

# Mid-Year Update

Gender Balance in Sports News Coverage  
1 January to 30 June 2022



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# About this Study

This snapshot analyses New Zealand sports news coverage between 1 January and 30 June 2022.

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. This 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, Spark Sport and Sky Sport are not included in this report.

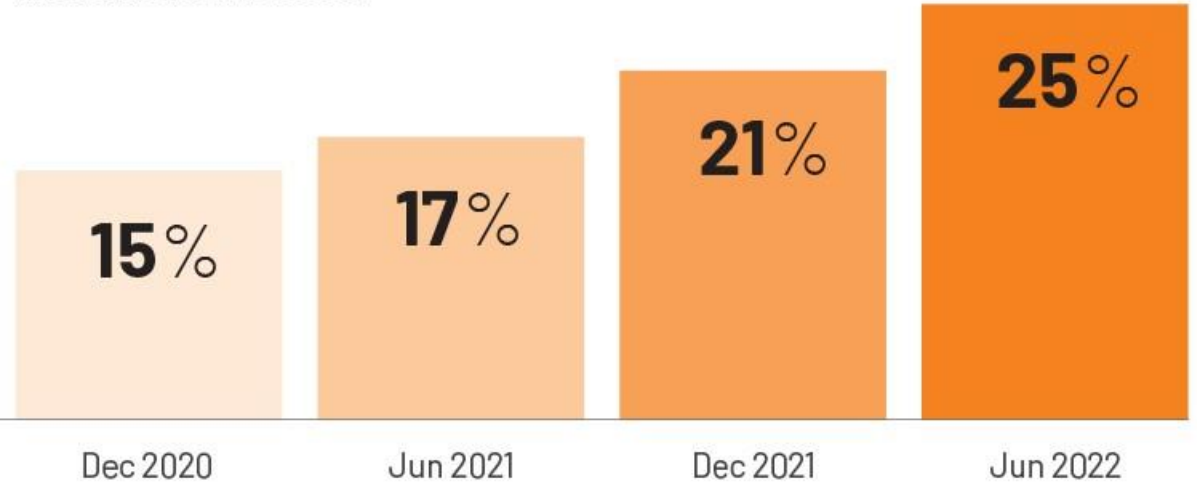


# UP AND UP

## Media Coverage of Women's Sport

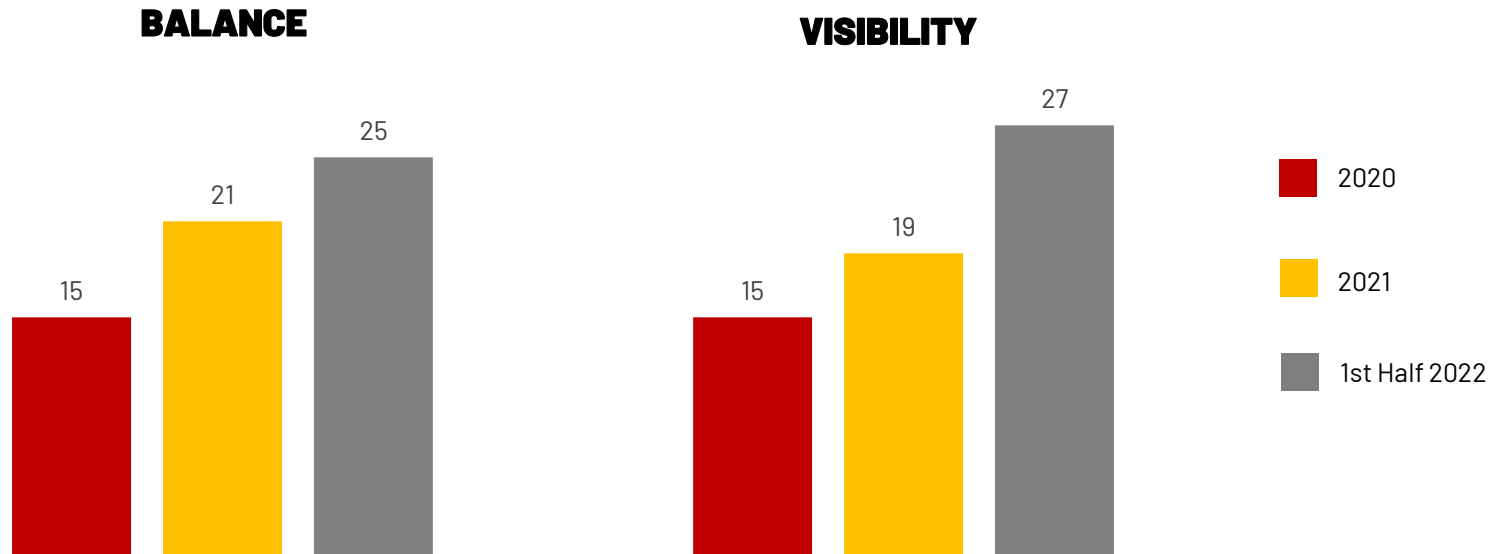
Figures show the proportion of all sports news coverage in New Zealand devoted to women's sport. This excludes match broadcasts.

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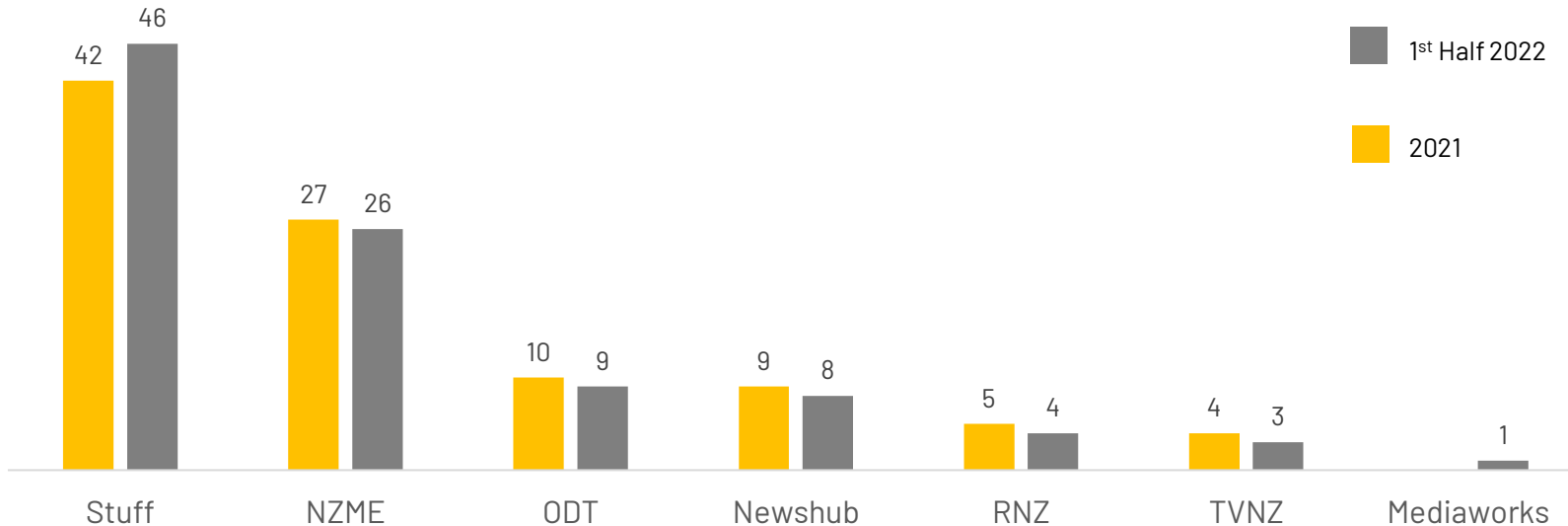
# Balance v Visibility

Balance is the proportion of women's coverage. Visibility is the proportion of females among all those featured in sports news coverage. Balance in coverage continues to rise steadily. Visibility started to lag balance in 2021, but has now rebounded to exceed the mid-year balance result.



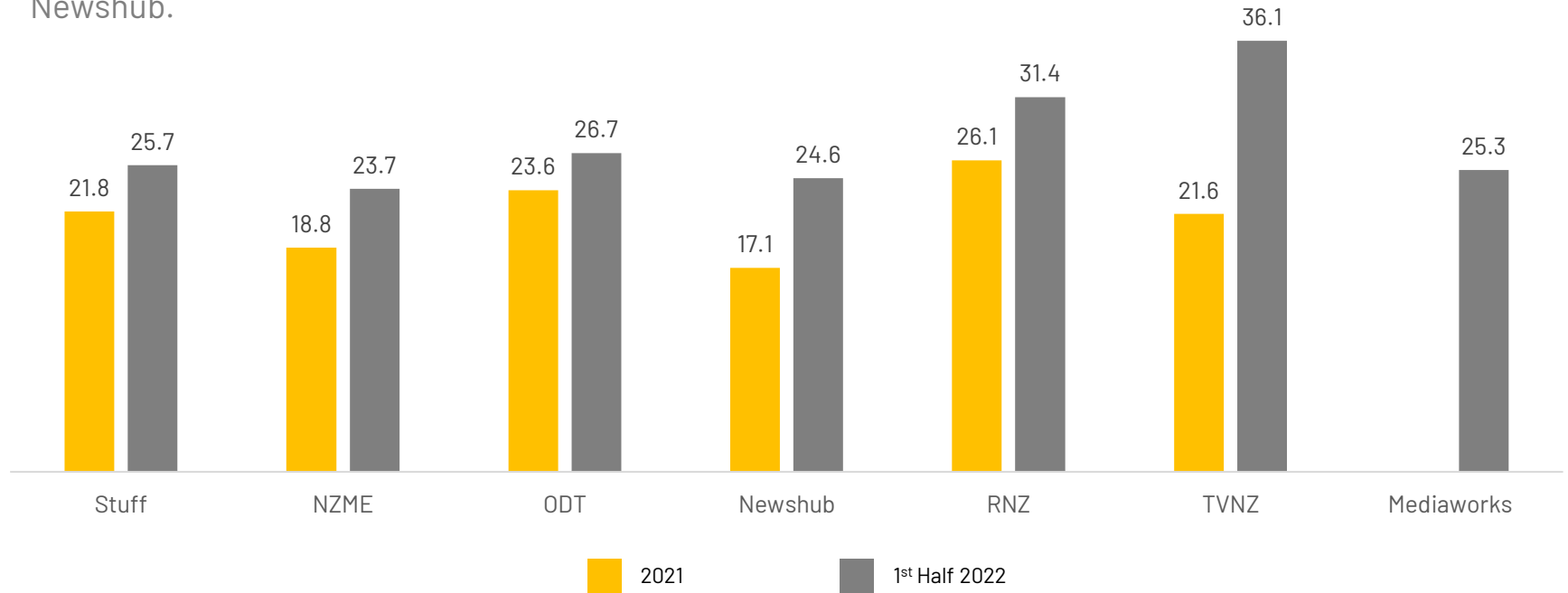
# Market Share

This chart shows each media outlet's share of sports news coverage recorded in the study. Stuff increased its share of all sports news coverage in the first half of 2022, with other key media outlets each dropping by 1%. Mediaworks is new to the report in 2022.



# Gender Balance

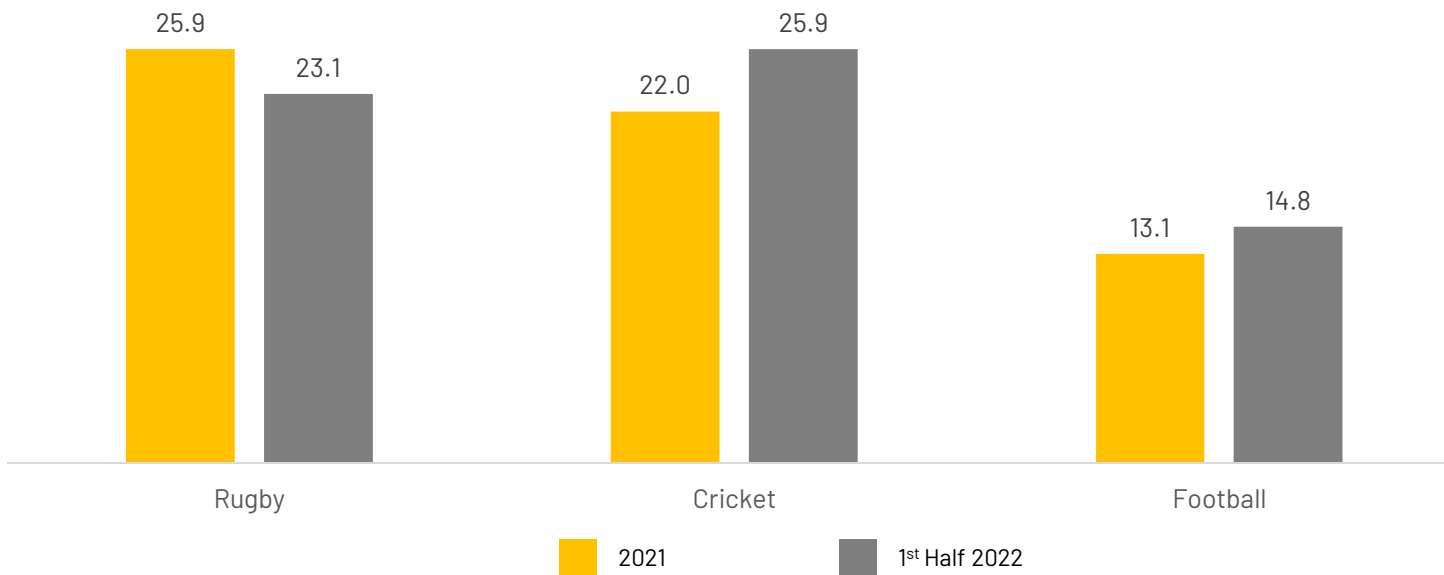
This chart shows each outlet's proportion of coverage devoted to women's sport. All media companies had a significant increase in gender balance in the first half of 2022, led by TVNZ and Newshub.



# Big Three Sports

## MARKET SHARE

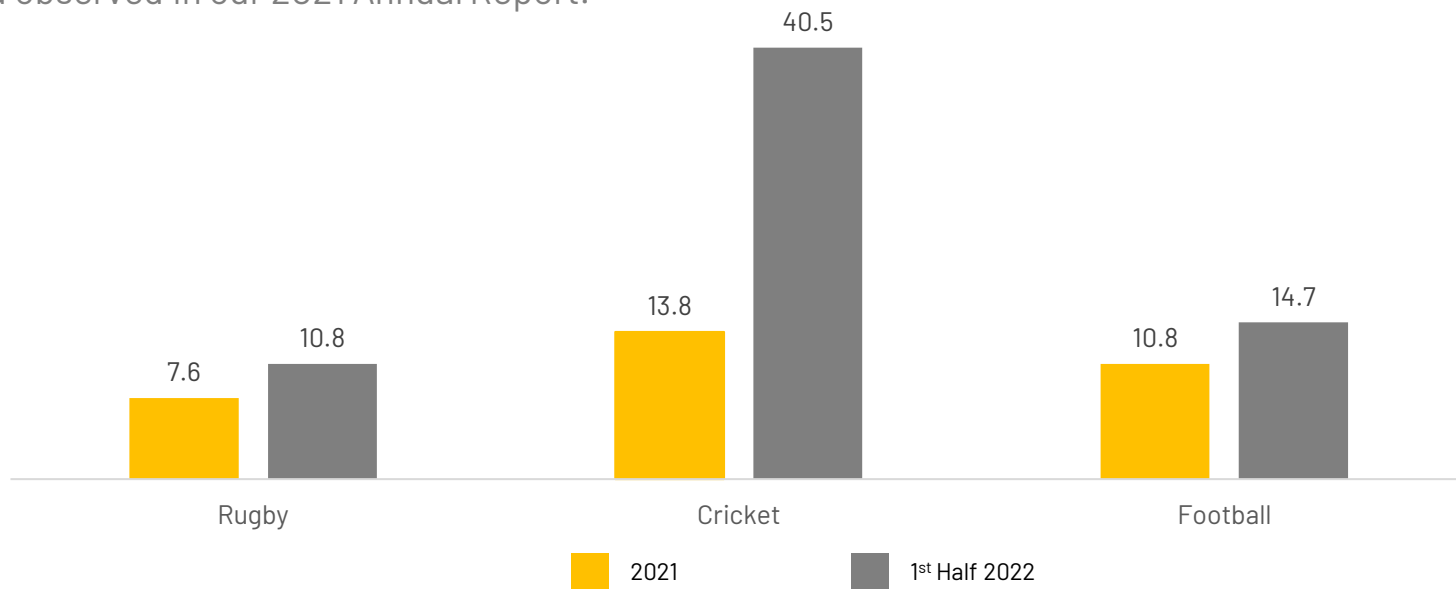
Rugby, cricket and football represented 61% of all sports news coverage across all of 2021. This climbed to 64% in the first half of 2022.



# Big Three Sports

## % WOMEN'S COVERAGE

The first half of 2022 saw a massive spike in coverage of women's cricket – driven by the Cricket World Cup – but gender balance was also up in rugby and football coverage, continuing the positive trend observed in our 2021 Annual Report.





More extensive analysis of gender balance in sports coverage can be found in our 2021 Annual Report.

This covers the period 1 January to 31 December June 2021, and includes media bylines, events, individual sports and much more.

The 2021 Annual Report report is available [here](#).





[sportnz.org.nz/mediaanalysis](https://sportnz.org.nz/mediaanalysis)



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