

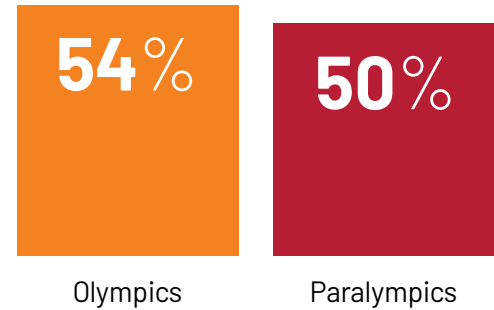
Paris 2024 Olympics and Paralympics

An analysis of media coverage of the Paris 2024 Games and their impact on the gender balance of overall sports coverage*

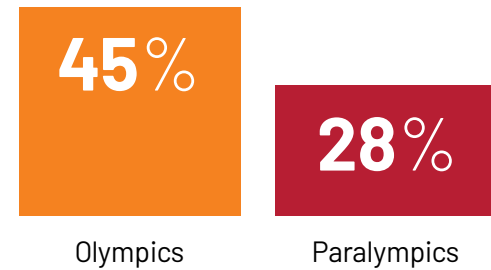


BALANCE OF MEDIA COVERAGE

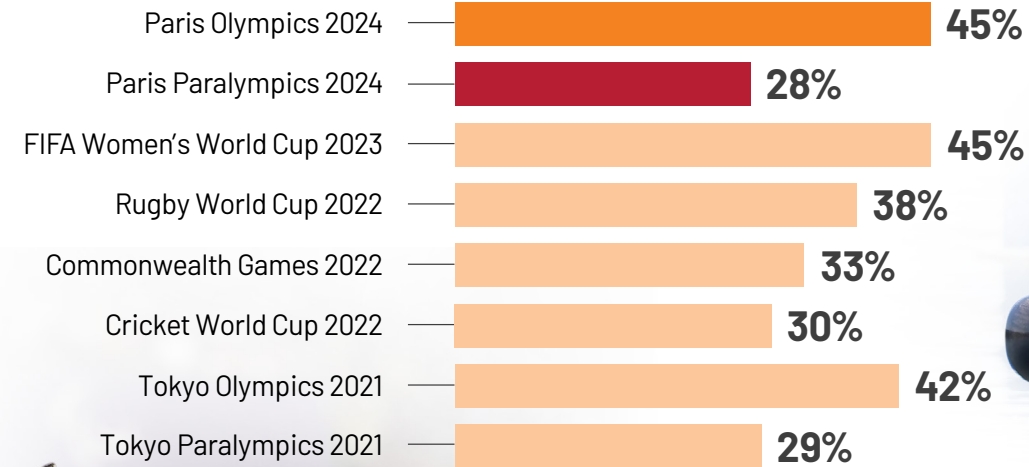
Coverage of the Games that focused on women's sport:



Overall coverage during the Games period that focused on women's sport:

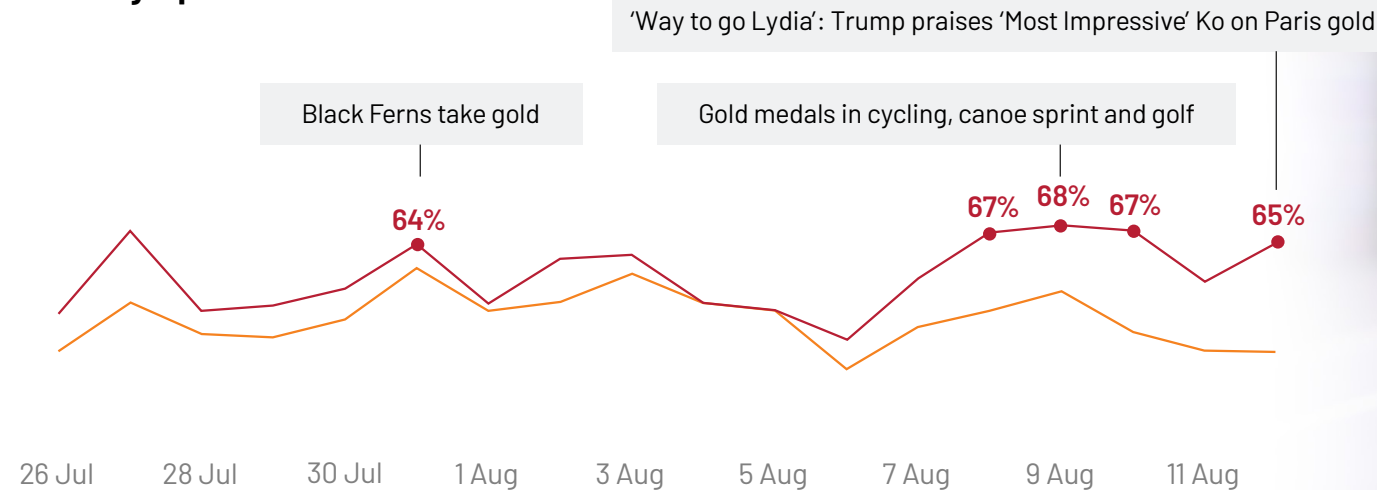


BALANCE AT MAJOR EVENTS

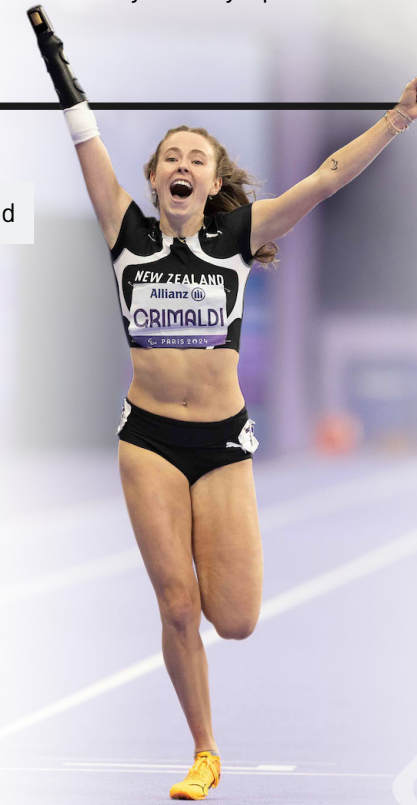
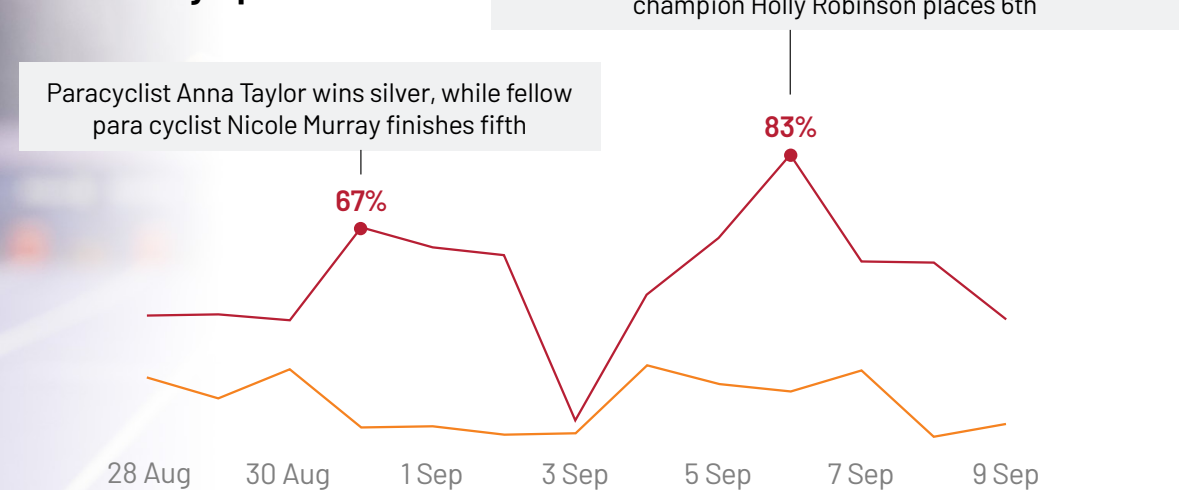


KEY MOMENTS

2024 Olympics



2024 Paralympics



*This study 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. It has been running since 2019.