

WORLD CUP 2024

2024 Sports Media and Gender Report

Coverage, reporting and athlete portrayal
in New Zealand sports news media

1 January to 31 December 2024

isentia


SPORT
NEW ZEALAND
IHĪ AOTEAROA



Contents

Coverage	6
The Media	18
Portrayal.....	29
Appendix 1: Scope and methodology.....	36
Appendix 2: Programme and publication list.....	37
Appendix 3: New Zealand media	38

About this report

This is the fifth annual report from the Sport New Zealand Ihi Aotearoa (Sport NZ) and Isentia study of gender balance in sports news coverage in Aotearoa New Zealand. The Sport NZ-Isentia study involves human analysis of around one-third of all sports coverage, selected randomly each day. This includes print, broadcast and online, but excludes match broadcast and live blogging of sports fixtures. As a result, Sky Sport is not included in this report.

All images © Photosport NZ

Summary

The media industry experienced significant change and disruption in 2024, marked by closures and restructuring. Despite these changes, the gender balance of sports coverage showed modest improvement, with 27% of stories focusing on women's sport up from 26% in 2023. Peaks in coverage aligned with key events like the Paris Olympics and Paralympics and the ICC Women's T20 World Cup.

However, the coverage highlights a growing divide between gender balance and visibility. Despite ongoing efforts by the media to cover women's sport, the overall proportion of female athletes, coaches, officials and fans represented in coverage decreased from 2023, while the number of male subjects increased.

The overall decline in visibility was driven by 3 key trends:

1. New Zealand's male footballers delivered strong performances as women's coverage declined after the 2023 FIFA Women's World Cup

2. Coverage increased around well-established sporting events where male athletes continue to dominate

Coverage of Liam Lawson's Formula 1 selection highlighted the media's strong focus on the exclusively male athletes in this sport, despite the growing role women play in the broader Formula 1 ecosystem as officials, crew, supporters and fans. Meanwhile, the gender balance for sailing rose only slightly, despite the contributions of female athletes at SailGP events and the opportunity presented by the inaugural Women's America's Cup.

3. Media gave more space to a broader mix of women's sports and accomplishments

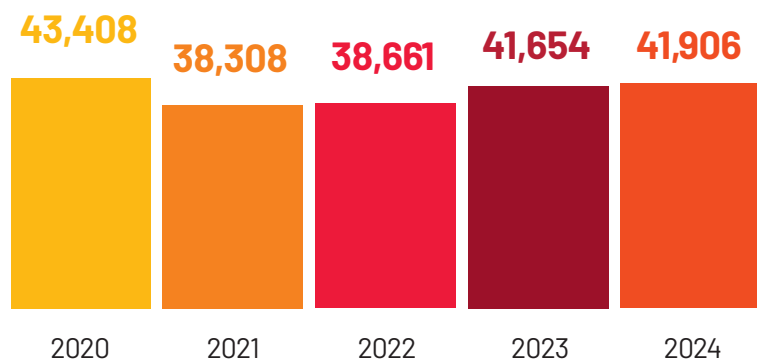
The sports with the most significant gains in female gender balance were often solo or pair-based pursuits such as tennis, golf, cycling, canoe sprint and swimming. While this shift created a more diverse picture of women's talent and potential, the more individual nature of these sports means that fewer female sources were discussed compared to 2023. In other words, increased coverage of women does not necessarily result in greater visibility.



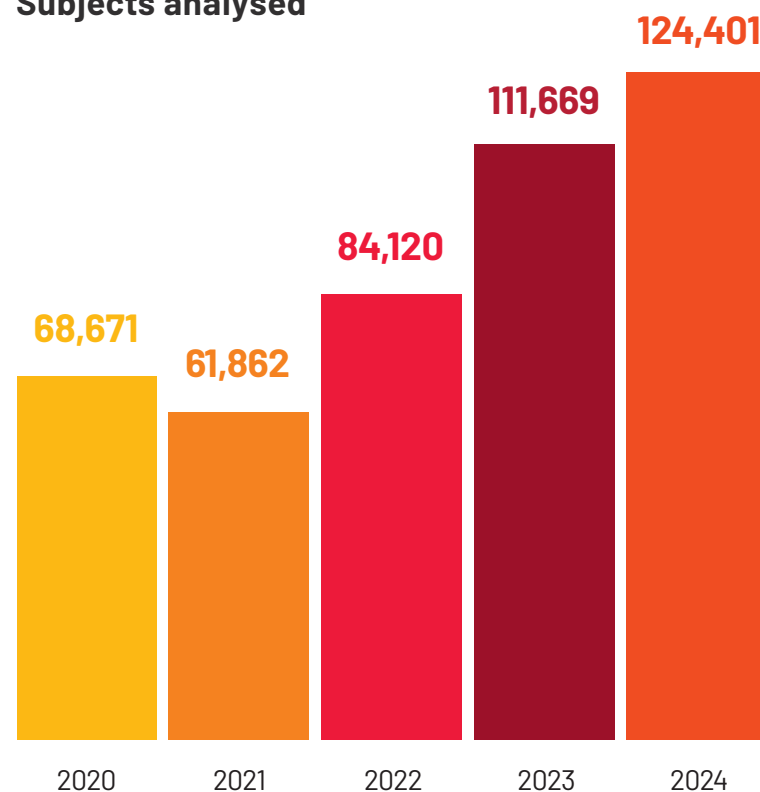
The Dataset

Size of sample

Stories analysed

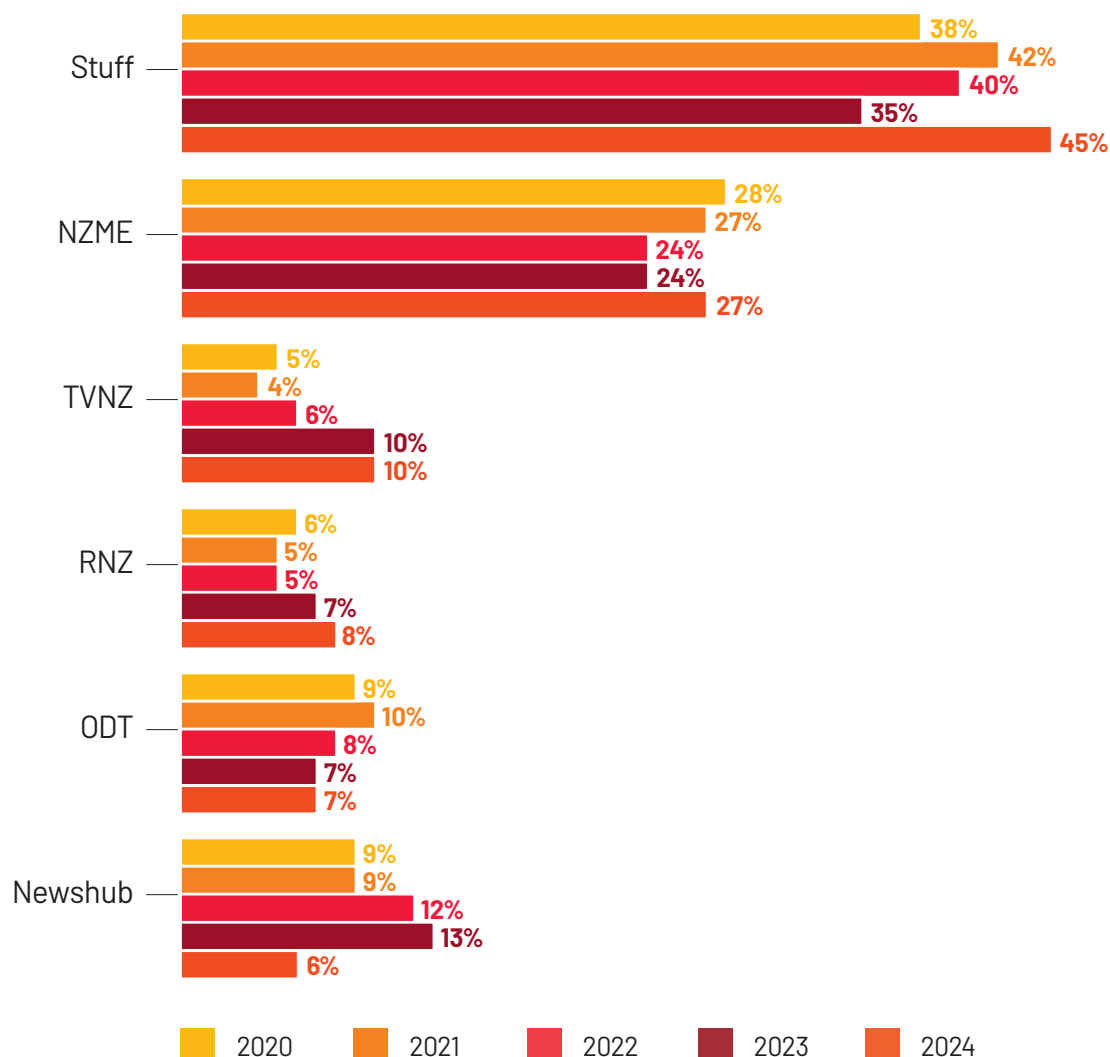


Subjects analysed



The Dataset

Media sample



This chart shows the total share of voice for each media network across all sports coverage.

This is based on volume and does not take into account any weightings for audience reach or influence. It is a reflection of the amount of relevant sports content produced by each of these organisations each day.

It is worth noting that the closure of Newshub in July 2024 and launch of ThreeNews by Stuff significantly impacted the distribution of coverage for this period.

Note: The figures for Newshub and Stuff are based on their respective periods of operation in 2024:

- Newshub: Online and broadcast content from January to July 2024.
- Stuff: Print and online content for the full year, plus ThreeNews broadcast content from July to December 2024.

NZME = New Zealand Media and Entertainment

ODT = Otago Daily Times

RNZ = Radio New Zealand

TVNZ = Television New Zealand

Coverage

This section looks at the overall presence of women in sports coverage. This includes the amount of media content that is focused on women's sport, the visibility of women across all sports coverage and the impact of major sporting events.

The study explores both balance and visibility in sports news coverage. These are both different but important metrics. Balance is our main measure and used for reporting throughout this report. It is the percentage of all sports news coverage that is focused on women's sport. Visibility is about those who feature in sports news coverage, whether that's athletes, coaches, administrators or fans, and what percentage of them are women.

Coverage

Gender balance in New Zealand

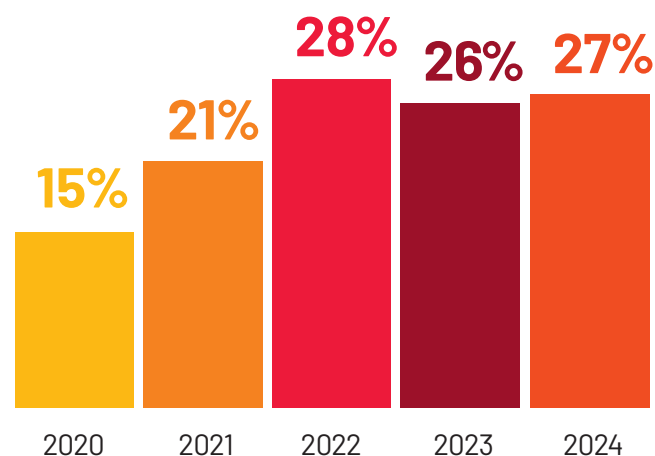
Gender balance increased slightly to 27%, up from 26% in 2023. While key events in 2024 did not match the gender balance of the FIFA Women's World Cup in 2023 – still the highlight for women's sport coverage – there were clear signs of a deliberate effort by the media to improve reporting on women's sports. The Paris Olympics saw a 3% increase in gender balance compared to the Tokyo Olympics.

However, as balance has improved, visibility has not kept pace. This highlights that increased coverage of women's sports does not necessarily mean greater representation.

Note: The remaining coverage focused on mixed gender sports, gender-diverse athletes, or stories involving sporting bodies where gender was not a specific focus. In 2024, there was an increase in coverage dedicated strictly to women's or men's sports.

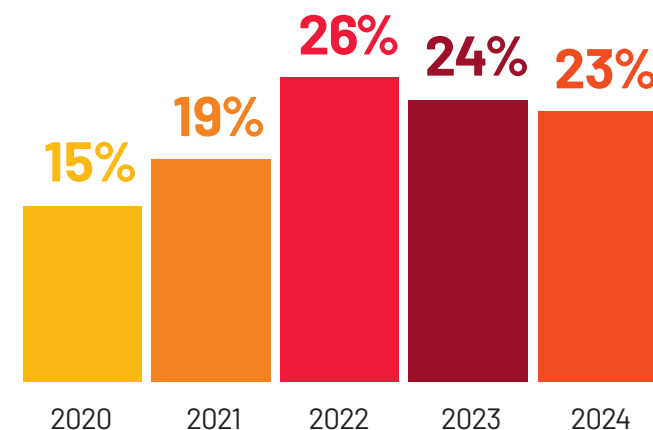
Balance

Gender balance – all sports coverage



Visibility

Female visibility – all sports coverage



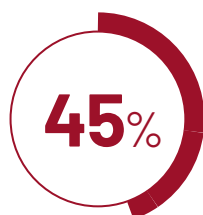
Coverage

The impact of major sporting events

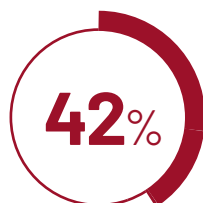
Coverage of women's sport spiked around major sporting events. The below figures represent the proportion of women's sport covered during the event periods.

Without these 3 key events, the female gender balance would be 25% rather than 27%.

Olympics



2024 Paris
26 July - 11 August



2020 Tokyo
23 July - 8 August 2021

Paralympics

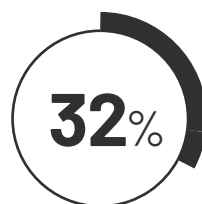


2024 Paris
28 August - 8 September

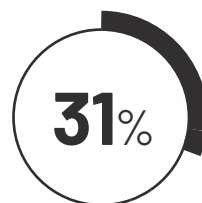


2020 Tokyo
24 August - 5 September 2021

ICC Women's T20 World Cup



2024
3 - 20 October



2023
10-26 February 2023

There were small increases in female gender balance during the 2024 Olympic Games and ICC Women's T20 World Cup compared to previous years. However, the 2024 Paris Paralympic Games saw a 1% decline in female gender balance relative to the previous games held in Tokyo.



Coverage

Sports

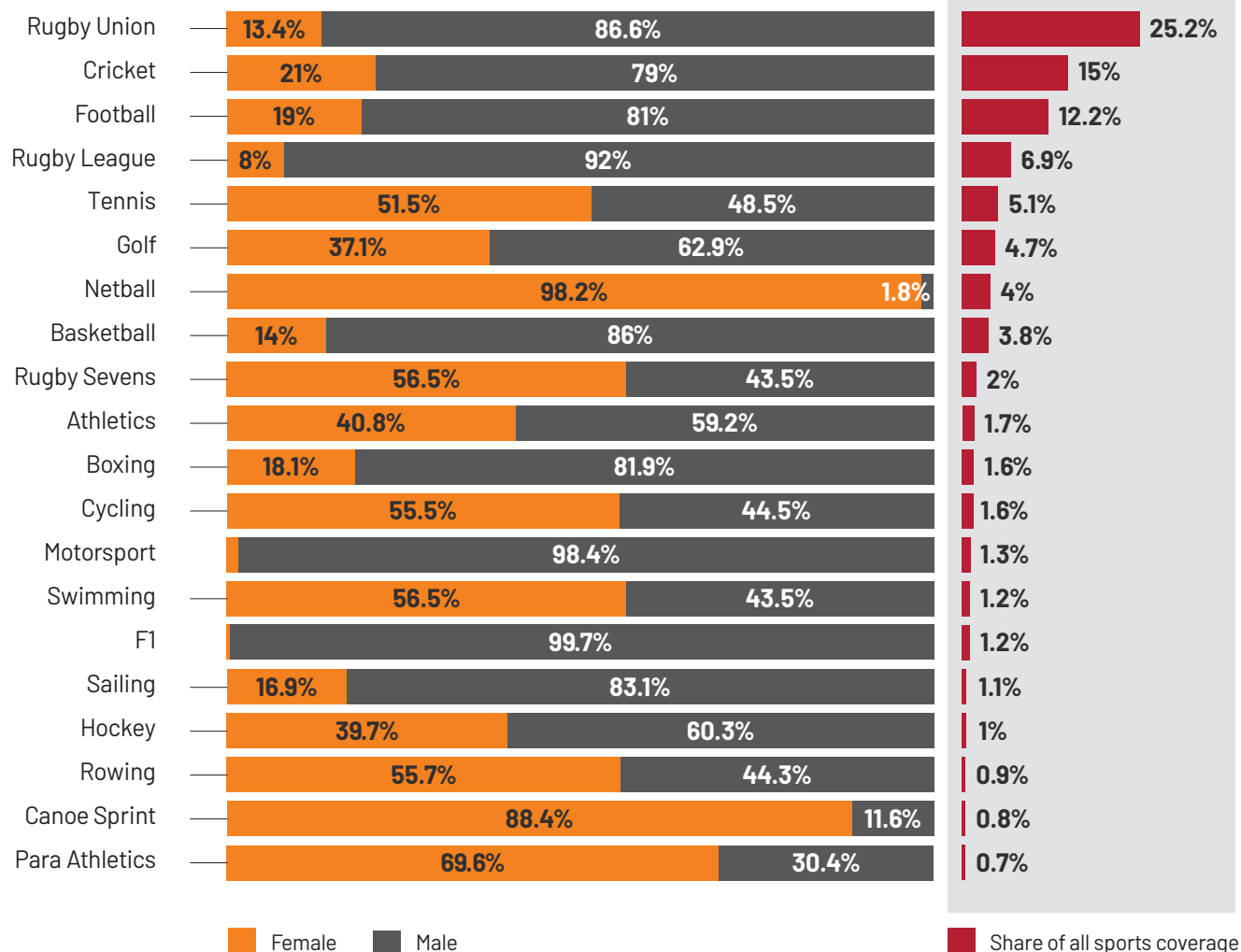
This chart breaks down the overall gender balance across the leading sports, and the share of coverage for each sport. All coverage is from New Zealand media but may include coverage of international athletes and events.

Rugby, cricket and football remained as the top 3 sports, though their collective share of voice dropped to 52.4% (from 67% in 2023), reflecting the broader range of sports covered in 2024. Football experienced the largest decline in both share of voice and gender balance after the 2023 FIFA Women's World Cup, highlighting the significant impact that hosting international women's sporting events in New Zealand has on gender balance.

The rising share of voice for both Formula 1 and sailing highlights the challenges women face in gaining visibility in well-established sporting events that continue to be dominated by male athletes. Despite the contributions of female athletes at SailGP events and the opportunity presented by the inaugural Women's America's Cup, the gender balance for sailing rose only slightly to 16.9% (from 14.4% in 2023).

Snow sports, including skiing and snowboarding, collectively accounted for less than 4% of coverage and therefore are not shown among the leading sports, despite a number of New Zealand success stories at national and international events in 2024.

Gender balance by sport

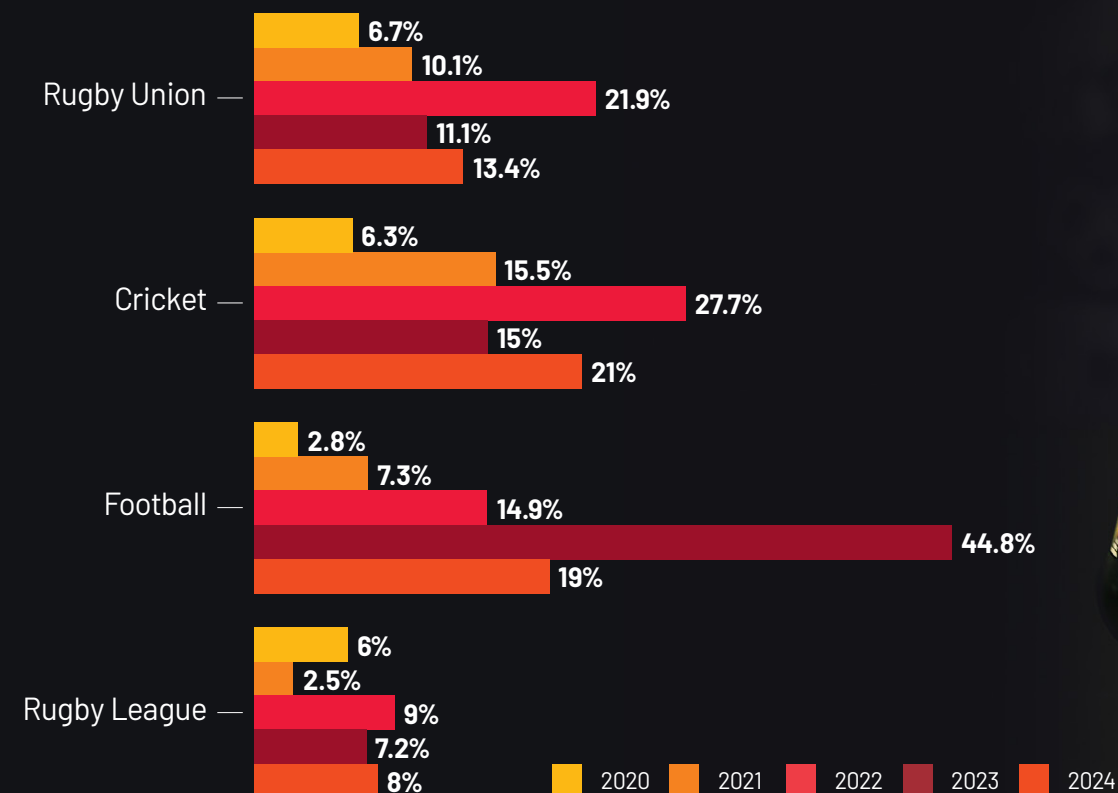


Coverage

Top 4 sports – women's coverage by year

The impact on gender balance of the women's world cups which were held in New Zealand across 2022 and 2023 are highlighted in this graph.

Overall, cricket saw a 6% increase in gender balance in 2024 thanks to the White Ferns win at the T20 World Cup. In contrast, rugby union saw only modest progress in gender balance in 2024, as growing interest in the more established Super Rugby men's tournament outpaced the smaller rise in coverage of the newer Super Rugby Aupiki competition.



Coverage

Top sports for women's coverage

Sport	% of Women's Sports Coverage In 2023	Change	% of Women's Sports Coverage In 2024
Netball	16%	▼	15%
Rugby Union	12%	▲	13%
Cricket	9%	▲	12%
Tennis	7%	▲	10%
Football	29%	▼	9%
Golf	3%	▲	6%

The rise in women's cricket coverage reflects the media's reporting on a wider range of competition tiers in 2024, taking a more holistic approach that went beyond focusing on just a few major events. While men's teams and male athletes continued to dominate cricket coverage (79%), there was increased reporting this year on the White Ferns and their success at the T20 Cricket World Cup, as well as domestic teams like the Wellington Blaze and the Auckland Hearts.

Coverage of women's football declined following the 2023 FIFA Women's World Cup, coinciding with a strong increase in coverage of men's football. This shift was largely driven by strong performances from the Wellington Phoenix, who reached the A-League semifinals, and from Chris Wood, whose standout performances for Nottingham Forest in the Premier League attracted significant media attention.

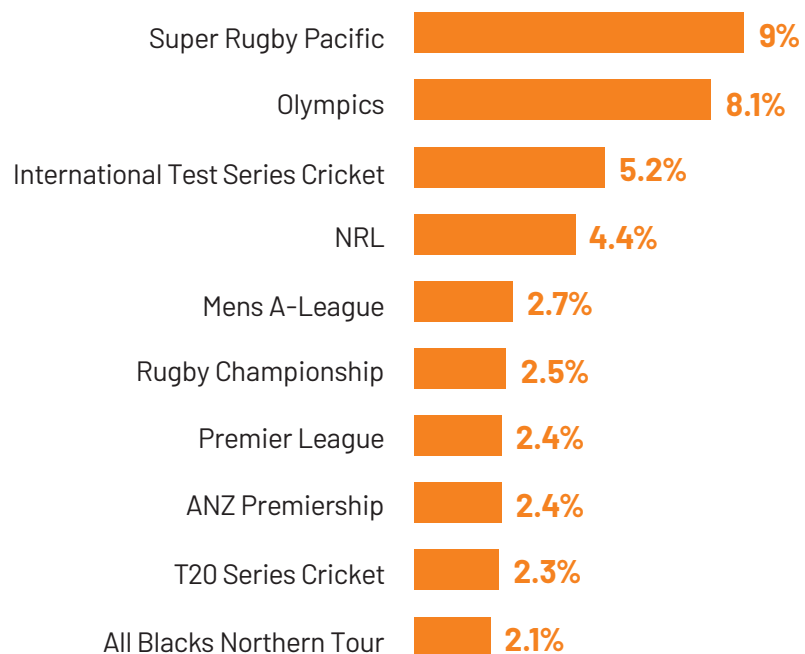
Coverage

Top events or tournaments

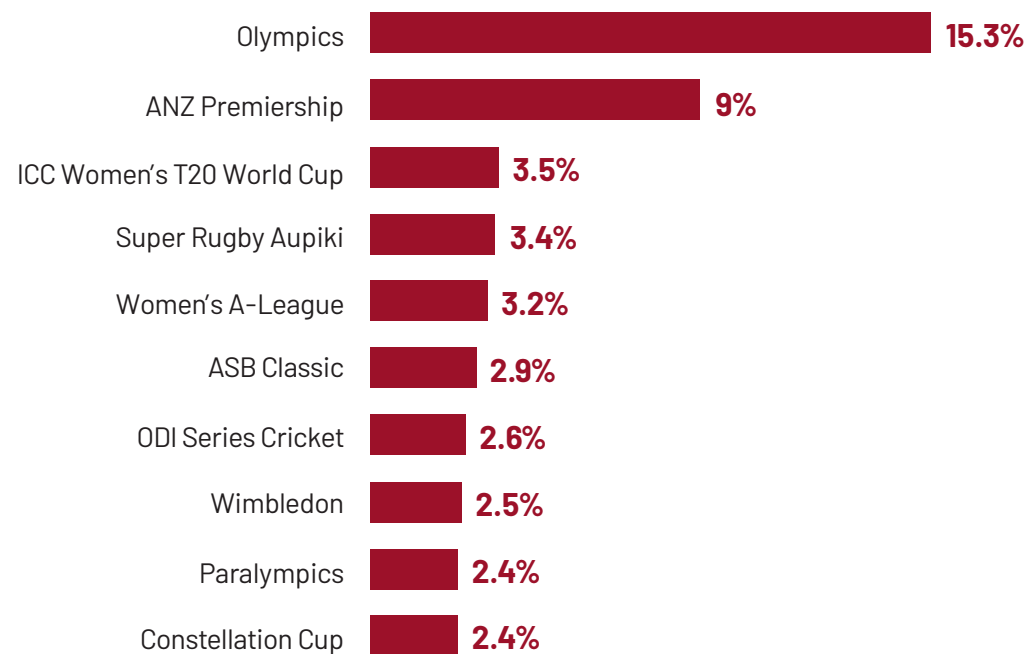
These charts show the leading events across all coverage analysed, and across all women's sports coverage analysed.

The 2024 Paris Olympics was the second most frequently reported sporting event overall, and the leading event in women's coverage. Sports that correlated with medal success drove the most reporting on women at the Olympic Games, including athletics, cycling, rowing and canoe sprint.

2024 leading events / tournaments – overall event share of voice



2024 leading events / tournaments – female share of voice



Coverage

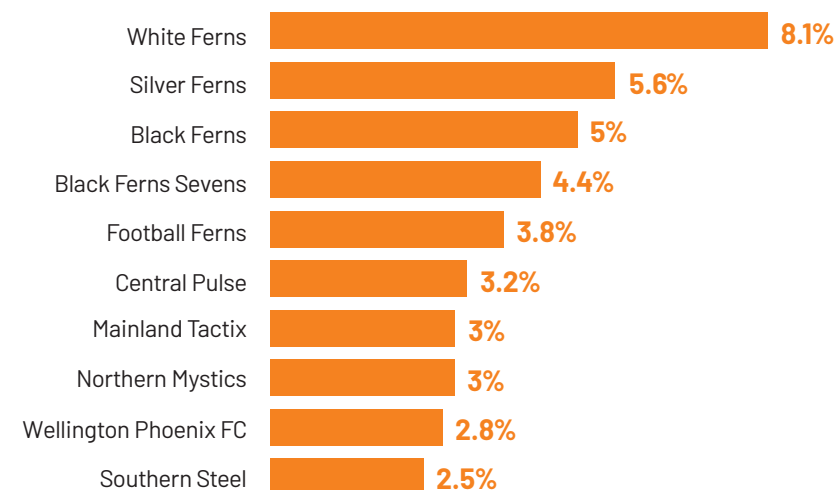
Top teams

These charts show the leading New Zealand teams in coverage analysed for men and women. The top 10 men's and women's teams made up a much smaller proportion of overall sports reports than in the previous 2 years, which highlights 2 key trends:

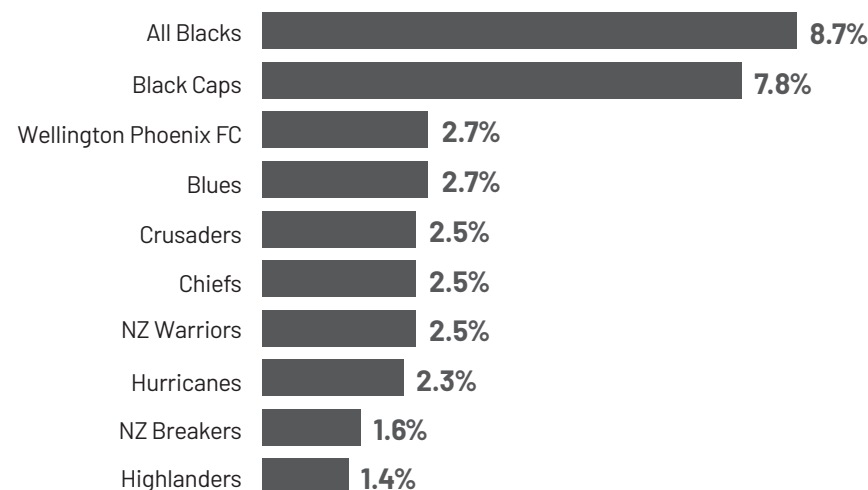
1. There was a greater focus on female athletes from individual or pair-based pursuits. Golf champion Dame Lydia Ko was the leading athlete overall for 2024, mentioned in more than twice as many reports as the previous year.
2. Media reported on a wider range of women's sport competition tiers in 2024, taking a more holistic approach that goes beyond focusing on just a few major events. For example, while coverage of the Silver Ferns was less than half that of 2023 (13.3%), there was heightened media interest in the ANZ Premiership, with competing teams such as the Central Pulse, Mainland Tactix, Northern Mystics and Southern Steel all more frequently reported compared to previous years.

Note: The proportions shown in these charts are based on mentions of teams in their respective gender balance.

2024 leading NZ teams – women



2024 leading NZ teams – men



Coverage

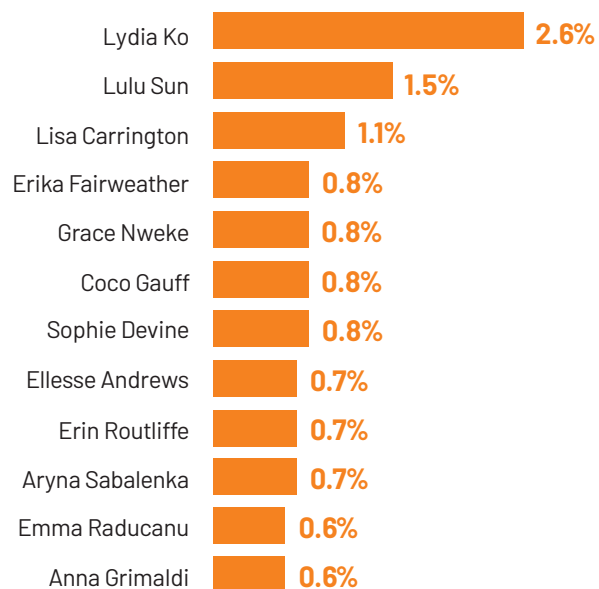
Leading athletes

The accomplishments of female athletes, particularly golf champion Dame Lydia Ko, garnered significant coverage. While the leading female athletes received a higher percentage of media coverage than their male counterparts, overall female representation or visibility was more limited, as fewer female athletes were discussed.

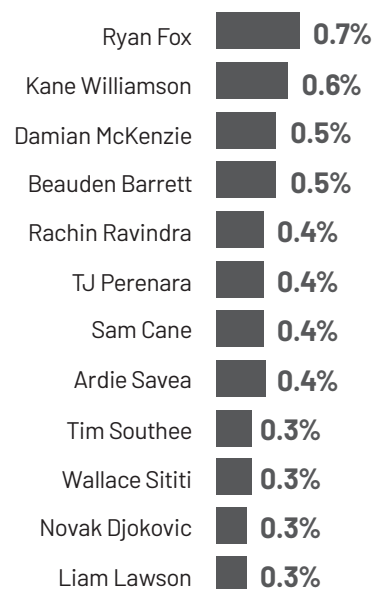
The leading women were primarily from solo sports, offering a more complete picture of female athletes' talent and potential, but resulting in fewer female voices.

Note: All coverage is from New Zealand media but may include coverage of international athletes and events.

Leading athletes – female coverage



Leading athletes – male coverage



Coverage

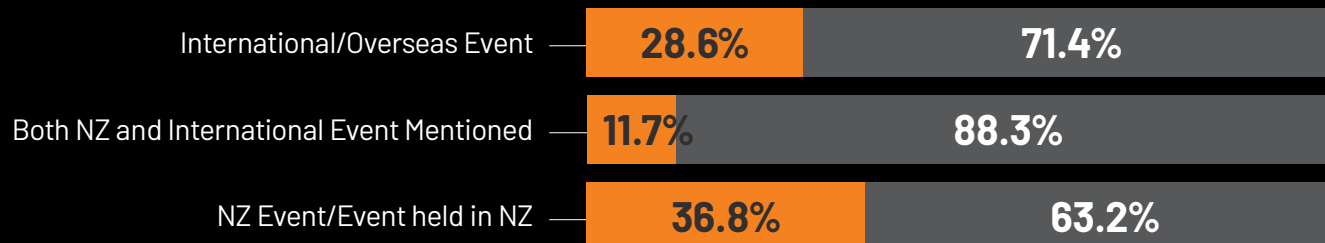
Location of sporting events

These charts break down coverage of New Zealand athletes or events, compared to international.

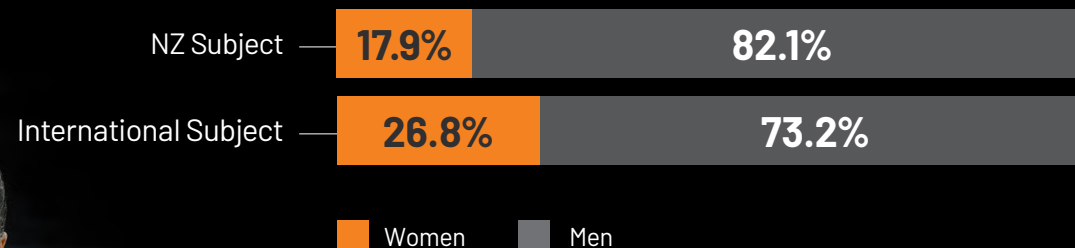
“Both NZ and International” refers to events or tournaments held across multiple locations, such as netball’s Constellation Cup, the NRL Women’s Premiership and the Oceania qualifiers for the FIFA World Cup 2026.

Gender balance is at its highest when an event is held in New Zealand or when coverage is about a New Zealand athlete.

Coverage by event



Coverage by subject



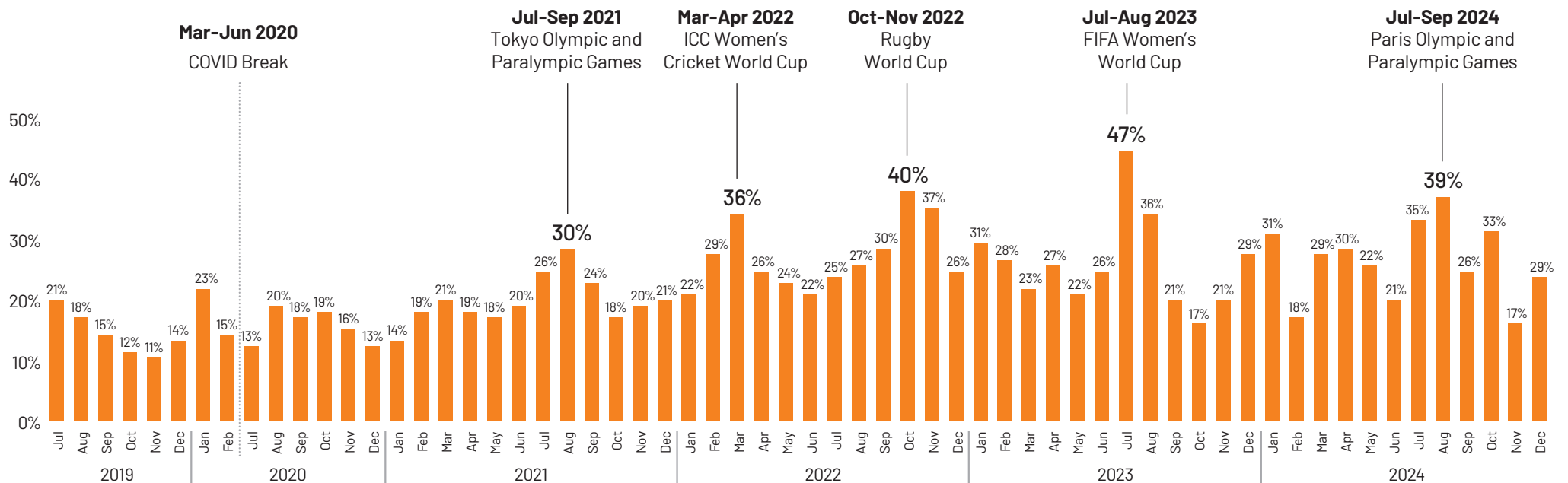
Coverage Trends

Several major sporting events in 2024 contributed to more distinct peaks and dips in coverage. Increased reporting on the ANZ Netball Premiership boosted volumes in April and May especially, with competing teams experiencing increased visibility. Meanwhile, female gender balance surged in July and August during the Paris Olympics, which demonstrated a slightly improved gender balance compared to the Tokyo Olympics. Female athletes won 8 out of New Zealand's 10 gold medals in Paris, resulting in strong coverage for female athletes.

The 2023 FIFA Women's World Cup (July to August 2023) remains a highlight, having the highest impact on gender balance of sports news during a tournament period in this study to date.

This chart excludes March to June 2020, where the study was paused due to COVID-19.

Female gender balance monthly trend by year

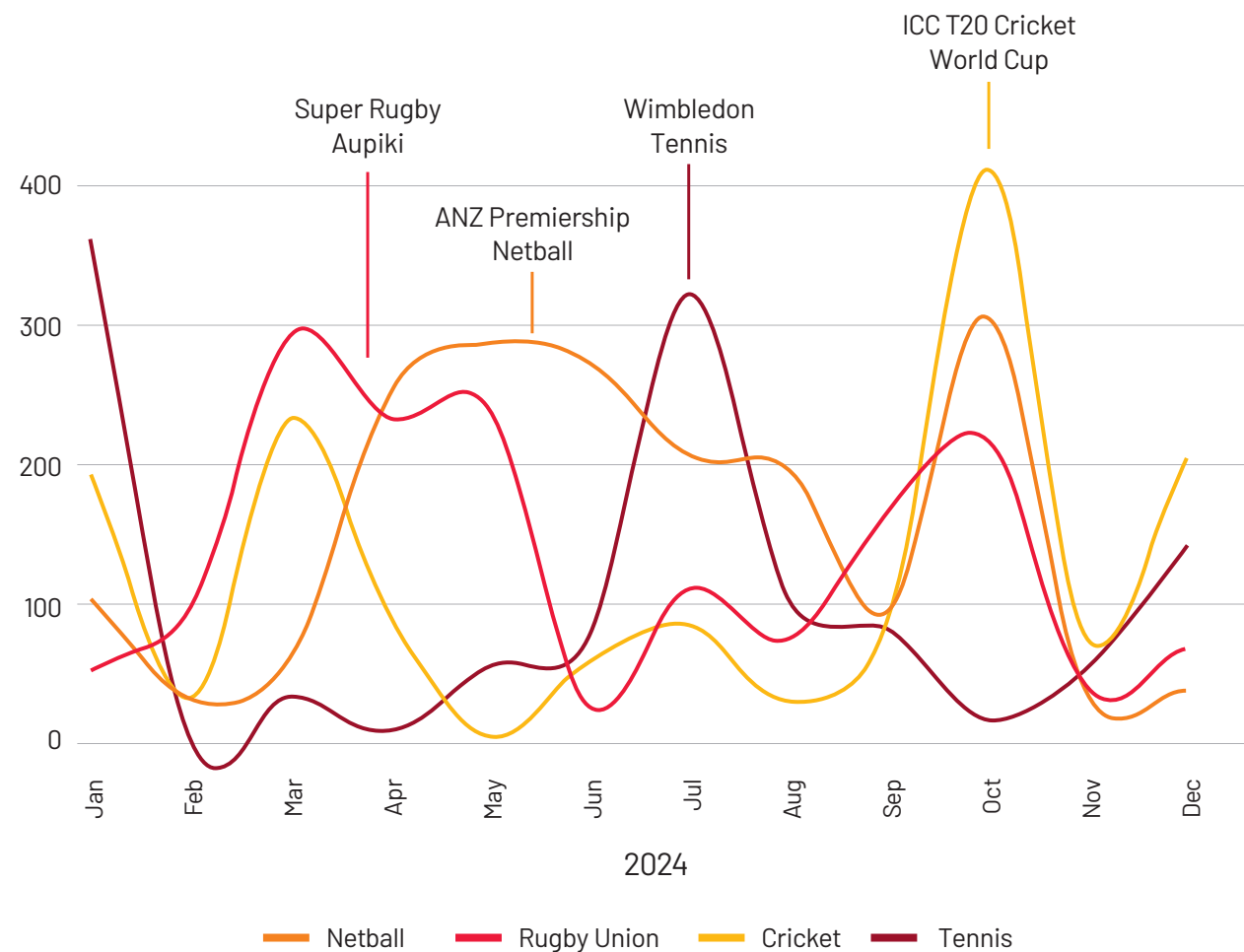


Coverage Trends

This chart shows the volume trend across coverage of the leading women's sports. The volume relates to the total number of stories that focused on women's coverage for netball, rugby union, cricket and tennis.

Peaks in volume of media coverage align with key events for women – the Super Rugby Aupiki tournament in March and April, the ANZ Premiership netball tournament from April to July, and the Wimbledon tennis tournament in July. The White Ferns win at the ICC T20 Cricket World Cup in October was a particular highlight, driving one of the highest peaks in women's coverage for 2024.

Female coverage – sports volume



The media

This section looks at the gender balance and bylines of major media outlets to explore what kinds of patterns or preferences can be seen by media type, organisation and sport.

Our reporting of media performance is backed by ongoing discussions with national sports editors, and others within media organisations, about the insights provided by this study and how they relate to the priorities of media outlets.

Note: The figures shown for Newshub and Three (Stuff) in the following slides are based on their respective periods of operation in 2024:

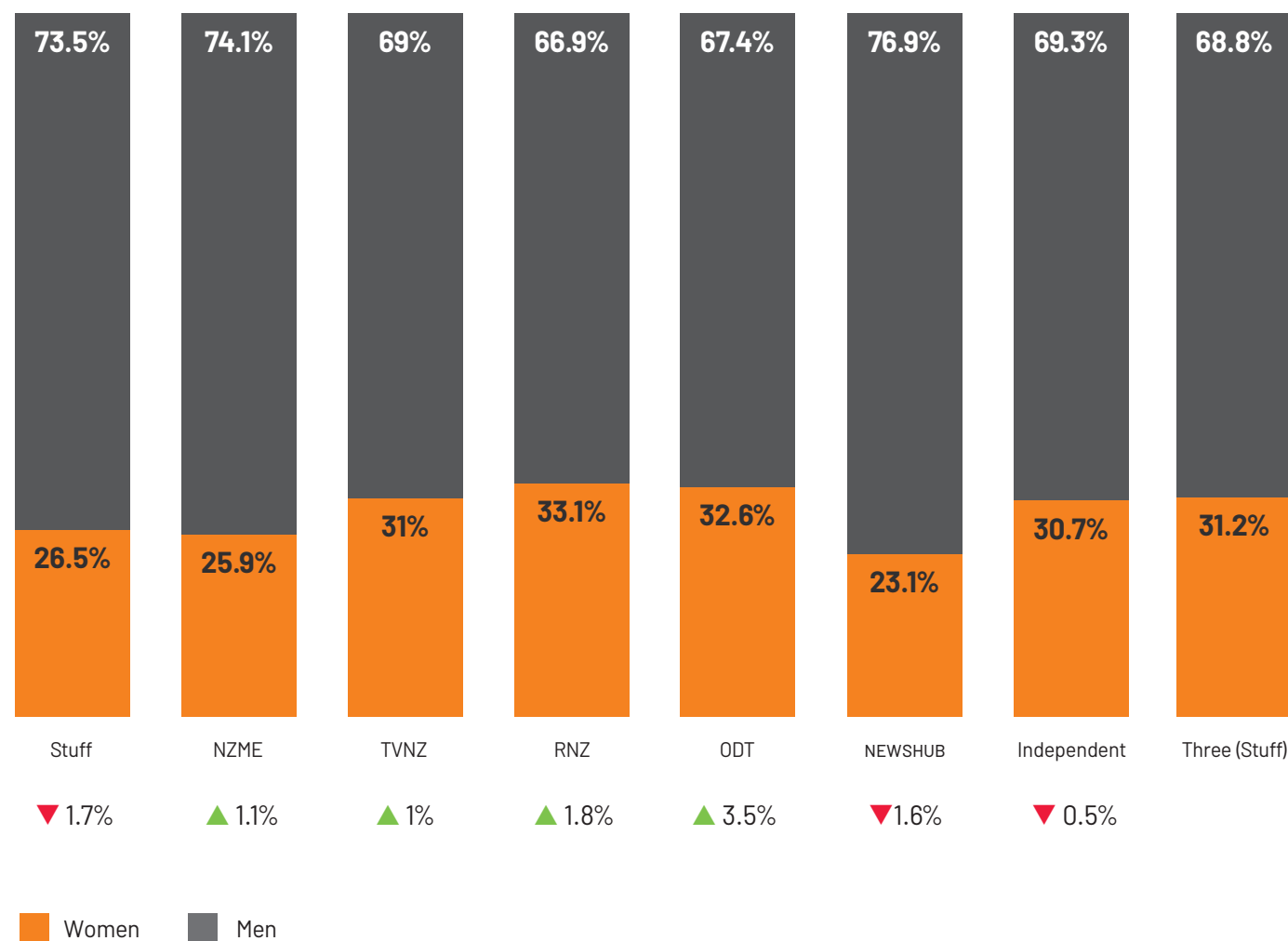
- Newshub: Online and broadcast content from January to July 2024.
- Three (Stuff): Broadcast content from July to December 2024.

The media

Balance

The media industry experienced significant change and disruption in 2024, causing a shift in how sporting content is produced and distributed. Despite this turbulence, there were signs of a continued and focused effort to cover women's sports, with most media groups showing progress in female gender balance compared to 2023.

2024 gender balance by media outlet



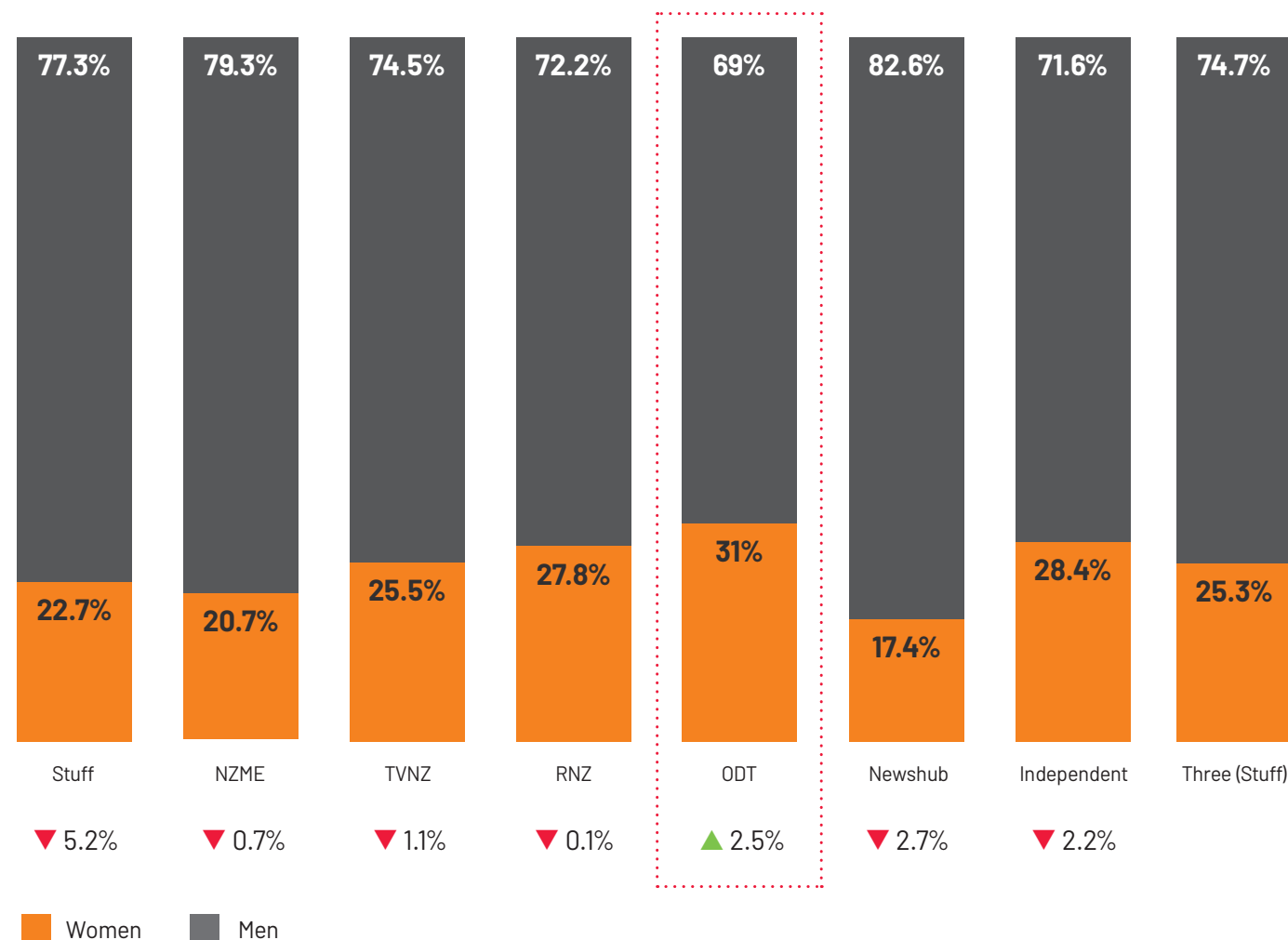
The media

Visibility

Sports coverage in 2024 showed a growing divide between gender balance and visibility. This indicates that, despite the media's continued efforts to cover women's sports, there were fewer female athletes, administrators and fans represented.

This overall drop in visibility was seen across most media groups, except the Otago Daily Times. Notably, the Otago Daily Times has consistently and incrementally increased both gender balance and visibility in all 4 years of the study.

2024 gender visibility by media outlet

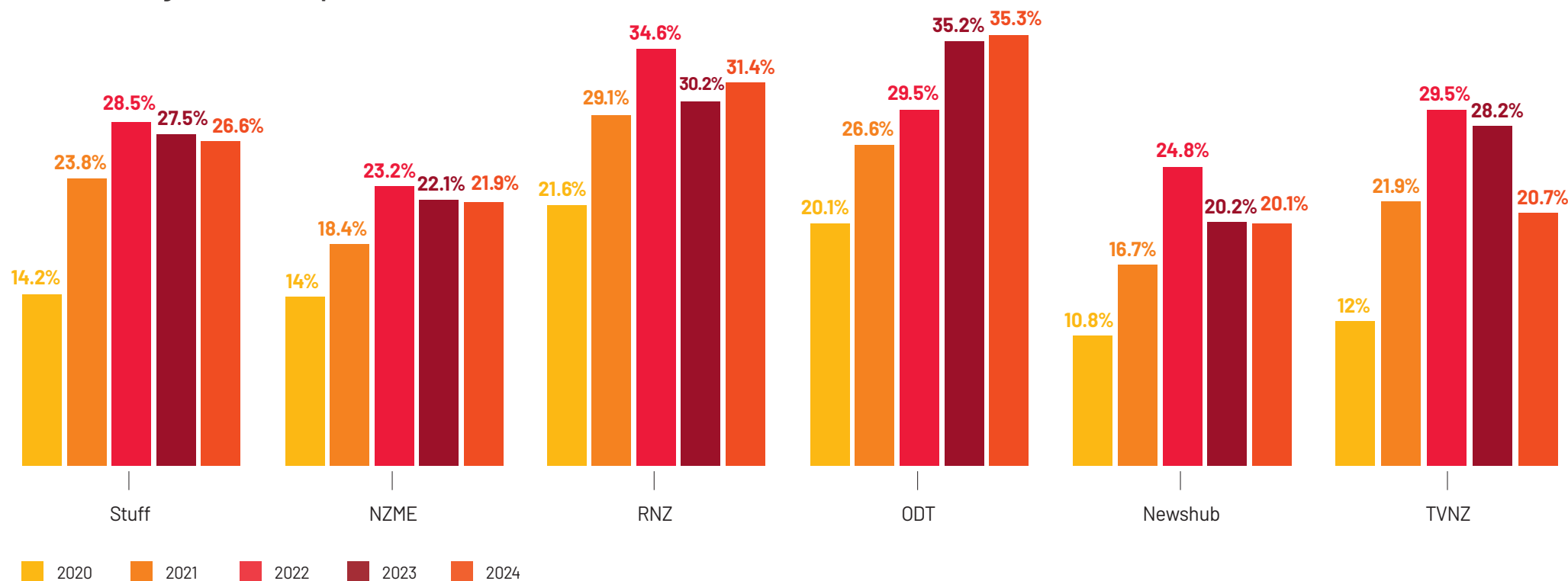


The media

Media type

This section shows the percentage of women's sport covered across individual media outlets in each of the 4 media types analysed in this study: online, print, television and radio. These charts reflect the significant changes in the media landscape over the last year, including the closure of Newshub in July 2024, and Stuff's debut in the television space with the launch of Three News.

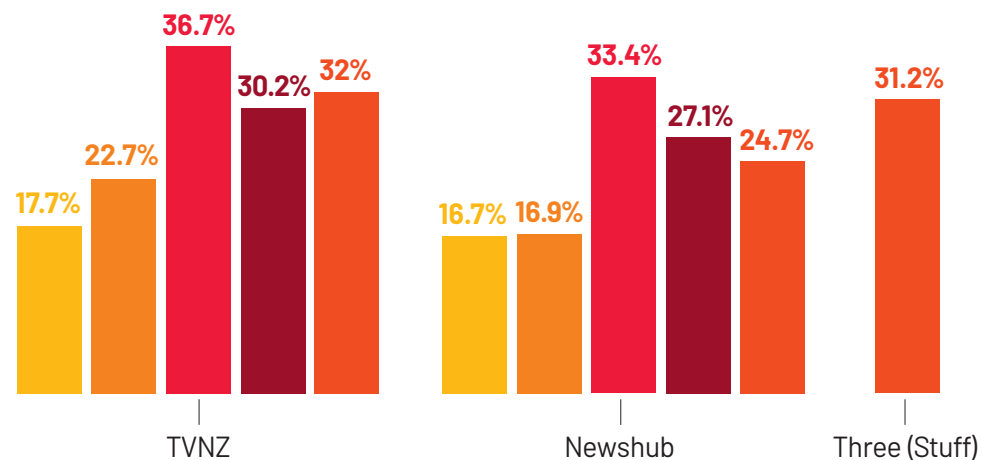
Online coverage – women's sport



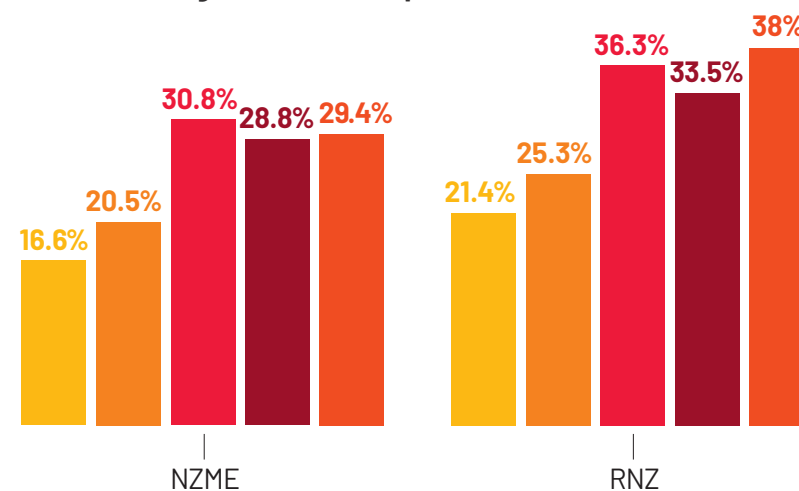
The media

Media type

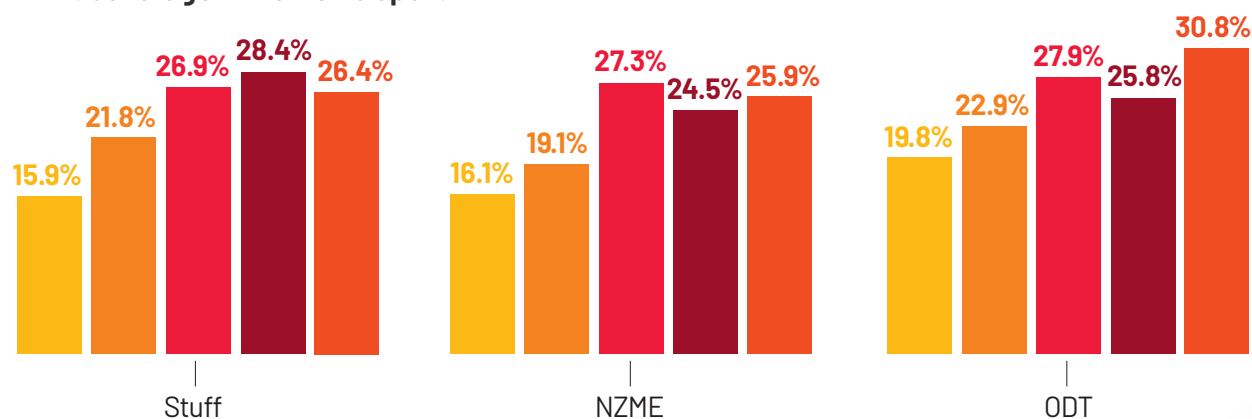
TV coverage – women's sport



Radio coverage – women's sport



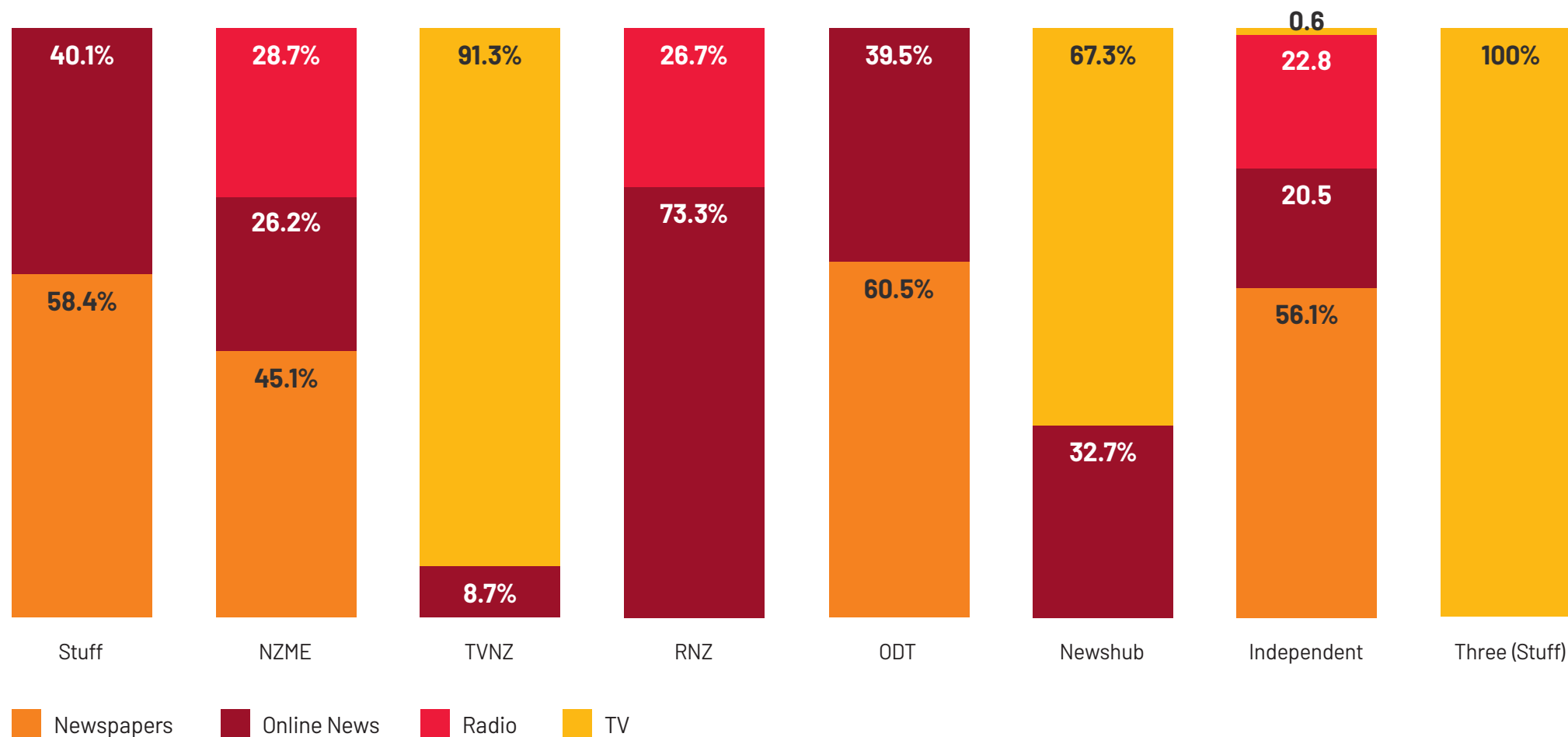
Print coverage – women's sport



The media

Media type

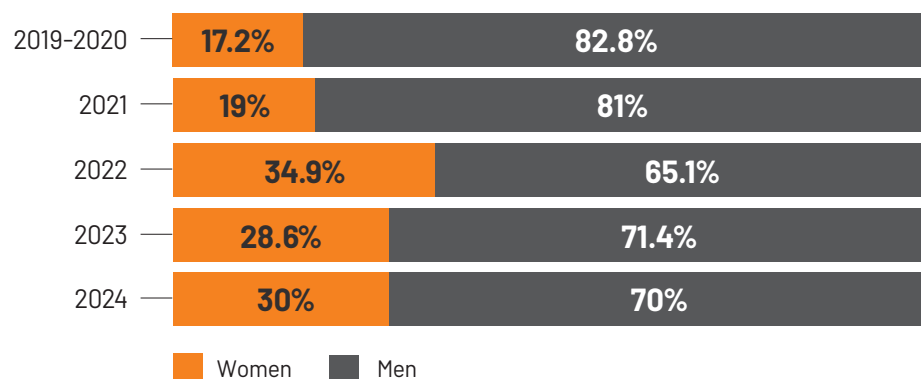
Breakdown by organisation and media type



The media

Gender Balance – Television

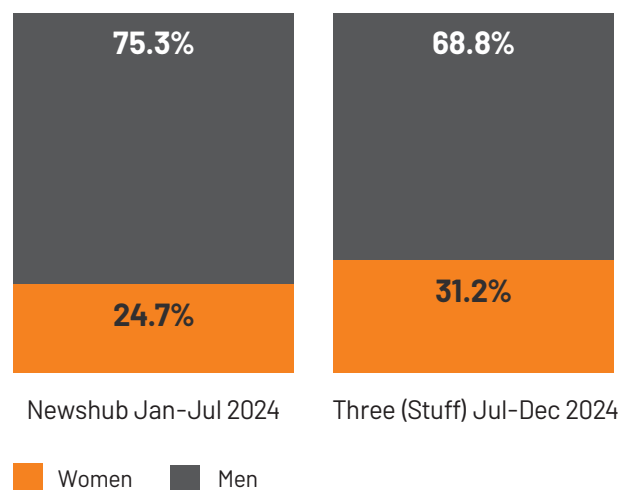
Televised news gender balance by year



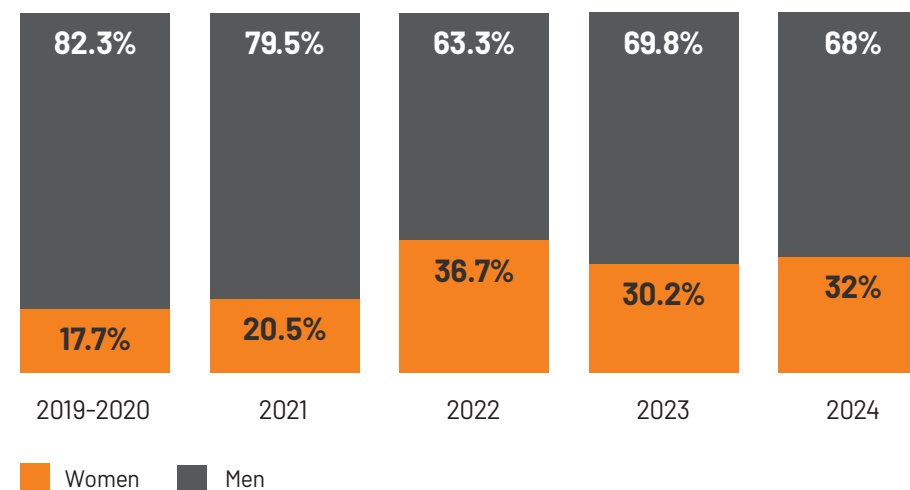
TVNZ increased the gender balance of television sports coverage in 2024, locking in the significant gains made since the study began.

It is important to note the limit on duration for sports bulletins in television news.

Newshub and Three News (Stuff) – 2024 gender balance comparison



TVNZ – Gender balance comparison



The media

Bylines

Reporters

The media industry experienced major disruption in 2024, causing some change among the leading bylines and those presenting the news.

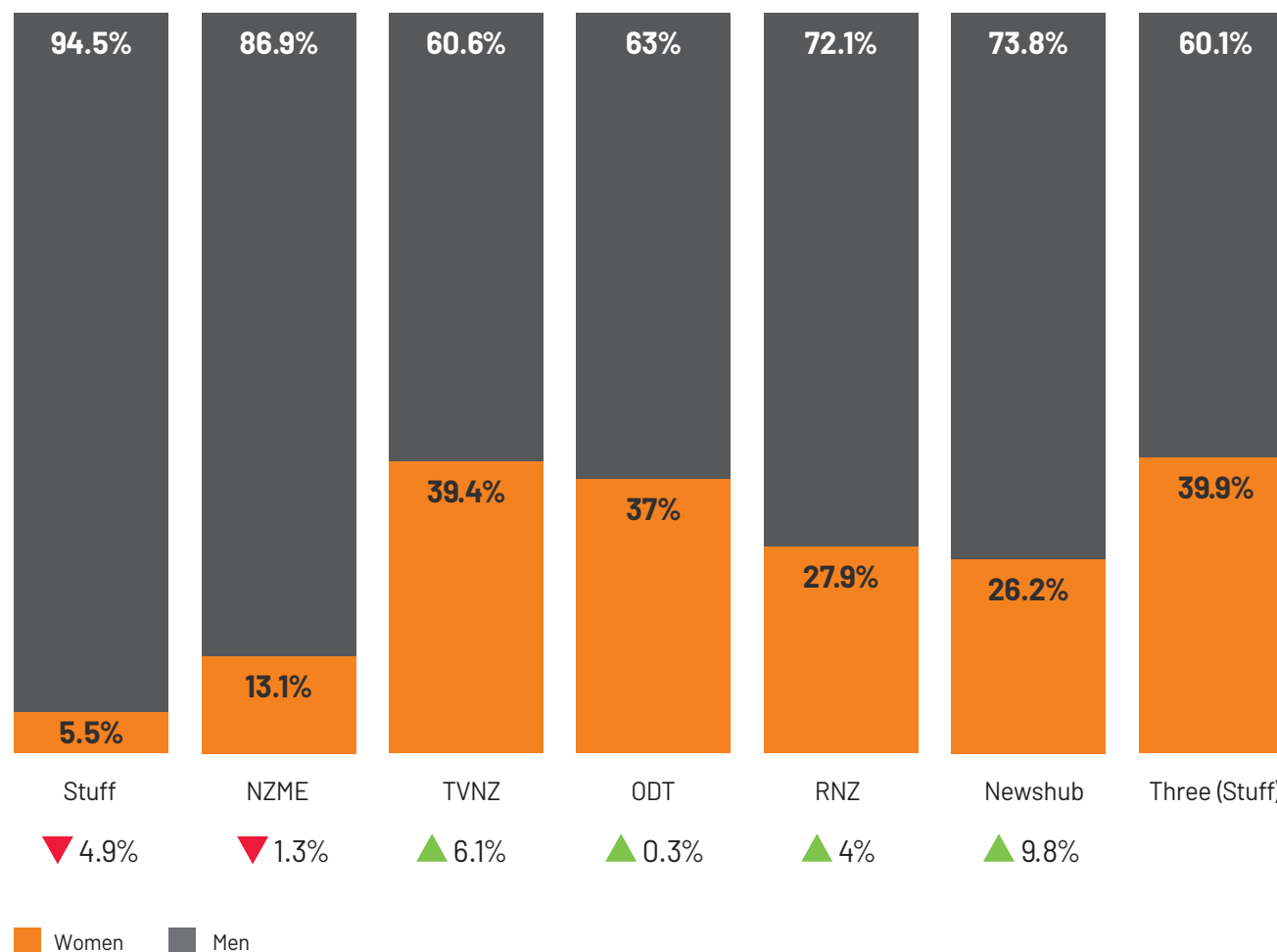
Overall, the proportion of female presenters dropped from 54% in 2023 to 43% in 2024, while stories produced by female reporters also saw a slight decrease from 14.1% to 12.8% over the same period.

Early data suggests that Stuff's Three News has contributed positively to improving female bylines since its launch in July 2024 with 39.9% of its sports content produced by female journalists.

It's important to note that there is limited space for sports content across broadcast news when compared to other forms of media. In this analysis we account for the gender of the presenter, as well as any named reporters. It does not account for stories read by the presenter that a female reporter may have written, or where the presenter may have been the reporter on a story.

In addition, media outlets often syndicate content as an efficient way to distribute news and offer more varied coverage. This chart illustrates the gender balance of reporters whose work appears under these media groups, including where syndicated material from external outlets has been used.

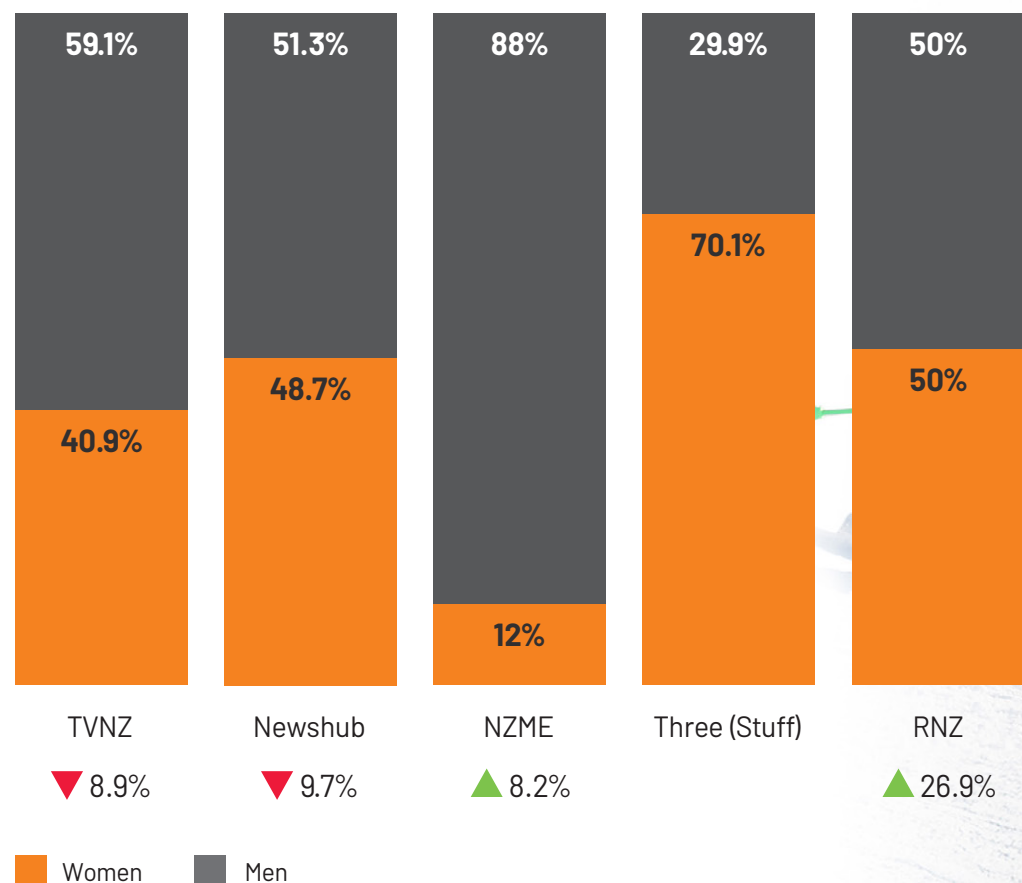
2024 reporters by media outlet



The media Bylines

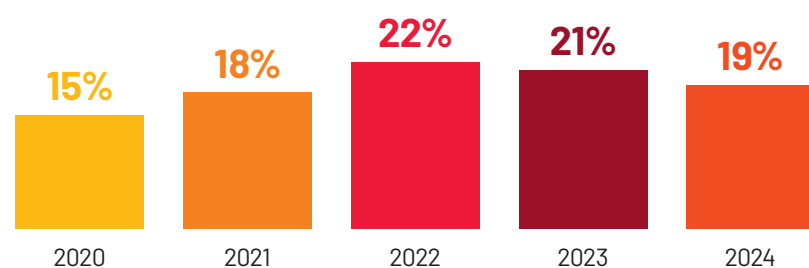
Presenters

2024 presenters by media outlet



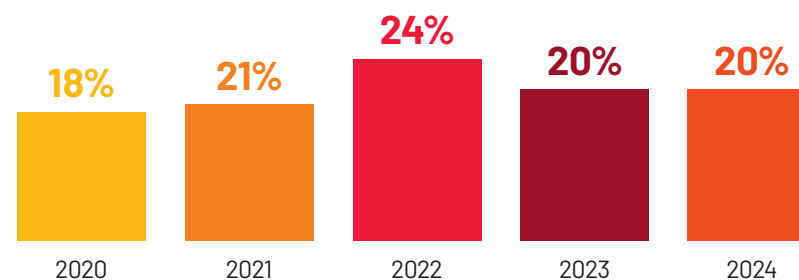
The media Sources

Balance of female sources



The presence of women as sources in sports coverage continued to decline from 21% in 2023 to 19% in 2024. This aligns with the overall decrease in the visibility of women, signaling the need for continued efforts to promote more inclusive and balanced coverage.

Female fans quoted



The proportion of female fans quoted within sports coverage remained stable.

Male football fans were quoted the most often, reflecting the increased coverage of men's football in 2024, while reporting on women's football declined after the 2023 FIFA Women's World Cup.



The media

Independents

A total of 12 publications/outlets are categorised as independent in this study, to separate them from the larger media networks. They are grouped this way largely due to the size and output of the major media networks. This section focuses on them in more detail.

Independent media represents 2% of the overall analysed coverage.

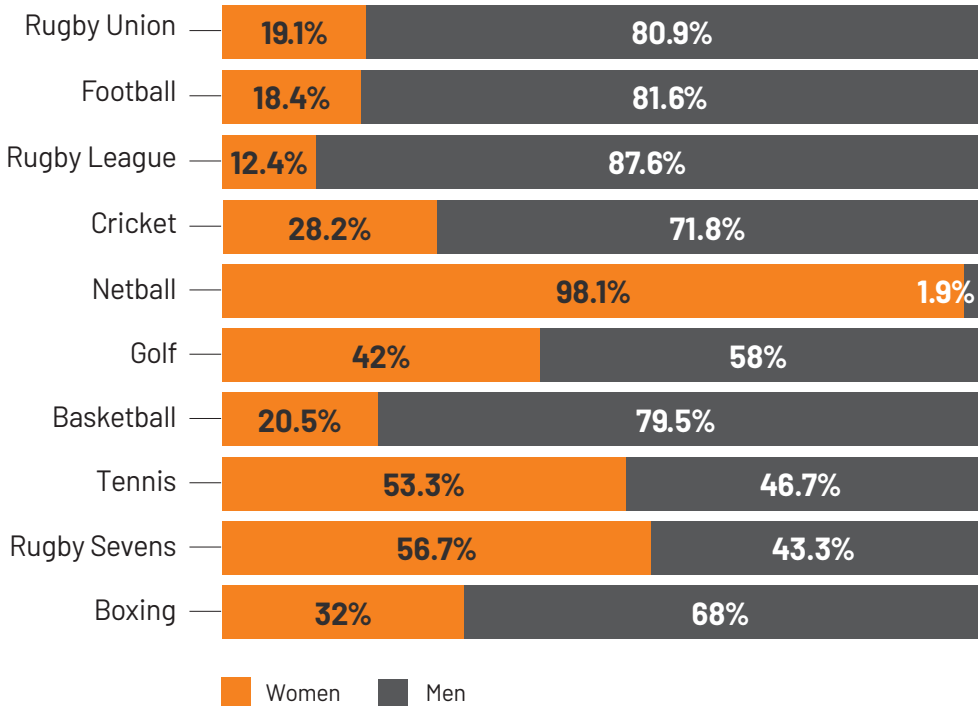
Female coverage by independent media

This graphs shows the proportion of female-focused sports coverage produced by each independent media outlet.

Outlet	Female coverage	All coverage
Gisborne Herald	27.6%	1.5%
Radio 531PI	29.9%	0.5%
Newsroom.co.nz (Lockerroom)	91.8%	0.1%
Te Ao Māori News	39.6%	0.1%
Ashburton Guardian	9.5%	0.1%
SENZ	25.0%	<0.1%
TheSpinoff.co.nz	18.2%	<0.1%
Waatea news	12.5%	<0.1%
Whakaata Māori	20.0%	<0.1%

Gender balance by sports in independent media

This graph compares the gender balance of sports new coverage across different sports in independent media.



Portrayal

This section examines the differences in how men and women are reported through topics, language and images. It focuses on 3 areas:

- the topic or focus of a story
- the main narratives coming through in sports news reporting
- the nature of images used.

In each area, we compare female athlete portrayal year-on-year, and female and male portrayal in 2024. A study by the New Zealand Olympic Committee and Isentia around the 2016 Rio Olympics identified a significant imbalance in the portrayal of male and female athletes. Our ongoing study has found this imbalance has all but disappeared. However, it remains an important area because any significant differences in portrayal could undermine the improving gender balance in overall sports news coverage.

Portrayal

Leading topics

Female coverage

Reporting on topics like female athletes' training and preparation became less prevalent in 2024, as coverage shifted back to a greater focus on performance and results.

The reporting on topics of training and preparation provided female Olympic and Paralympic athletes with an opportunity to advocate for their sport and increased participation, including in lesser-reported sports like surfing, wrestling, rowing and para-equestrian. As a result, advocacy for sport remained a key theme of 2024 reporting.

Topics of discussion



Portrayal

Leading topics

2024 gender comparisons

There were no major differences within the leading topics of discussion between male and female athletes, with result/performance and training/preparation continuing to be the dominant focus for both.

Among the minor topics, however, there were notable shifts. Although age was more frequently mentioned in relation to women than men, it became a greater focus for both genders. This increase was largely driven by media highlighting the ages of rising stars such as Lulu Sun (tennis) and Wallace Sititi (rugby union) as a way of emphasising the significance of their achievements and their future potential.

For the first time, discussions about women's on-field and off-field conduct equaled or surpassed those about men. This increase was driven by two key events: a spying incident at the Paris Olympics, which sparked outrage over rule breaches and fair play, and a haka performed by the Hurricanes Poua, which generated debate about political opinion and commentary in sports.

Female versus male coverage

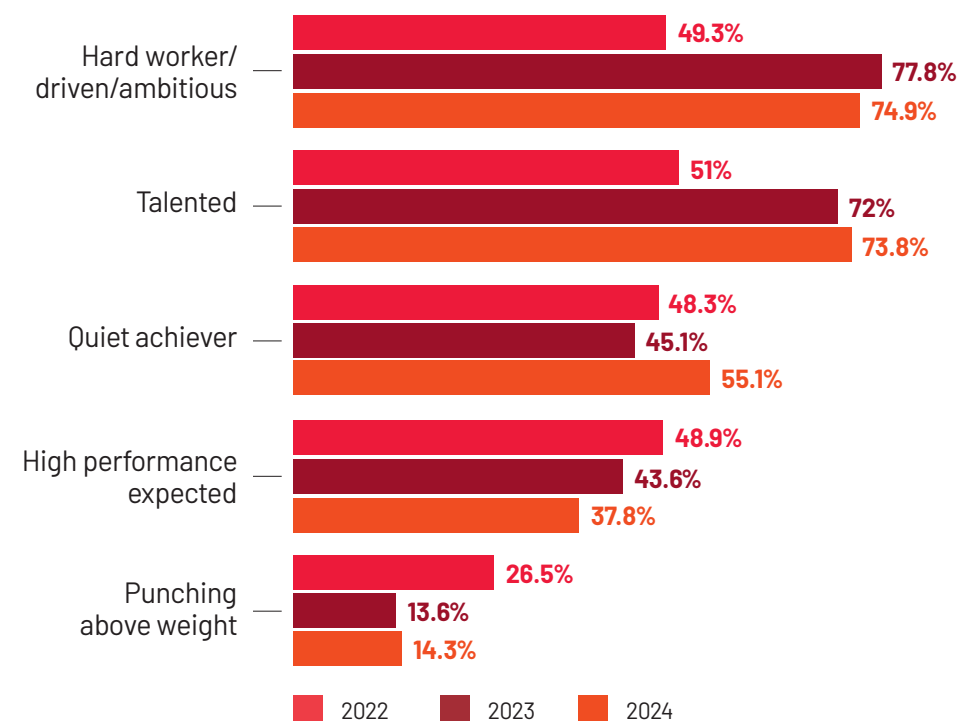


Portrayal

Leading themes

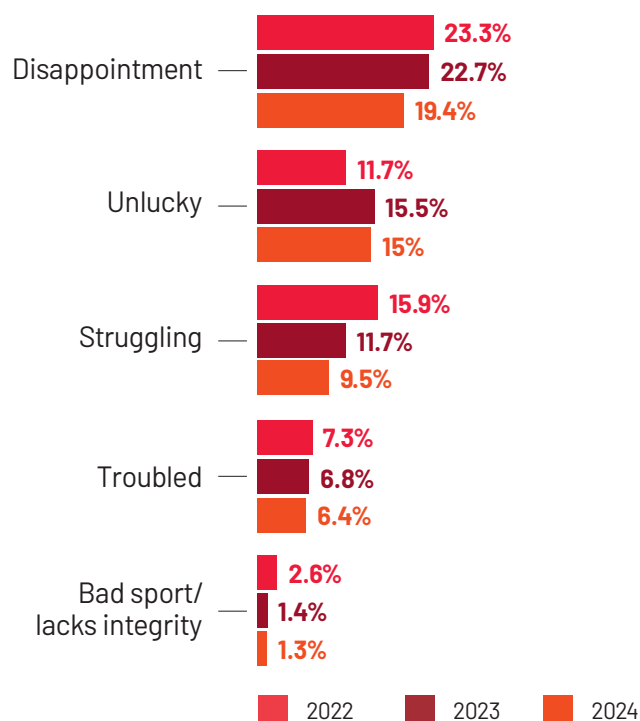
These graphs show positive and negative themes that occurred in women's sports news coverage. Positive themes surrounding the success of female athletes increased from 2023, such as talented, quiet achievers and punching above their weight. However, a smaller proportion of reports linked this success to hard work, drive or ambition, reflecting the broader decline in coverage of women's training and preparation.

Positive themes



Negative narratives around disappointment and struggle have declined, aligning with a continued decline in expectations of high performance by female athletes. This shift reflects a media focus on breakthrough achievements in sports where success had not been assumed, such as Lulu Sun becoming the first New Zealand woman to reach the Wimbledon quarterfinals. The media and quoted sources were generally empathetic when these athletes were unable to progress further, recognising their breakthrough achievements as a sign of progress rather than failure.

Negative themes

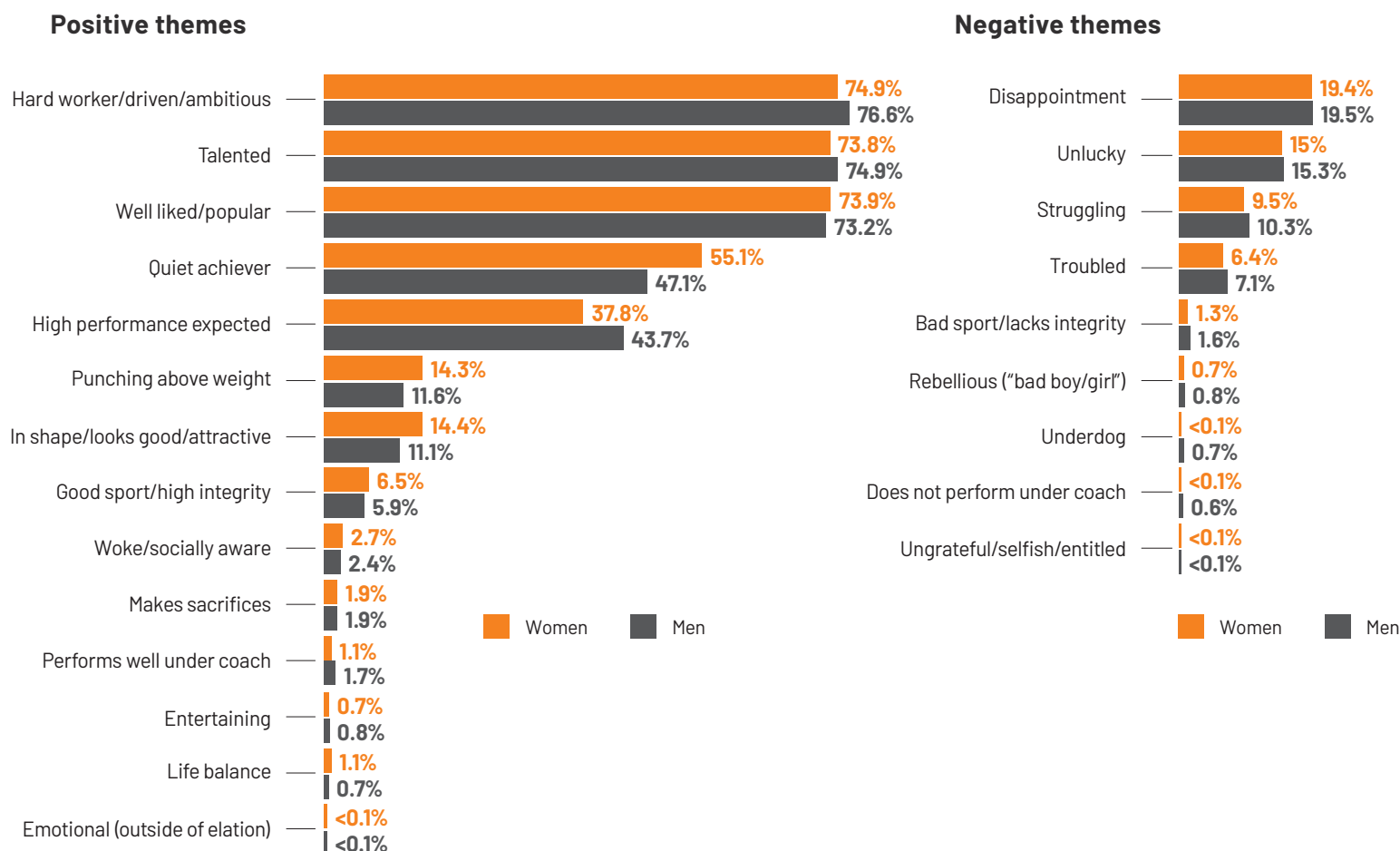


Portrayal Themes

2024 gender comparisons

The most significant shifts in media narratives focused on athlete performance relative to public expectations. Reports expecting high performance from women dropped noticeably to 37.8% (from 43.6% in 2023), while expectations for men increased slightly to 43.7% (from 42.2% in 2023). A large influence on this shift was the Super Rugby tournament, where reports anticipating high performance from male teams were far more common than those for female teams competing in the Super Rugby Aupiki league.

Super Rugby performance also played a key role in the rise of the narrative that male athletes were punching above their weight. Meanwhile, a similar increase in this narrative for women was connected to medal success at the Paris Olympics, with female athletes securing 8 of New Zealand's 10 gold medals.



Portrayal Imagery

Differences in imagery of women compared to men continue to be negligible. Image composition and context trends were similar for both, with a greater overall focus on action shots, as well as an increase in images showing athletes with their peers or competitors.

Images of both men and women remain focused on a sporting context, with a third consecutive year of decline in appearances outside of uniform or training gear, aligning with the reduced focus on athletes' personal lives.

There was minimal problematic or sexualised imagery of either men or women, consistent with previous analysis.

Image composition

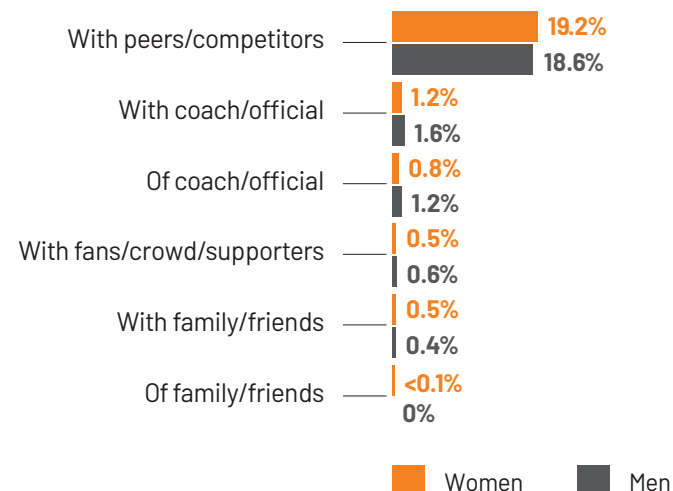


Image appearance

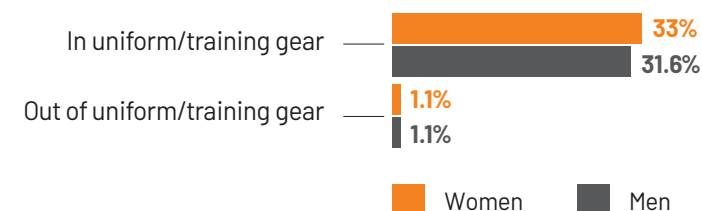
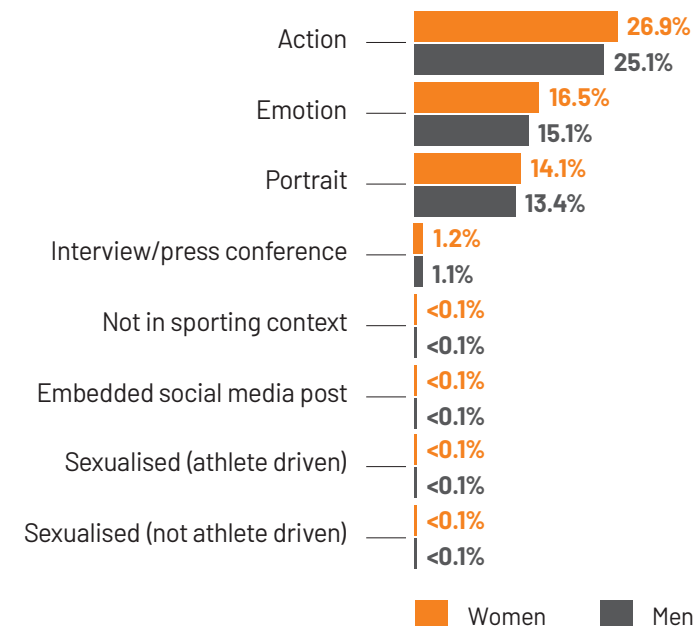


Image context



Appendices

Appendix 1: Scope and methodology

In order to look at how the media frame women in sport, it is necessary to look at how the media frame all sports coverage so that comparisons and points of difference can be made. The purpose of this study is to determine the overall gender balance of sports media coverage available in New Zealand, and whether there are any fundamental differences in how men and women are framed. It is also important to examine what potential bias might exist and what may be influencing that bias.

This project has been designed to give a representative sample of sports news coverage that is aired or published in New Zealand.

We have taken a broad view (rather than only coverage of New Zealand athletes and sports) to examine the information that the wider public has access to in the form of sports news. This report covers sports news in New Zealand from 1 January – 31 December 2024.

Sampling:

In order to gather a significant representative sample, the sample was taken from all news content monitored by Isentia that mentioned a sport across print, online, radio and television. The only exclusions from the standard media list were community publications and low-audience magazines. Radio news bulletins were limited to 3 times daily per station. After modelling for publishing trends across the week, it was determined that a consistent amount of sports content is published every day, and a randomised sample across all media collected was analysed each day. A randomised sample on a dataset this large ensures a proportional amount from each media type based on the volume of coverage they produce. This sample was 100 media items per day.

Analysis:

This study involved human analysis of media coverage mentioning sport that was aired or published in New Zealand during the project period. This used an a priori design scheme to allow each media item to be coded for a number of predetermined factors, including imagery and language. Each gender mentioned in an item (referred to in this study as “subject”), whether for an individual, a team or a sport, was analysed and coded by a team of human researchers. Multiple researchers worked on the project to ensure inter-coder reliability and consistency.

In order to consistently and effectively analyse the way that the media framed each subject, a coding design was established to assess the coverage of each subject against the same criteria. The criteria focused on the images, language and narratives used, and the source of these markers. The analysis of gender also extended to all sources present in coverage as well as the journalists and presenters.

Key criteria included:

- Media information (including publication, reach, date, length and byline)
- Subject information (who is the item about including their gender and sport)
- Purpose of coverage (what has caused the coverage)
- Imagery (who is the subject of the image, who are they with and how are they framed)
- Narratives (the themes evident in reporting on any of the subjects)
- Sources (who is speaking about a subject, their gender, their relationship to the subject and the topics they are commenting on)

Appendix 2: Programme and publication list

Below are the programmes and publications that were analysed in 2024:

Print

Ashburton Guardian
Bay Of Plenty Times
Canterbury Farming
Daily Post
Gisborne Herald
Greymouth Star
Hawke's Bay Today
Hawke's Bay Weekend
Herald On Sunday
Hokitika Guardian
Manawatu Standard
Marlborough Express
Nelson Mail
New Zealand Herald
Northern Advocate
Otago Daily Times
Southland Times
Sunday News (Until July 2024)
Sunday Star Times
Taranaki Daily News
The News - Westport
The Post
The Post Weekend
The Press
Timaru Herald
Waikato Times
Wairarapa Times Age
Wairarapa Times-Age Weekend
Weekend Herald
Weekend Press
Whanganui Chronicle

Internet

1news Online
Bay Of Plenty Times Online
Gisborne Herald Online
Hawkes Bay Today Online
Manawatu Standard Online
Marlborough Express Online
National Business Review Online
Nelson Mail Online
New Zealand Herald Online
Newshub.co.nz (Until July 2024)
Newsroom.co.nz
Newstalk ZB Online
Northern Advocate Online
Northland Age Online
Otago Daily Times Online
Radio New Zealand Online
Rotorua Daily Post Online
Southland Times Online
Star News Online
Stuff.co.nz
Taranaki Daily News Online
Te Ao Maori News Online
The Post Online
The Press NZ Online
Thespinoff.co.nz
Timaru Herald Online
Waatea News.com
Waikato Times Online
Wairarapa Times-Age Online
Whanganui Chronicle Online

Radio

Coast FM
07:00 News
More FM
07:00 News
Newstalk ZB (Auckland)
07:00 News
07:00 News (Saturday)
07:00 News (Sunday)
12:00 News
12:00 News (Saturday)
12:00 News (Sunday)
15:00 News (Sunday)
17:00 News
17:00 News (Saturday)
17:00 News (Sunday)
Drive
Early Edition
Kerre McIvor Mornings
Mike Hosking Breakfast
Weekend Sport
Newstalk ZB (Christchurch)
06:00 News
07:00 News
09:00 News
12:00 News
Canterbury Mornings
Newstalk ZB (Wellington)
06:00 News
07:00 News
08:00 News
09:00 News
12:00 News
Wellington Mornings

Radio 531pi
07:00 News
12:00 News
Radio Hokonui
The Country
Radio NZ - National
Radio NZ - National
07:00 News
07:00 News (Saturday)
07:00 News (Sunday)
12:00 News
12:00 News (Saturday)
12:00 News (Sunday)
17:00 News
17:00 News (Saturday)
17:00 News (Sunday)
Afternoons
Checkpoint
First Up
Midday Report
Morning Report
Nine To Noon - Late
The Panel With Wallace Chapman
The Breeze
07:00 News
The Hits
07:00 News

Television

1 News
1 News (Weekend)
1 News Special
1 News Tonight (Until May 2024)
Breakfast
Country Calendar
Fair Go (Until May 2024)
Maori TV Te Ao (Until December 2024)
Marae
Midday (Until May 2024)
Newshub (Until July 2024)
Q+A
Seven Sharp
Te Karere
The Am Show (Until July 2024)
The Crowd Goes Wild
The Hui
Three AM (Until July 2024)
Threenews (From July 2024)
TVNZ 1 Sunday (Until May 2024)

This study draws on a sample of media coverage from the following New Zealand radio, television, print and online outlets. While most coverage was sampled across the full 2024 calendar year, variations occurred where outlets launched or ceased operations during the year. Dates are noted alongside these outlets to reflect these changes.

Appendix 3: New Zealand media

Below are the main media organisations featured in this study and their categorisations. A number of changes occurred throughout 2024 that will be reflected in year 5 of this research.

Stuff: New Zealand's largest print and digital stable. The organisation has gone through a number of restructures in the past few years, which have led to job losses and programme cuts. In 2024 the business was restructured and split into two separate businesses – Stuff Digital and Masthead Publishing. Stuff Digital focuses on the Stuff brand including its digital platform while Masthead Publishing focuses on print publications and paywalled online content. Stuff now also produces the 6pm news bulletin, Three News, for Warner Bros. Discovery which replaced Newshub following its closure in July 2024.

New Zealand Media and Entertainment (NZME): Publisher of The New Zealand Herald, Newstalk ZB and commercial radio assets. With a smaller network of publications, content is less widely syndicated, and some premium content is behind a paywall on The New Zealand Herald website. NZME has also undergone cutbacks leading to job losses in the last few years. At the time of publishing this report, plans are underway to launch an online video news service on the New Zealand Herald's home page and app.

Television New Zealand (TVNZ): A government-owned public broadcaster (not public service) with the highest rated television news bulletins on New Zealand television. TVNZ is government owned but relies on advertising revenue to fund operations and return a dividend to the government. TVNZ underwent a number of rounds of job losses during 2024, and cut programmes including Sunday, Fair Go and a number of news bulletins.

Māori Television: A government-funded channel dedicated to programming that makes a significant impact on the revitalisation of Te Reo and Te Ao Māori. Includes local and international programmes across a range of genres.

Radio New Zealand (RNZ): Public service radio broadcaster. Funded by the government rather than advertising revenue, and focused on news, current affairs, local content and stories.

Sky: A pay television service offering satellite and media streaming. It has a strong focus on sports broadcasting and production, holding rights to a number of key sports in New Zealand. It also offers free-to-air content through Sky Open, providing a mix of live, delayed and highlights sports coverage alongside local content, entertainment and current affairs.

MediaWorks: Radio and outdoor advertising brand. For this study includes relevant news radio programming rather than commercial.

Otago Daily Times (ODT): A South Island-owned media company with interests in regional and community publications and regional television. Owned by Allied Press along with a series of community publications across the South Island.

Newsroom: An independent news and current affairs website funded by subscribers and corporate partners. Focused on long-form, investigative journalism. Content is also shared across NZME's digital network. Newsroom also includes Lockerroom – a website solely focused on covering women's sport.

The Spinoff: Online commentary and opinion site that has become well known for its breadth of content across pop culture, news and current affairs. The Spinoff is funded by partnered content with brands, website members, and New Zealand On Air.

Sport Nation (formerly SENZ): Sports talk radio that launched in mid-2021. It is now owned by Entain Australia and New Zealand. They are show focused and do not produce their own news bulletins. Content from Sport Nation is not currently included in this study.

Additional government funding for public media in New Zealand is distributed by New Zealand On Air. This includes funding for Local Democracy Reporting Service (LDRS) in areas where local publications are impacted by the economic environment and has funding available for content considered beneficial for New Zealand audiences that otherwise may not be made.

