FIFA Women's World Cup Media & Gender Case Study 2023 TOURNAMENT COVERAGE AND ITS IMPACT ON GENDER BALANCE IN SPORTS NEWS MEDIA IN AOTEAROA NEW ZEALAND

Theme:
Voice & Visibility

Emma Evans
Co-authored by Sport NZ
Sport New Zealand
Message Emma

About this study

The FIFA Women's World Cup 2023 was held in New Zealand during July and August.

This study analyses tournament coverage among New Zealand media and its impact on the gender balance of overall sports coverage during the tournament 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, Sky Sport is not included in this case study.

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