

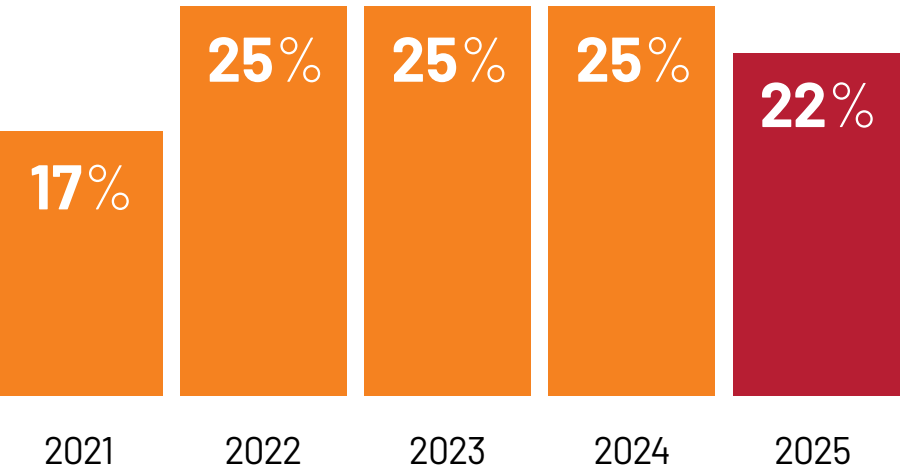
Media Coverage of Women's Sport

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 2025.



All sports news coverage - Gender balance

In the first half of 2025, women's sport accounted for 22% of all coverage – 3% lower than during the same period in the past 3 years.



Top sports - Gender balance

Rugby was the leading sport for women, accounting for 15.9% of women's media coverage, followed by tennis, cricket and netball.

