

# Commonwealth Games

Games Coverage and its Impact on Gender Balance in Sports News Coverage in Aotearoa New Zealand

October 2022



isentia



# About this Study

This study analyses New Zealand coverage of the Birmingham 2022 Commonwealth Games and the event's impact on the gender balance of overall sports news coverage during the games period.

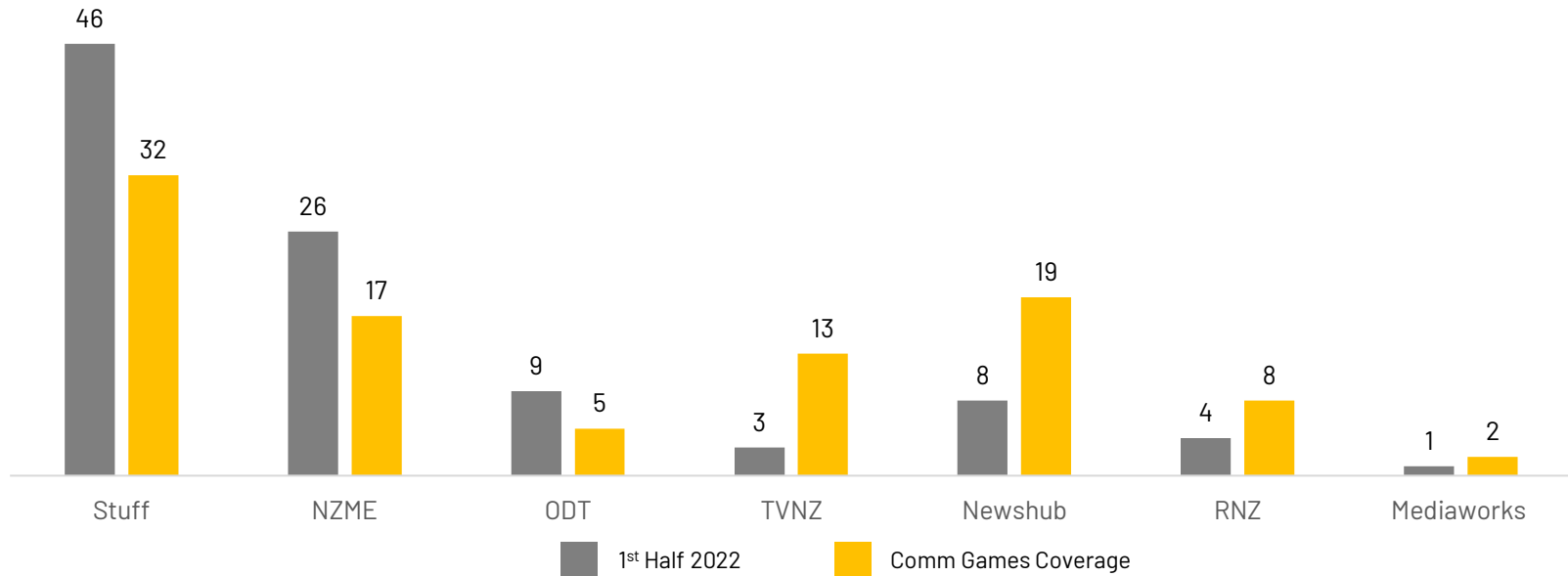
It forms part of the broader [Sport NZ - Isentia study](#), which involves analysis of around one-third of all New Zealand sports news coverage, selected randomly each day. It has been running since 2019.

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



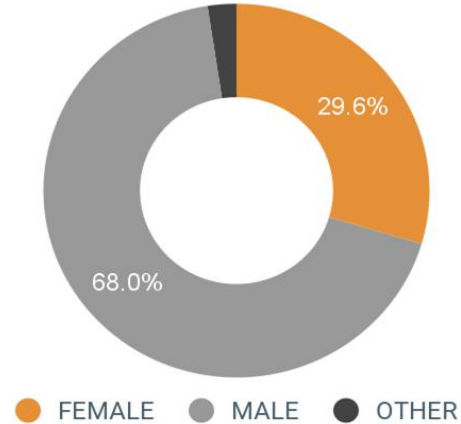
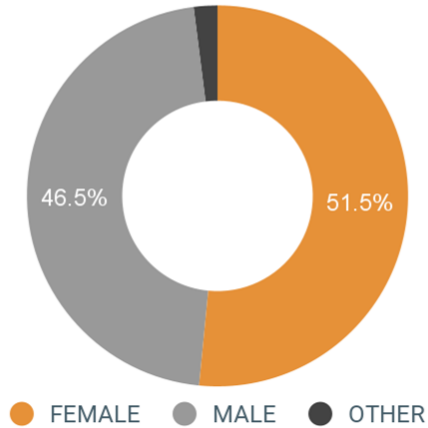
# Market Share

This chart shows each media outlet's share Commonwealth Games coverage compared to all sports news coverage in the first half of 2022. This is specific games coverage, not all coverage within the games period. The three broadcast outlets all significantly out-performed based on their normal market share.



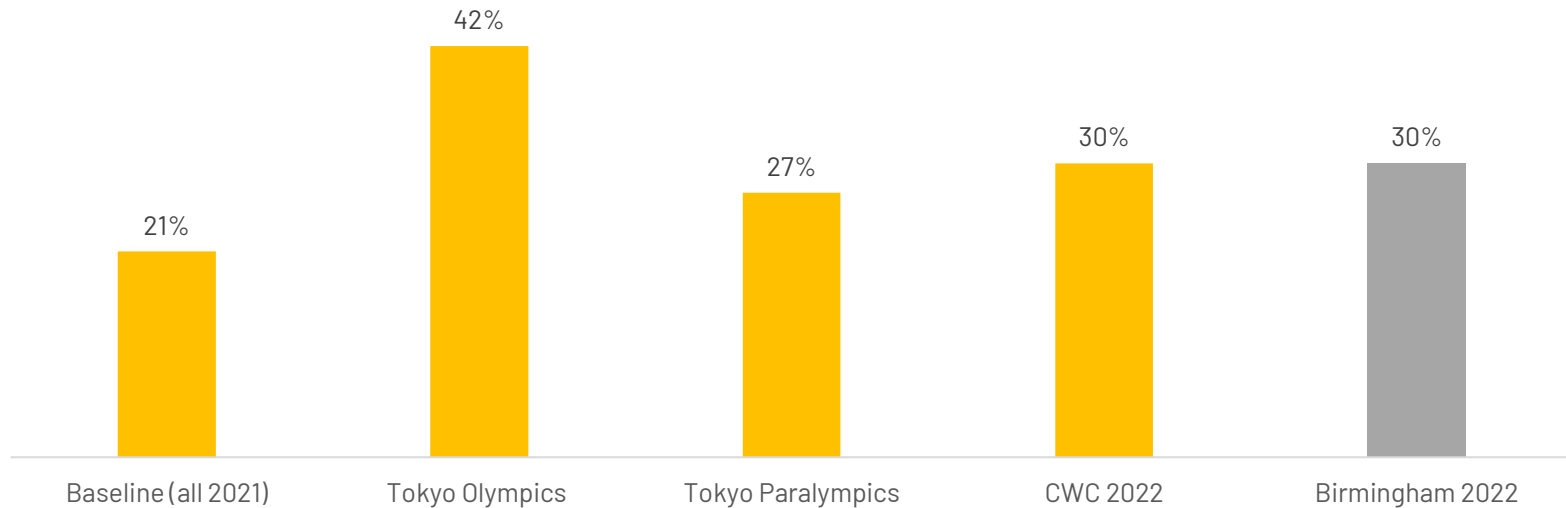
# Gender Balance

Slightly over half of Commonwealth Games coverage focused on female athletes. This helped boost the gender balance of all sports news coverage during this period to 29.6%, compared to the average of 21% across 2021.



# The Games Effect

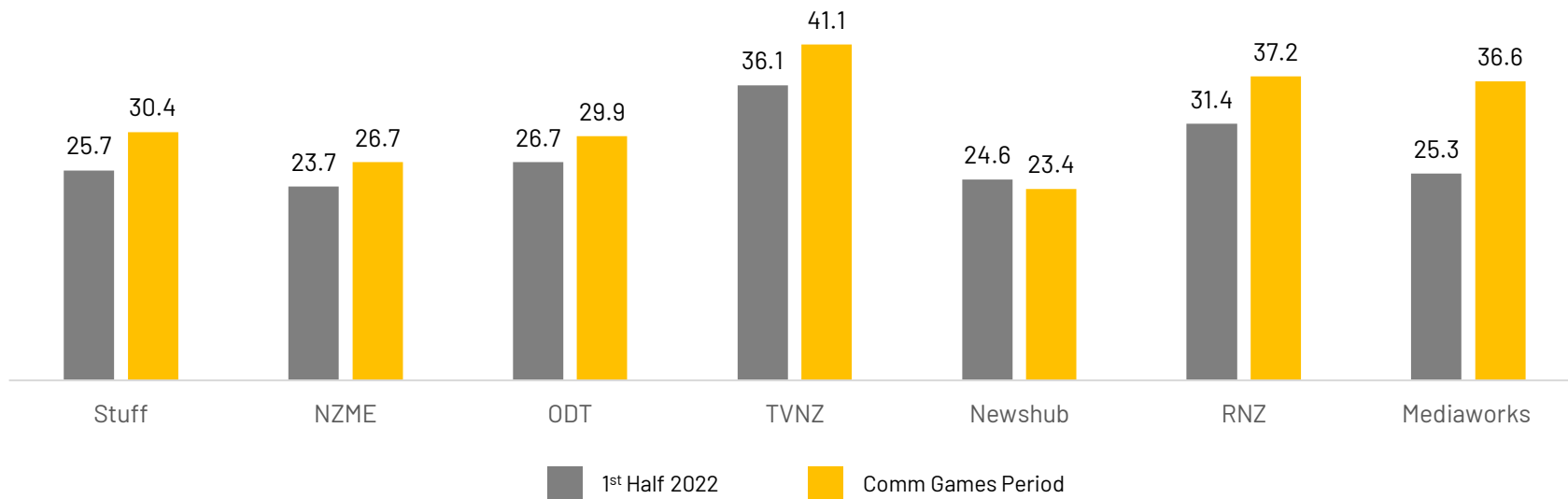
This chart shows the ability of major sporting events such as Birmingham 2022 to boost the gender balance of all sports news coverage (not just event coverage) during their event window. The Tokyo Olympics remain the stand-out during the period of this study (2019 to 2022).



# The Media

## ALL COVERAGE IN GAMES PERIOD

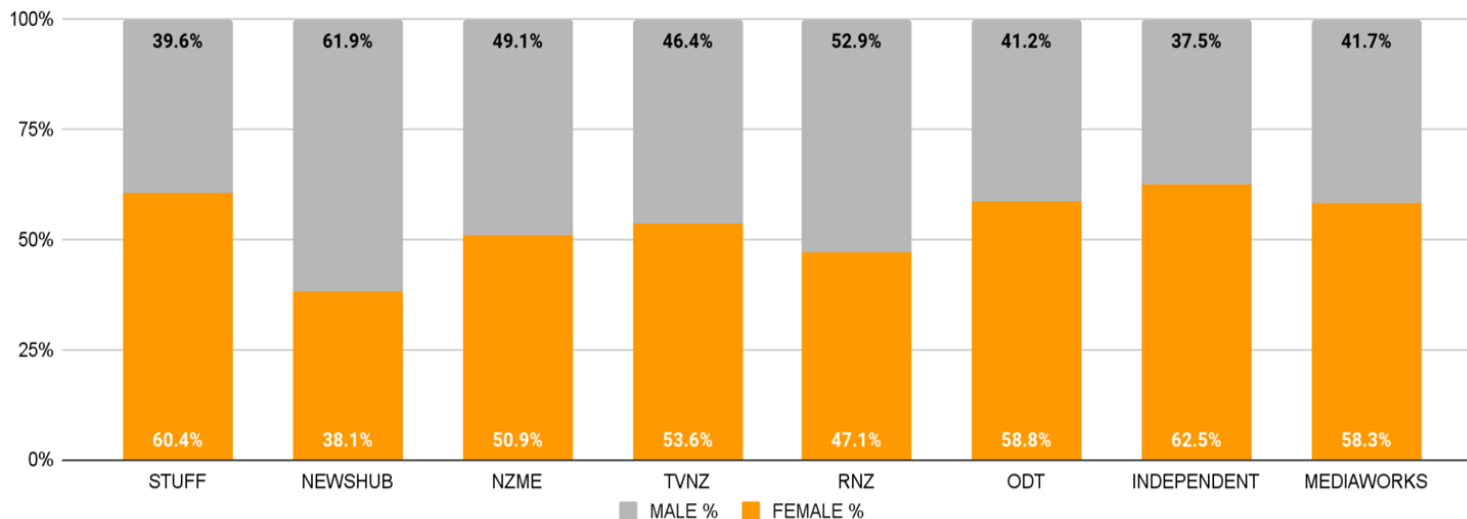
This chart shows the proportion of all sports news coverage devoted to women's sport during the Commonwealth Games period, compared to the first half of 2022. Newshub was the only outlet not to improve the proportion of women's coverage during the games period, although other increases were modest relative to other major events.



# The Media

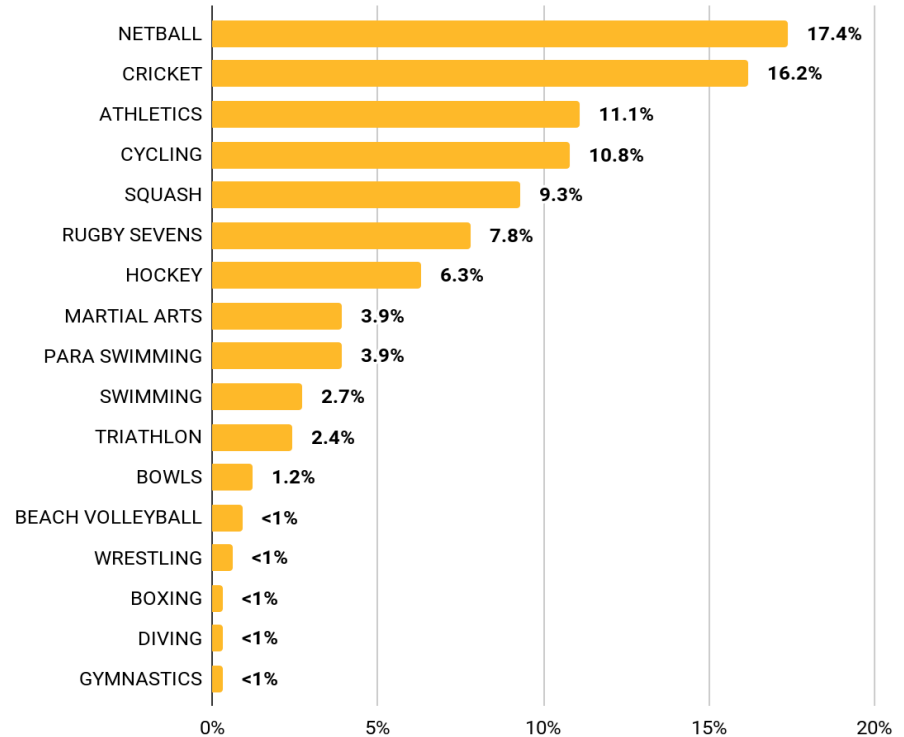
## BIRMINGHAM COVERAGE ONLY

This chart shows each outlet's gender balance of Commonwealth Games coverage only. There is significant variance in gender balance across media companies despite them covering the same event.



# Sports

This chart shows the proportion of games coverage devoted to individual sports.

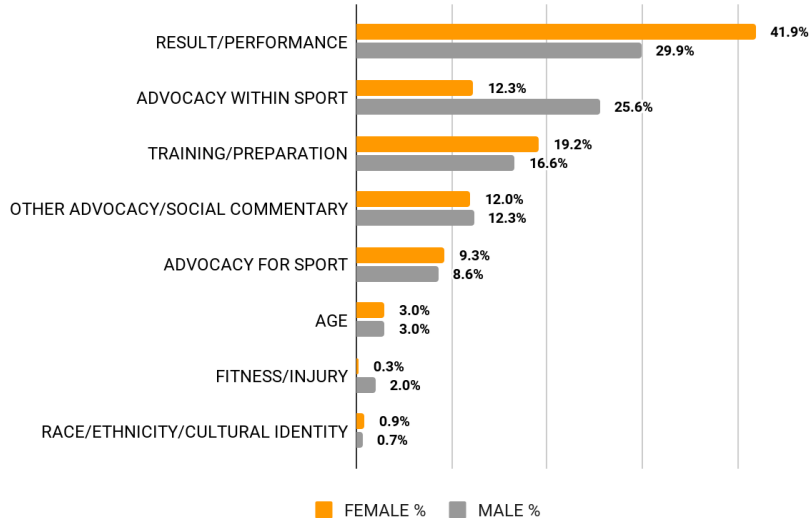




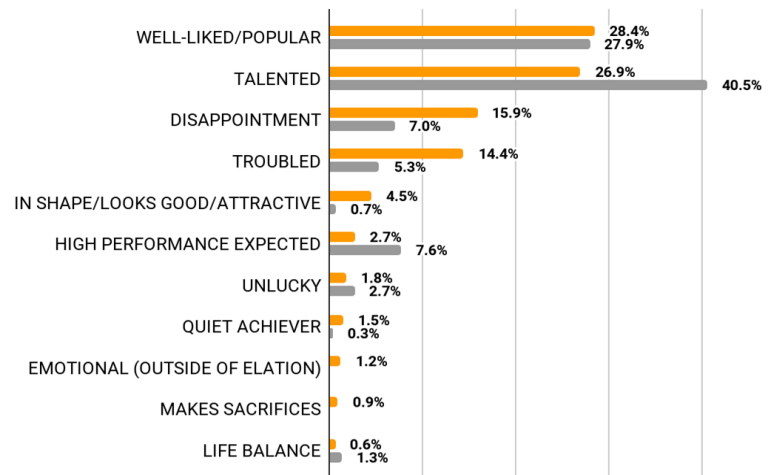
# Athlete Portrayal

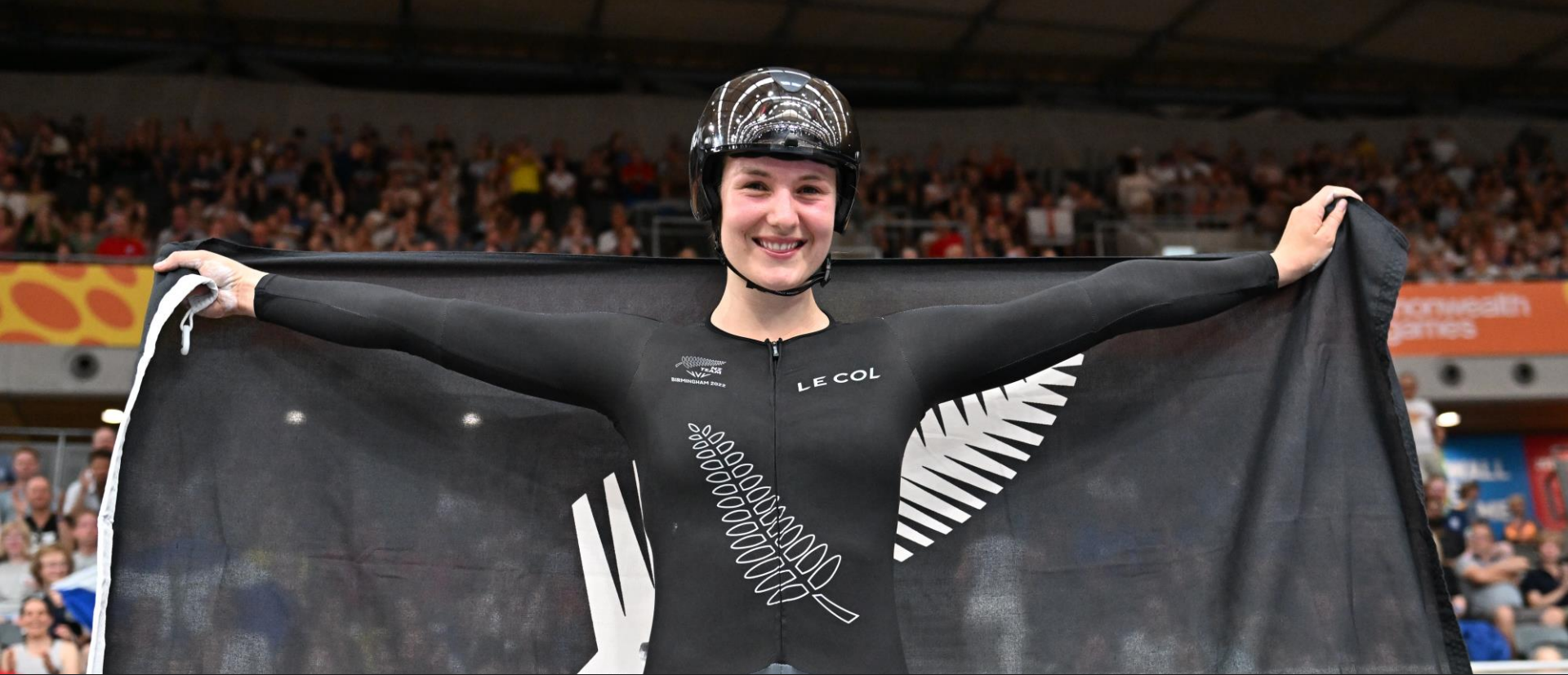
These charts explore the portrayal of male v. female athletes in Commonwealth Games coverage. Female coverage was more likely to focus on performance, while males were more likely to use the games as a platform from which to advocate. Males were also more likely to be portrayed as talented.

## TOPICS OF DISCUSSION



## THEMES





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



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