

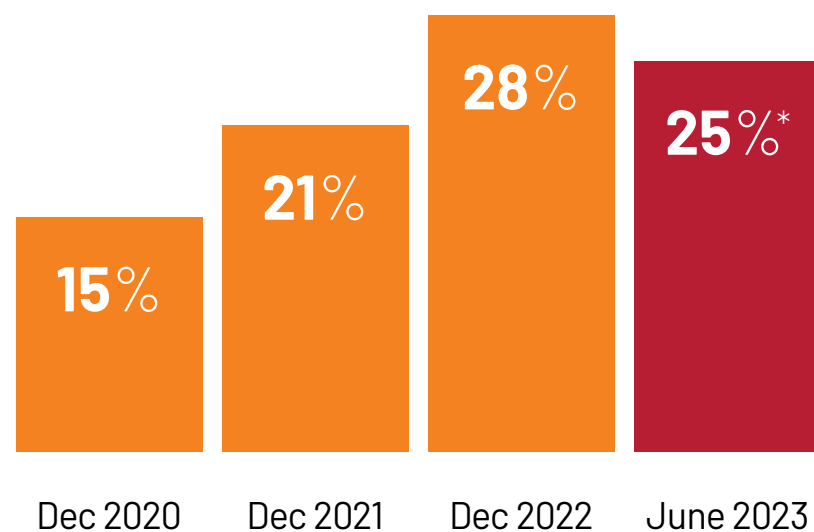
Media Coverage of Women's Sport

Highlights from the mid-year update of the Sport NZ - Isentia study of gender balance in sports news coverage in Aotearoa New Zealand. This update covers the period from January to June 2023.



ALL SPORTS NEWS COVERAGE

In the first half of 2023, 25% of the sports coverage in New Zealand was about women.



*This period does not cover the 2023 FIFA Women's World Cup.

sportnz.org.nz/mediaanalysis

TOP SPORTS FOR GENDER BALANCE

The top women's sports by volume of coverage were football leading with 19.1%, followed by netball, rugby union and cricket.

