The Cricket World Cup



THE WORLD CUP EFFECT

Cricket World Cup Normal

The amount of women's sport featured in all sports news coverage more than doubled during the tournament period.



The world cup effect can also be observed when looking at individual media. All outlets significantly increased their gender balance across all sports news coverage during the tournament period.

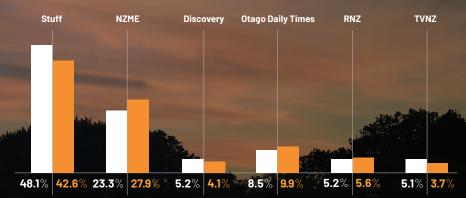


SHARE OF COVERAGE BY MEDIA COMPANY

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Cricket World Cup

Stuff, Discovery and TVNZ punched above their weight. Each had a share of world cup coverage which exceeded their normal share of all sports news coverage.



The Sport NZ-Isentia 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

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MOST MENTIONED PLAYERS

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Despite not making the semi-finals, the White Ferns featured in over a quarter of coverage and made up seven of the ten most mentioned players^{*}.

Amelia Kerr (NZ)	
Suzie Bates (NZ)	2.7 %
Alylssa Healy (Australia)	2.1%
Jess Kerr (NZ)	1.4%
larizanne Kapp (South Africa)	1.3%
Lauren Down (NZ)	1.3%
Amy Satterthwaite (NZ)	1.0%
Frances Mackay (NZ)	1.0%
Lea Tahuhu (NZ)	
Meg Lanning (Australia)	1.0%

% of all tournament coverage each player was mentioned in

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