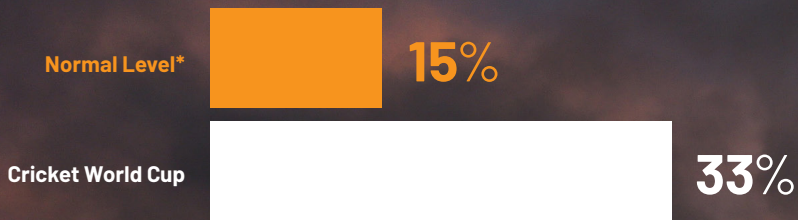


# The Cricket World Cup



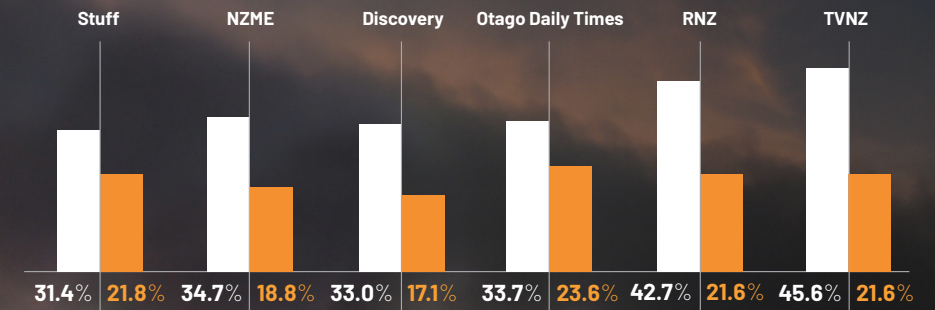
## THE WORLD CUP EFFECT

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



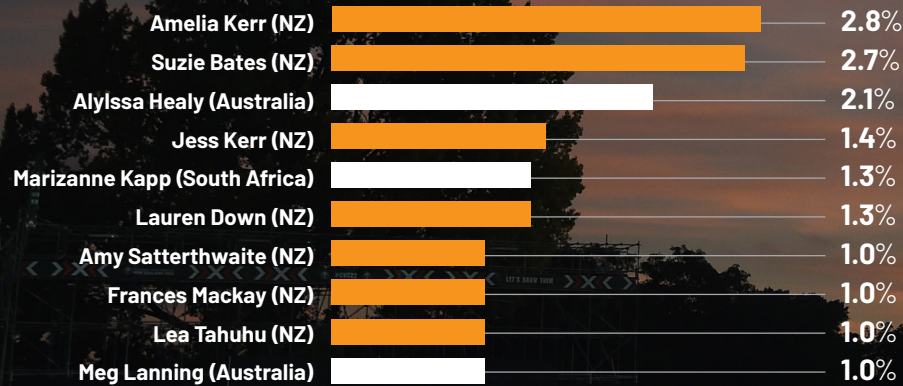
\* as represented in the 14 month study published in May 2021.

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.



## MOST MENTIONED PLAYERS

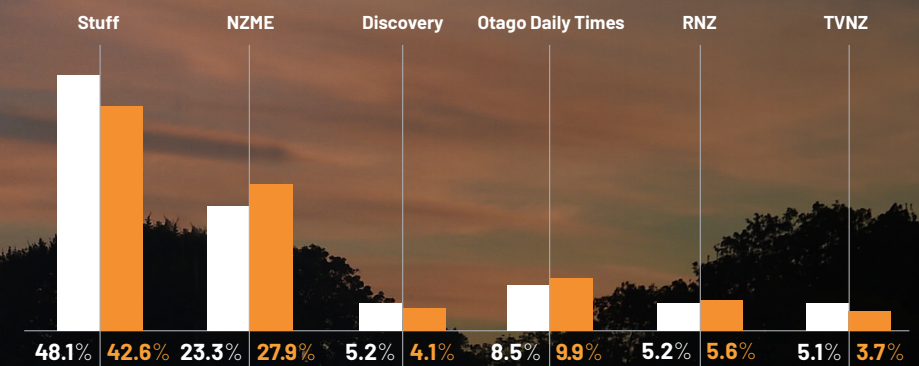
Despite not making the semi-finals, the White Ferns featured in over a quarter of coverage and made up seven of the ten most mentioned players\*.



\* % of all tournament coverage each player was mentioned in

## SHARE OF COVERAGE BY MEDIA COMPANY

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.