

Women's Rugby World Cup 2025

Highlights from the Women's Rugby World Cup 2025 case study produced as part of the Sport NZ–Isentia study on gender balance in New Zealand's sports news.



Weight of coverage

During the tournament, the Women's Rugby World Cup 2025 made up 25% of all sports news coverage in Aotearoa New Zealand. This matches the level of coverage seen during the 2022 tournament. This consistency is significant because the 2022 event was hosted in New Zealand and won by the Black Ferns.

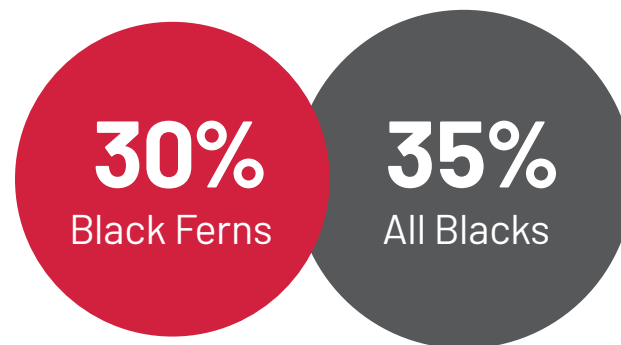
25%

The WRWC 2025 made up 25% of all sports news coverage in NZ during the tournament period.

Head to head

On 13 September, the Black Ferns beat South Africa while the All Blacks lost to South Africa in the Rugby Championship.

Media coverage over 13-14 September focused slightly more on the All Blacks loss (35%) than the Black Ferns win (30%).



Rugby World Cup – game day coverage

Coverage of the Women's Rugby World Cup 2025 wasn't sustained over the tournament but was clustered around game days. The chart below shows how much Rugby World Cup coverage appeared the day before and the day of each game. In both 2022 and 2025, the Women's Rugby World Cups saw bigger spikes in coverage around Black Ferns game days than the men's tournaments.

