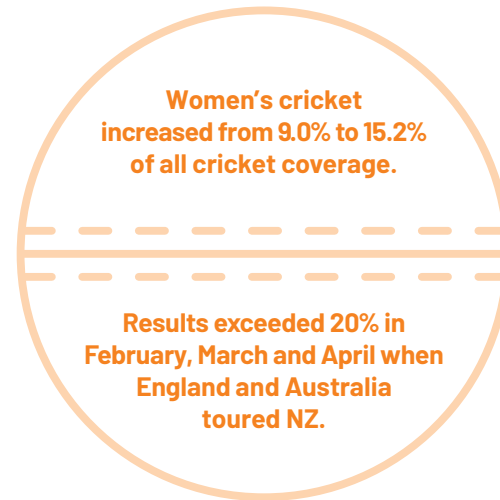
### Female sports coverage (% of all sports coverage)



### Female bylines

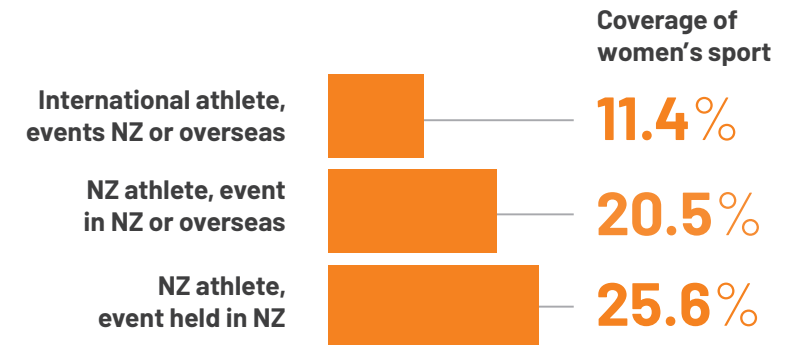


## Howzat!

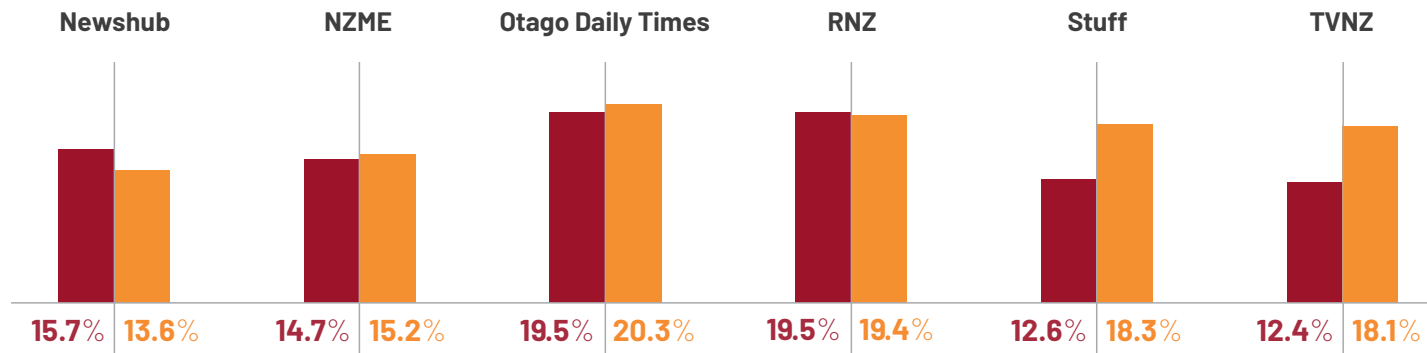


## NZ V INTERNATIONAL ATHLETES AND EVENTS

We have expanded the study to explore how gender balance changes based on whether it's NZ v international events and athletes.



## MEDIA NETWORKS



### Coverage of women's sport

Was Now

These six networks represent the vast majority of all sports coverage. Others are also included in the study but not reported here due to lower volumes of overall sports coverage.

Sky Sport and Spark Sport are not included because this study is focused on news rather than match broadcasts.