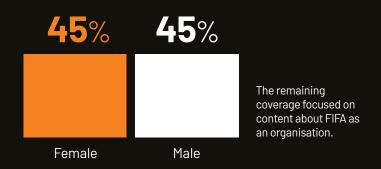
# FIFA Women's World Cup 2023





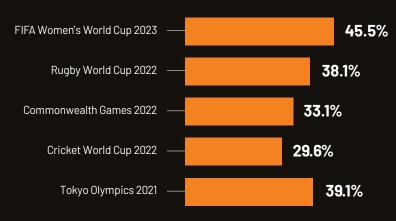
## **BALANCE**

The FIFA Women's World Cup 2023 has had the highest impact on the gender balance of sports news coverage since the media and gender study\* began four years ago. During the tournament, coverage was split equally between women's and men's sports.



### FEMALE COVERAGE DURING MAJOR TOURNAMENTS

This chart shows the coverage of women's sports across all sports news coverage during these events, demonstrating the impact that major tournaments have on overall gender balance and visibility.



### VISIBILITY

The visibility of women in all sports news coverage during the tournament was 52% - indicating the additional volume of women reported on during the tournament.



### **COVERAGE OF TEAMS DURING THE TOURNAMENT**

This chart shows the share of voice of leading teams against the total mentions of all teams for FWWC coverage.



<sup>\*</sup> The Sport NZ-Isentia media and gender study explores the gender balance of sports new coverage and sports reporting. It involves human analysis of around 40,000 stories a year – around one-third of all sports news coverage in New Zealand