



Women's Cricket World Cup 2025

Media and gender case study

April 2026

 isentia



SPORT
NEW ZEALAND
IHI AOTEAROA



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About this report

The ICC Women's Cricket World Cup 2025 took place from 30 September to 2 November. This study includes coverage from 3 November due to the timing of the final.

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

This forms part of the broader Sport NZ–Isentia study, which has been tracking gender representation in sports news since 2019. The study reviews approximately one-third of all New Zealand sports news coverage, selected randomly each day, providing a robust snapshot of trends over time.

Coverage included in this study spans television, radio, print and online sports news. It excludes live blogging of sports fixtures and match broadcasts, meaning Sky Sport is not represented in this analysis.

Note: The 2021 Women's Cricket World Cup was delayed to 2022 due to COVID. This report refers to it as 2022 for consistency.

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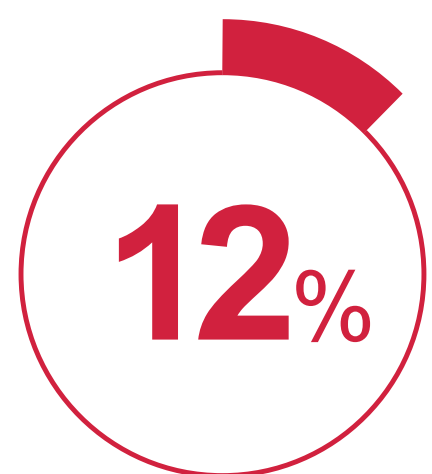
Key findings

Weight of coverage

The Women's Cricket World Cup 2025 accounted for 12% of all sports news coverage over the tournament period.

This is 1% less than the Women's Cricket World Cup 2022, when the White Ferns also exited the tournament in the group stage.

Other events during the tournament period included the Black Caps T20 series against Australia and England, the ODI series against England, the All Blacks final Bledisloe Cup match, the All Blacks against Ireland, and Netball's Constellation Cup.

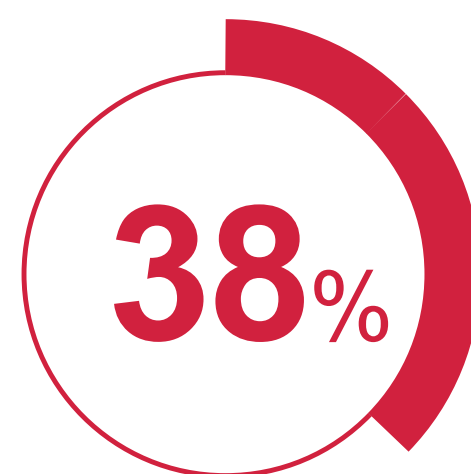


The Women's Cricket World Cup 2025 made up 12% of all sports news coverage in NZ during the tournament period.

Spotlight on women's cricket

Women's cricket accounted for just 38% of cricket coverage during the tournament period, down from 60% during the Women's Cricket World Cup in 2022.

Timing appears to have been a key factor. The 2025 tournament overlapped with the men's ODI series against England and Australia, while the 2022 event ran from March to April, when fewer men's fixtures were scheduled.



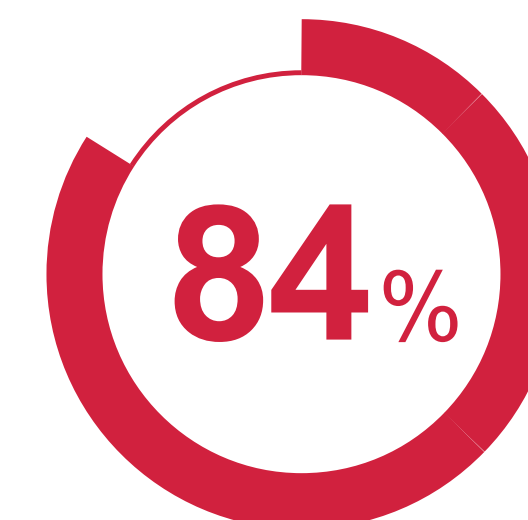
Women's cricket accounted for just 38% of cricket coverage during the Women's Cricket World Cup 2025 tournament period.

Results lead the narrative

Reporting on the Women's Cricket World Cup 2025 focused more on results and performance than in previous tournaments.

While strong attention on the on-field outcomes is positive, coverage that also includes preparation, training and player profiles provides a more complete picture of women's elite cricket.

Player selections and signings featured as a more consistent part of coverage in earlier Men's Cricket World Cup tournaments, supporting player visibility and recognition.



84% of Women's Cricket World Cup coverage focused on results and performance in 2025.

Coverage

This section looks at the overall presence of women in sports coverage. This includes the amount of media content that is focused on women's sport, the visibility of women across all sports coverage, and the impact of major sporting events. The study looks at both balance and visibility, which are two different but equally important metrics.

Coverage

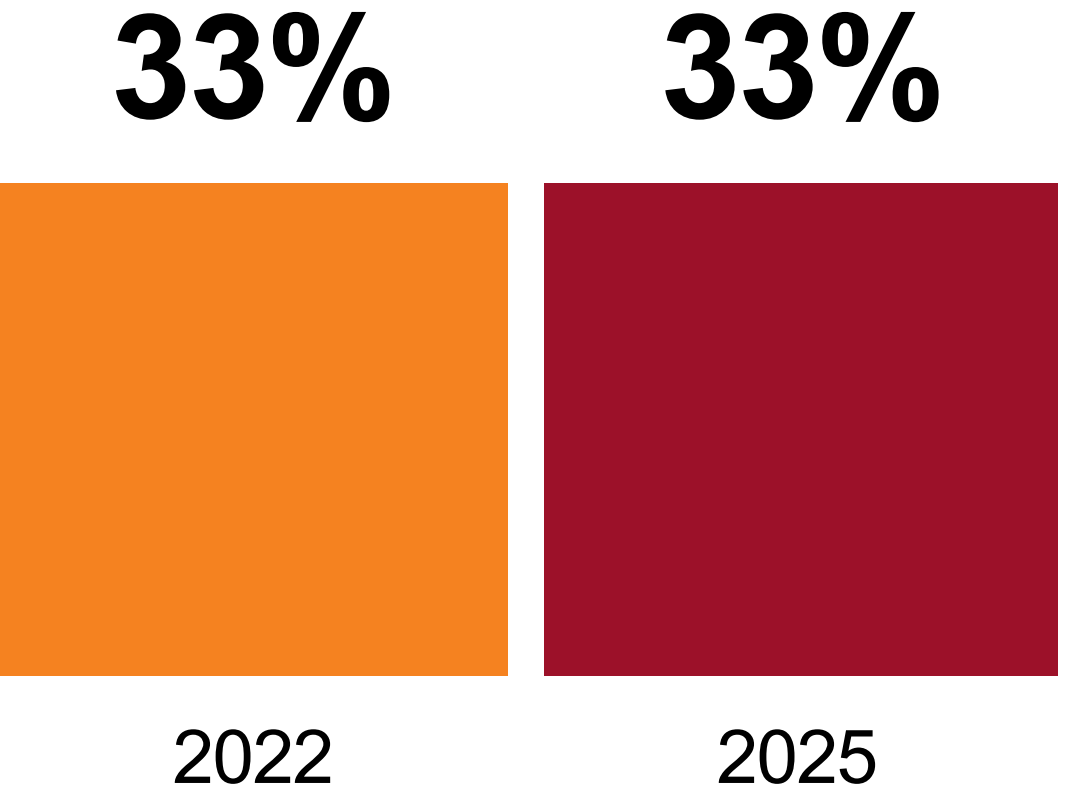
Balance and visibility

Women's sport made up 33% of coverage across the tournament period, consistent with coverage during the 2022 tournament. However, this was driven by other sports including netball, with extensive reporting on coaching developments ahead of the Constellation Cup, and rugby league. (See page 7).

There were 5,000 more individuals mentioned during the tournament period in 2025 compared to 2022, with men making up the majority of that increase. This widened the visibility gap, reducing women's visibility from 40% in 2022 to 30% in 2025.

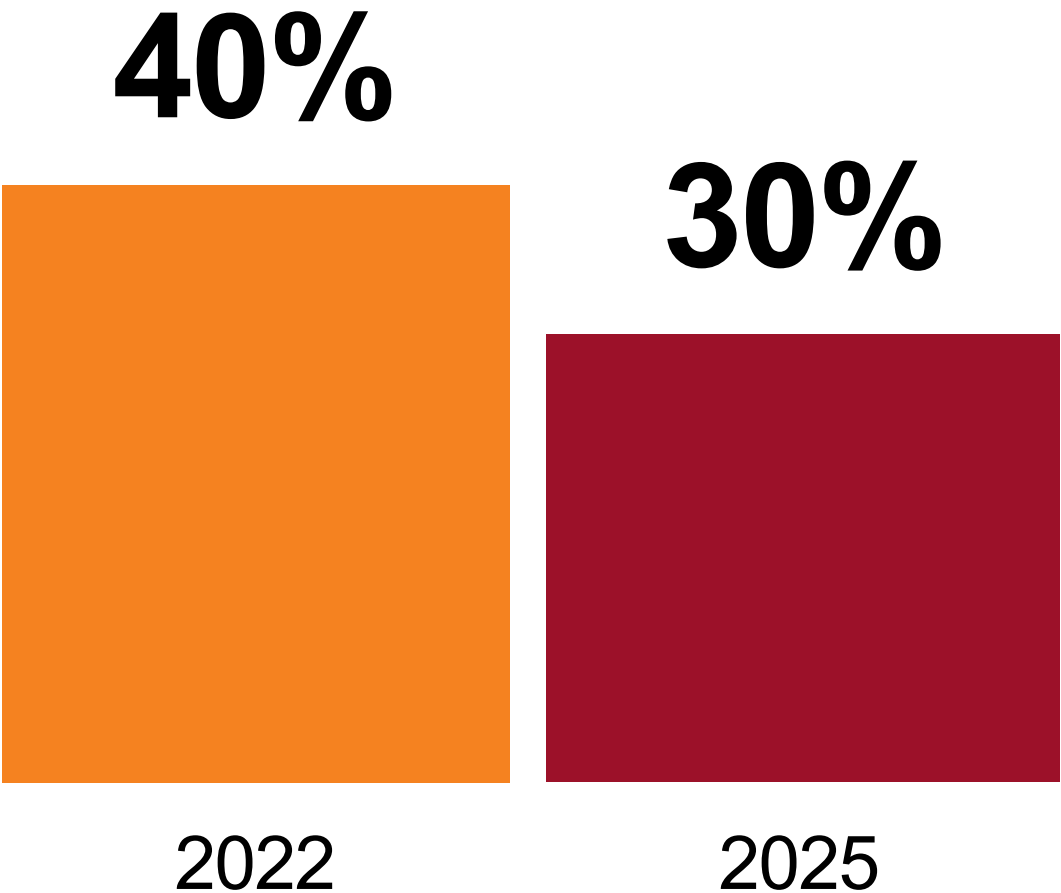
Balance

Balance is our main measure and is the percentage of all sports news stories that are focused on women's sport.



Visibility

Visibility looks more specifically at who appears in sports coverage, whether that's athletes, teams, coaches, officials or fans, and the percentage of these individuals who are women.



Coverage

Gender balance by sport

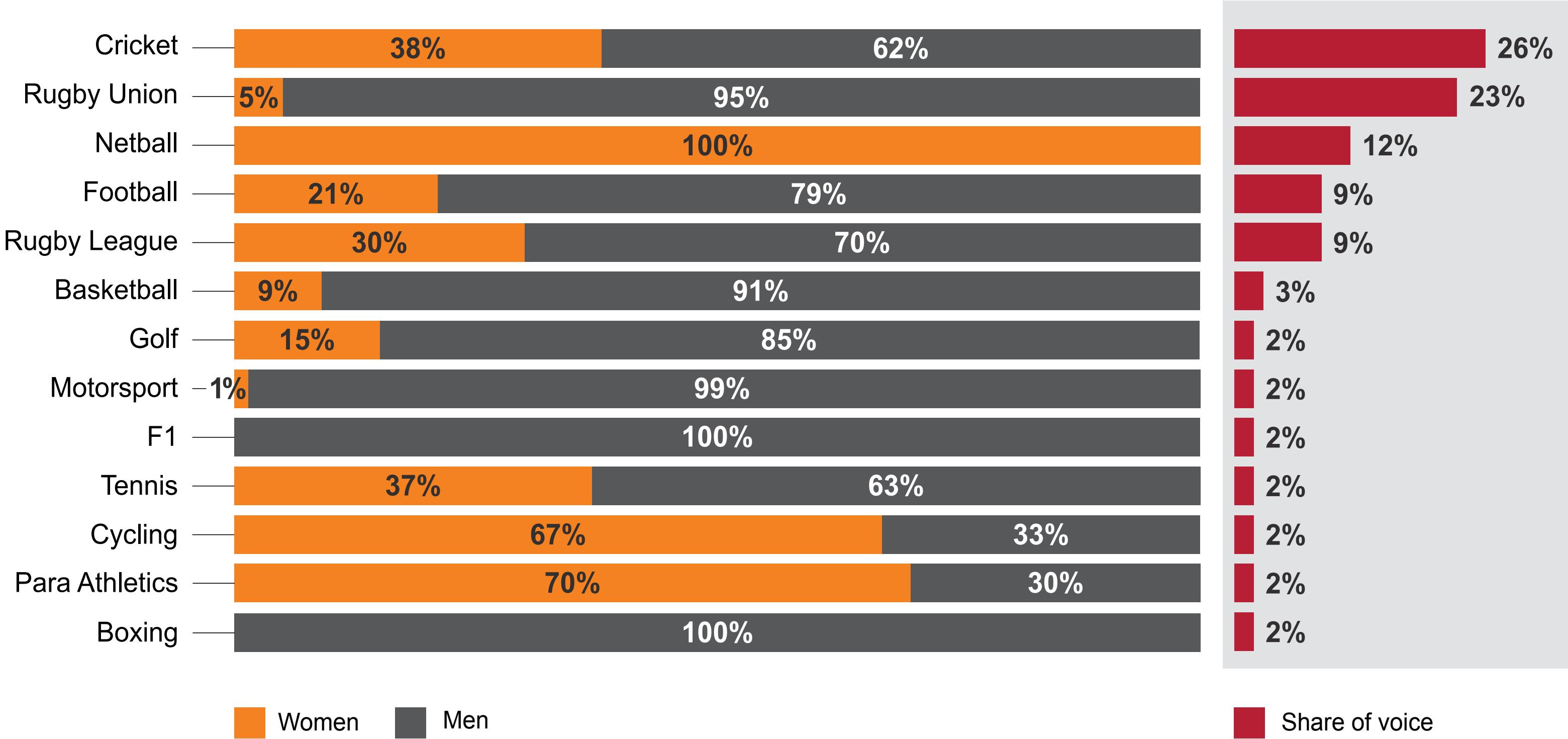
The 2025 Women's Cricket World Cup contributed to **cricket** becoming the most-covered sport during the tournament period (26%).

However, the tournament coincided with the Black Caps T20 (Australia, England) and ODI Series (England) in New Zealand. Extensive reporting on these fixtures meant men accounted for 62% of cricket coverage, compared with 38% for women.

Men dominated coverage in **cricket** and **rugby union**, but women gained share in other sports, including **rugby league** through coverage of the Women's Rugby League Pacific Championship.

Netball was third overall in share of voice due to coverage of the coaching issues and the Constellation Cup.

Overall coverage during the 2025 Cricket World Cup period



Coverage

Gender balance during major tournaments

This chart shows the gender balance in sports news during key event periods. It highlights how major tournaments can influence the overall balance and visibility of women in sports coverage.

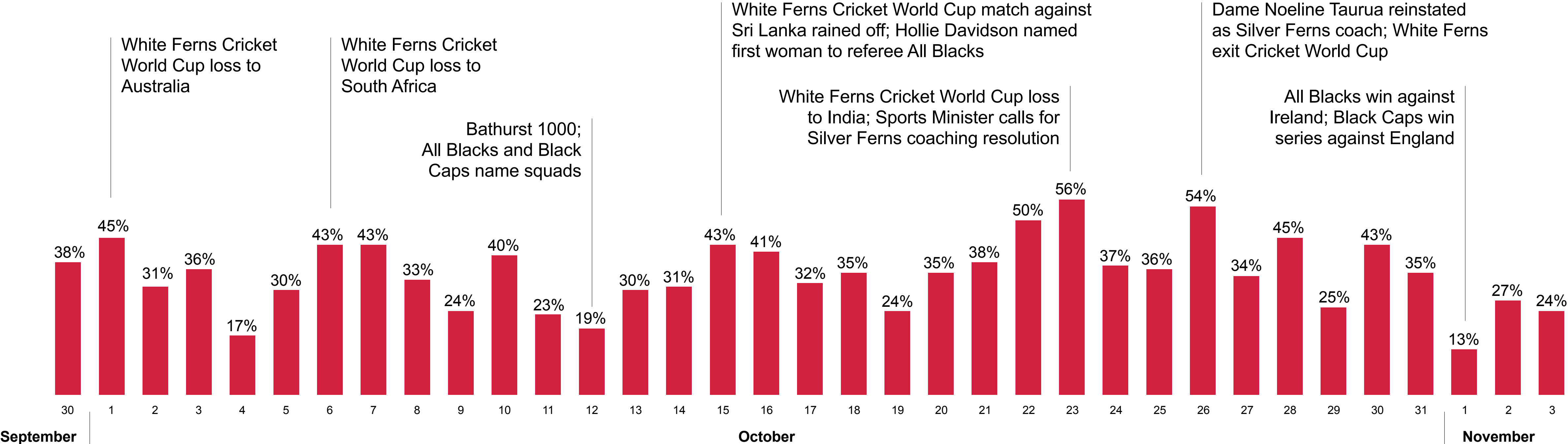


Coverage

Daily trend

This chart shows the percentage of coverage dedicated to women's sport for each day of the Women's Cricket World Cup tournament period.

Women's coverage peaked on 23 October (56%) when the loss against India ended the White Ferns' World Cup semifinal hopes, and Sports Minister Mark Mitchell urged a resolution to the Silver Ferns coaching dispute. Coverage spiked again on 26 October with the White Ferns' official exit from the tournament following a loss to England, and Dame Noeline Taurua's reinstatement as Silver Ferns coach.

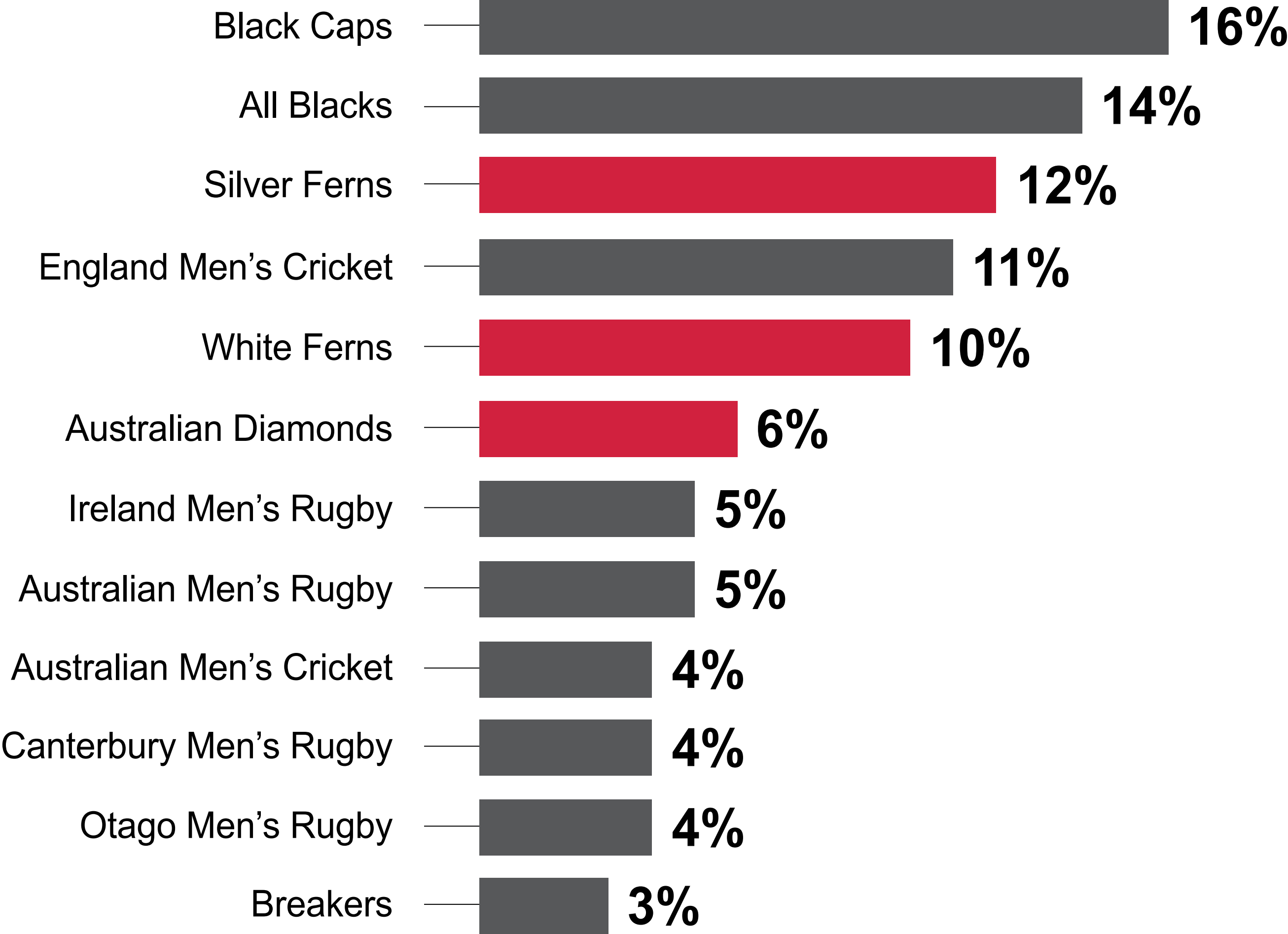


Coverage

Leading teams

This chart shows the twelve teams that featured most often in media coverage across the tournament period. Cricket, rugby and netball dominated the agenda, with all but one of the top teams drawn from these sports.

The Silver Ferns were the leading women's team for coverage sitting in third overall due to the extensive reporting on the coaching challenges, while the White Ferns were in fifth.



The media

This section looks at the gender balance and bylines of major media outlets to explore what patterns or preferences can be seen by media type, organisation and sport.

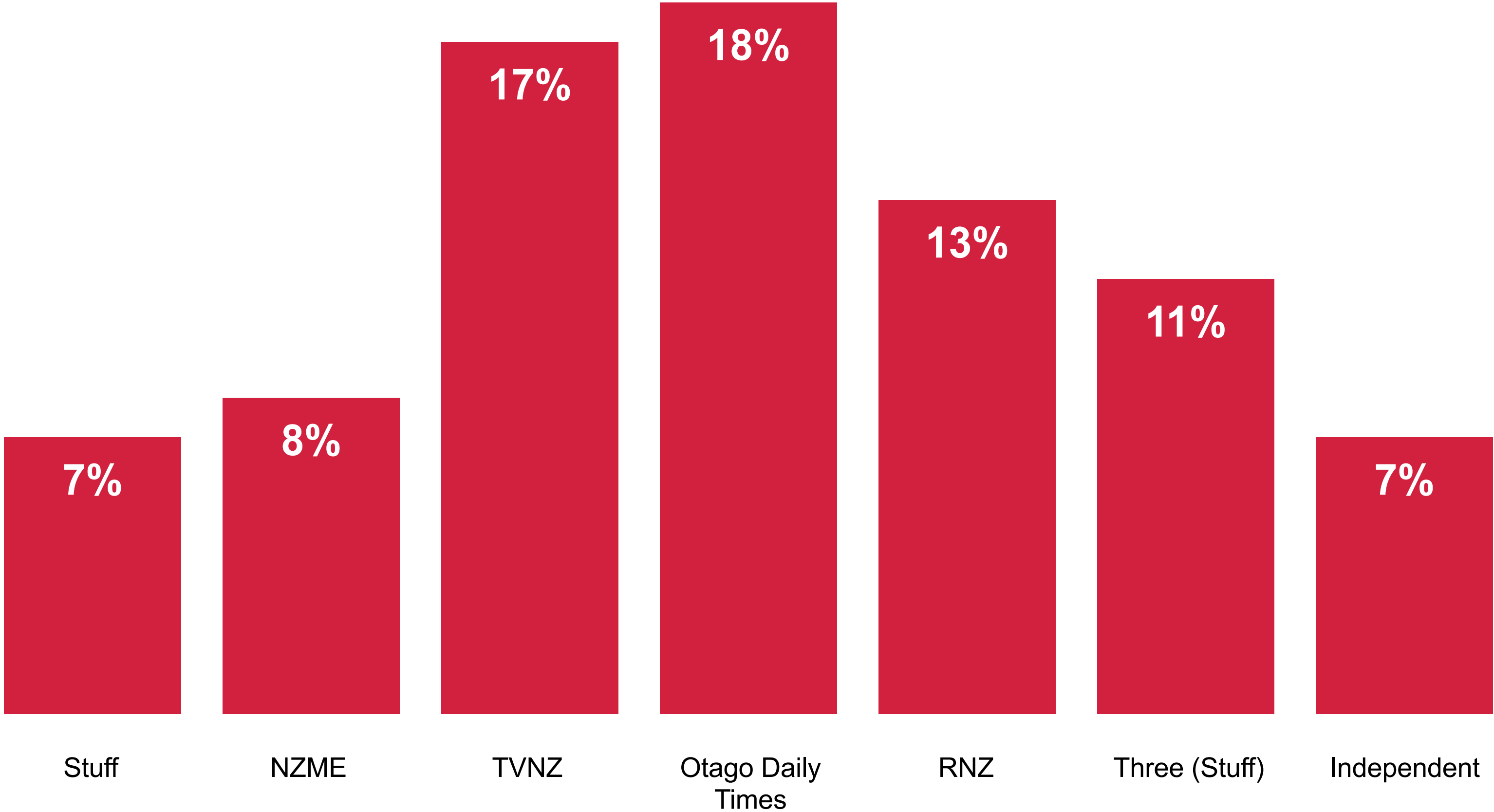
The media

Coverage by media outlet

This chart shows the percentage of each media group's coverage that focused on the Women's Cricket World Cup during the tournament period.

The Otago Daily Times led all major media groups with 18% of its coverage referencing the tournament, closely followed by TVNZ on 17%.

Independent media includes Newsroom (Lockerroom), Te Ao Māori News, Sport Nation, Waatea News, Radio 531PI, The Platform and The Spinoff.

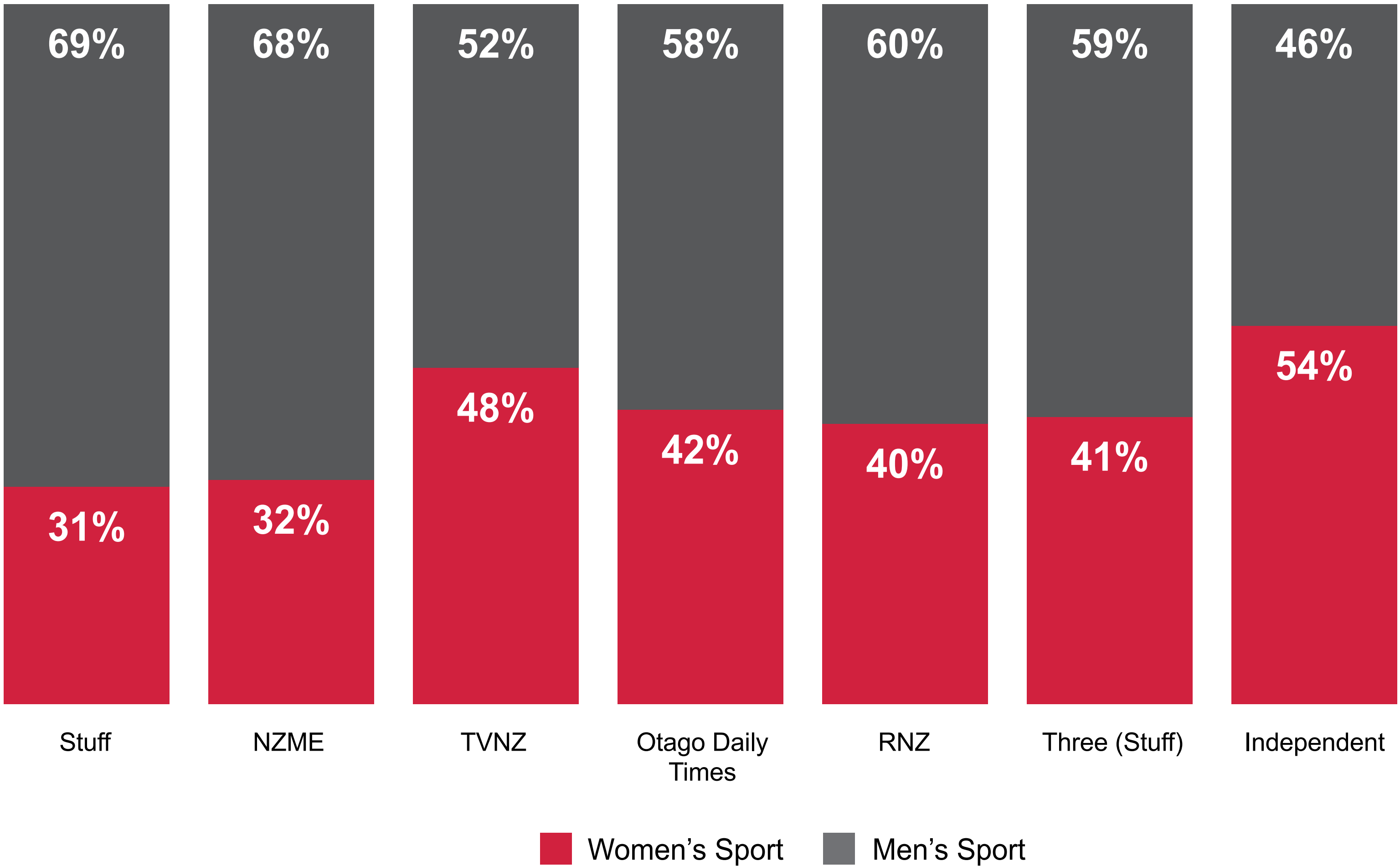


The media

Gender balance by media outlet

This chart shows the overall gender balance for each media group during the Women's Cricket World Cup tournament period, encompassing both Cricket World Cup content and all other sports coverage.

TVNZ had the highest percentage of women's sports coverage of any single media outlet with 48%, as it also did in 2022. TVNZ's result was second only to the collective independent media outlets, where coverage was primarily driven by Newsroom.co.nz (LockerRoom) and Radio 531PI.



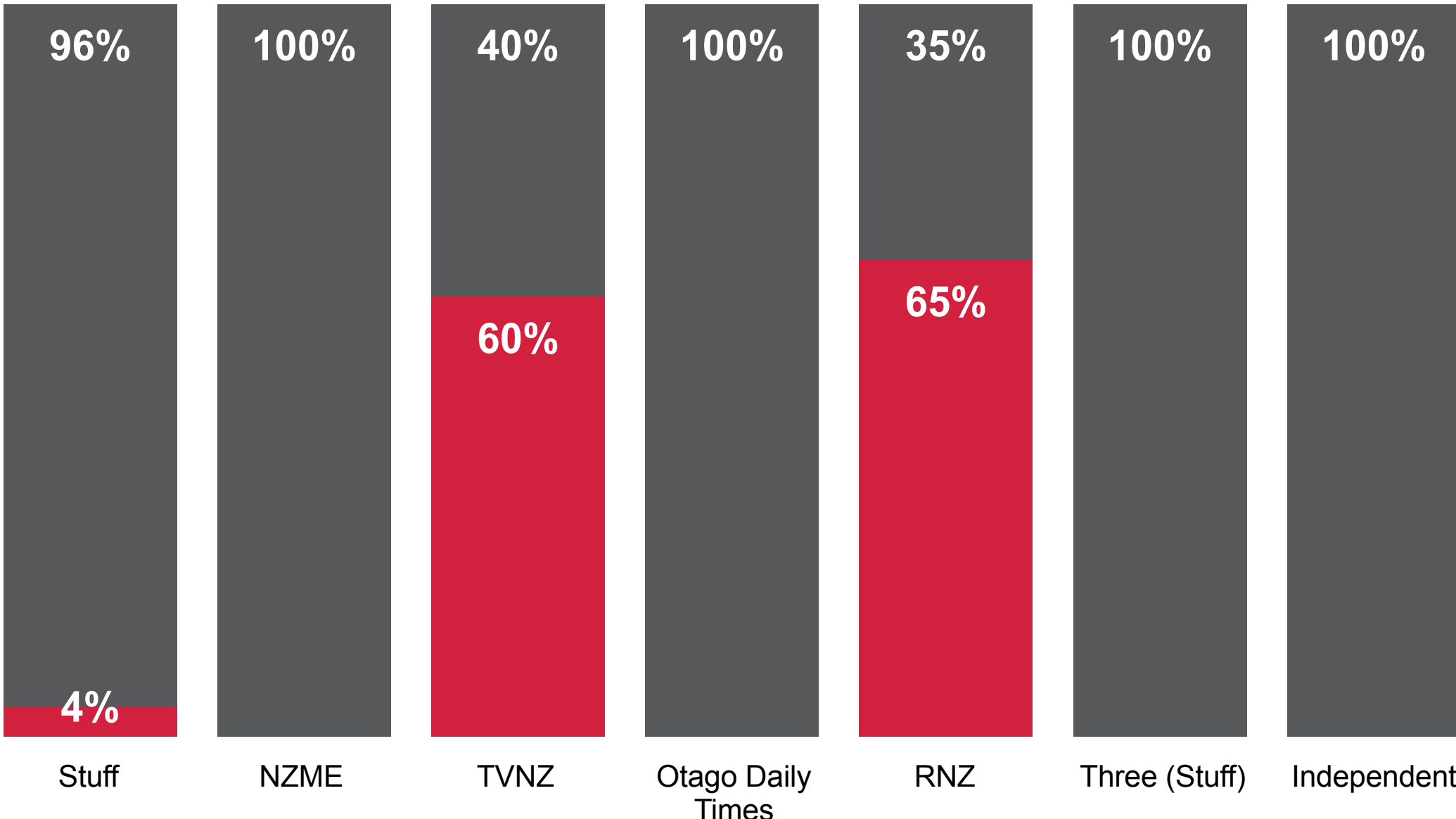
The media

Bylines – reporters

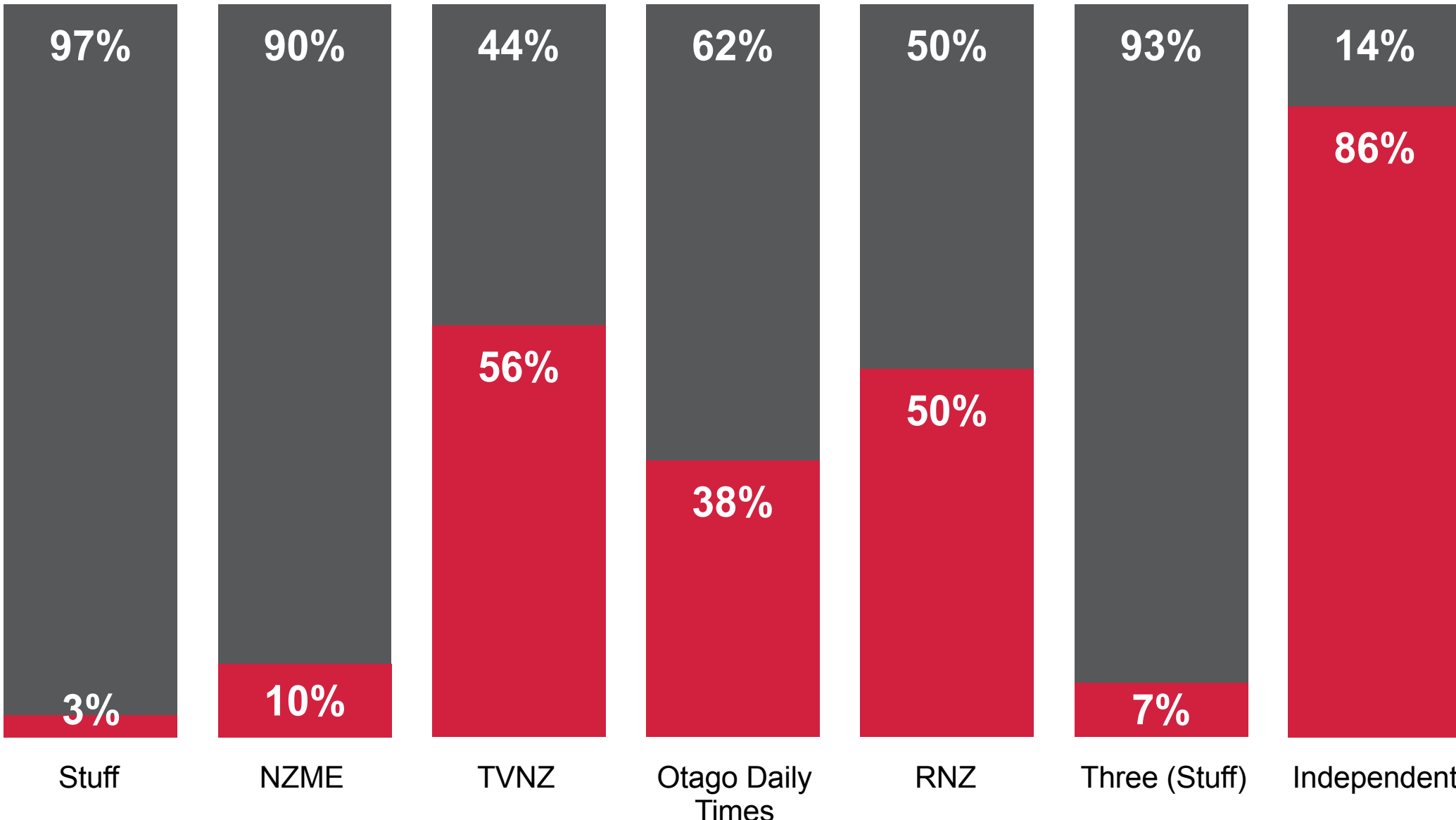
These charts show the gender balance of reporters across the tournament period. The left chart shows gender balance for Women's Cricket World Cup coverage, while the right chart shows the gender balance across all sports reporting during the same period.

This includes print, online and broadcast reporters, but excludes studio-based presenters. RNZ and TVNZ were well ahead of all other media outlets for Cricket World Cup coverage, while coverage from NZME, ODT, and Three (Stuff) was all produced by male journalists.

Women's cricket world cup coverage



All coverage during the women's cricket world cup period



Women Men

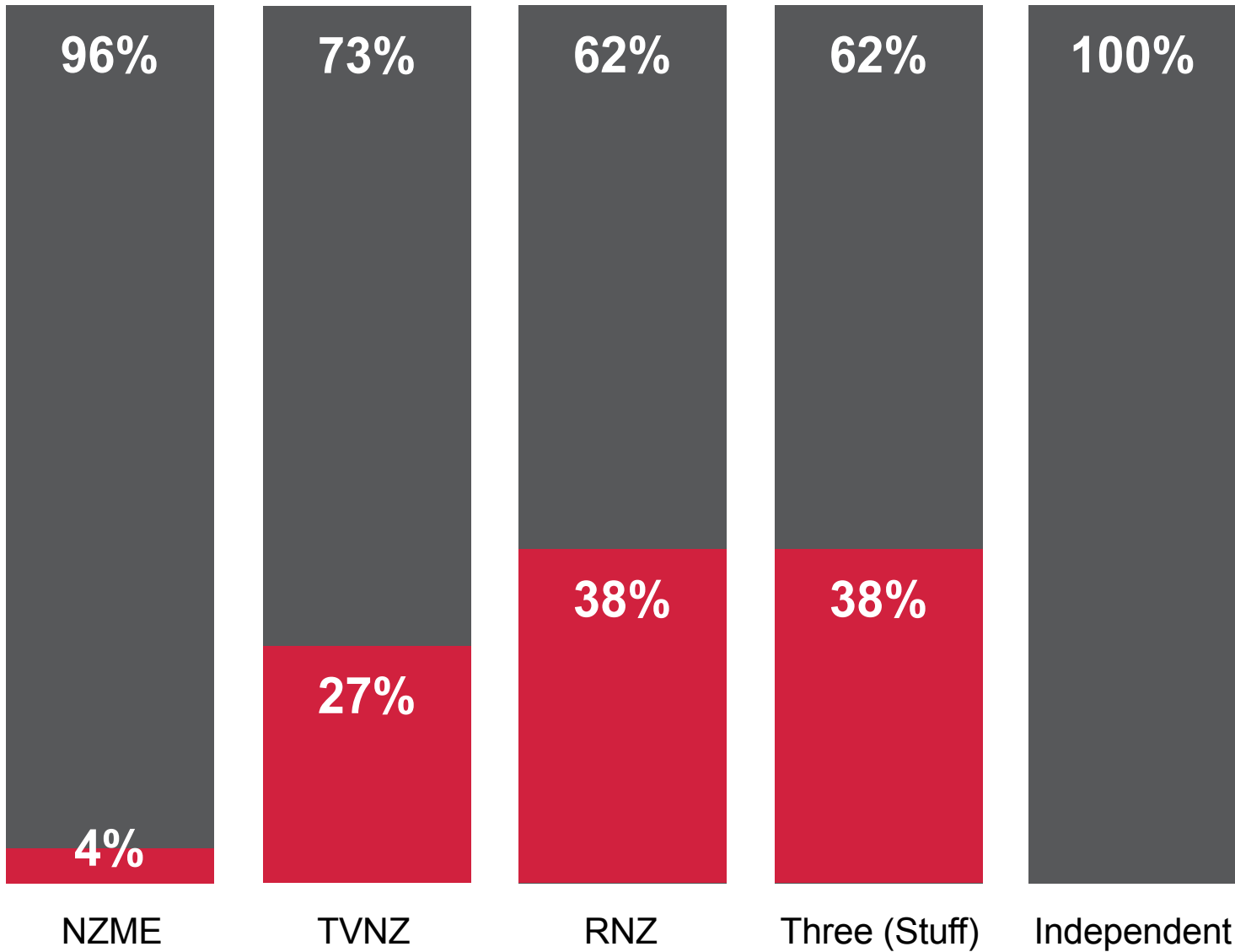
The media

Bylines – presenters

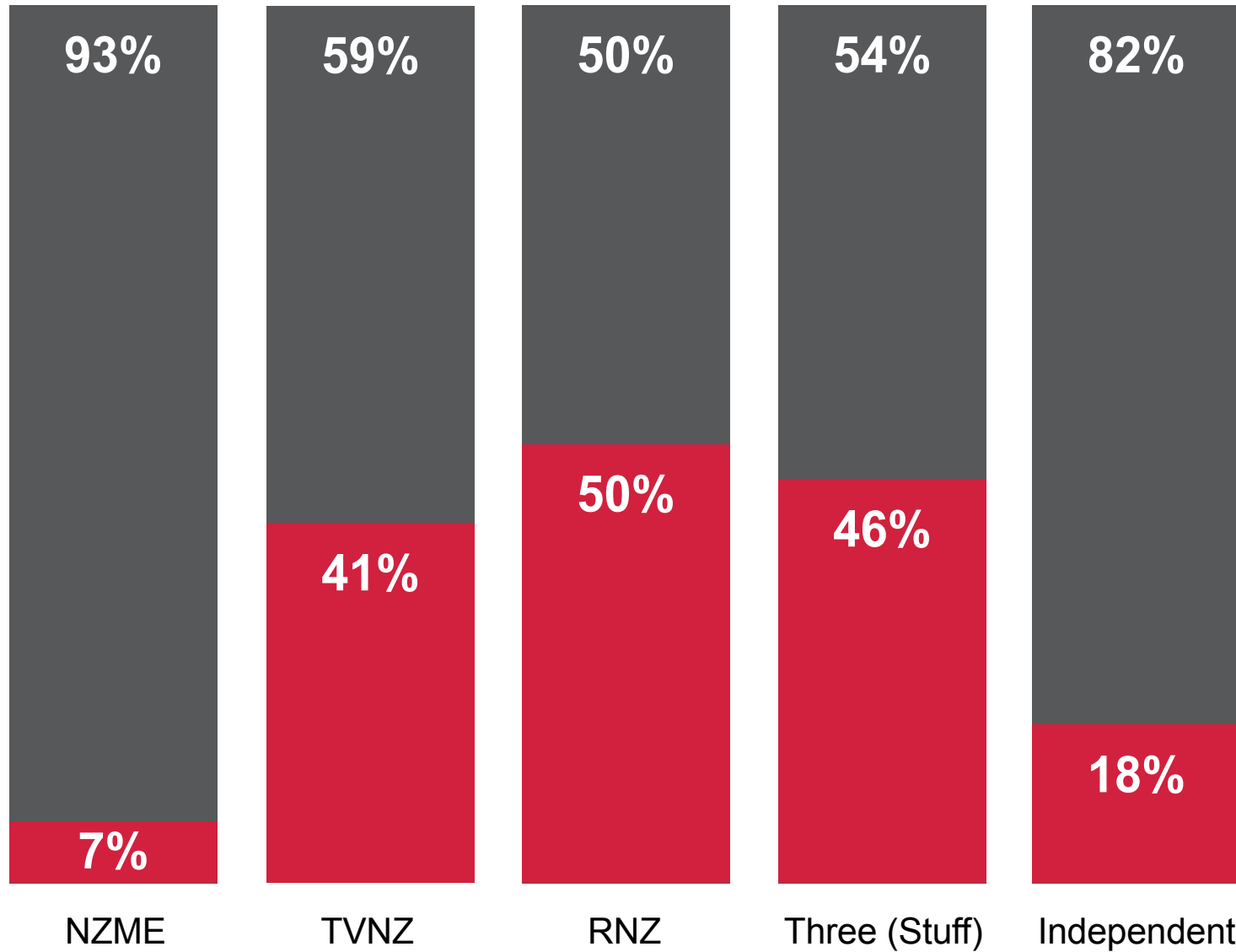
These charts illustrate the gender balance of studio-based broadcast presenters during the tournament period. The left chart focuses on gender balance for Women's Cricket World Cup coverage, while the right chart shows the gender balance across all sports reporting during the same period.

In this analysis we account for the gender of the presenter, but this study does not account for stories read by the presenter that a female reporter may have written.

Women's cricket world cup coverage



All coverage during the women's cricket world cup period



■ Women ■ Men

Event comparisons

This section compares coverage of the ICC Women's Cricket World Cup 2025 with previous Cricket World Cups (both T20 and ODI format) that have taken place over the course of the Sport NZ – Isentia study, which has been running since 2019.

Women's:

2022 ODI Cricket World Cup:
4 March to 3 April

2024 T20 Cricket World Cup:
3 October to 20 October

2025 ODI Cricket World Cup:
30 September to 2 November

Men's:

2021 T20 Cricket World Cup:
17 October to 14 November

2022 T20 Cricket World Cup:
16 October to 13 November

2023 ODI Cricket World Cup:
5 October to 19 November

2024 T20 Cricket World Cup:
2 to 29 June

Event comparisons

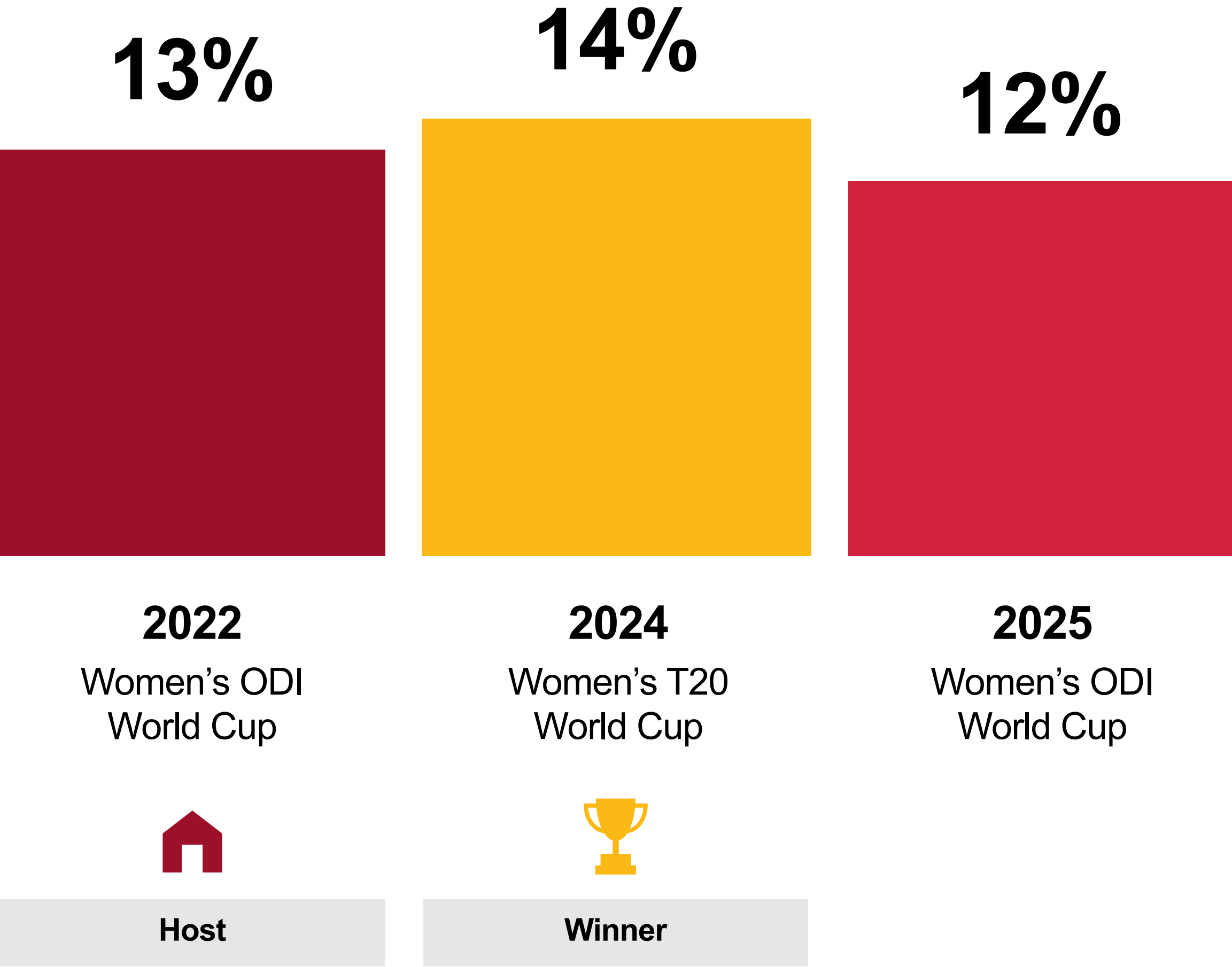
Overview

This chart shows the percentage of coverage that focused on the Cricket World Cup during the tournament period for each of the women's events that have taken place since 2019.

This series includes both ODI and T20 World Cups, which are both held on a four-year cycle.

The three tournaments attracted similar levels of coverage, with small increases seen when New Zealand had a strong connection to the event, either as **host** or **winner**. The White Ferns' T20 World Cup win in 2024 drove the highest level of coverage, at 14%.

Note: A T20 Cricket World Cup was held from 21 February to 8 March 2020, but is not displayed here, as the study was paused in March 2020 when New Zealand went into COVID-19 Alert Level 4. The percentage of Cricket World Cup coverage for the first two games included in the study was 6%.



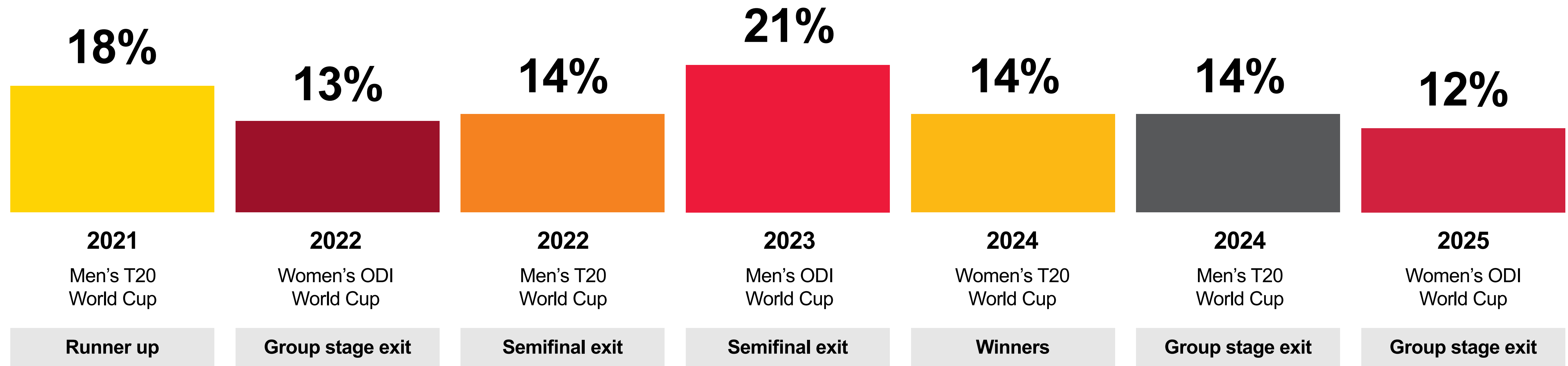
Event comparisons

Overview

This chart shows the women's and men's ODI and T20 Cricket World Cups held since 2019, and the percentage of coverage that discussed each tournament.

The 2023 men's ODI World Cup attracted the most media attention, accounting for just over one-fifth of coverage. Coverage of the men's T20 format was comparatively lower, although there was a noticeable increase in 2021 (18 percent), driven by the Black Caps' run to the final.

For women's tournaments, coverage appeared less affected by format or performance, remaining between 12 and 14 percent across the three events. The White Ferns T20 World Cup win in 2024 lifted coverage only slightly to 14 percent, despite being the only World Cup win for a New Zealand side across this period.



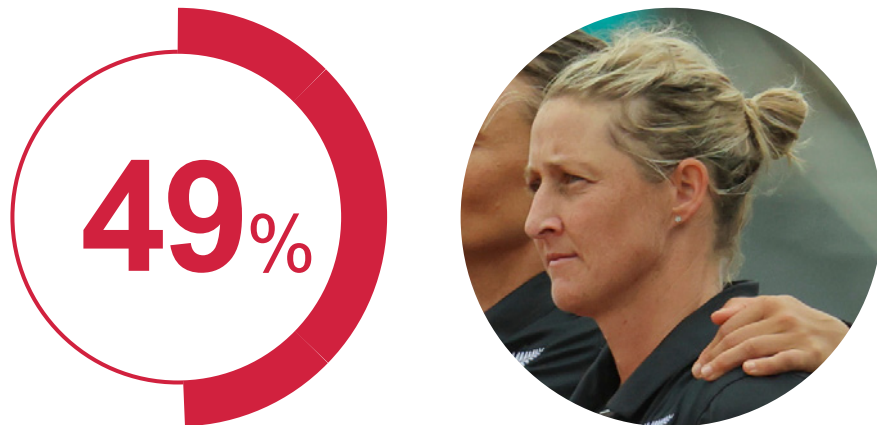
Event comparisons

Teams and athletes

Spotlight: Sophie Devine

White Ferns captain and veteran Sophie Devine was the leading athlete across three of the last four women's Cricket World Cups (ODI and T20). Devine featured in just under half of the 2025 Women's World Cup coverage, underscoring her central role as a White Ferns identity.

Captains are often spotlighted, with Black Caps captain Kane Williamson also emerging as the leading athlete in the most recent T20 and ODI Cricket World Cups. However, this effect was considerably more pronounced in coverage of the women's tournaments.



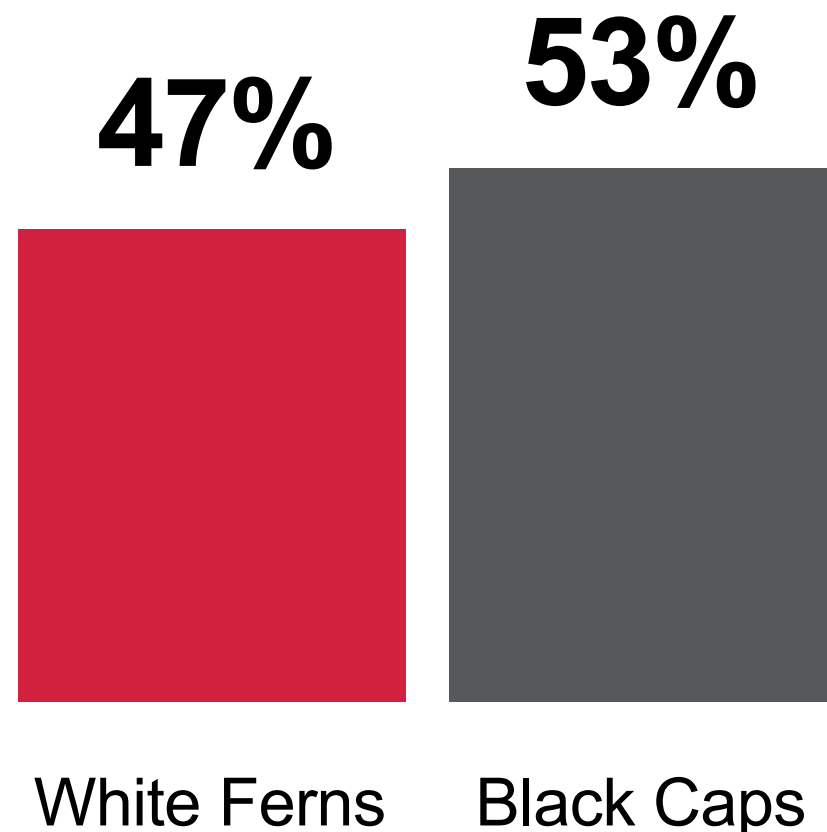
49% of the Women's Cricket World Cup 2025 coverage mentioned Sophie Devine.

Head-to-head: T20 Cricket World Cup, women vs men

In 2024, the women's and men's T20 Cricket World Cups took place in the same year.

While the Black Caps exited the tournament during the group stages, the White Ferns won their tournament.

The Black Caps received six percentage points more coverage than the White Ferns, based on the combined pool of articles that mentioned either team during their respective tournament periods.

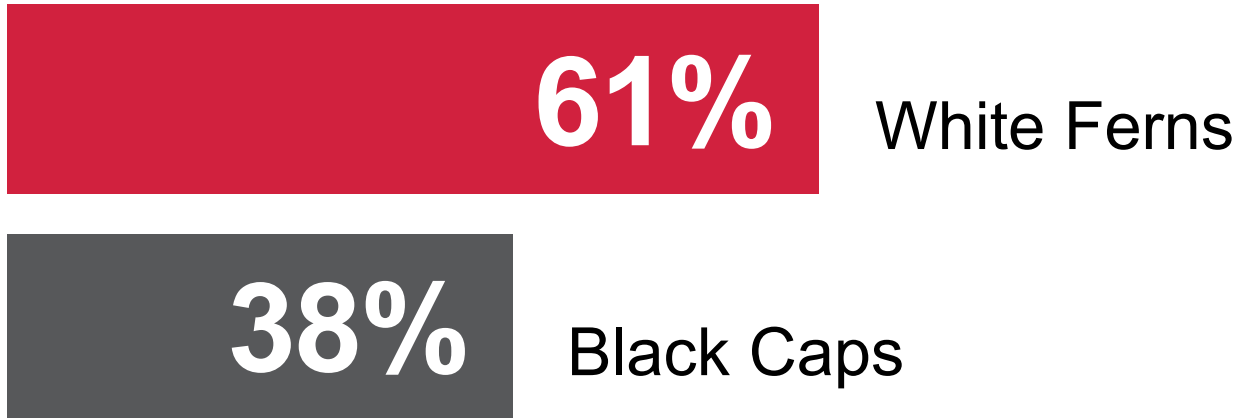


The Black Caps received 6% more combined coverage in article mentions than the White Ferns, during their respective tournament periods.

Veterans take center stage

At their most recent ODI Cricket World Cups (White Ferns 2025, Black Caps 2023), 37% of each team comprised long-serving players that had played with the team for nine or more years.

These long-serving players accounted for 61% of White Ferns coverage, compared with 38% of Black Caps coverage. This suggests women's coverage was more tightly concentrated around familiar names, while men's coverage provided broader visibility across the squad, including breakthrough players and those earlier in their careers.



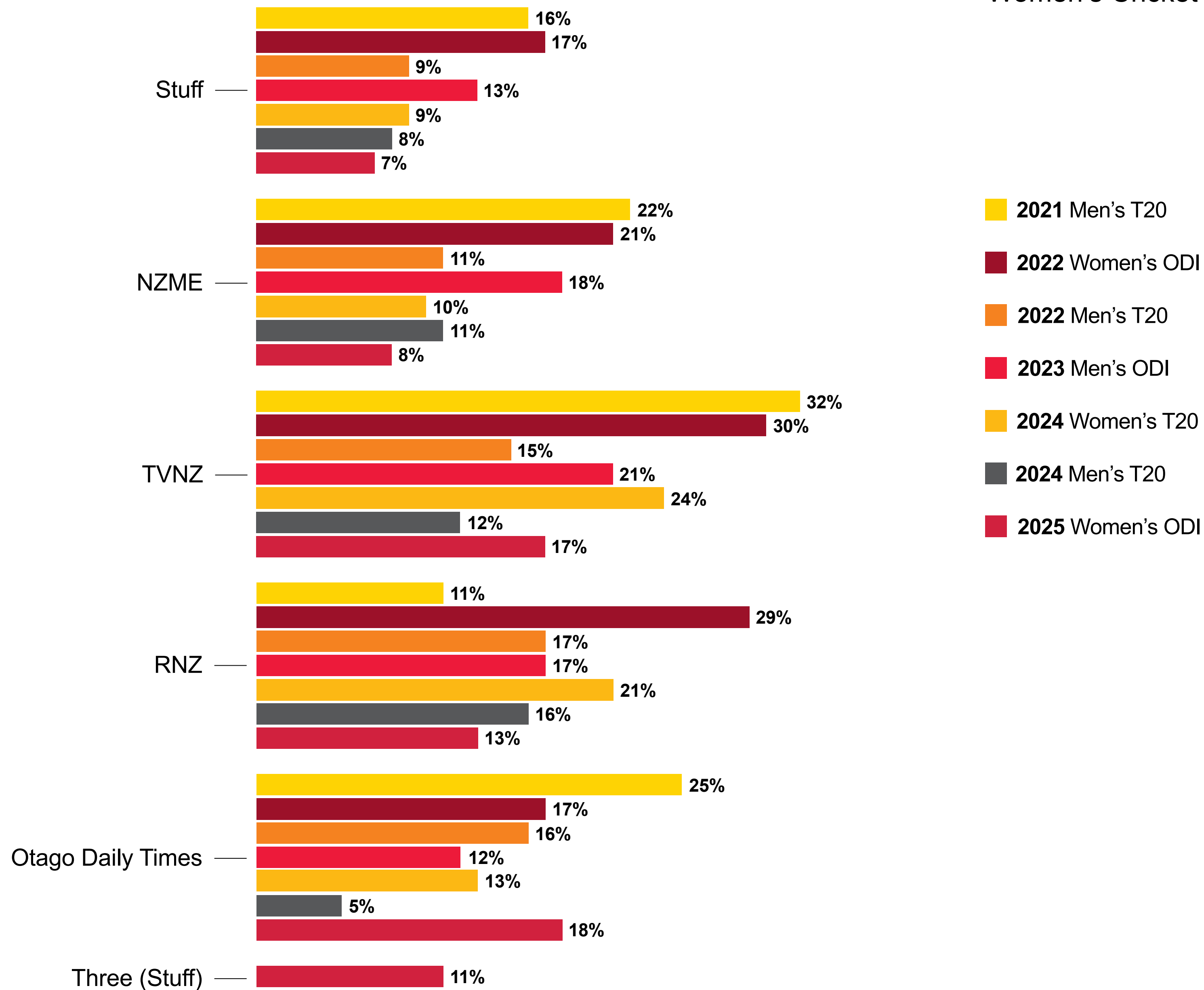
Women's cricket coverage was more tightly concentrated around familiar and long-serving players.

Event comparisons

The media

This chart shows the percentage of each media organisation's coverage that focused on the Cricket World Cup for each tournament year.

While Newshub is not displayed, it was included in this study until its closure in July 2024. With the closure of Newshub and the cutting of news bulletins and shows at TVNZ, the 2025 analysis draws from a smaller pool than in previous World Cups.



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