

# Dream11 Super Smash

SUMMER 2020/21

A case study from the Sport NZ - Isentia  
study of gender balance in sports  
coverage and sports reporting

 isentia



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# About this Study

This is the second case study of the Dream11 Super Smash domestic T20 competition, following one of the 2019/20 competition published in December 2020.

It forms part of the broader Sport NZ – Isentia study of gender balance in sports coverage and sports reporting.

That study involves analysis of one-third of all New Zealand sports coverage, selected randomly each day. This excludes match broadcast and live blogging of sports fixtures. As a result, Spark Sport and Sky are not included in this case study.



# The Cricket Media Context

Part of the 2020/21 season falls into a period of strong growth in the share of cricket media coverage devoted to the women's game.

In the six-month from 1 January to 30 June 2021, women's cricket accounted for 15.2% of all cricket coverage. This was a significant increase on the 9.0% reported in our [first main report](#) (1 July 2019 to 30 December 2020).

That growth was primarily driven by coverage of the White Ferns during the England and Australian tours of New Zealand, when women's cricket exceeded 20% of all cricket coverage.

## Howzat!



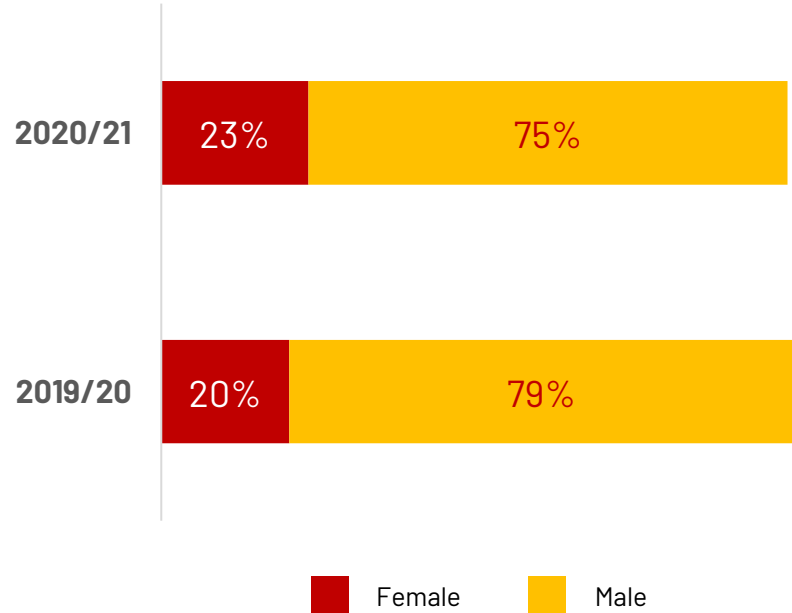
Women's cricket  
increased from 9.0% to 15.2%  
of all cricket coverage.

Results exceeded 20% in  
February, March and April when  
England and Australia  
toured NZ.

# Gender Balance of Coverage

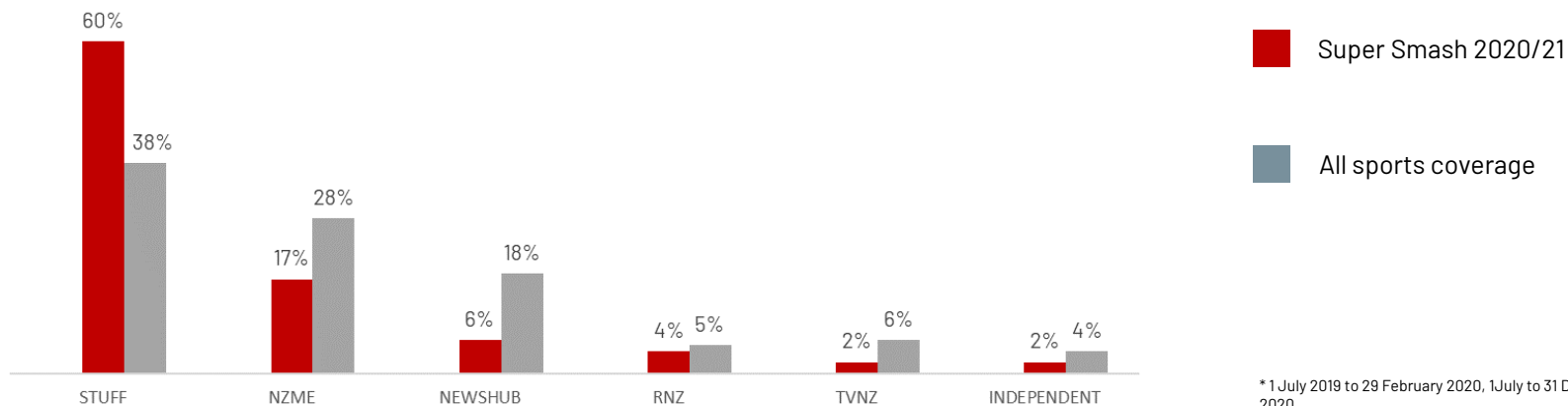
The 2020/21 season saw an increase in the proportion of Super Smash coverage devoted to the women's competition – up from 20% to 23%.

This also compares favourably with all sports coverage, where women's sport makes up 15%.



# Media Share of Coverage

This graphs shows the breakdown of Super Smash coverage across key media outlets, compared with their share of all sports coverage over a 14 the month period of our first main report\*. Stuff has a much higher share of Super Smash coverage, while all other major outlets cover a lower proportion.



\* 1 July 2019 to 29 February 2020, 1 July to 31 December 2020.

# Gender Balance by Media Outlet

This table shows the proportion of each media outlet's Super Smash coverage devoted to the women's competition in each of the last two seasons. TVNZ was the only outlet to have a decline in the proportion of coverage devoted to the women's competition. Stuff had the biggest increase – up 7.8 percentage points.

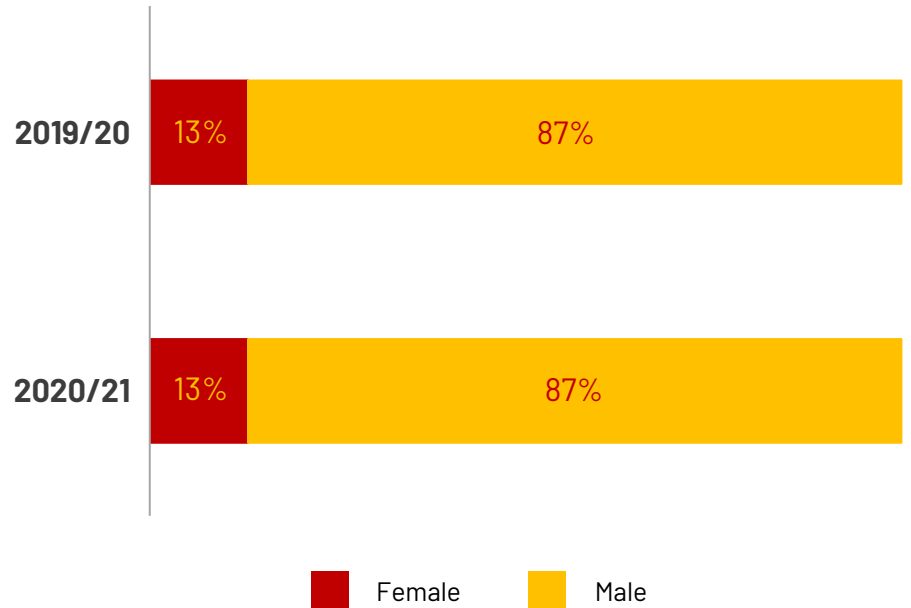
	2019/20	2020/21
TVNZ	30.8%	14.0%
RNZ	22.9%	31.0%
STUFF	18.2%	26.0%
ODT	16.9%	19.0%
NZME	15.7%	17.0%
NEWSHUB	15.7%	19.0%

# Bylines

This chart shows the gender breakdown of those stories which carried a byline.

The female share of bylines is much lower for the Super Smash than for all sports coverage (24%).

Interestingly, the percentage of stories with no byline has reduced – from 63% in 2019/20 to 42% in 2020/21.

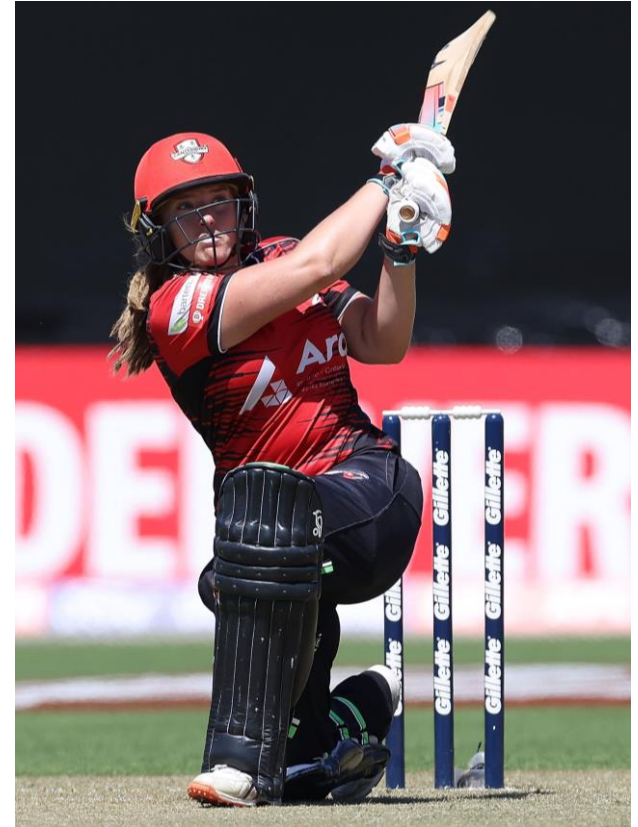


# Quotes

80% of Super Smash coverage was short match reports with no player quotes.

However, coverage with a subject (player or other) quoted had a female/male split of 26% versus 74%.

Compared to last season, coverage of the men's competition was now far more likely to have no subject quotes, with that figure up from 57% to 80% of all men's coverage.





# Imagery

In coverage of the 2020/21 competition:

- Women's teams were 3.5 times more likely than men's team to have an image unrelated to the specific match.
- Images of females were twice as likely to capture emotion, while images of men were more likely to show action.





[sportnz.org.nz/mediaanalysis](https://sportnz.org.nz/mediaanalysis)



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