

Media Coverage of Women's Sport

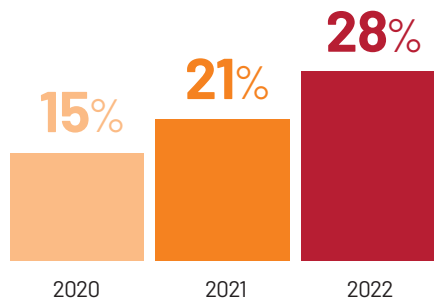
Highlights from the third annual report of the Sport NZ - Isentia study of gender balance in sports news coverage in Aotearoa New Zealand. The report covers the period from January to December 2022.



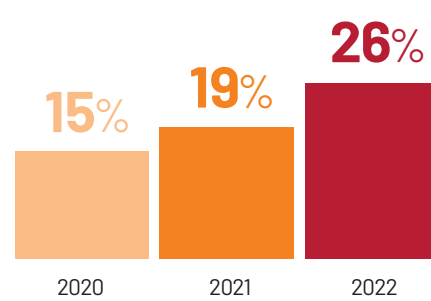
Coverage

For the first time, more than a quarter of sports coverage in New Zealand (28%) was about women. There was also a greater representation of women in sports coverage, with visibility at 26%.

GENDER BALANCE
– ALL SPORTS COVERAGE



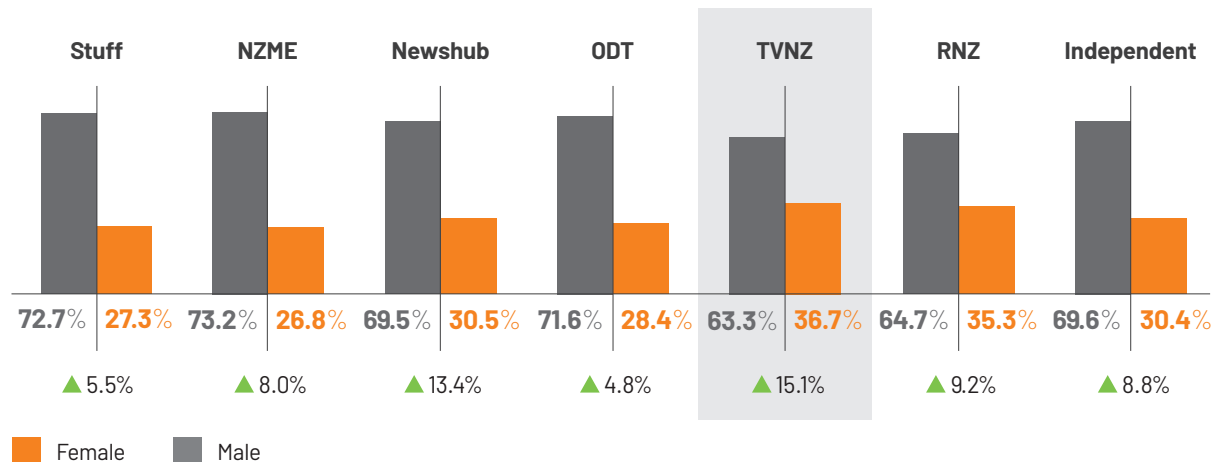
FEMALE VISIBILITY
– ALL SPORTS COVERAGE



The Media

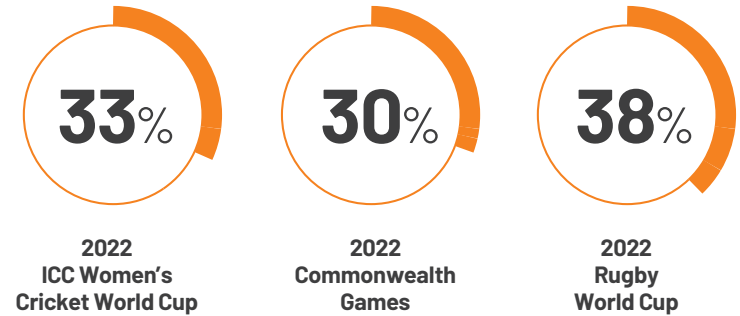
All media networks increased the proportion of reporting on women in sport. TVNZ achieved the biggest increase - now at 36.7%, up from 21.6% in 2021.

2022 GENDER BALANCE BY MEDIA OUTLET



The impact of major sporting events

Women's sport coverage spiked around these major sporting events:



Among these top sports, strong year-on-year growth has occurred in the share of all women's coverage coming from the three sports in which New Zealand has hosted/will host women's world cups over 2022 and 2023.

PROPORTION OF WOMEN'S COVERAGE – TOP THREE SPORTS

