

Cricket World Cup

Tournament Coverage and Impact on
Gender Balance in Sports News Media
in Aotearoa New Zealand

June 2022



isentia



About this Study

The Cricket World Cup was the first of three women's world cups New Zealand will host or co-host in 2022 and 2023. Individually and collectively, these offer a big opportunity to improve the gender balance of sports news coverage.

This study analyses tournament coverage and its impact on the gender balance of overall sports coverage during the tournament period.

It forms part of the broader [Sport NZ - Isentia study](#), which involves analysis of around one-third of all New Zealand sports news coverage, selected randomly each day. This excludes match broadcast and live blogging of sports fixtures. As a result, Spark Sport and Sky Sport are not included in this case study.



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Key Findings



THE WORLD CUP EFFECT

Cricket World Cup Normal

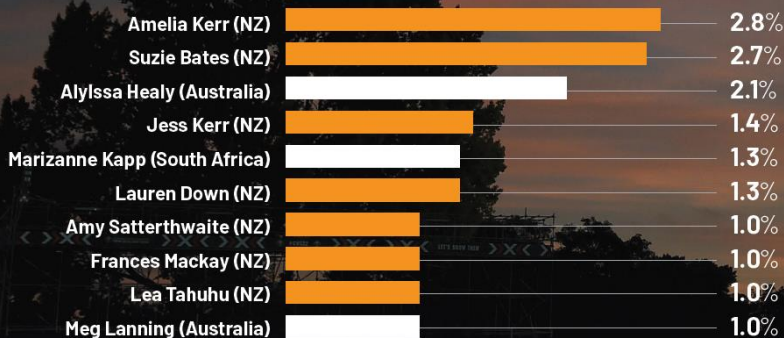
The amount of women's sport featured in all sports news coverage more than doubled during the tournament period.



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

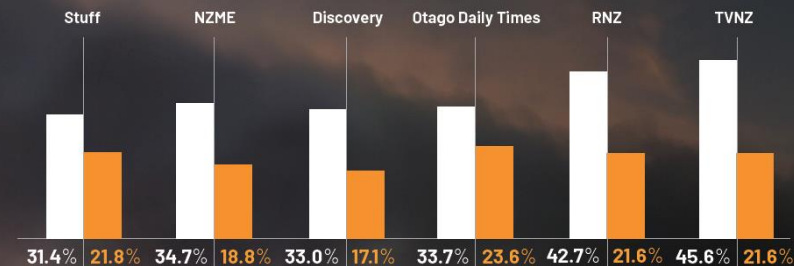
MOST MENTIONED PLAYERS

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

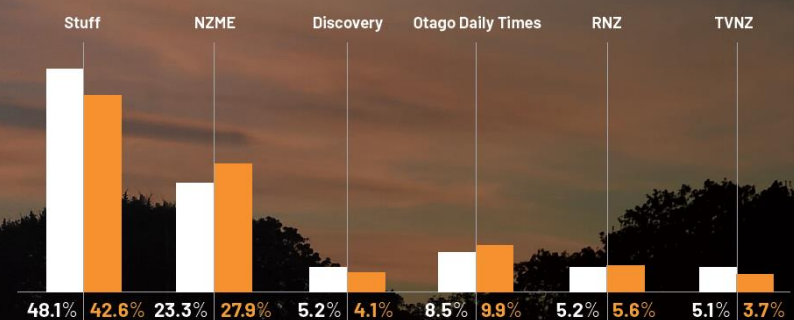
The world cup effect can also be observed when looking at individual media. All outlets significantly increased their gender balance across all sports news coverage during the tournament period.



SHARE OF COVERAGE BY MEDIA COMPANY

Cricket World Cup Normal

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.

Coverage

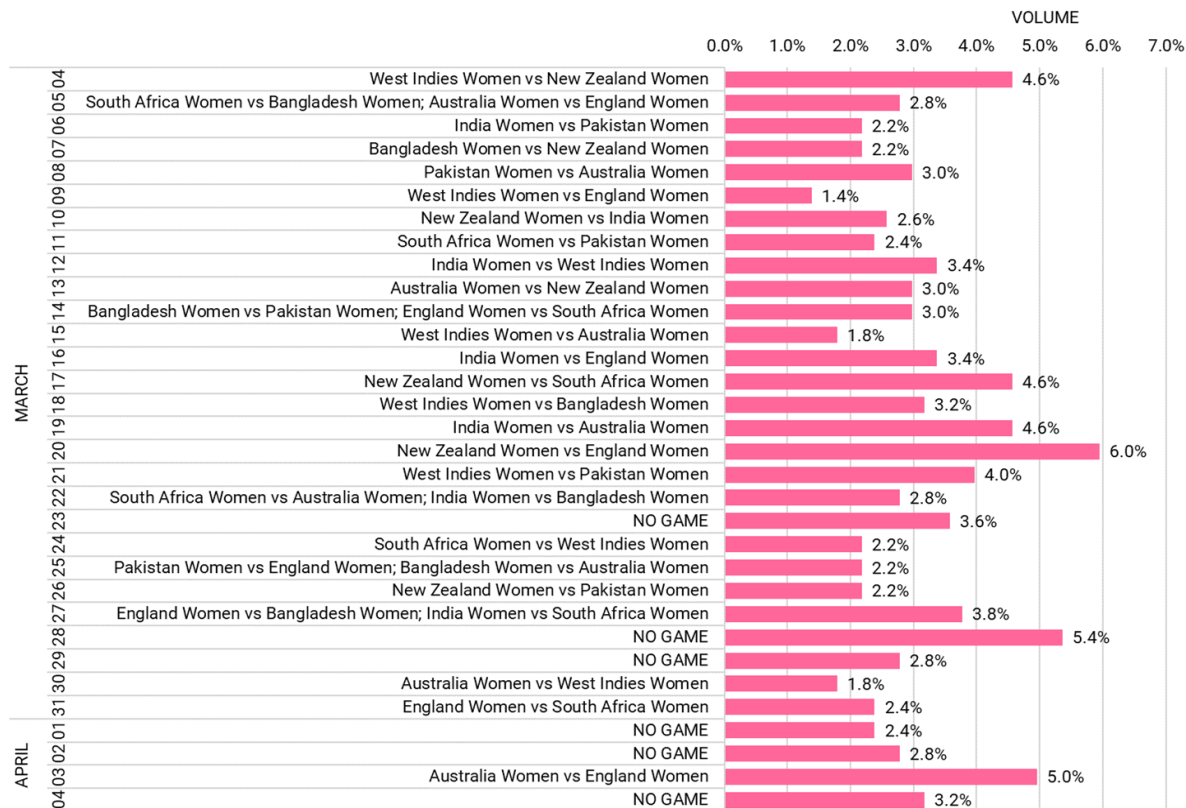


The World Cup accounted for approximately 13% of all sports news coverage during the tournament period.

However, it made up less than half (48%) of all cricket coverage. The period also included the Black Caps series against the Netherlands and the death of Shane Warne.



Daily Coverage - Matches



Volume of coverage peaked with the must-win match between the White Ferns and England.

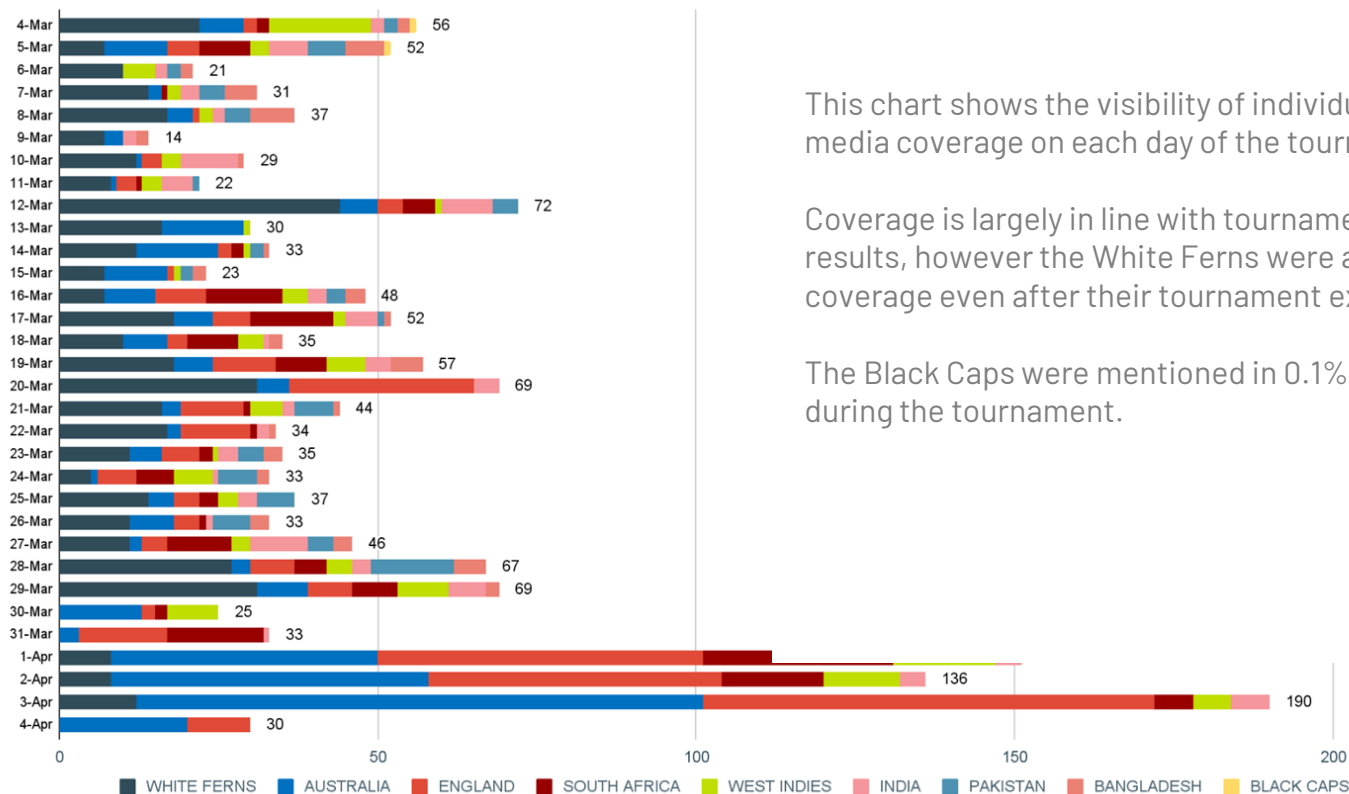
However, the volume of coverage either side of this match was virtually the identical.

The 17 days leading up to and including the White Ferns - England match had a average volume score of 3.2%

The subsequent 15 days, where New Zealand had no chance of making the semi-finals, averaged 3.1%.

Scores represent the percentage of all tournament coverage.

Daily Coverage - Teams



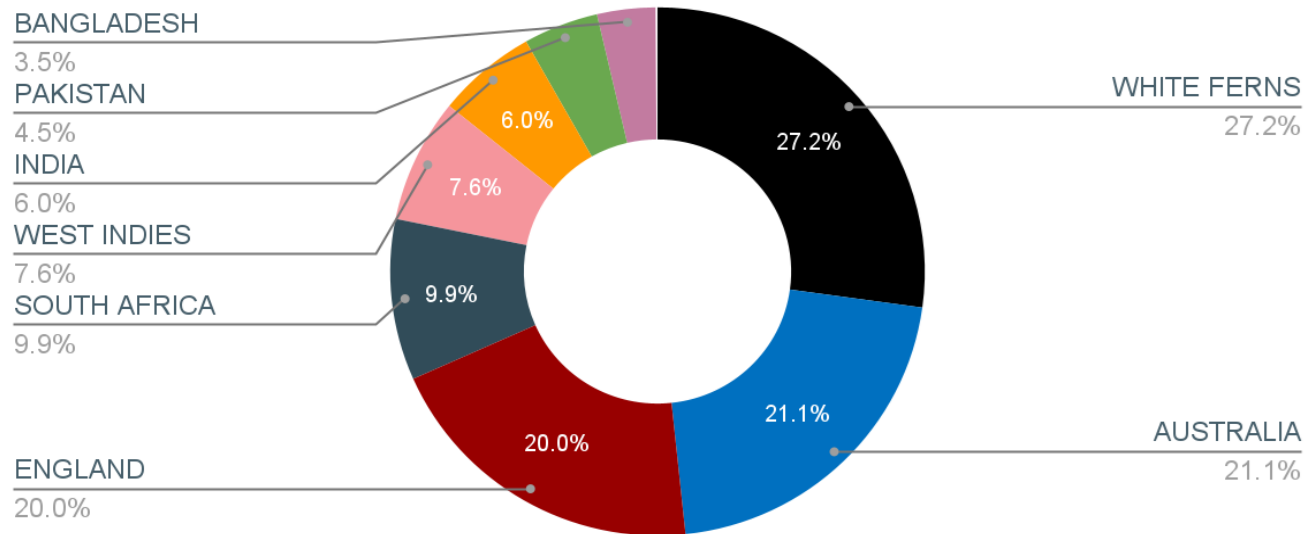
This chart shows the visibility of individual teams in media coverage on each day of the tournament.

Coverage is largely in line with tournament presence and results, however the White Ferns were a key part of coverage even after their tournament exit.

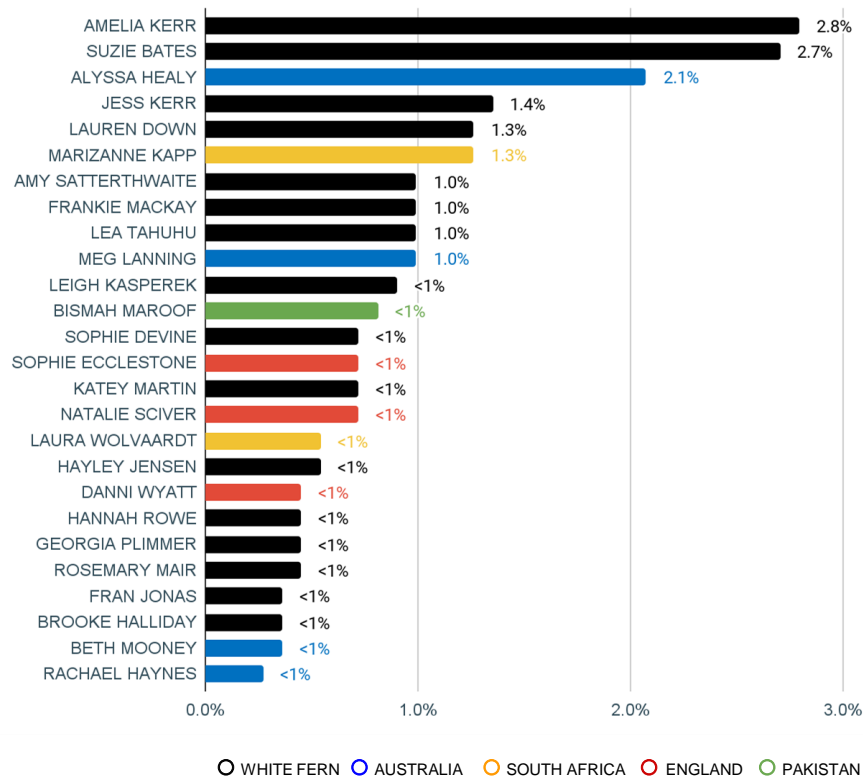
The Black Caps were mentioned in 0.1% of coverage during the tournament.

Breakdown by Teams

Despite not making the semi-finals, the White Ferns generated more than a quarter of all tournament coverage, followed by finalists Australia and England.



Leading Players



The White Ferns dominate the list of players most visible in tournament coverage. This includes Lauren Down and Leigh Kaspererek, who were not selected for the squad.

Only three players from the seven other countries feature in the top ten.

Scores represent the percentage of all tournament coverage each player featured in.



Gender Balance

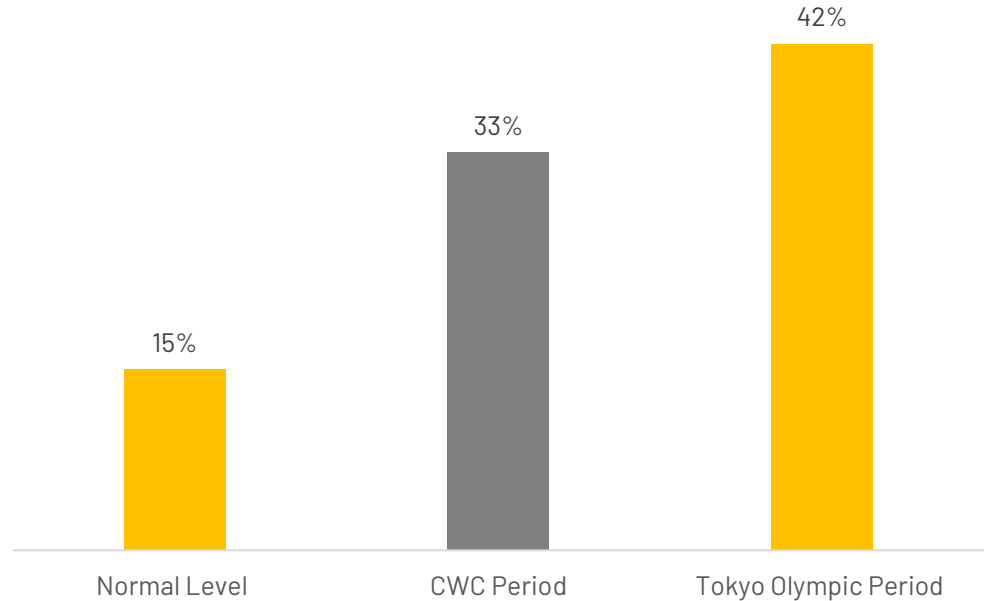


The World Cup Effect

The World Cup more than doubled the normal level of women's sports news coverage during its tournament period.

This provides a benchmark for the rugby and football world cups to be held in 2022 and 2023.

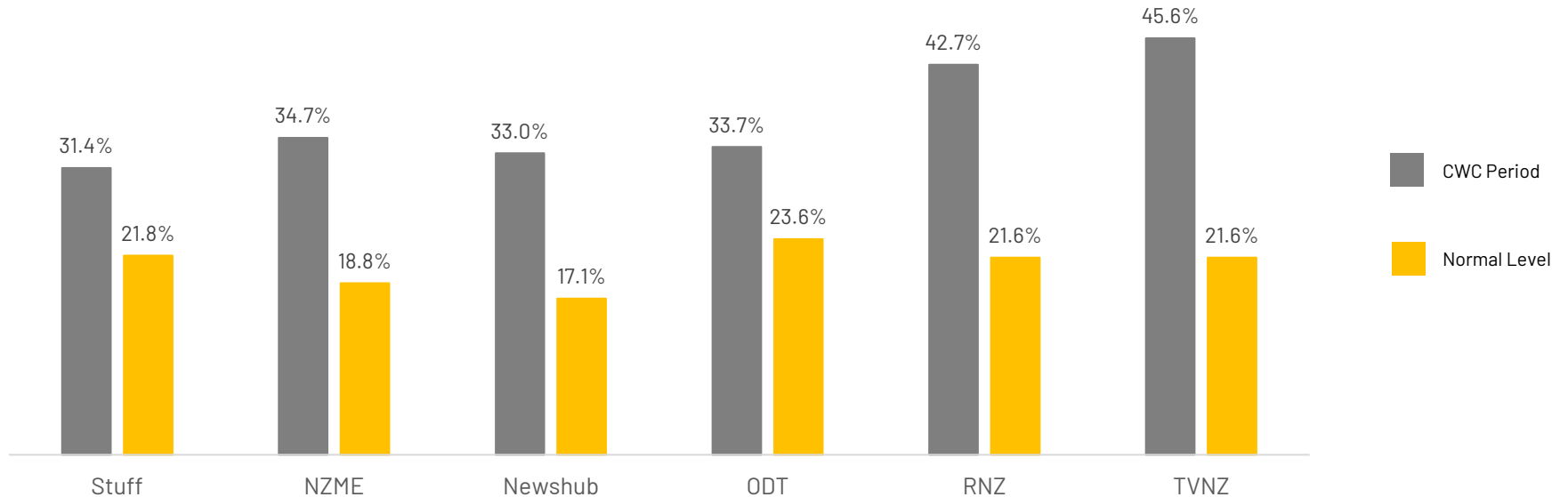
However, this world cup effect was well behind that achieved during the period of the Tokyo Olympic Games. Despite having a relatively even balance of female and male athletes within the NZ Team, this attracted significantly more media coverage.



CWC and Tokyo scores represent the percentage of all sports news coverage devoted to female athletes or teams during the period of each event. The normal level (15%) is the average for the months reported in our [April 2021 report](#)

Media Outlets

The world cup effect can also be seen across all major media outlets. Each had a significant increase in the percentage of all sports news coverage devoted to women's sport during the tournament period.

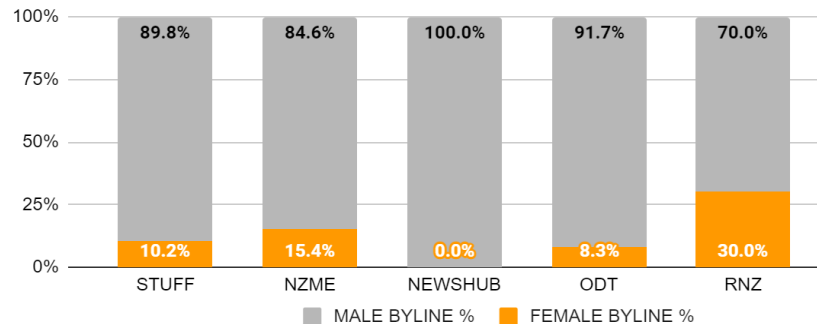


Reporter Bylines

These charts explore the gender of reporter bylines during the tournament period for world cup coverage versus all sports coverage. Female sports journalists were less likely to cover the world cup than other sports news, with Stuff the only media outlet to have a stronger proportion of female bylines for tournament coverage.

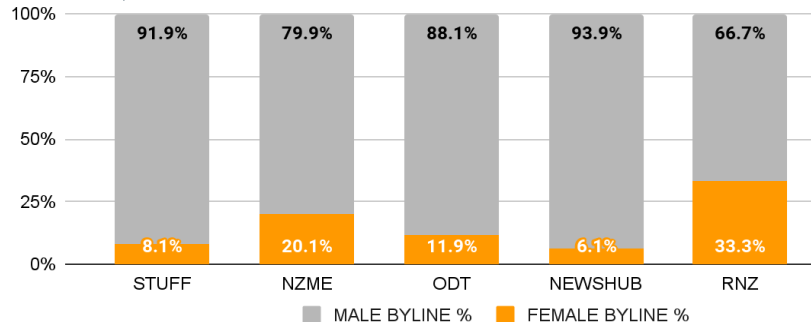
CWC BYLINE GENDER BALANCE - REPORTERS

Tournament period



ALL SPORT BYLINE GENDER BALANCE - REPORTERS

Tournament period

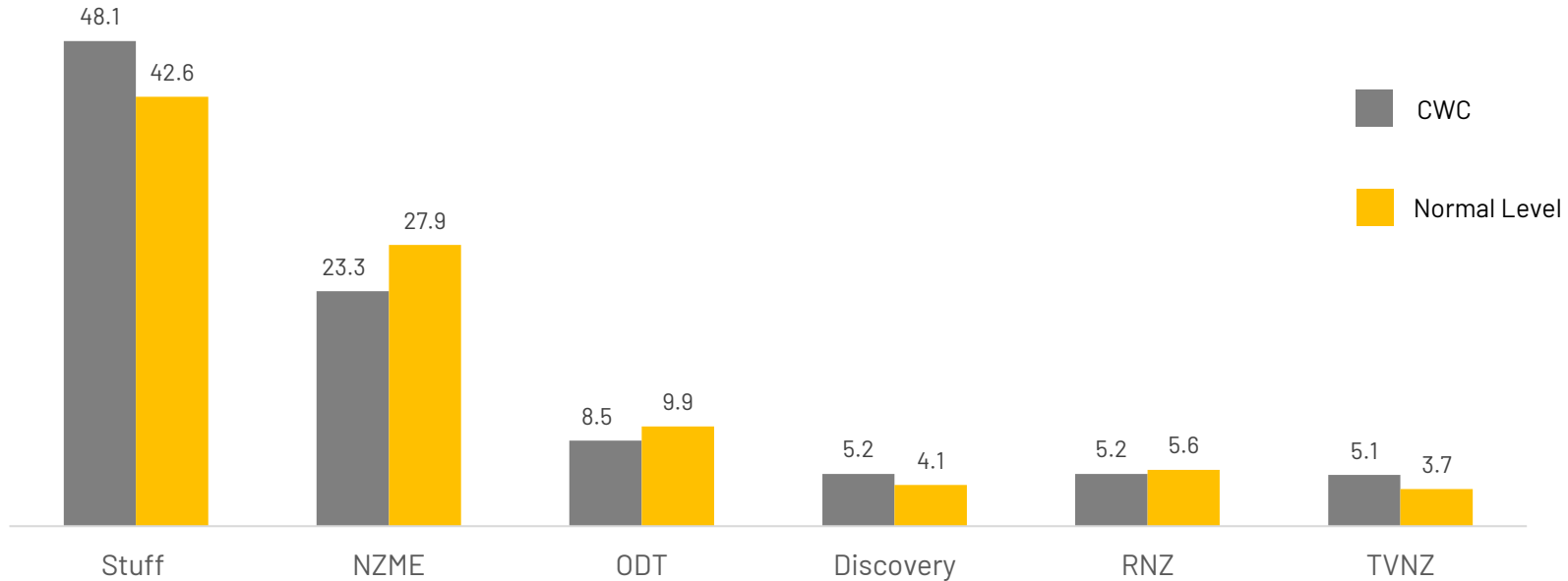


The Media



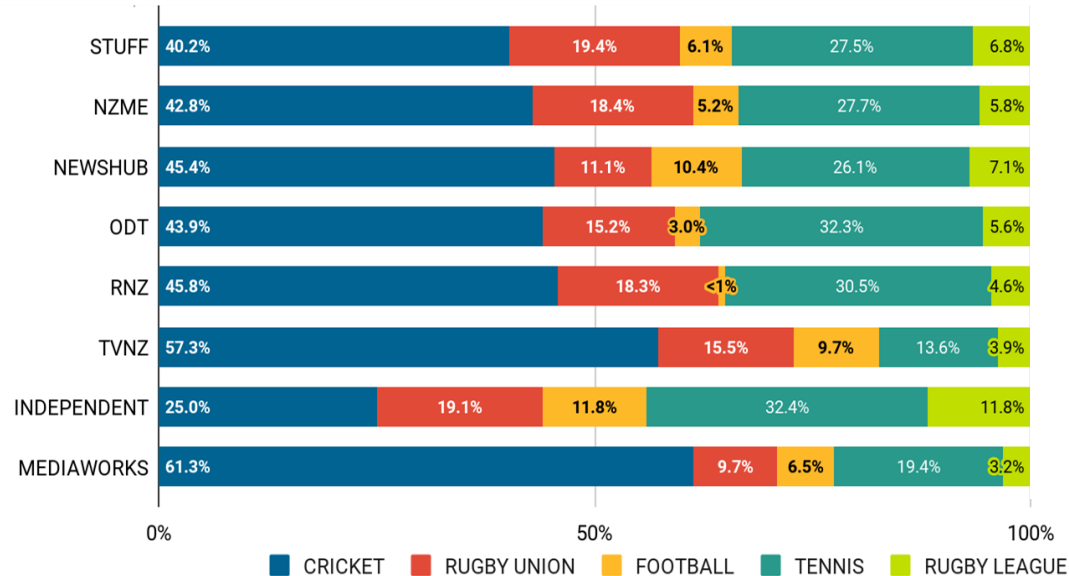
Market Share

Stuff, Discovery and TVNZ all punched above their weight with world cup coverage. Each had an above average share of sports news coverage during the tournament window.



Sports Covered

This chart shows the breakdown of sports covered by each media outlet during the world cup window. The period also featured Super Rugby, the A-League and the retirement of Ash Barty.



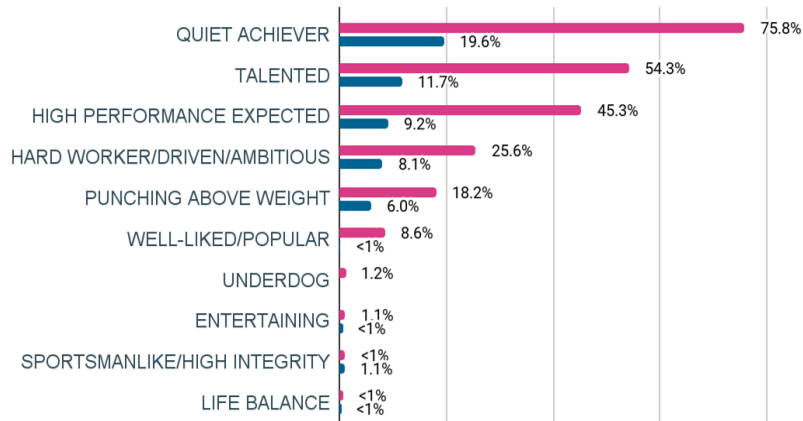
Athlete Portrayal



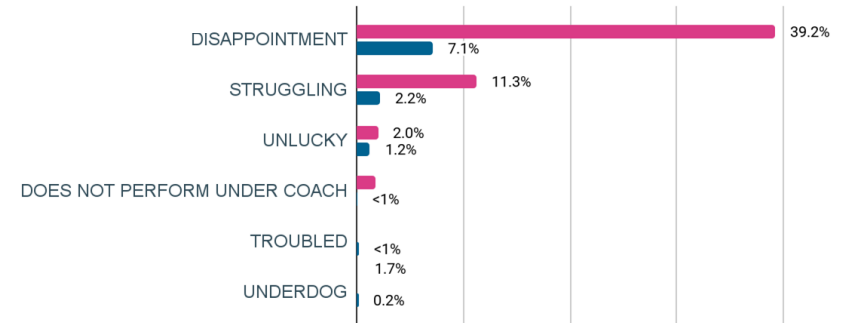
Narratives

These charts compare the most common positive and negative narratives or themes featured in sports news coverage. The top narratives (both positive and negative) featured far more strongly in world cup coverage than in all women's sports news coverage during 2021.

POSITIVE NARRATIVES



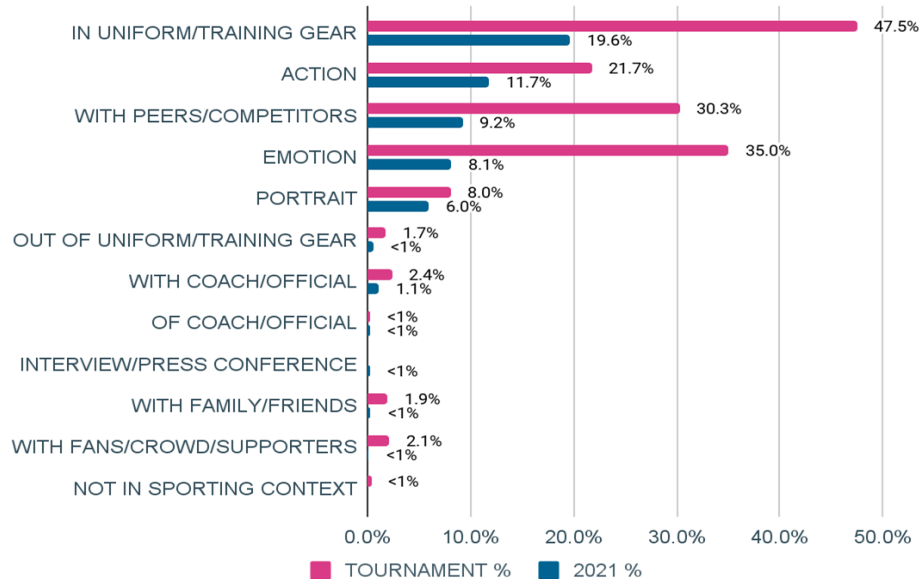
NEGATIVE NARRATIVES



■ TOURNAMENT % ■ 2021 %

Imagery

Imagery in world cup coverage was far more likely to show action and emotion than normal coverage of women's sport. Players were also more likely to be shown in team kit and with peers or competitors.

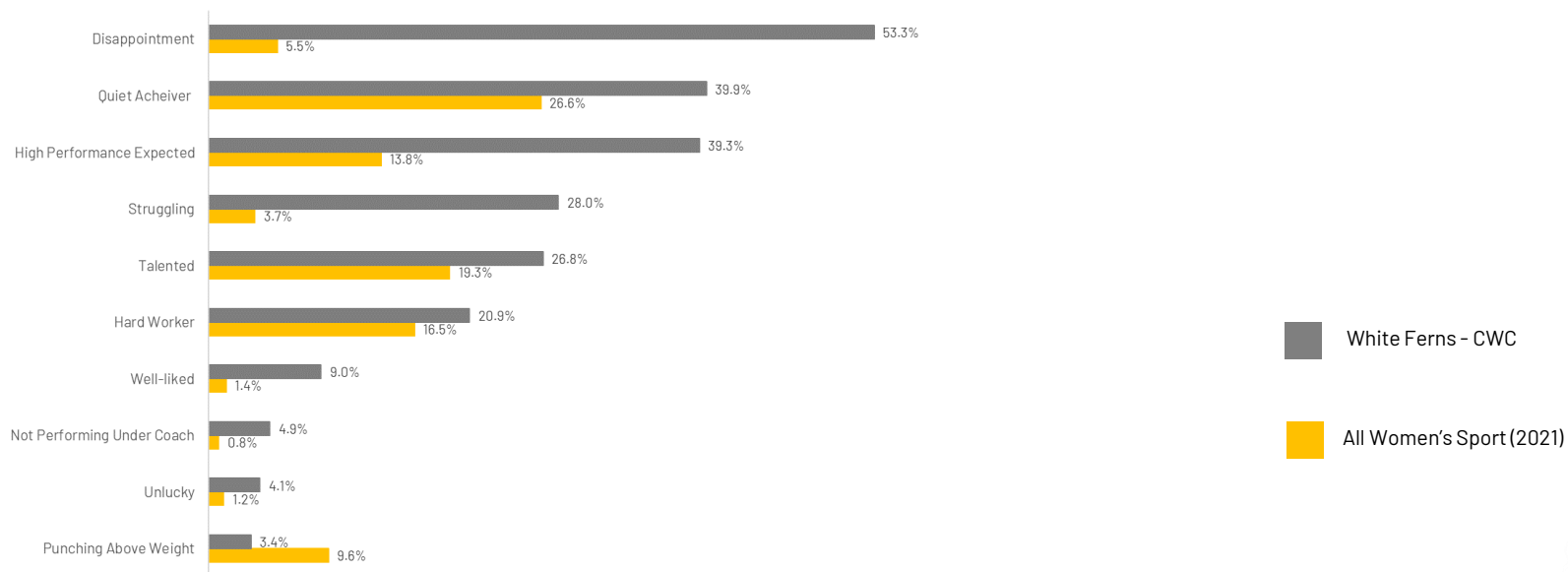


The White Ferns



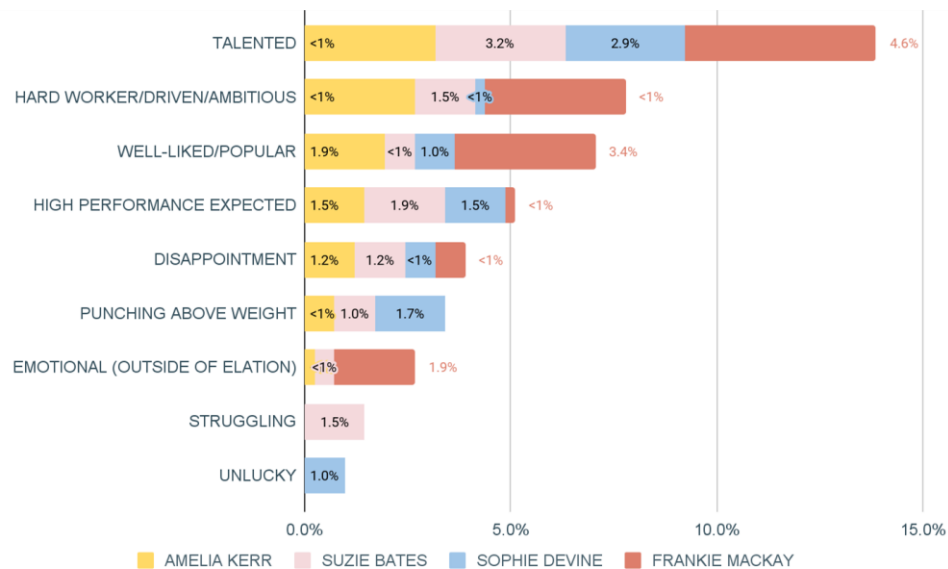
Narratives

This chart shows the most common narratives or themes in coverage of the White Ferns during the world cup and how these compare to the prominence of these narratives in all coverage of women's sport during 2021. Disappointment, struggling and high performance expected were all strongly over-represented in White Ferns world cup coverage. Quiet achiever (75.8%), talented (54.3%) and disappointment (39.2%) were the top themes in coverage of all world cup teams.



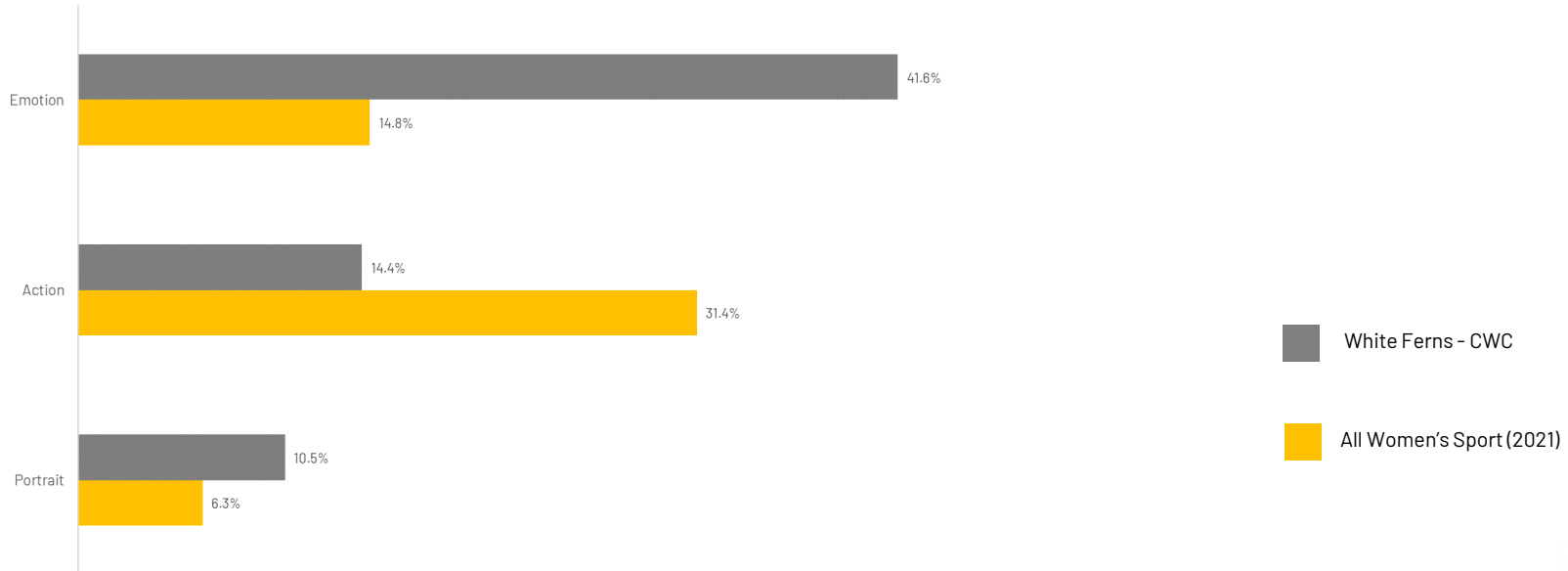
Narratives & Players

This chart shows the key narratives relating to the White Ferns who featured most in world cup coverage. Talented, hard worker, popular and emotional were key themes in coverage of Frankie Mackay, while struggling and high performance expected came through in coverage of Suzie Bates.



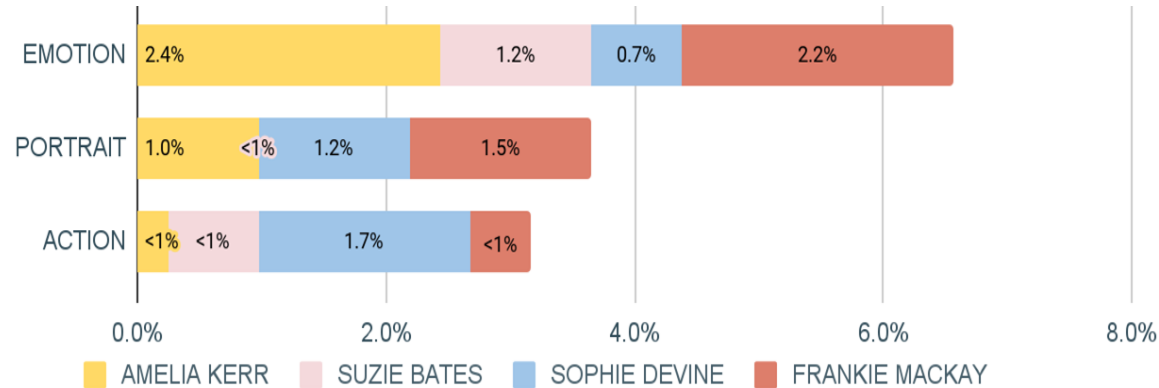
Imagery

This chart shows the context of the imagery used by media to portray the White Ferns during the world cup and how this compares to all news coverage of women's sport during 2021. Emotion was strongly overrepresented in White Ferns coverage, while action was strongly underrepresented. White Ferns imagery was also far more likely to focus on emotion than that of all teams during the world cup (35.0%).



Imagery & Players

This chart shows the focus of imagery among the White Ferns whose images featured most during the World Cup. Imagery of Amelia Kerr and Frankie Mackay was strongest on emotion, while Sophie Devine was most likely to be shown in action.





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