



2025 Sports Media and Gender Report

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

1 January to 31 December 2025

 isentia


SPORT
NEW ZEALAND
IHĪ AOTEAROA



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This is the sixth annual report from Sport New Zealand Ihi Aotearoa and Isentia on 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 live blogging and live broadcasts of sports fixtures. Sky Sport is not included in this report.

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About this report

The share of coverage dedicated to women's sport dropped slightly to 26% in 2025. This was a return to 2023 levels after an increase in 2024 to 27%.

Sports coverage is strongly shaped by major events, which increase coverage of both women's and men's sport. The 2024 Olympic Games had a bigger impact on women's sport, with 15% of women's coverage coming from Olympic reporting compared with 5% for men.

Without that same Olympic lift in 2025, women's share of coverage eased back. Coverage of Olympic sports like golf and athletics focused more on men, and sports such as canoe sprint and para-athletics received less attention.

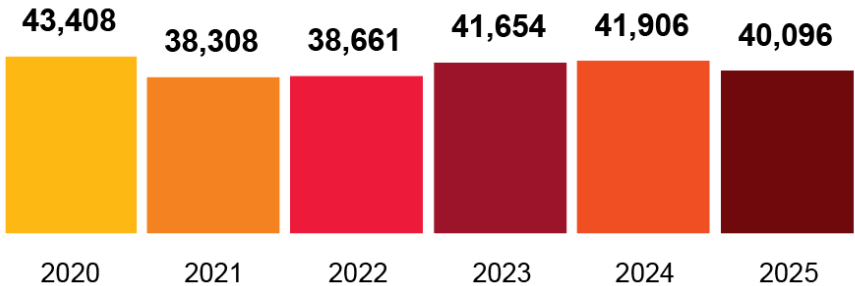
Coverage in 2025 suggests that differences were shaped not only by the structure of the sporting calendar but also by the consistency of media attention across women's and men's sport. Coverage of women's sport tended to spike around major tournaments, national campaigns, standout performances and high-profile moments, rather than being sustained through regular reporting.

These results suggest that more routine coverage outside major tournament periods is important in building a stronger year-round presence for women's sport.

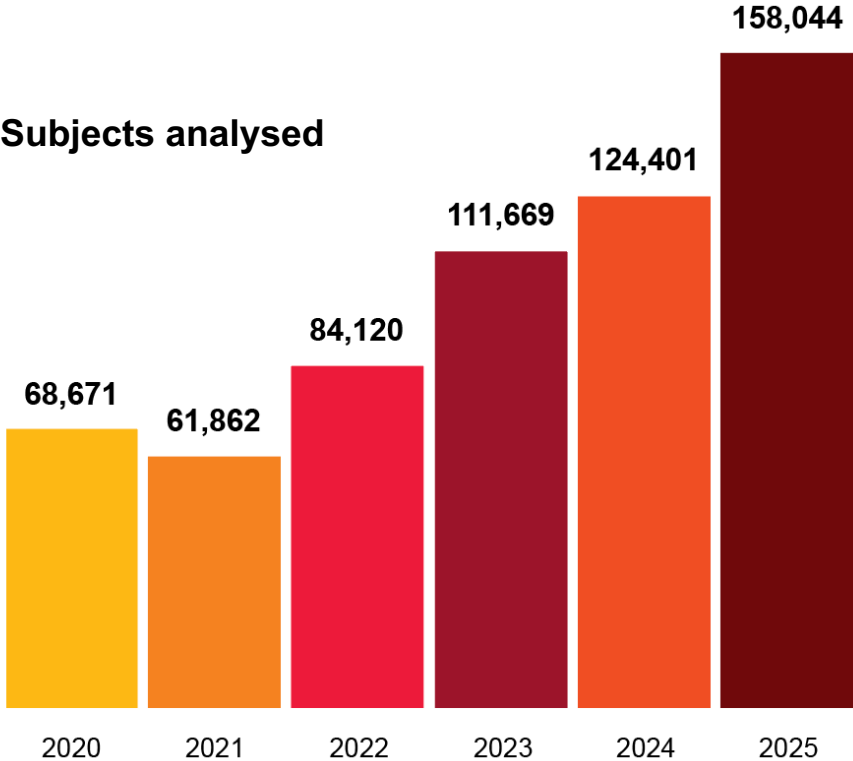


Size of sample

Stories analysed

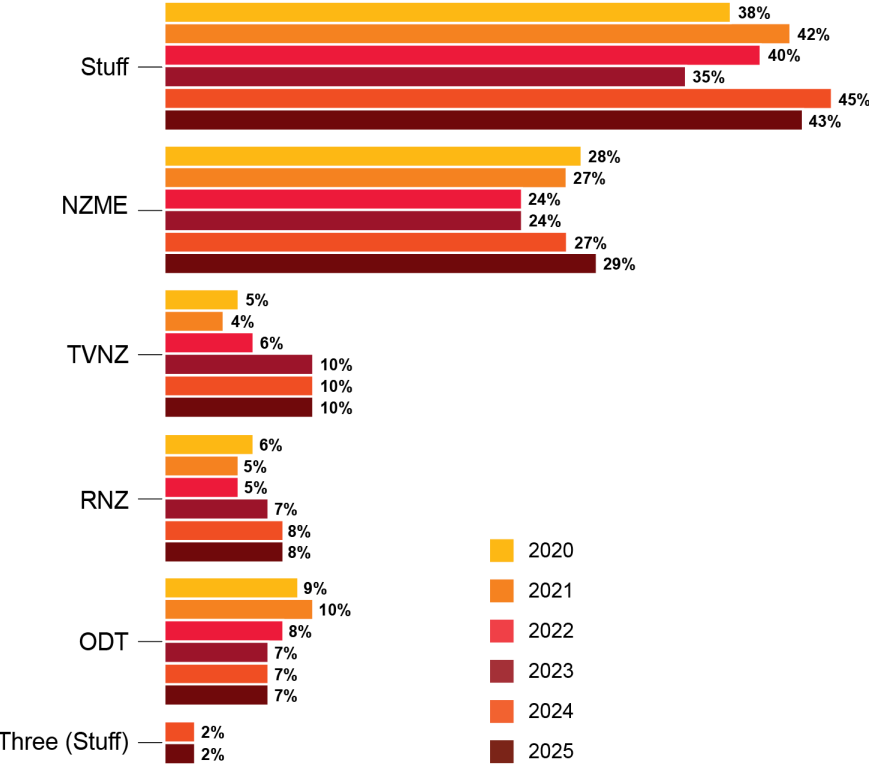


Subjects analysed



The Dataset

Size of sample



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

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

The 2024 figure for Three (Stuff) accounts for the 6 months it was on air in 2024.

In addition to the active media organisations displayed, the remaining balance of coverage in each year is attributed to Newshub, which closed in July 2024, as well as independent media outlets.

NZME = New Zealand Media and Entertainment
TVNZ = Television New Zealand
RNZ = Radio New Zealand
ODT = Otago Daily Times

Coverage

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

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

Coverage

Gender balance

Women’s share of coverage dropped back to 26% in 2025.

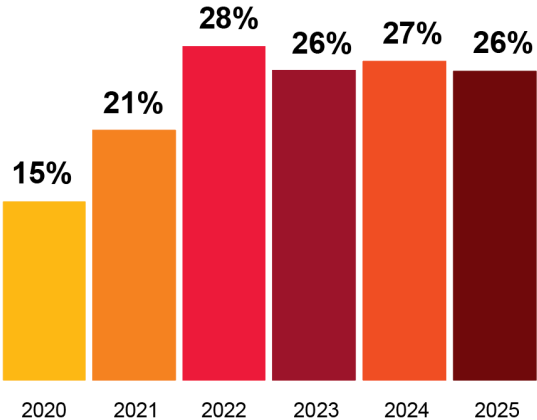
The lift in 2024 to 27% reflected a strong media focus on standout performances from female athletes at the Paris Olympics. While several major women’s sporting events took place in 2025, they did not produce the same level of coverage as the Paris Olympics.

Women’s visibility increased to 26%. In comparison, men’s visibility was down 3 percentage points to 72%. This shows that although women’s share of coverage fell slightly, a greater number of women were featured in sports news. This was influenced by coverage of tournaments such as the Women’s Rugby World Cup, NRLW Premiership and the Rugby League Pacific Championships.

Note: A small share of coverage (4%) focused on mixed-gender sports, gender-diverse athletes, or stories involving sporting bodies where gender was not a specific focus.

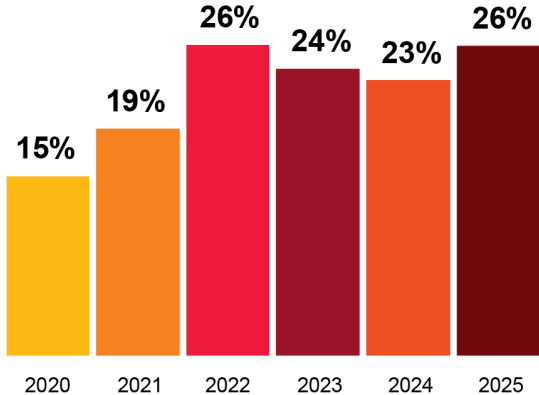
Balance

Gender balance of all sports coverage



Visibility

Female visibility in all sports coverage

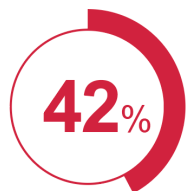


Coverage

The impact of major sporting events

Coverage of women's sport increases during major sporting events. The figures below show the share of sports news coverage that focused on women's sport during the key events of 2025 and the previous editions of those tournaments.

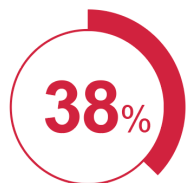
Without these 2 key events, the female gender balance for 2025 would be 23% rather than 26%.



**2025 Women's
Rugby World Cup
England**



**2025 ICC Women's
Cricket World Cup
India and Sri Lanka**



**2022 Women's
Rugby World Cup
Aotearoa**



**2022 ICC Women's
Cricket World Cup
Aotearoa**

These figures represent the proportion of all women's sport within sports news coverage during each tournament period.



Coverage

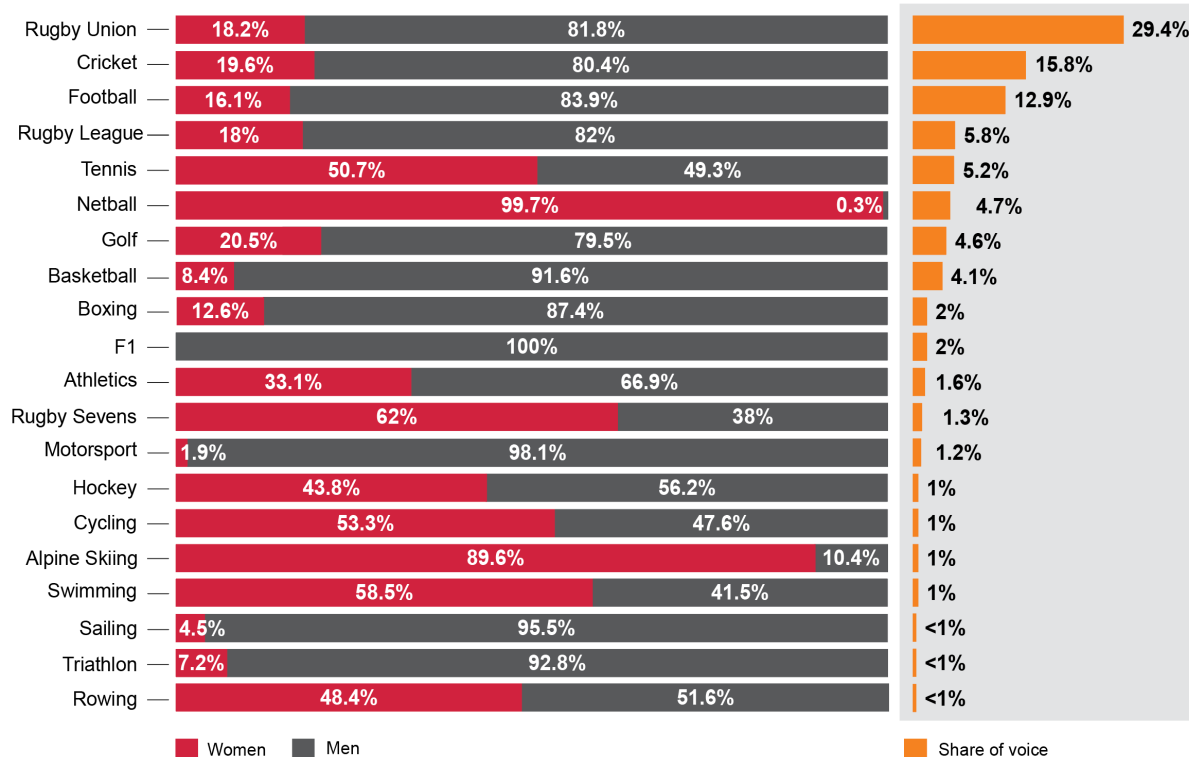
Gender balance by sport

This chart shows 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.

Growth in women's sports coverage was mainly in rugby codes. The share of women's coverage in rugby league rose from 8.0% in 2024 to 18.0% in 2025, while rugby union rose from 13.4% in 2024 to 18.2% in 2025.

Although rugby union and rugby league remain heavily male-skewed, major tournaments played a key role in lifting women's share across both codes year-on-year.

Gains in women's coverage for other sports were more limited and driven by specific narratives. Alpine skiing entered the top 20 for the first time following Alice Robinson's World Cup success, while netball's share of coverage increased due to the coaching controversy.

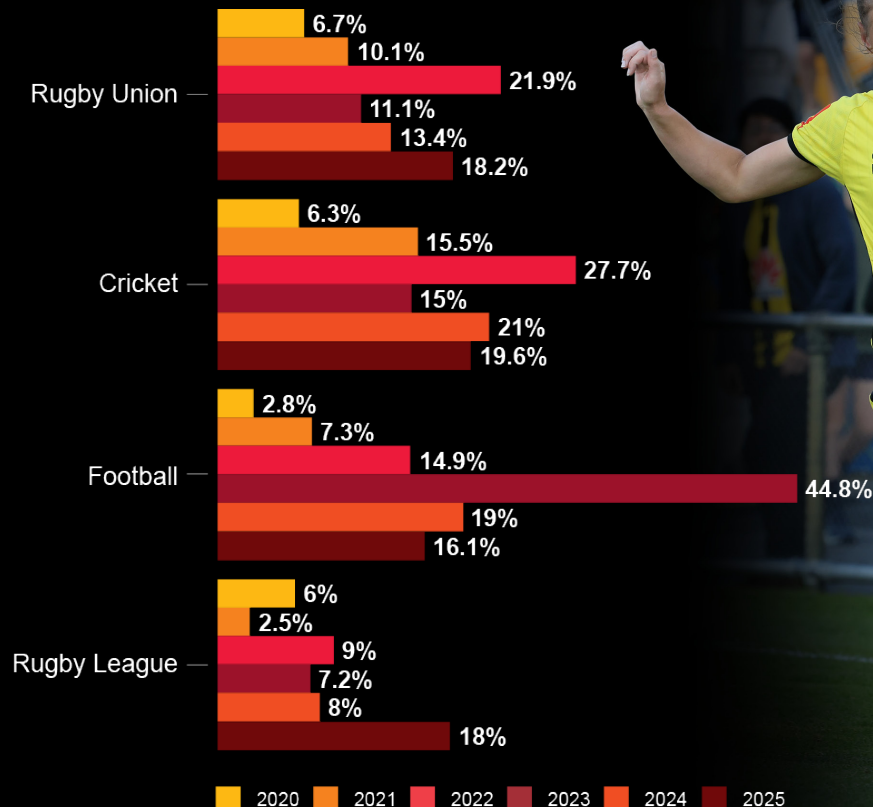


Top 4 sports – women’s coverage by year

Women’s share of rugby union coverage increased to 18.2%, largely driven by the Women’s World Cup. This is the second-highest level to date since 2022, which was also a World Cup year.

Rugby league recorded one of the largest increases in women’s share, driven by a sharp rise in reporting on the NRLW Premiership, which moved from the 22nd most-covered event in women’s coverage in 2024 to seventh in 2025.

Women’s football coverage continued to decline in the absence of a major global tournament. Progress was partly limited by structural factors, with men’s competitions involving longer seasons and more fixtures than women’s equivalents. This shows the scope to increase visibility across emerging players and to develop women’s competitions outside peak tournament windows.



Coverage

Top sports for women's coverage

Sport	% of women's sports coverage in 2024	Change	% of women's sports coverage in 2025
Rugby Union	13%	▲	21%
Netball	15%	▲	18%
Cricket	12%	—	12%
Tennis	10%	—	10%
Football	9%	▼	8%
Rugby League	2%	▲	4%

This section shows which sports received the most coverage within women's sport, and how that changed from 2024.

Cricket held steady at 12%, despite the Women's Cricket World Cup. During the tournament period, coverage skewed toward men's cricket (62%, compared with 38% for women), driven in part by overlapping T20 internationals and ODI Series hosted in New Zealand.

Netball's share increased by 3%, though this was largely driven by the controversy involving Dame Noeline Taurua, who was the most mentioned individual across the year, appearing in 2% of all analysed coverage. This suggests a short-term visibility spike rather than sustained progress in coverage of women's netball.

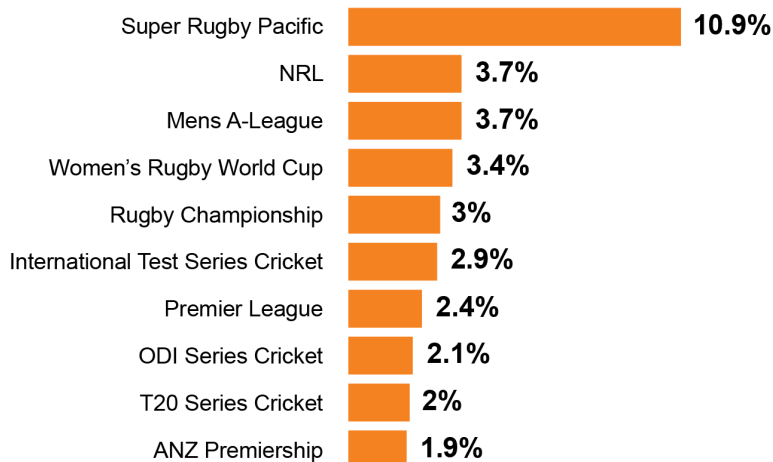


Top events or tournaments

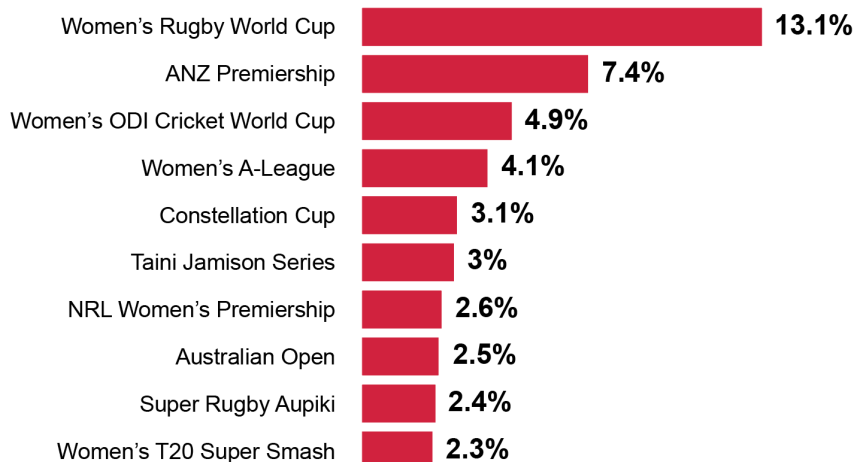
These charts show the leading events across all coverage analysed, and the leading events across all women's sports coverage analysed. Two women's tournaments were in the top 10 overall – the Women's Rugby World Cup in 4th, and the ANZ Premiership in 10th.

In contrast to women's coverage, which was largely game-driven, Super Rugby coverage was broadly consistent across the week, with only mild increases on Thursdays and Fridays ahead of key matches. This consistency reflects a broader baseline of continuous reporting that sustains men's coverage beyond major events.

Leading events or tournaments – overall event share of voice



Leading events or tournaments – female share of voice



Coverage

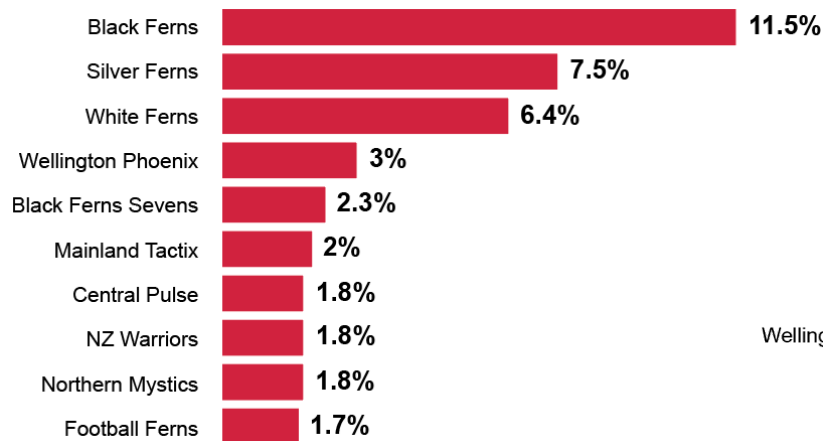
Top teams

These charts show the leading New Zealand teams in coverage analysed for men and women.

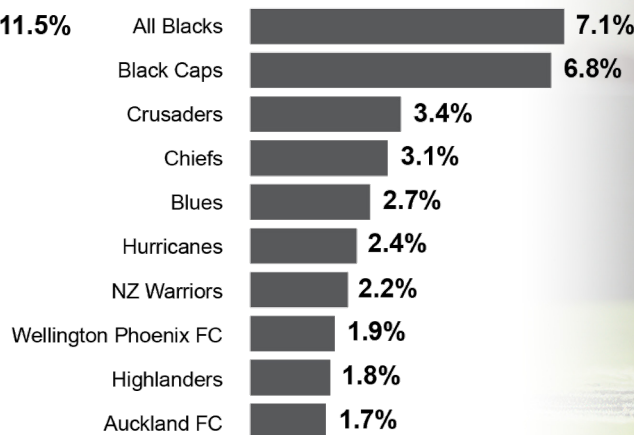
Women's coverage continued to be more concentrated around national representative teams. This suggests a higher threshold for women's teams to gain visibility, with coverage typically driven by major tournaments, standout performances or high-profile controversies. In contrast, men's domestic rugby teams benefited from more consistent, day-to-day reporting.

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

Leading NZ teams – Women



Leading NZ teams – Men



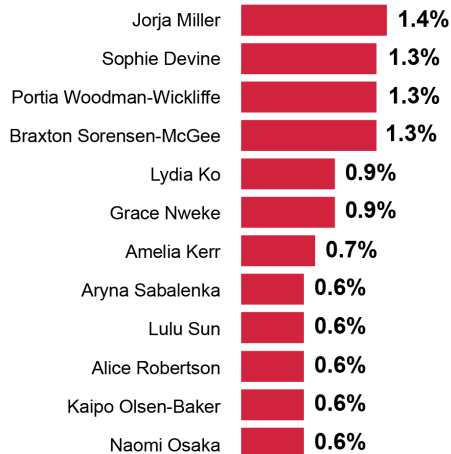
Leading athletes

There was a strong national focus across both men's and women's coverage, with all but two of the leading athletes being New Zealanders. Formula 1 driver Liam Lawson was the most mentioned athlete.

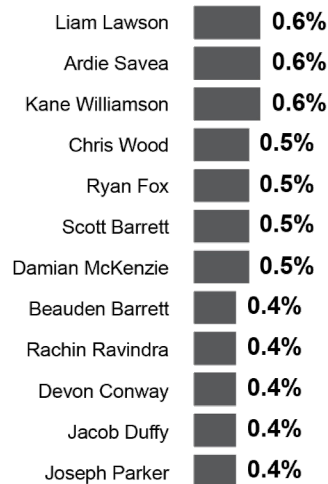
Within women's coverage, attention was more concentrated around a smaller group of standout athletes competing in major international events. Rugby player Jorja Miller was the leading female athlete, driven by her return from injury, her dual code involvement, and her award recognition, while Sophie Devine was the leading cricketer.

Men's coverage was more evenly spread across a wider group of athletes.

Leading athletes – female coverage



Leading athletes – male coverage



Coverage

Location of sporting events

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

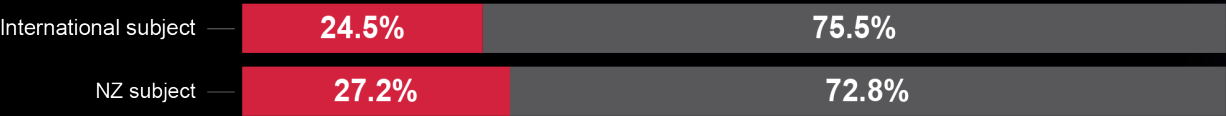
Women’s event coverage became more internationally focused in 2025, supported by overseas tournaments such as the Women’s Rugby World Cup and Women’s Cricket World Cup.

Men’s coverage showed a greater emphasis on events held in New Zealand compared to 2024, particularly through extensive reporting on the New Zealand-hosted ODI Series.

Coverage by event



Coverage by subject



Women Men



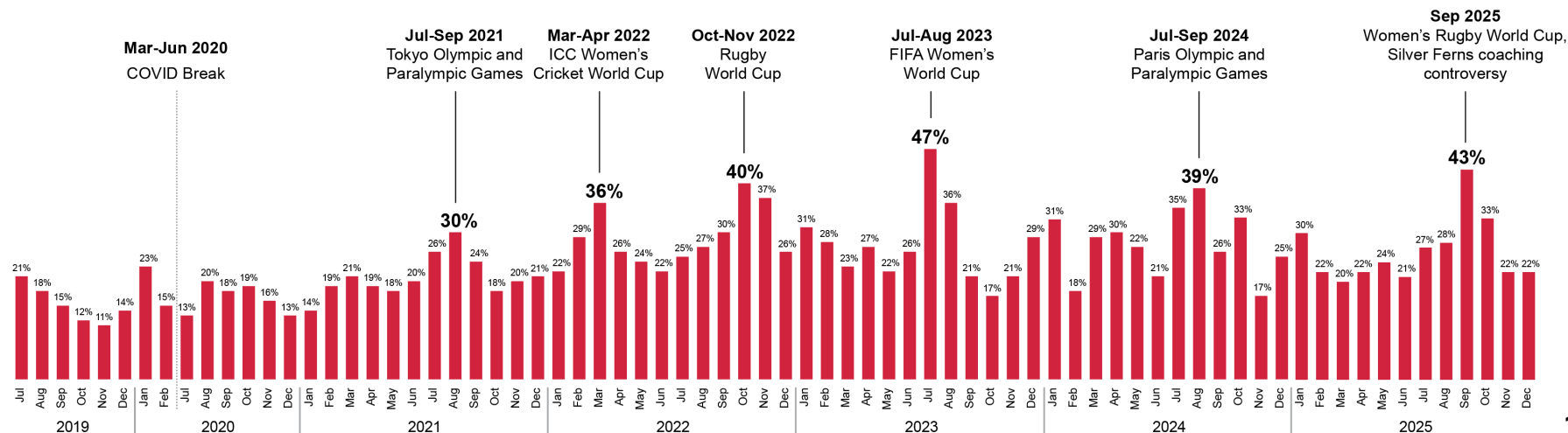
Coverage Trends

Women's coverage in 2025 reached the highest levels in September, at 43%. This was driven by the Women's Rugby World Cup and the standing down of Silver Ferns coach Dame Noeline Taurua ahead of the Taini Jamison Series, alongside other key events such as the World Athletics Championships and the US Tennis Open.

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

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

Female gender balance monthly trend by year

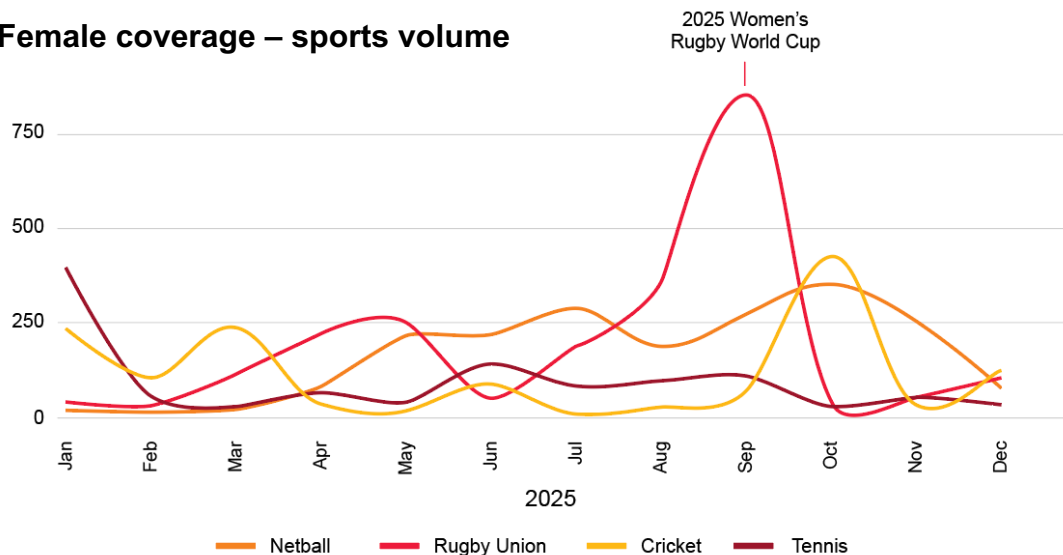


Coverage Trends

This chart tracks coverage volume across the leading women's sports: netball, rugby union, cricket and tennis.

Peaks in coverage align with major events, such as the Women's Rugby World Cup in August and September, demonstrating the strong role these tournaments play in driving visibility. At the same time, women's cricket highlights the extent to which women's coverage remains concentrated around major events or standout player narratives, with limited activity or sustained build up outside of key moments. By comparison, coverage of the most recent men's ODI Cricket World Cup in 2023 showed a more sustained build-up, with discussion across June, July and August driven by the tournament draw and discussion of player fitness and form.

Female coverage – sports volume



The media

This section looks at the gender balance and bylines of major media outlets to explore patterns and preferences across media type, organisation and sport.

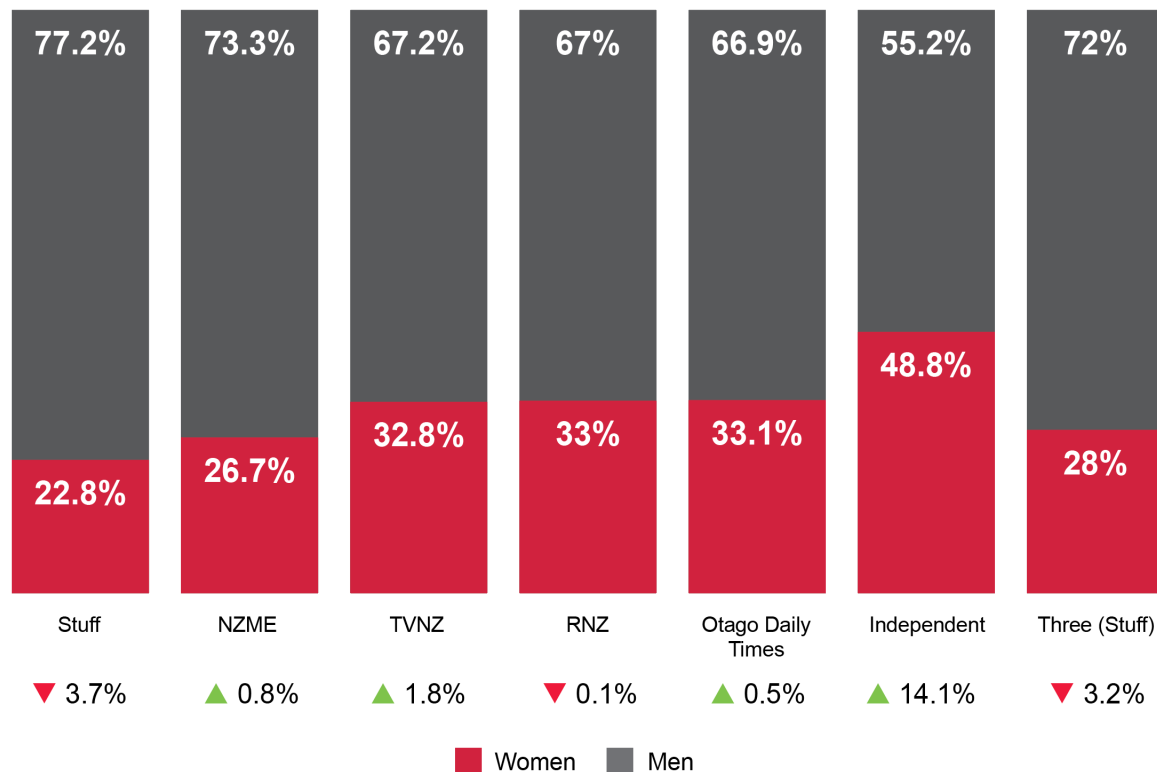
The media

Gender balance by media organisation

Most media organisations increased their share of women's coverage from 2024, with the Otago Daily Times (ODT) recording the highest share at 33.1%. This was driven by strong Women's Cricket World Cup coverage, combined with a broad spread of reporting across other lesser-covered women's sports such as basketball, hockey and alpine skiing.

However, the differences between ODT, TVNZ and RNZ were minimal, with all three being within one percentage point of each other.

Note: The 2024 year-on-year comparison for Three (Stuff) reflects only the second half of the year, due to the programme's launch in July 2024.



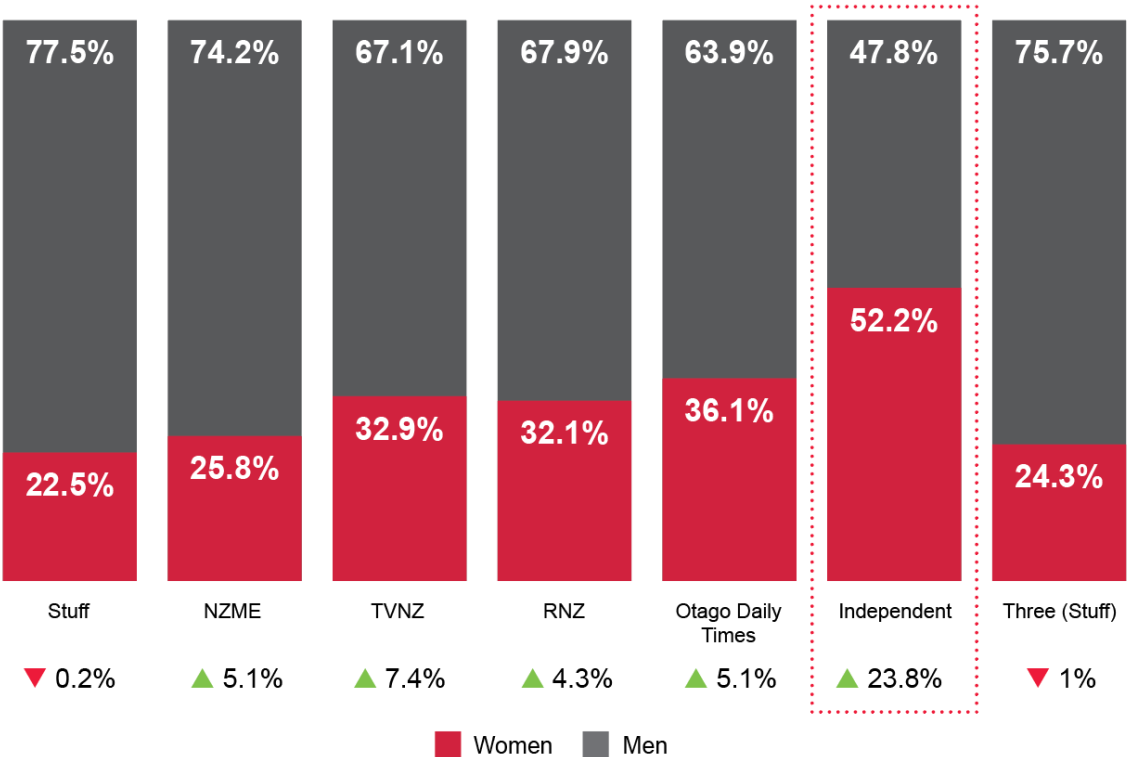
The media

Visibility by media organisation

Women’s visibility increased across almost all media organisations. This reflects visibility gains during international team tournaments such as the Women’s Rugby World Cup, NRLW Premiership and Women’s Cricket World Cup.

Stuff was the only major media organisation to record a decline in visibility over the full year, reflecting its comparatively smaller visibility lift during the Women’s Rugby World Cup. However, this decline was partly offset by higher visibility of women’s A-League footballers relative to other media organisations.

Note: The 2024 year-on-year comparison for Three (Stuff) reflects only the second half of the year, due to the programme’s launch in July 2024.



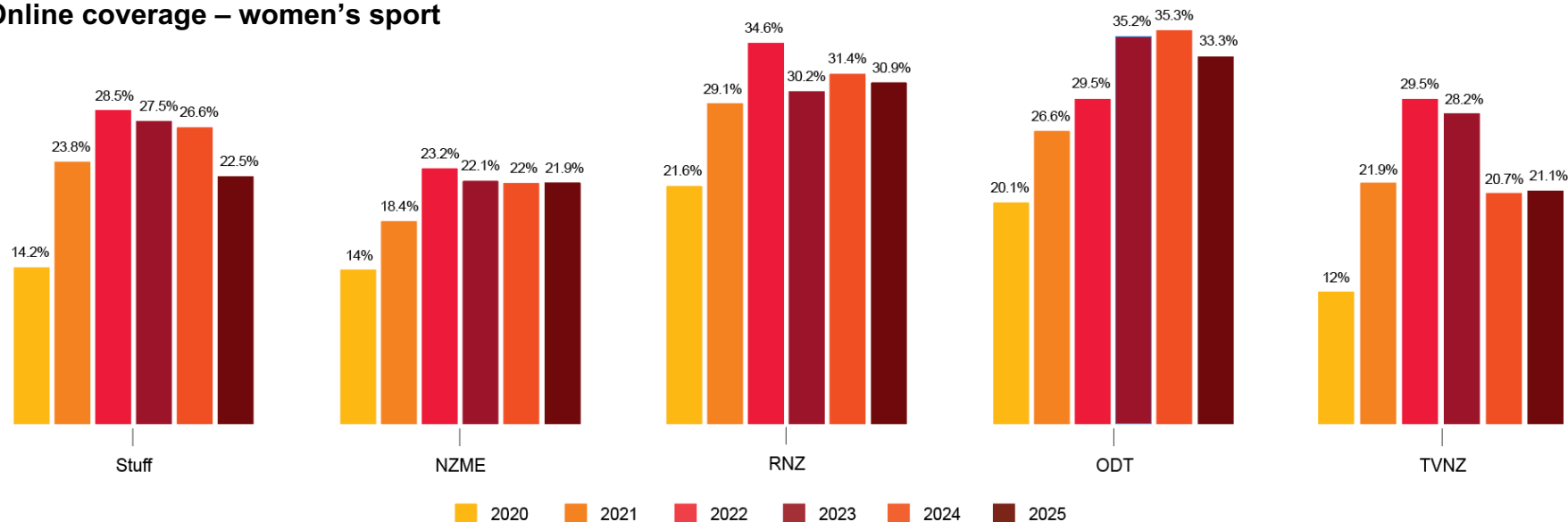
The media

Media type

This section examines the gender balance of sports news coverage across individual media organisations in each of the four media types analysed in this study: online, print, television and radio.

Online had the lowest proportion of women's coverage, at 25%, with the ODT being the only media organisation where gender balance was higher online than in other formats.

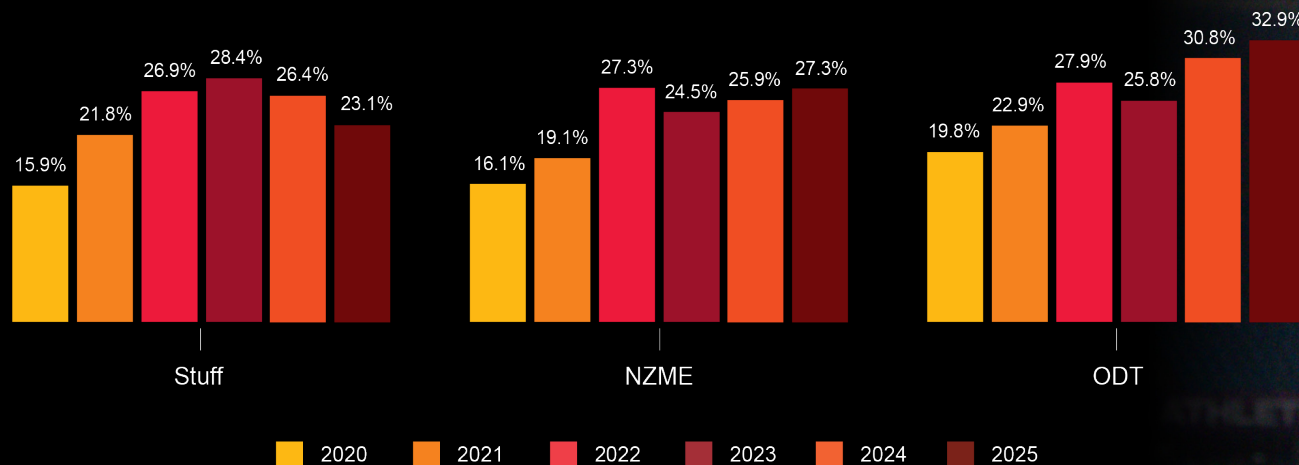
Online coverage – women's sport



The media

Media type

Print coverage – women's sport

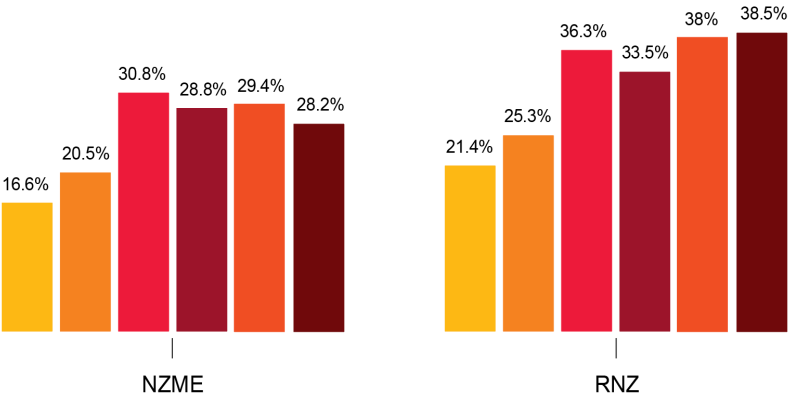


Media type

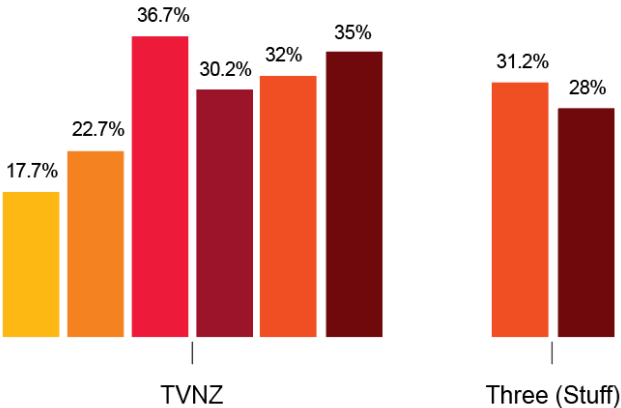
Broadcast formats showed stronger gender balance, with both radio and television content demonstrating improvement over the 6 years of the study.

Note: The 2024 year-on-year comparison for Three (Stuff) reflects only the second half of the year, due to the programme's launch in July 2024.

Radio coverage – women’s sport



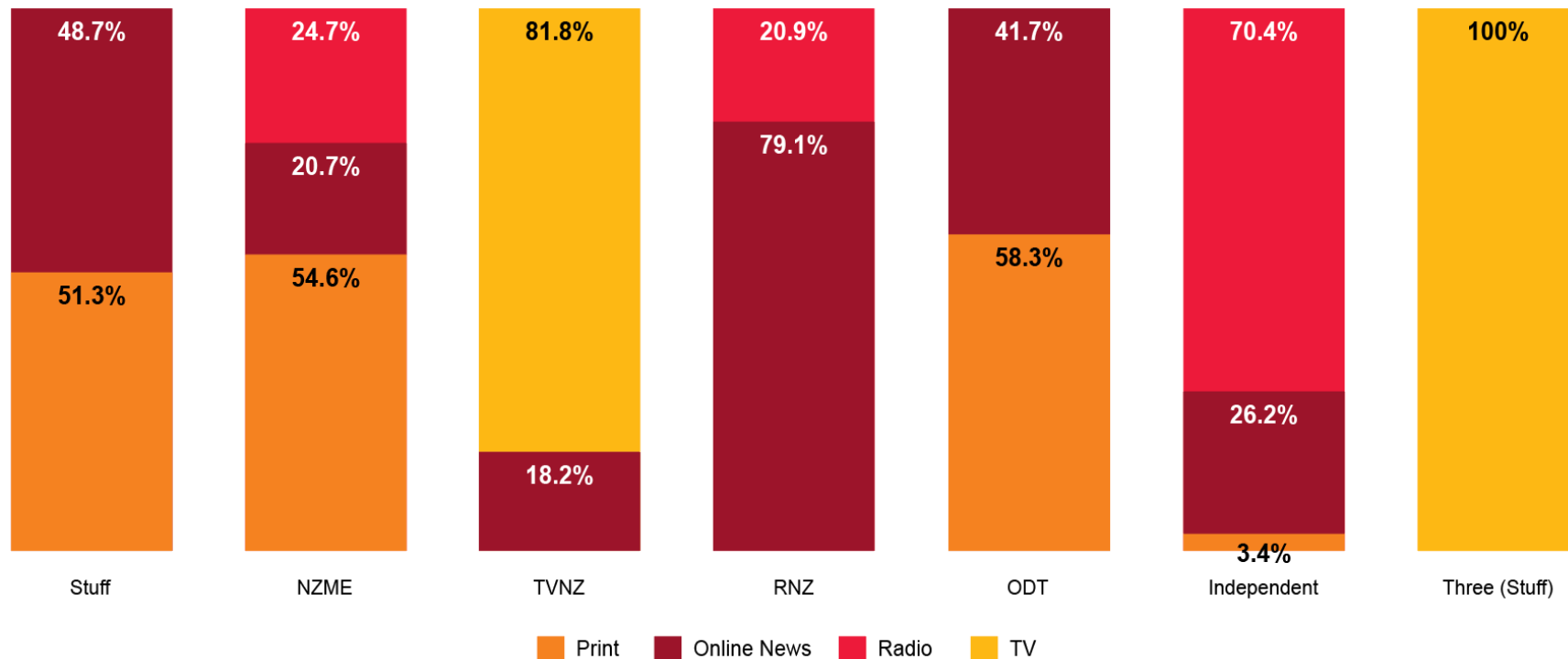
TV coverage – women’s sport



2020 2021 2022 2023 2024 2025

Media type

Media type breakdown by organisation



The media

Gender balance – Television

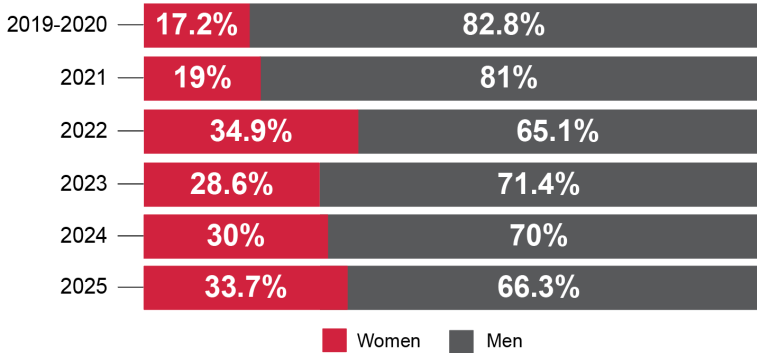
Television had the highest gender balance of all media types, at 33.7%.

TVNZ increased the gender balance of television sports coverage in 2025, with women’s coverage close to double what it was in the first year of the study. The gains made in 2025 are also notable given the broader decline in women’s coverage in 2025.

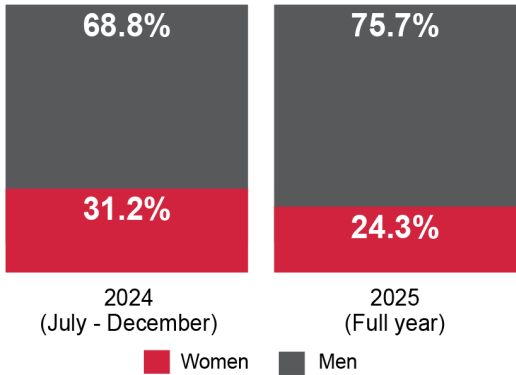
This year marks Three’s first full year of analysis, following its launch in July 2024.

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

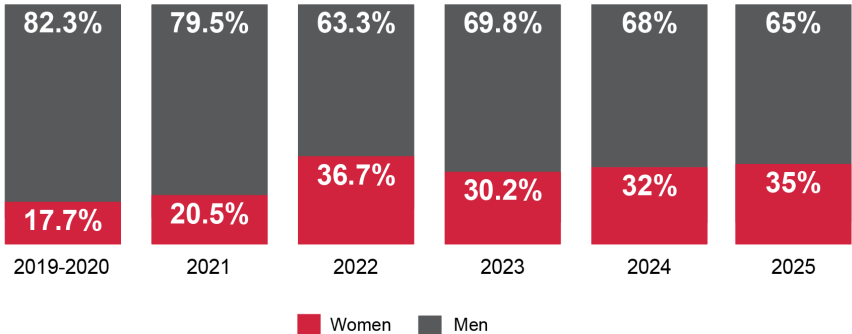
Televised news – Gender balance by year



Three (Stuff) – Gender balance comparison

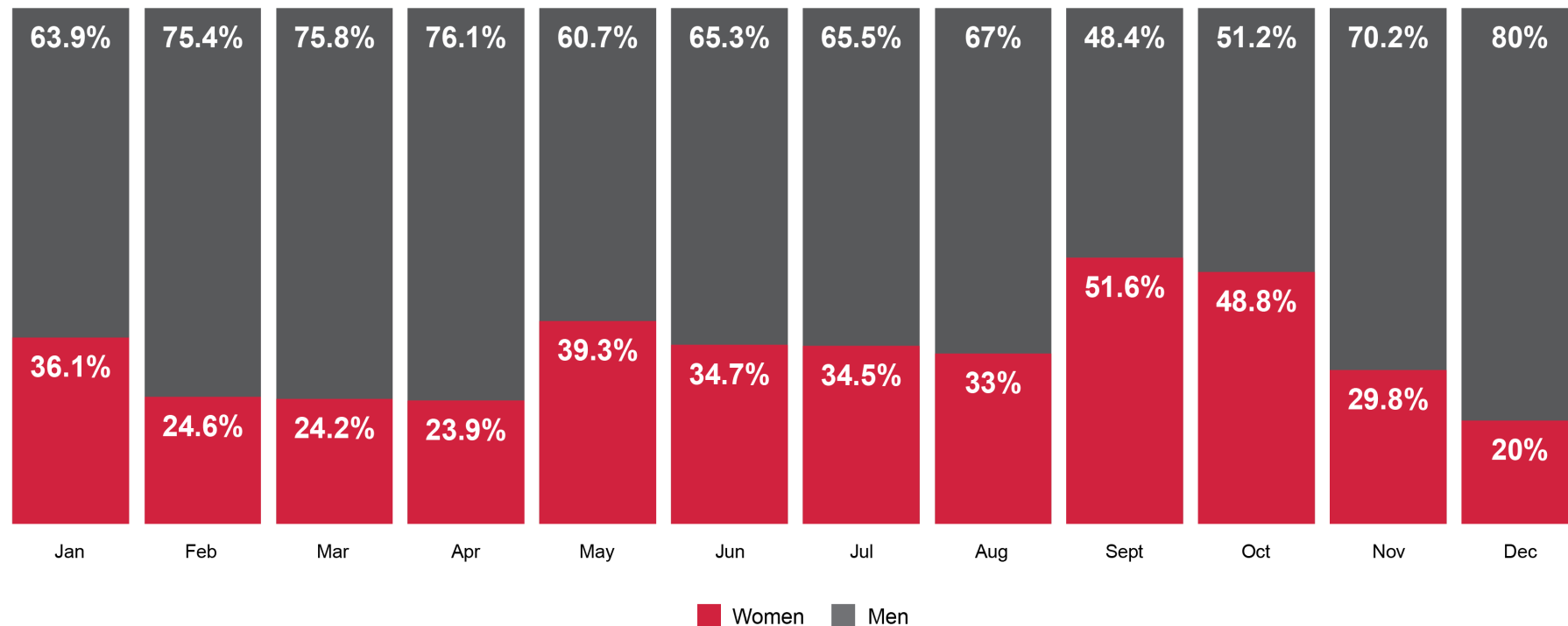


TVNZ – Gender balance comparison



Television gender balance

Televised news gender balance by month



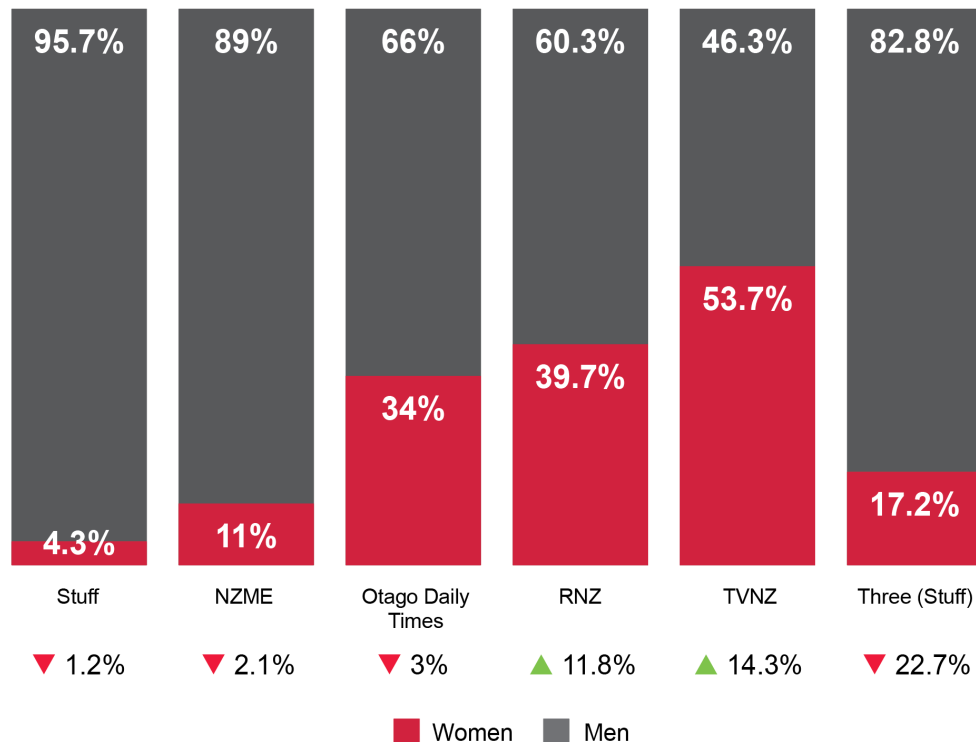
Bylines

This section presents the overall gender balance of sports reporters and presenters (page 28).

TVNZ and RNZ increased their share of female sports reporters, however the overall percentage of women reporting and presenting sports news continued to decline for the second consecutive year.

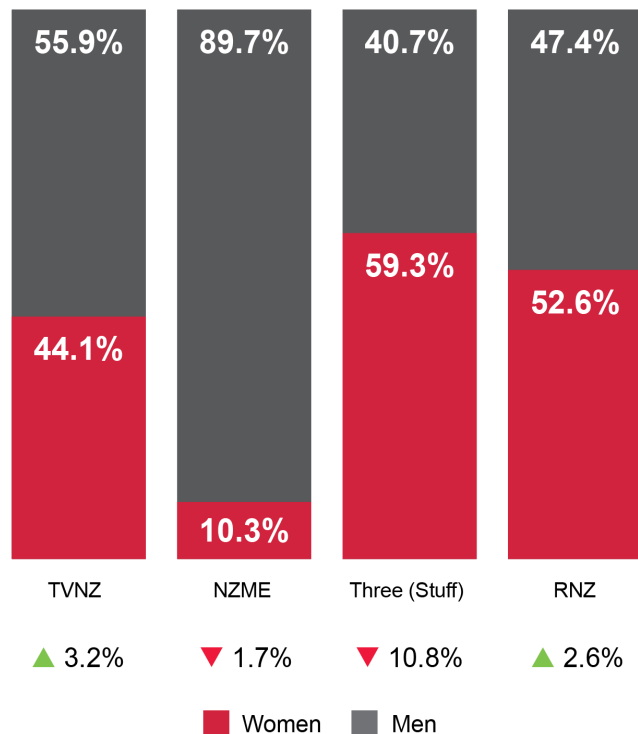
Media organisations often syndicate content as an efficient way to distribute news and offer more varied coverage. This chart illustrates the gender balance of reporters whose work appears under those media organisations, including where syndicated material from external outlets has been used.

Reporters by media organisation



The media Bylines

Presenters by media organisation



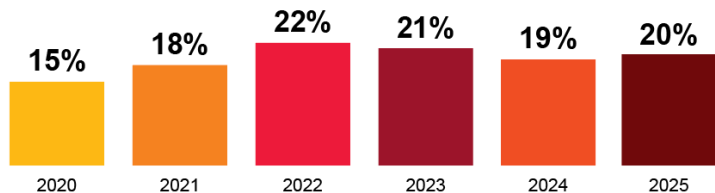
The share of female sports presenters fell from 43% in 2024 to 36% in 2025.

Broadcast presenters and newsreaders are separated from reporters due to the impact that a high level of representation of women reading the sports news can have on balance.

It is important to note there is limited space for sports content across broadcast news compared to other forms of media. In this analysis we account for the gender of the presenter, as well as any named reporters. The analysis 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.



Gender balance of female sources

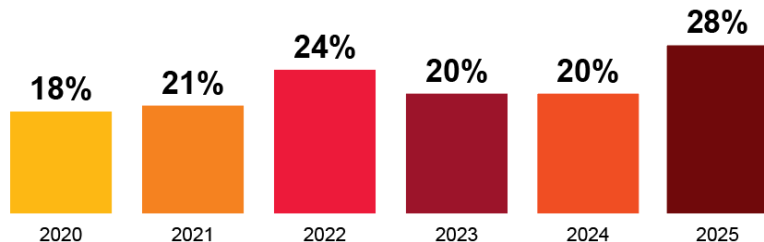


Sources are people quoted in a story, and can include athletes, coaches, family, fans, officials or administrators.

While the overall visibility of women increased by 3% in 2025, their representation as sources rose only slightly by 1% from 2024. This means women were mentioned more often, but were only slightly more likely to be directly quoted.

When additional sources were cited, women were more often quoted in on-field roles, such as teammates or captains. Sources in men's coverage were more likely to occupy off-field roles, such as coaches or officials, highlighting the underrepresentation of women in leadership positions within sport.

Female fans quoted



A notably higher proportion of coverage quoted female fans in 2025, rising to 28%, the highest level seen across the study. Female fans were most often quoted about rugby union (60%), followed by cricket and football. There were only sporadic cases of women commenting on sports outside of the top three, such as Formula 1 and basketball.

Comments by male fans were similarly narrow in focus, with half of these comments relating to rugby union (50%), and occasional engagement outside of the top three sports.

The media

Independent media

A total of nine publications or outlets are categorised as independent in this study, to separate them from the larger media organisations. They are grouped this way largely due to the size and output of the major media organisations.

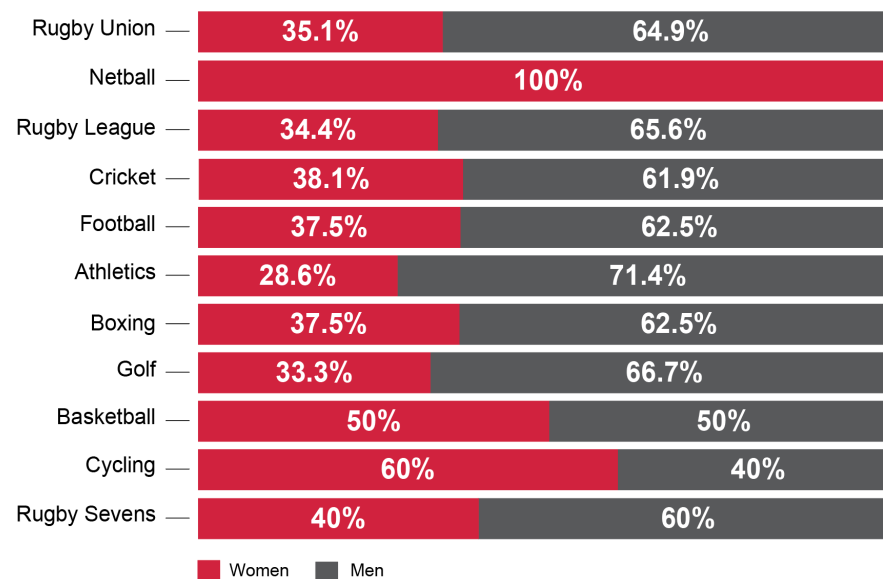
Independent media represents 0.6% of the overall analysed coverage.

Female coverage by leading independent media

Outlet	Female coverage	All coverage
Radio 531PI	34.1%	0.5%
Newsroom.co.nz	83.7%	0.1%
Waatea news	58.3%	<0.1%
Te Ao Māori News	37.5%	<0.1%
Ashburton Guardian	25%	<0.1%

Note: The Gisborne Herald featured as independent in previous reports but is now captured under NZME.

Gender balance in sports reporting by independent media



Portrayal

This section examines the differences in how men and women are reported through topics, language and images. It focuses on three 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 2025. 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 that this imbalance has substantially reduced. Despite this, it remains an important area because any significant differences in portrayal could undermine the improvement in gender balance in all sports news coverage.

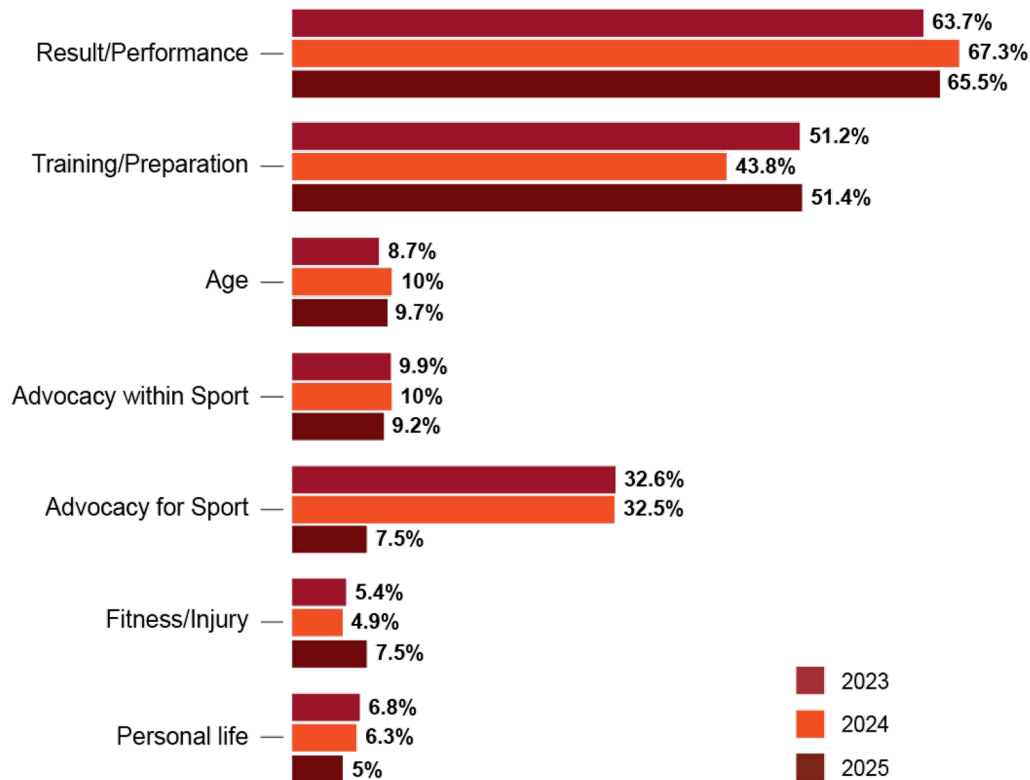
Portrayal

Leading topics

While results and performance remained the dominant focus, women's coverage of training and preparation rose from 43.8% in 2024, to 51.4% in 2025.

Discussion of several off-field topics declined, including advocacy for sport and personal lives.

Female coverage



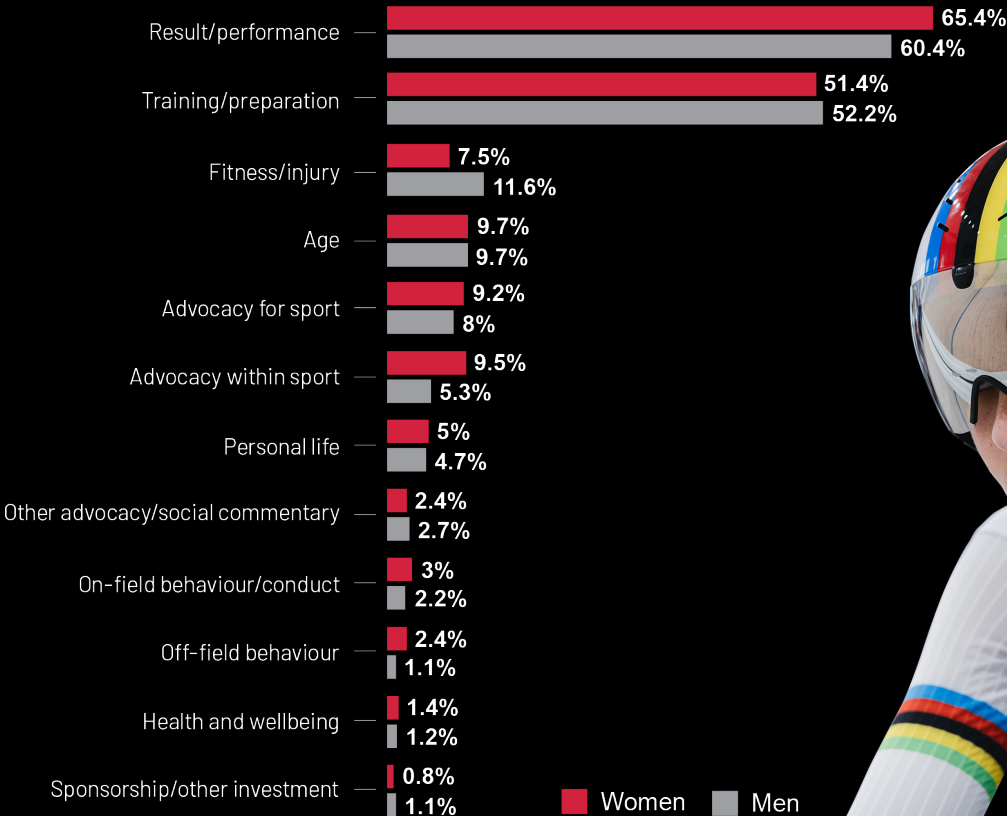
Portrayal

Leading topics

More coverage focused on sporting preparation and outcomes across both female and male athletes.

While advocacy for improved conditions within sport declined for men, women’s coverage was partly sustained by netball stories, which accounted for nearly two-thirds of this theme. This was primarily driven by the coaching controversy.

Gender comparisons

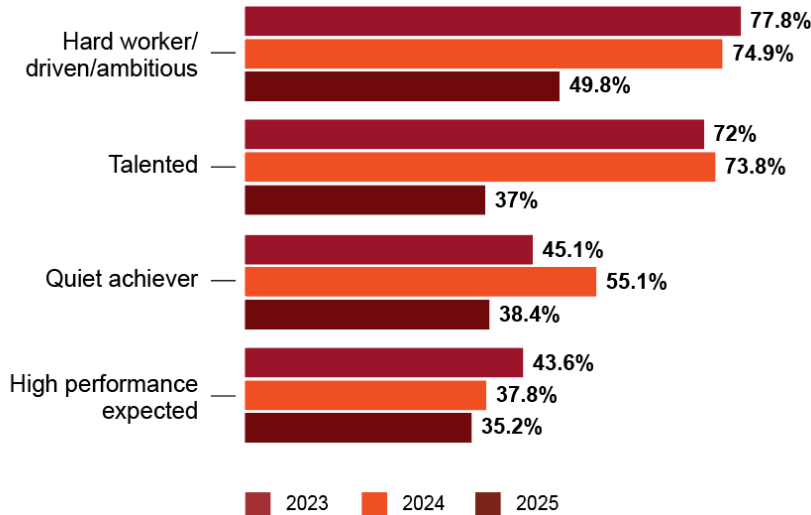


Leading themes

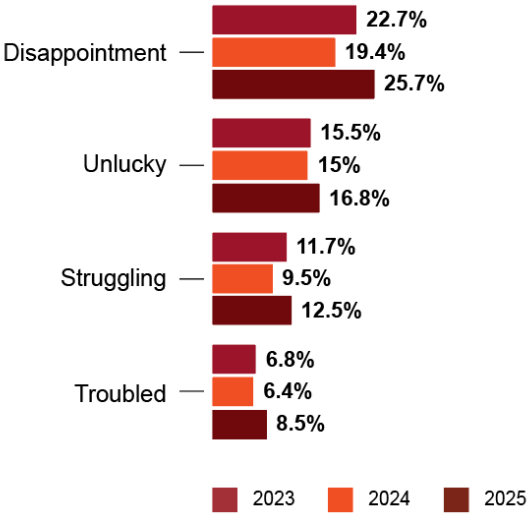
These graphs show positive and negative themes conveyed in women’s sports coverage. Coverage in 2025 shifted in tone, with all leading positive themes declining while negative themes increased.

Rising narratives of disappointment aligned in part with early World Cup exits for the Black Ferns and White Ferns. Themes of struggle also spiked in September and October, coinciding with the temporary removal of Silver Ferns coach Dame Noeline Taurua ahead of the Taini Jamison series and the Constellation Cup.

Positive themes



Negative themes

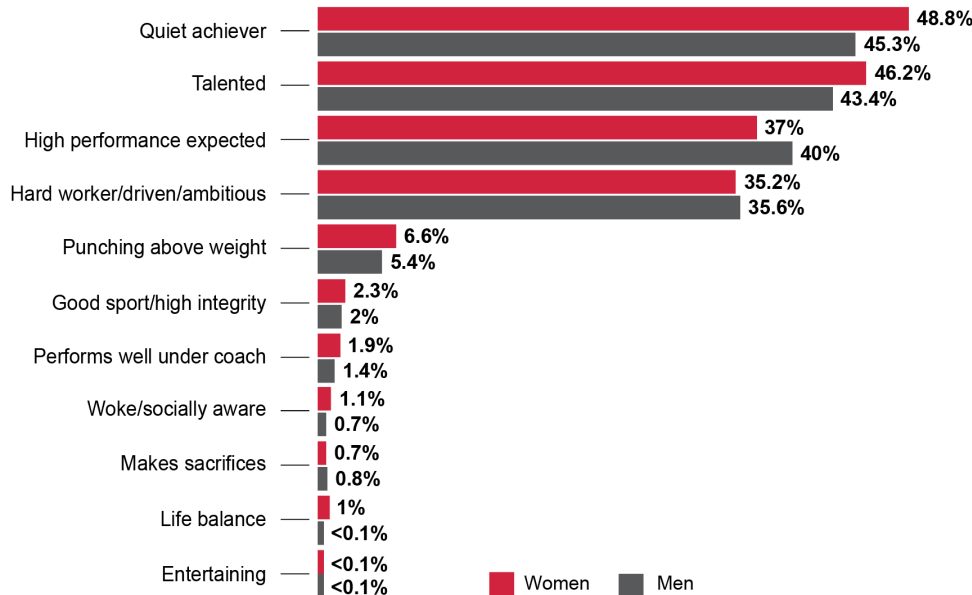


Leading themes

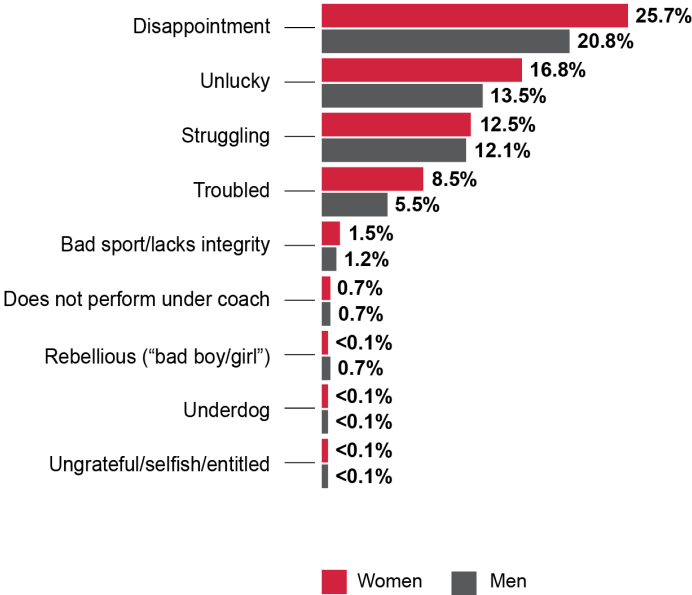
Positive themes remained dominant but dropped significantly from the higher levels seen in 2024, which were supported by New Zealand’s strong Olympic performances and narratives around hard work, talent and performance.

Negative narratives increased in 2025 for both genders, but more sharply for women. While 2024 showed near-parity across negative themes, women’s coverage in 2025 showed greater increases in themes of disappointment, bad luck and trouble.

Positive themes – gender comparison



Negative themes – gender comparison



Imagery

Differences in imagery of women compared with men continued to be negligible.

Depiction of women and men in a sporting context increased from 2024 along with increased imagery of athletes alongside peers, competitors, coaches or supporters, and fewer instances alongside family or friends. This aligns with the reduced focus on off-field commentary.

Problematic or sexualised imagery remained minimal for both men and women, consistent with previous analysis.

Image composition

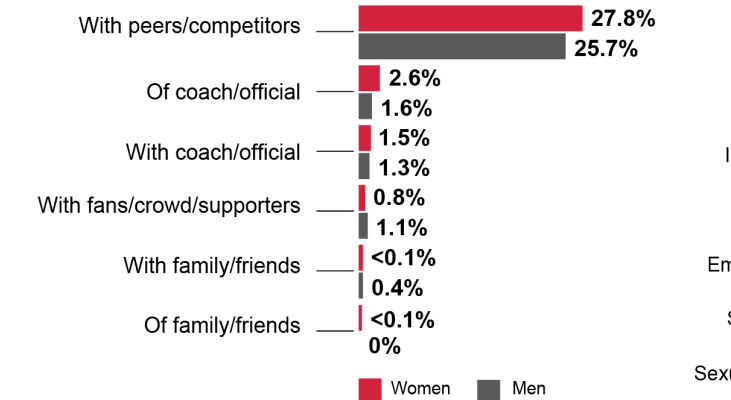


Image context

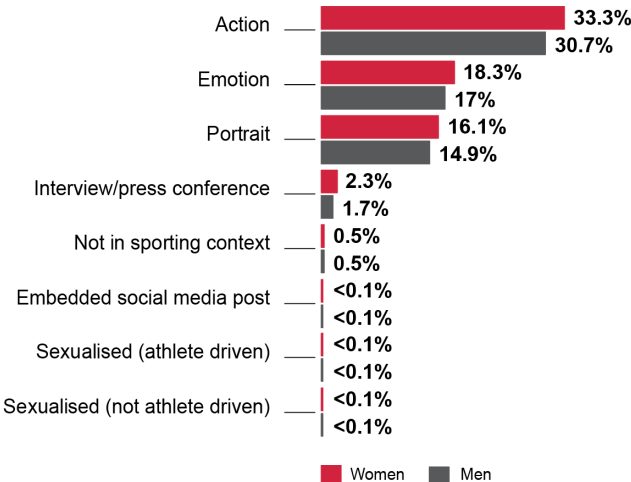
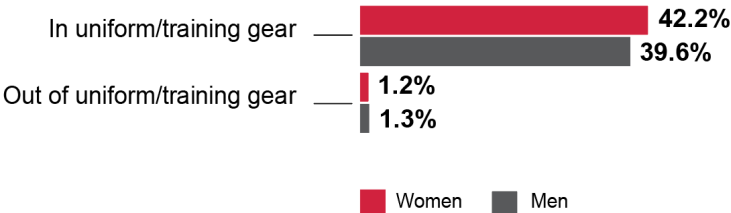


Image appearance



Appendices

Appendix one: Scope and methodology

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. This study aims 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. While the point is not to imply that women and men should have the same identity in media, it is necessary 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 to 31 December 2025**.

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, and radio news bulletins were limited to three times daily per station. Analysing 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. Using a predesigned coding framework 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 compères authoring content.

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 (what are 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 two: Programme and publication list

Below are the programmes and publications that were analysed in 2025:

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 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
 National Business Review Online
 New Zealand Herald Online
 Newsroom.co.nz
 Newstalk ZB Online
 Northern Advocate Online
 Northland Age Online
 Otago Daily Times Online
 Radio New Zealand Online
 Rotorua Daily Post Online
 Star News Online
 Stuff.co.nz
 Te Ao Maori News Online
 The Post Online
 The Press NZ Online
 Thespinoff.co.nz
 Waatea News.com
 Waikato Times 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 Woodham 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
 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
 Breakfast
 Country Calendar
 Marae
 Q+A
 Seven Sharp
 Te Karere
 The Hui
 Three News (Stuff)

Appendix three: New Zealand media

Stuff: New Zealand's largest print and digital stable. The organisation has gone through several 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 Sky which replaced Newshub following its closure in July 2024.

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. In 2025, NZME launched a digital news-streaming platform, Herald NOW, which was later rebranded as Ryan Bridge Today and will become available on ThreeNow and Three as part of a partnership with Sky.

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 several rounds of job losses over the last couple of years, and cut programmes including Sunday, Fair Go and several 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. This study excludes match broadcast and live blogging of sports fixtures; as a result, Sky is not included in this study. In 2025, Sky acquired Discovery New Zealand for \$1, including channel Three and streaming platform ThreeNow. Content from Three is included in this study.

MediaWorks: Commercial radio broadcaster operating a national network of stations. The company is owned by QMS, which took full ownership in 2025. This study includes relevant radio news 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 as SENZ, and rebranded in 2024. It is now operated by Entain Australia and New Zealand. They are show focused and do not produce their own news bulletins. Content from Sport Nation is not 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.

sportnz.org.nz/mediaanalysis

