



FIFA Women's World Cup 2023

TOURNAMENT COVERAGE AND ITS IMPACT
ON GENDER BALANCE IN SPORTS NEWS
MEDIA IN AOTEAROA NEW ZEALAND

DECEMBER 2023

 isentia



SPORT
NEW ZEALAND
IHI AOTEAROA



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About this study

The FIFA Women's World Cup 2023 was held in New Zealand during July and August.

This study analyses tournament coverage among New Zealand media and its impact on the gender balance of overall sports coverage during the tournament period.

It 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.

The study includes television, radio, print and online sports news coverage. It excludes match broadcast and live blogging of sports fixtures. As a result, Sky Sport is not included in this case study.

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Coverage

The FIFA Women's World Cup 2023 has had the highest impact on gender balance since the beginning of this study with coverage of women's sport accounting for 45.5% of all sport news coverage during the tournament period.

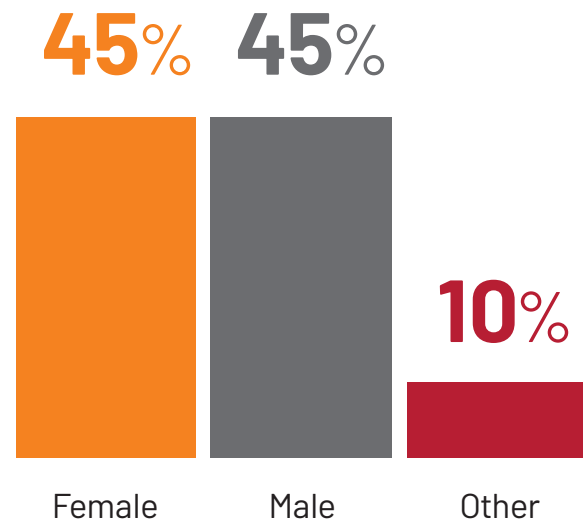


Coverage

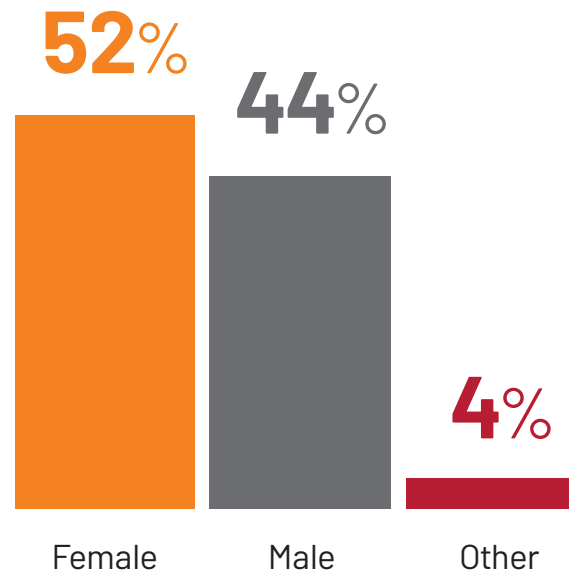
Gender balance and visibility

These graphs represent all sports news coverage during the tournament period and show gender balance split equally between women and men. The FIFA Women's World Cup 2023 has had the highest impact on gender balance since the beginning of this study with 45.5% female coverage. Balance and visibility are typically closer, so the visibility result indicates the additional volume of women reported on during the tournament.

BALANCE



VISIBILITY



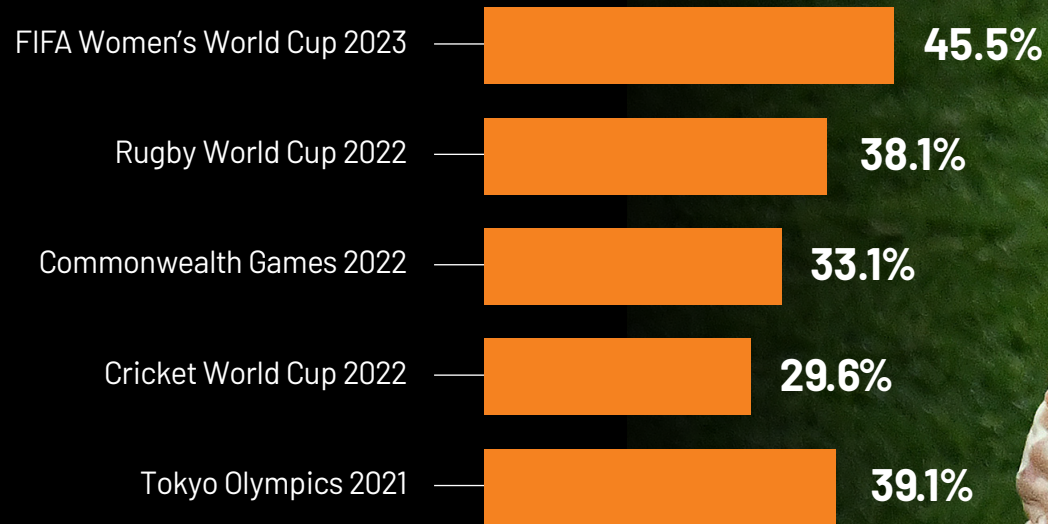
Notes: Balance refers to the amount of news coverage that is focussed on women's sport, while visibility is the amount of women seen across news coverage. This data reflects all sports news coverage, so includes the Netball World Cup which was held at the same time (in South Africa). The "other" coverage associated with FIFA is higher than normal, due to increased interest in FIFA as an organization. If the focus of the content isn't about a tournament specifically and is solely focused on the organization, it isn't given a gender.

Coverage

Gender balance during major tournaments

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

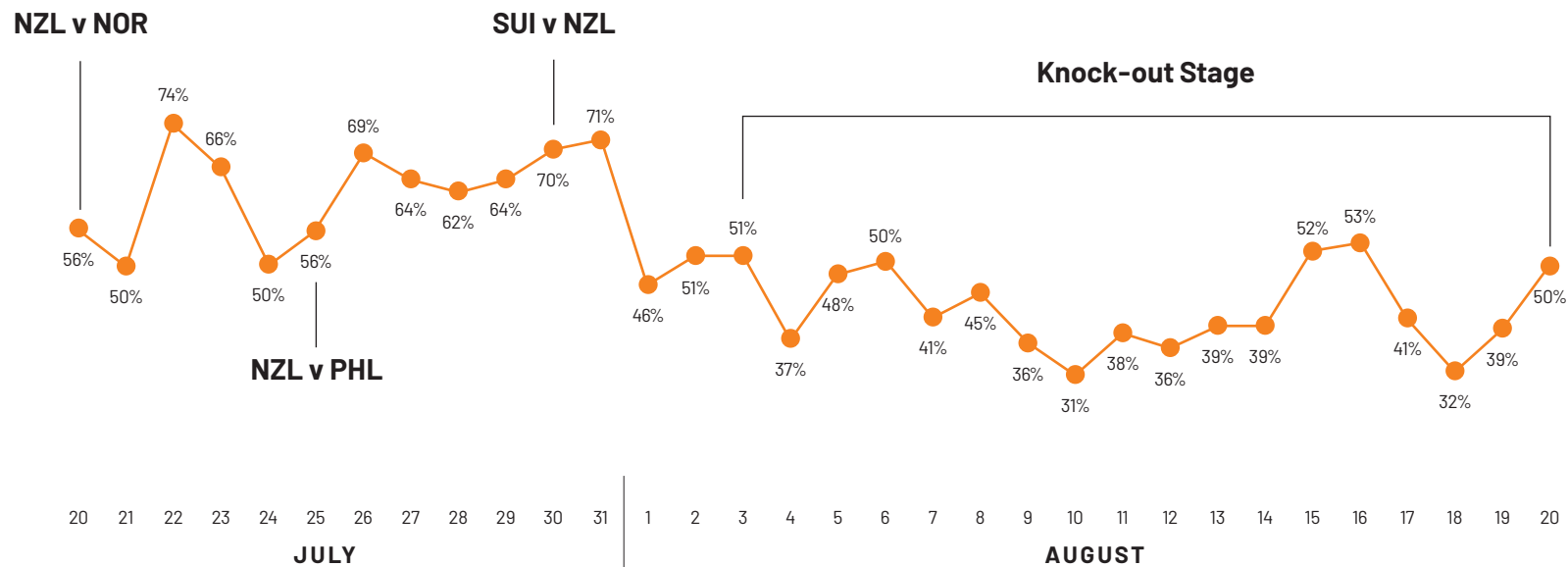
KEY EVENT COMPARISONS



Coverage

Women's Sports Coverage Daily Trend

This chart shows the daily breakdown of all female sports coverage during the tournament period. New Zealand media had some of the highest peaks in balance we have seen across the study during the group stage. Numbers remained high across the remainder of the tournament.

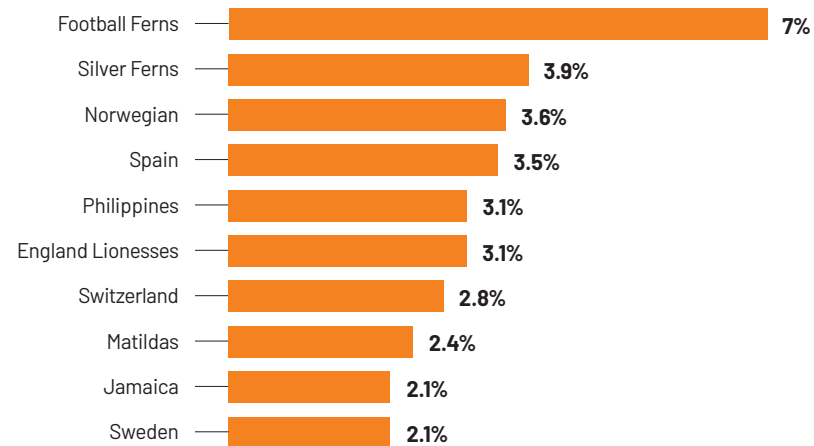


Note: this is a sampled data set - so daily numbers can only be a rough guide.

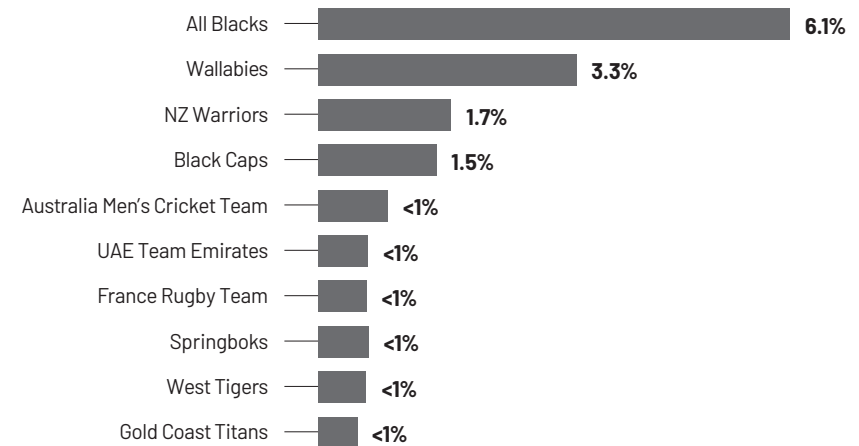
Coverage Teams

These charts show the share of voice of leading teams against the total mentions of all teams during the tournament period. The Football Ferns led the All Blacks in share of voice with 7%. The Silver Ferns were second with 3.9% reflecting their World Cup tournament which was held at the same time (in South Africa).

LEADING FEMALE TEAMS (AGAINST ALL TEAMS COVERAGE)

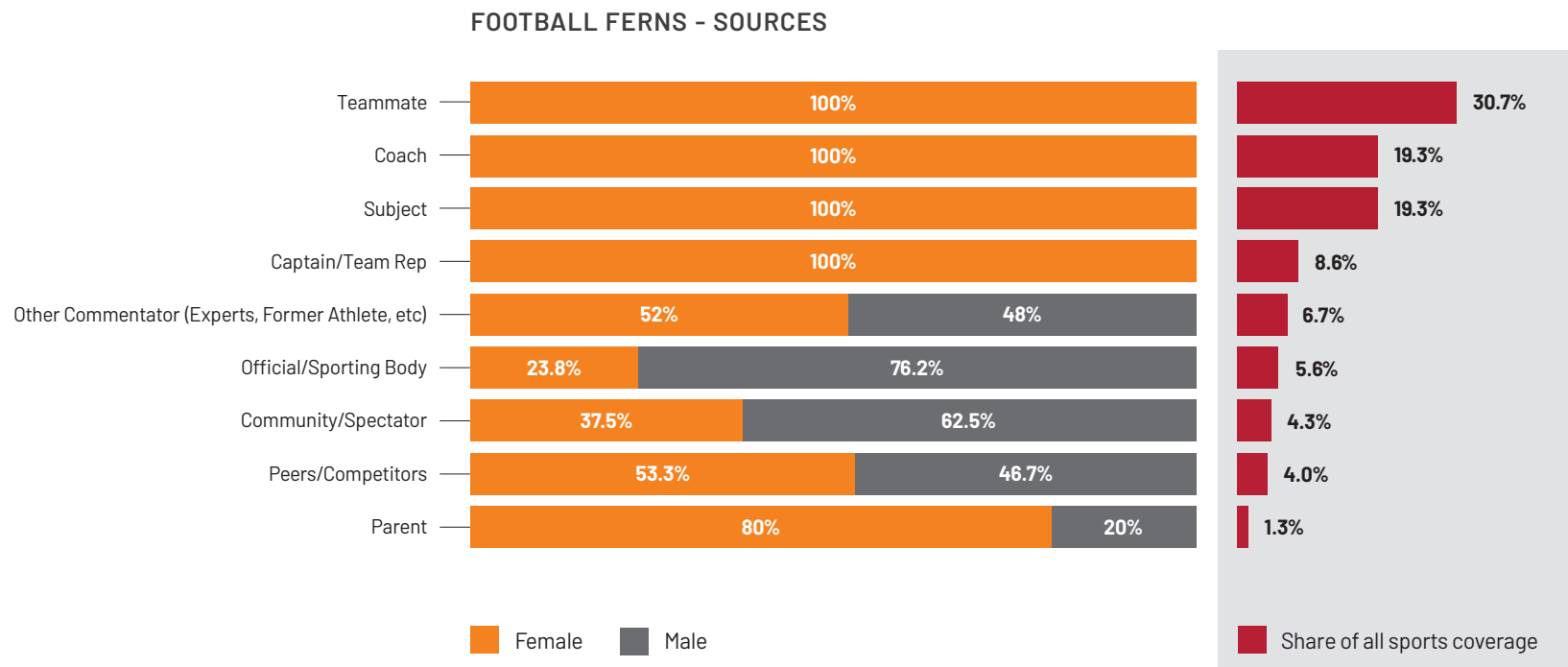


LEADING MALE TEAMS (AGAINST ALL TEAMS COVERAGE)



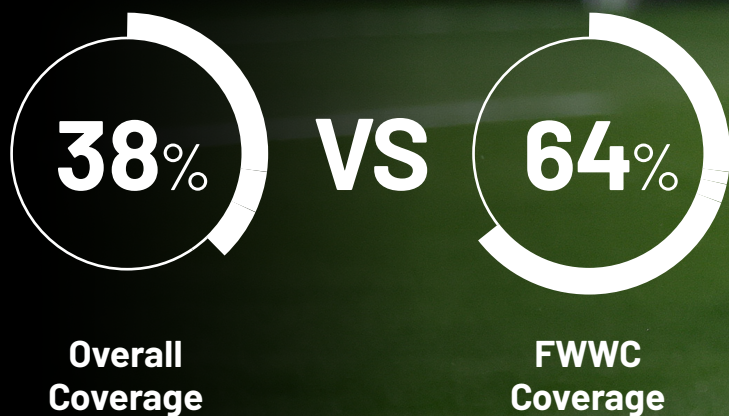
Coverage Sources

This graph shows the gender of the sources quoted across coverage of the Football Ferns. There were still areas where there were more male voices, largely with officials and spectators. Peers/competitors refers to other athletes.



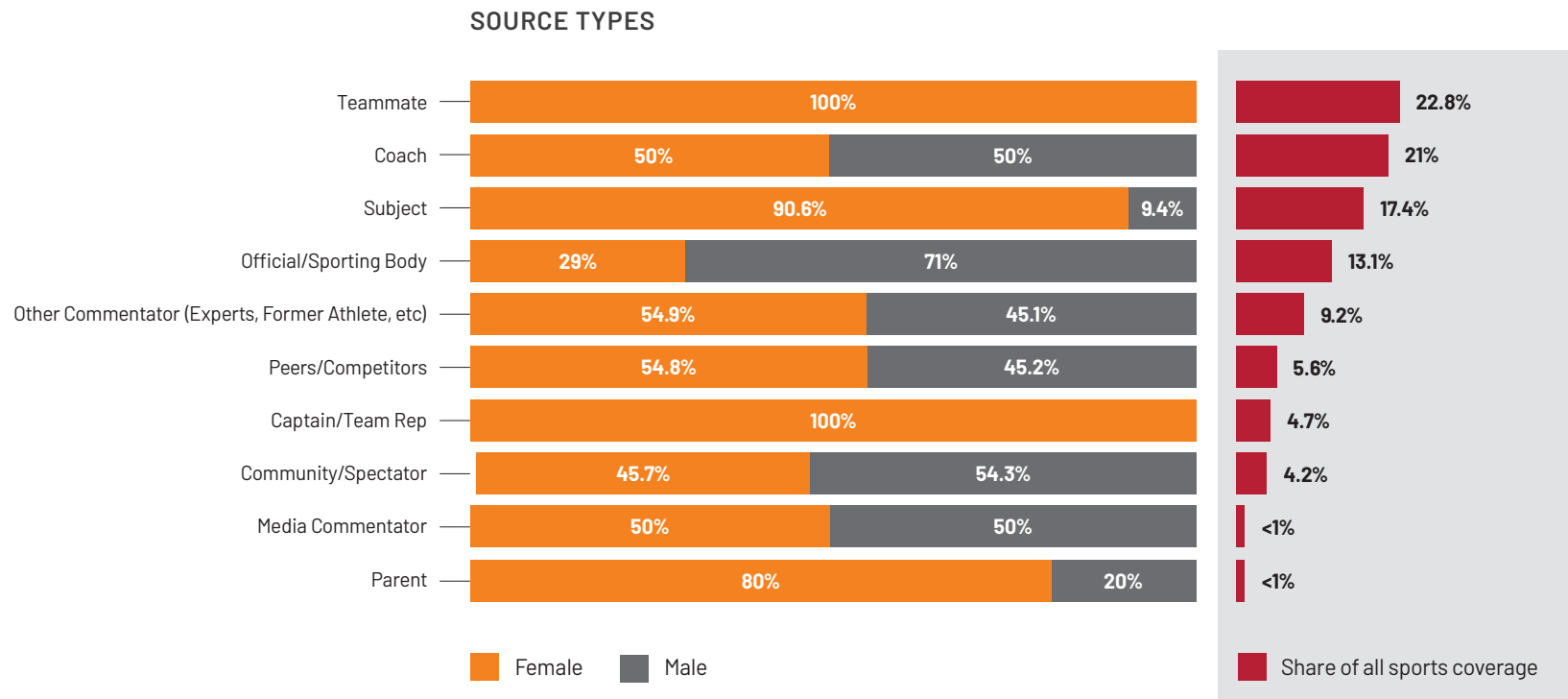
Coverage Overall Sources

FEMALE SHARE OF SOURCES



Coverage Sources

This chart shows the gender of sources quoted across all tournament coverage.

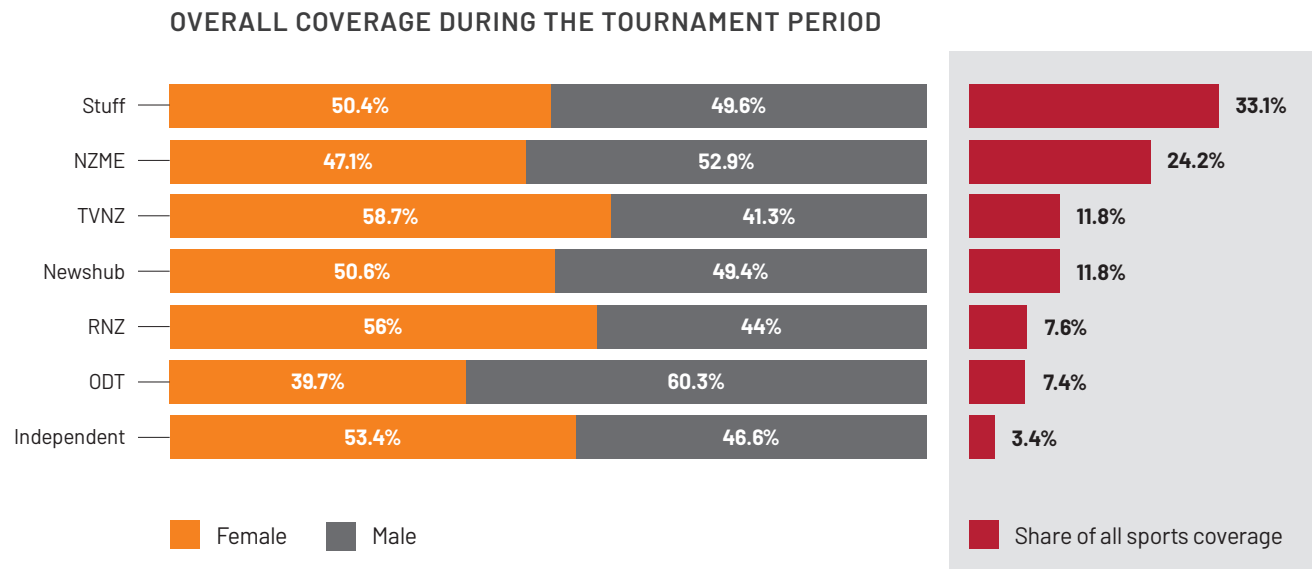


The Media

The Media

Share of Sports Coverage

This chart shows the gender balance of reporting across each major outlet during the tournament period, and their share of voice. TVNZ had the highest balance for female coverage during the tournament with 58.7%.

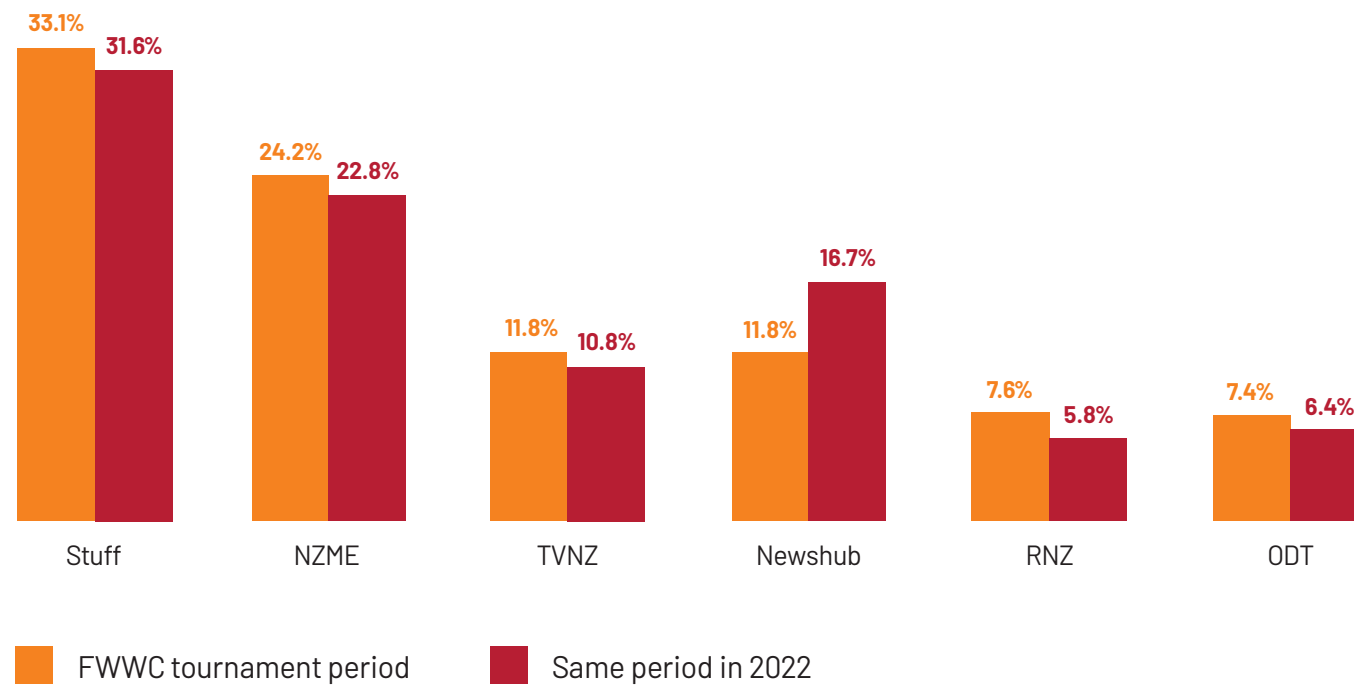


The Media

Share of Sports Coverage

This chart shows the overall coverage during the tournament period versus the previous year. Most media outlets out-performed their normal market share during the tournament period.

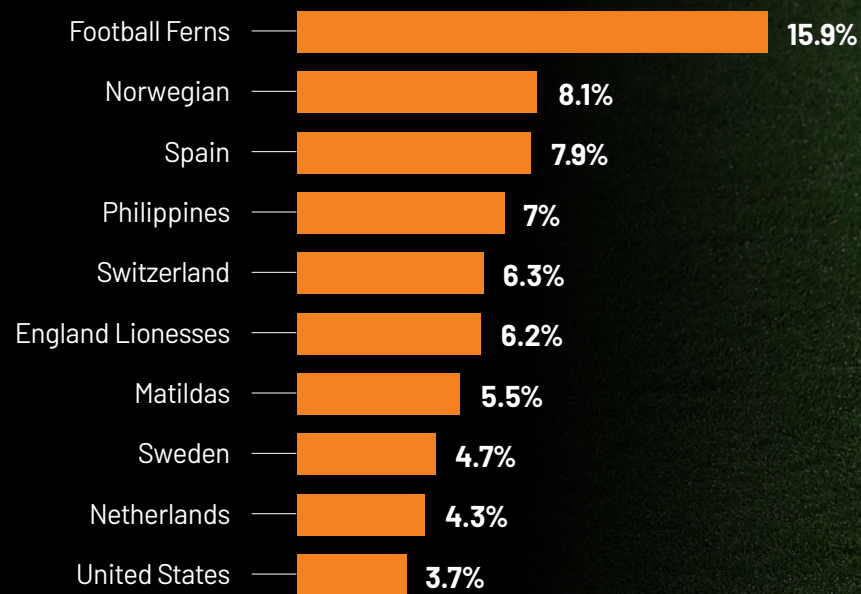
SHARE OF SPORTS COVERAGE BY MEDIA OUTLETS



The Media All Teams

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

COVERAGE OF TEAMS DURING THE TOURNAMENT

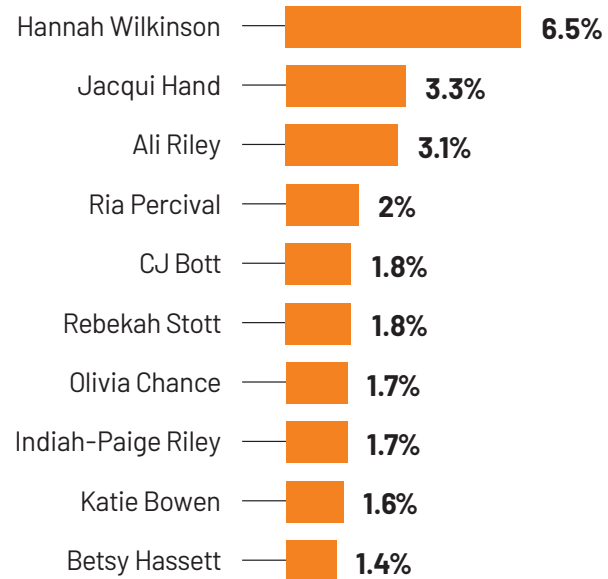


The Media

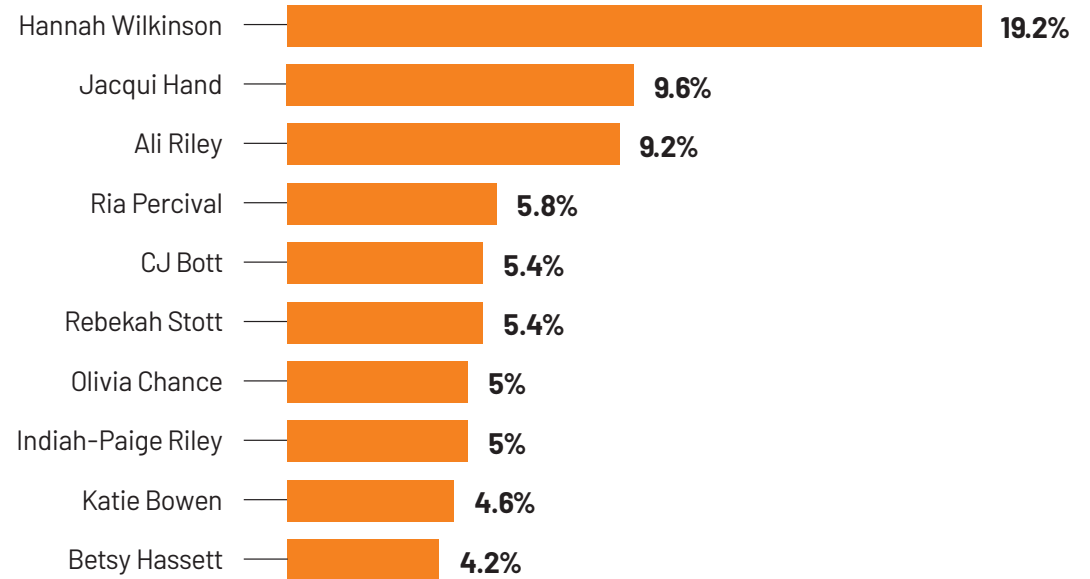
Football Ferns

These charts show the share of voice of Football Ferns players against the total mentions of all players for FIFA Women's World Cup 2023 coverage.

LEADING FOOTBALL FERNS PLAYERS QUOTED
(AGAINST ALL PLAYERS IN FWWC COVERAGE)



LEADING FOOTBALL FERNS PLAYERS QUOTED
(AGAINST ALL FOOTBALL FERNS PLAYERS IN FWWC COVERAGE)

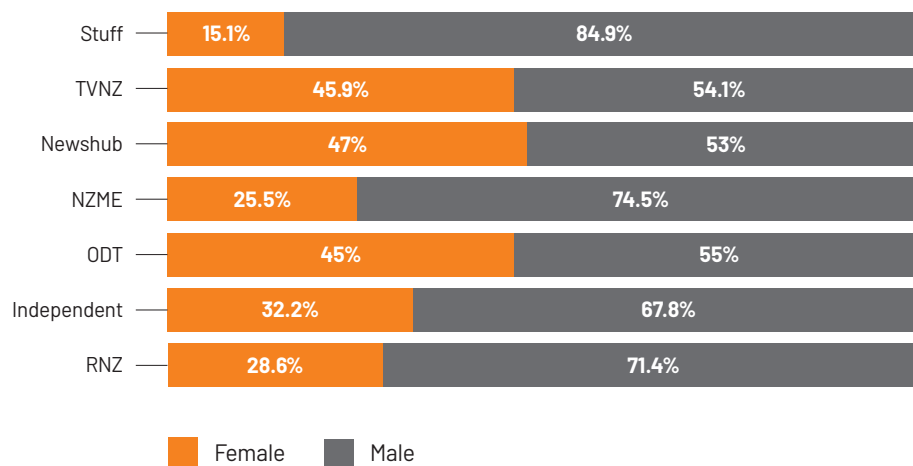


The Media

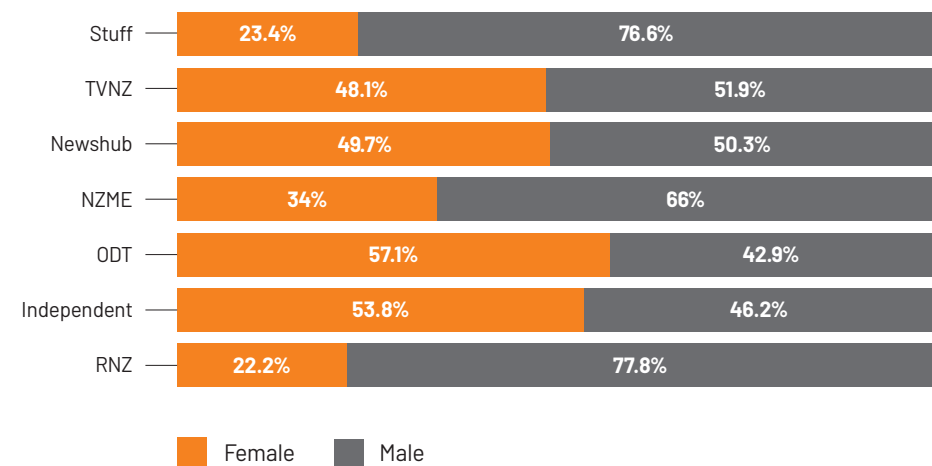
Byline Gender Balance

These charts show the gender balance of bylines in each media outlet for all sports news coverage during the tournament period and for coverage of the FIFA Women's World Cup 2023 only. All outlets had an increase in their female bylines for coverage of the tournament, apart from RNZ.

ALL SPORTS NEWS COVERAGE DURING THE TOURNAMENT PERIOD



FIFA WOMEN'S WORLD CUP COVERAGE

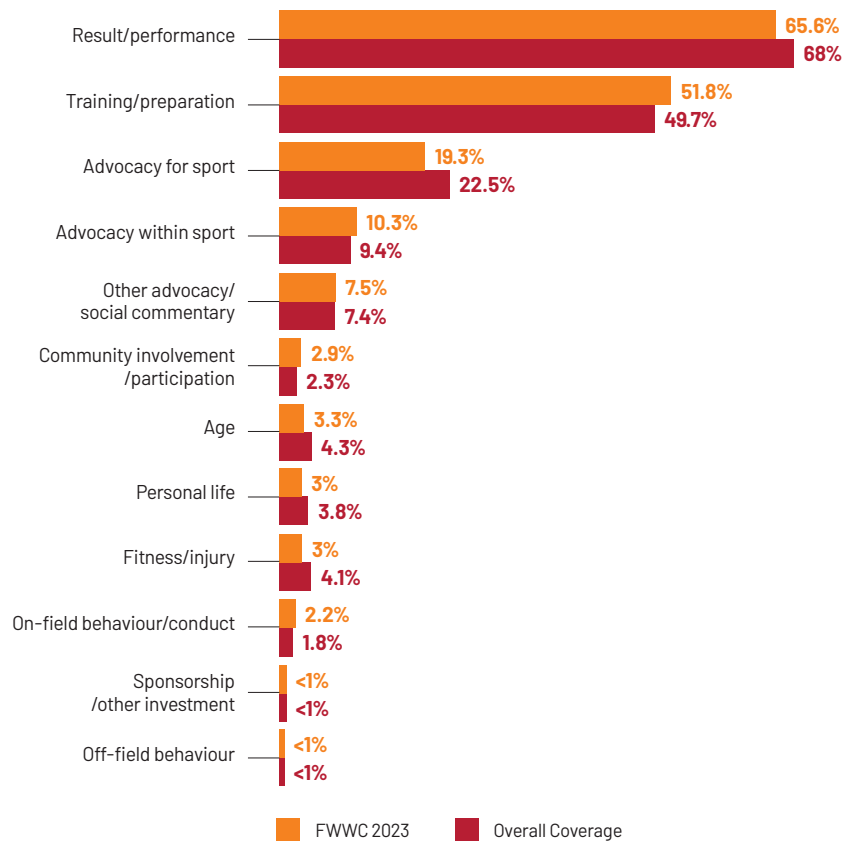


Portrayal

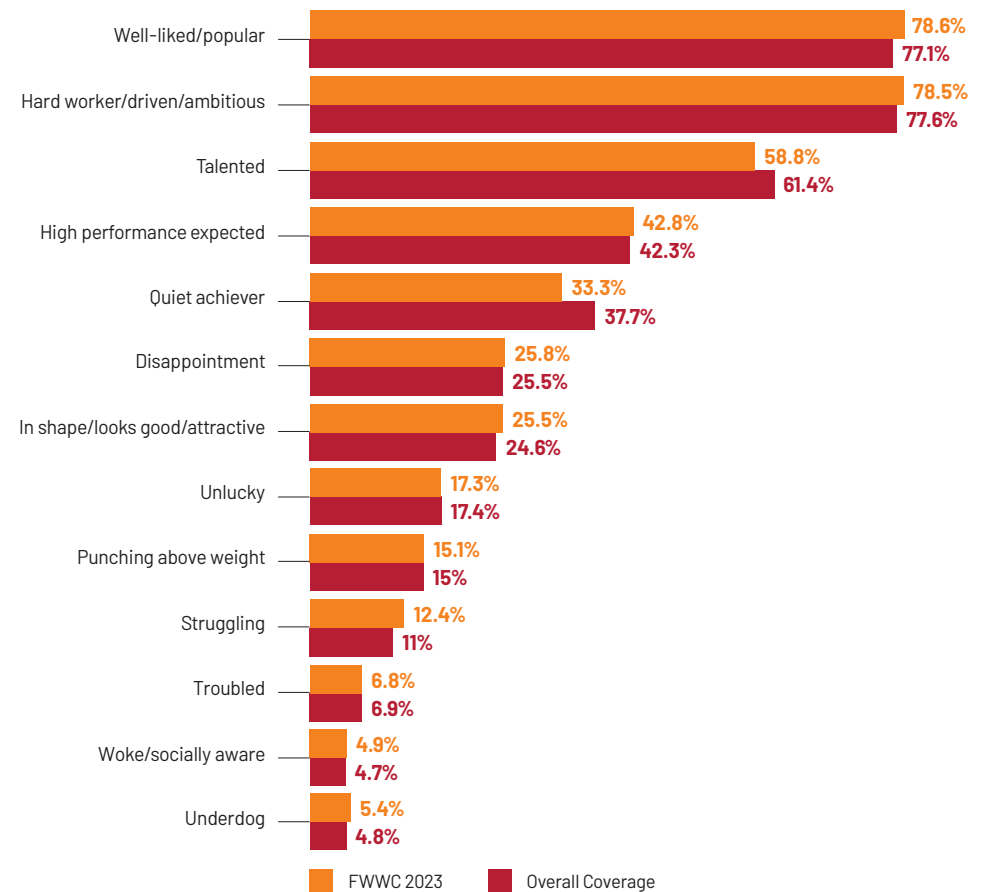
Portrayal Topics

These charts compare the most prominent topics and narratives in FIFA Women's World Cup 2023 coverage to all sports news coverage in the tournament period. Results are even across both with results/performance and training/preparation key topics, while the narratives well-liked/popular and hard working/driven/ambitious were a key feature of coverage.

TOPICS OF DISCUSSION



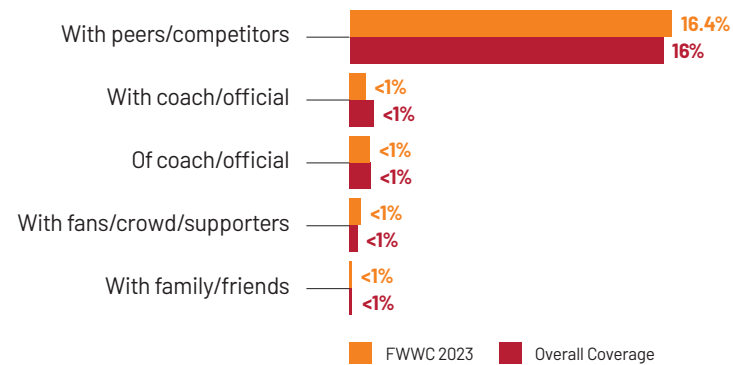
NARRATIVES



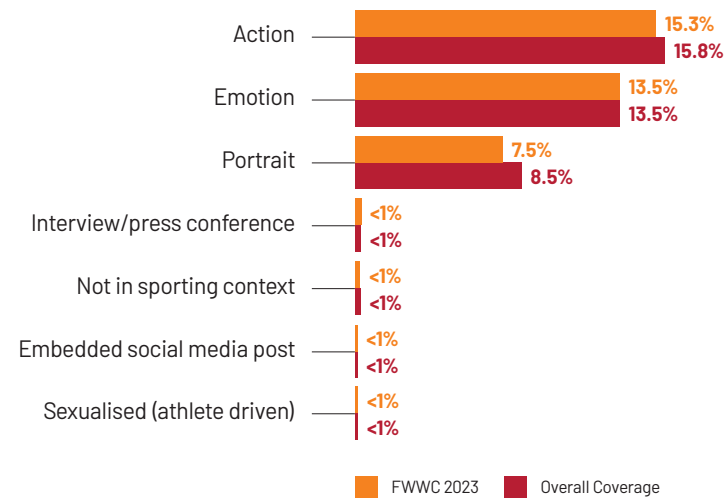
Portrayal Imagery

These charts compare the imagery used in reporting for the FIFA Women's World Cup 2023 to all sports news coverage during the tournament period. We continue to see limited problematic images of women, and tournament imagery was largely comparable with other news during the period.

IMAGE COMPOSITION



IMAGERY TYPE



IMAGERY APPEARANCE

