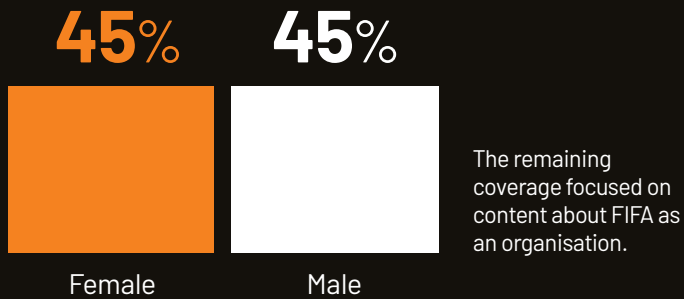


FIFA Women's World Cup 2023



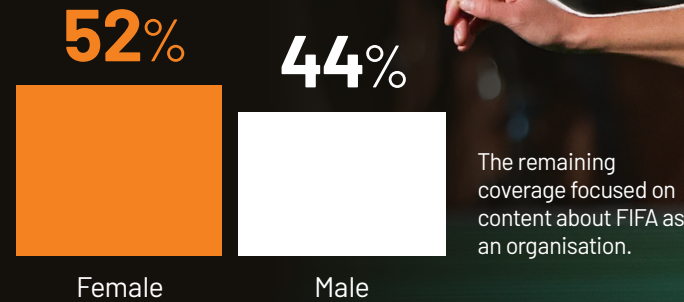
BALANCE

The FIFA Women's World Cup 2023 has had the highest impact on the gender balance of sports news coverage since the media and gender study* began four years ago. During the tournament, coverage was split equally between women's and men's sports.



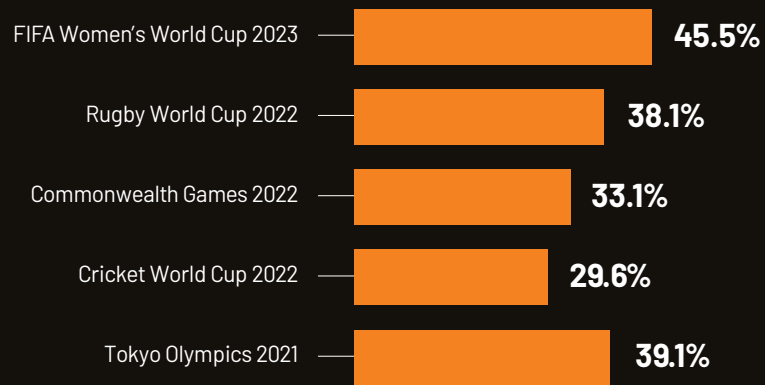
VISIBILITY

The visibility of women in all sports news coverage during the tournament was 52% - indicating the additional volume of women reported on during the tournament.



FEMALE COVERAGE DURING MAJOR TOURNAMENTS

This chart shows the coverage of women's sports across all sports news coverage during these events, demonstrating the impact that major tournaments have on overall gender balance and visibility.



COVERAGE OF TEAMS DURING THE TOURNAMENT

This chart shows the share of voice of leading teams against the total mentions of all teams for FWWC coverage.

