

Media Coverage of Women's Sport

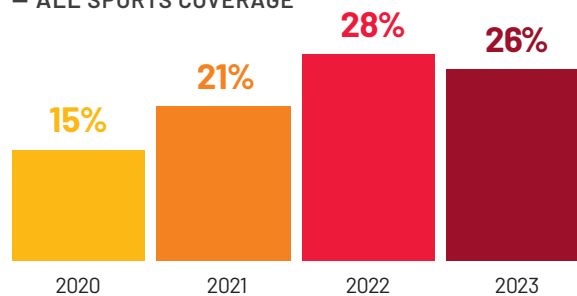
2023

Highlights from the fourth annual report of the Sport NZ - Isentia study of gender balance in sports news coverage in Aotearoa New Zealand. The report covers the period from January to December 2023.

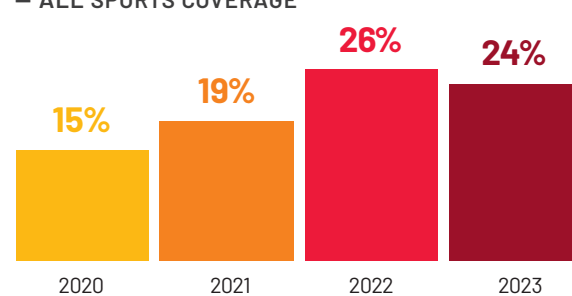
Coverage

For the first time in the study there was a decline in the coverage of women's sport across all sports news. The representation or visibility of women across all sports coverage also dropped. This is likely due to fewer major events in New Zealand in 2023.

GENDER BALANCE
- ALL SPORTS COVERAGE



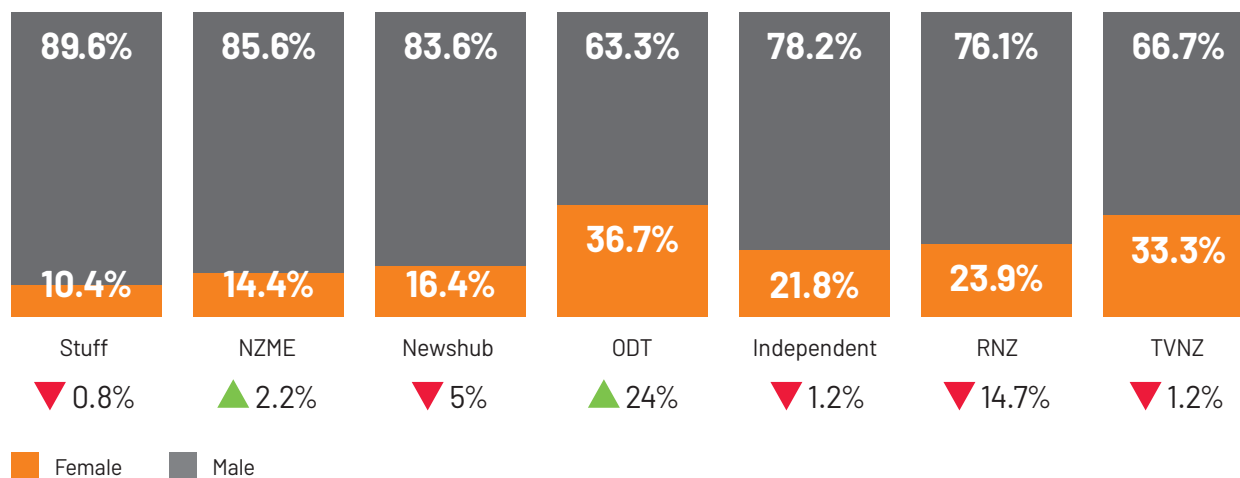
FEMALE VISIBILITY
- ALL SPORTS COVERAGE



The Media

The proportion of sports coverage by female reporters in 2023 increased by 2% to 14.1%. Most media organisations had a decline in female bylines, however the ODT had a significant rise which balanced out the overall result.

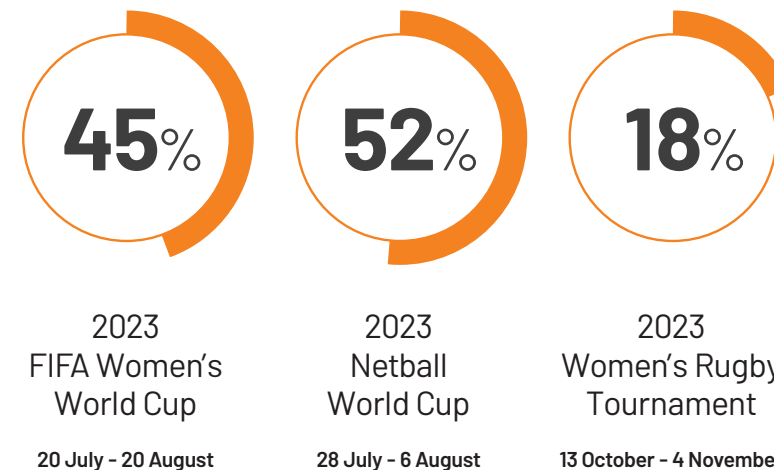
2023 REPORTER BYLINES BY MEDIA OUTLET



The impact of major sporting events

Women's sport coverage spiked around these major sporting events.

Without these three key events gender balance for 2023 would be 21%.



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

Note that the Netball World Cup and FIFA WWC were held at the same time, and this is an overall figure of gender balance during those tournament windows.

