

THE TOKYO EFFECT

ANALYSING GENDER BALANCE OF NEW ZEALAND SPORTS COVERAGE DURING THE OLYMPIC AND PARALYMPIC GAMES SHOWS THE POWER OF MAJOR SPORTING EVENTS TO IMPROVE THE GENDER BALANCE OF ALL SPORTS COVERAGE

WOMEN'S SPORT AS A PERCENTAGE OF ALL SPORTS COVERAGE

17%

BASELINE (1 JAN TO 30 JUN)

29%

DURING PARALYMPIC GAMES

42%

DURING OLYMPIC GAMES



COVERAGE OF WOMEN'S SPORT AS A PERCENTAGE OF ALL SPORTS COVERAGE (NOT JUST EVENT COVERAGE) DURING THE OLYMPICS INCREASED BY

2.5^x



COVERAGE OF WOMEN'S SPORT DURING THE PARALYMPICS INCREASED BY

1.7^x