

2024 Paris Olympics

MEDIA AND GENDER CASE STUDY

 isentia

 SPORT
NEW ZEALAND
IHI AOTEAROA



About this report

The 2024 Paris Olympic Games ran from 26 July to 11 August.

This study analyses coverage of the Games by New Zealand media and its impact on the gender balance of overall sports coverage during the Games 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 does not include match broadcast and live blogging of sports fixtures. As a result, Sky Sport is not included in this case study.

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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.

Coverage

Balance and visibility

More than half of the coverage of the Paris Olympic Games focused on females (54%), while visibility of women in Games coverage was 59%. When we look at the overall sports coverage during the games period – almost half was focused on females (45%).

It is worth noting that the New Zealand team was almost evenly split with 98 men and 97 women. Female athletes won 8 of New Zealand's 10 gold medals resulting in strong coverage for female athletes.

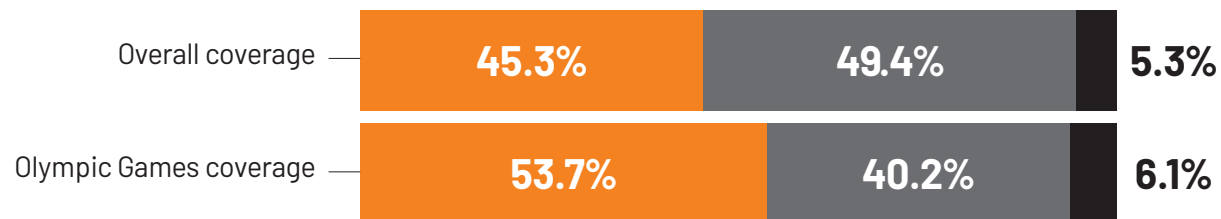
Note:

'Balance' refers to the amount of coverage that was on women's sport, while visibility is the representation of women across sports coverage. Coverage of the Olympic Games mentions multiple athletes more than during a non-Games period, so we see a stronger difference between these figures.

'Other' represents mixed teams, non-binary athletes and non-specific sporting bodies.

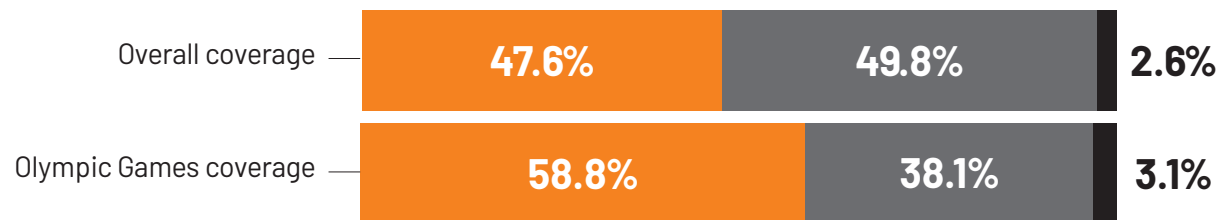
BALANCE

GENDER BALANCE – ALL SPORTS COVERAGE



VISIBILITY

FEMALE VISIBILITY – ALL SPORTS COVERAGE



Female Male Other

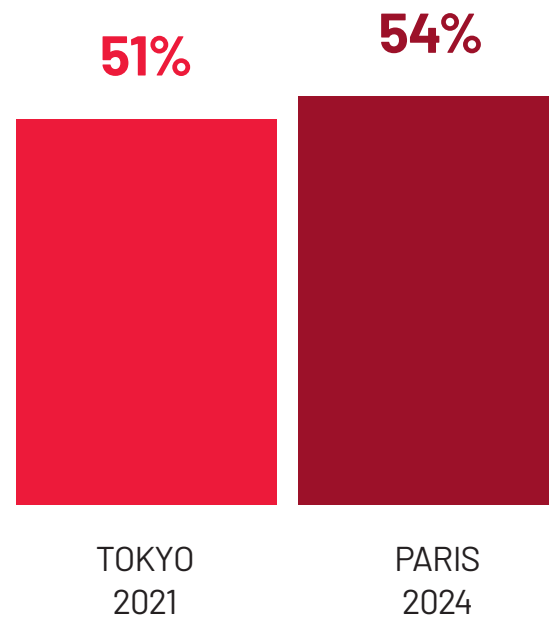
Coverage

Gender balance comparison at the Olympics

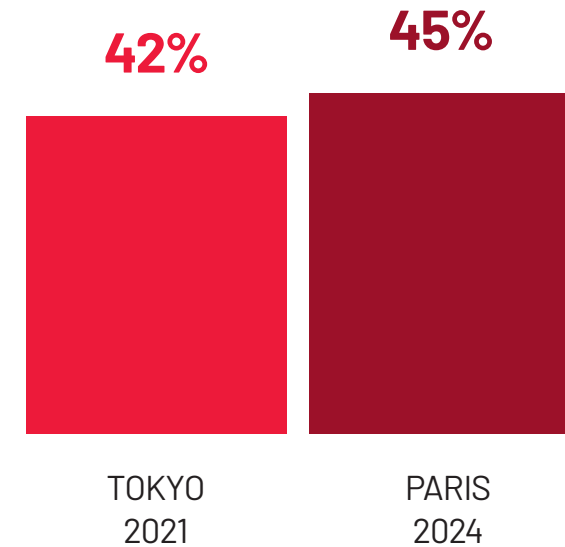
Coverage of female athletes during the Paris Olympic Games was up 3% from 51% at the Tokyo Games. Gender balance for the overall coverage during the Games period was also up 3% from the Tokyo Games to 45%.

COMPARING BALANCE AT THE OLYMPICS

OLYMPIC GAMES COVERAGE



OVERALL COVERAGE DURING THE GAMES PERIOD



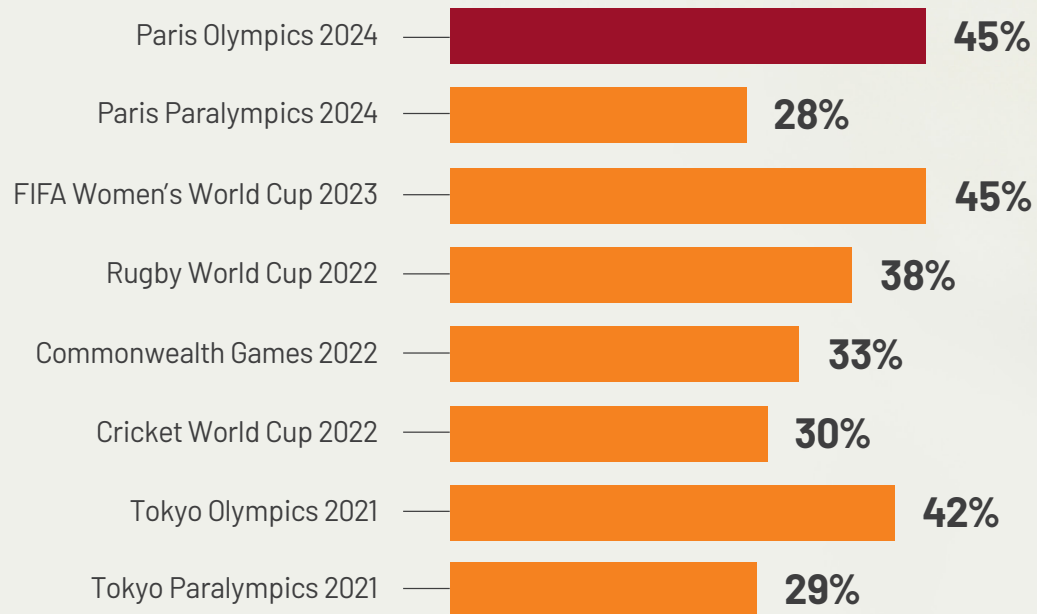
Coverage

Gender balance during major events

This chart shows the gender balance of all sports news during the event windows, demonstrating the impact that major events have on overall gender balance and visibility.

The level of coverage of women's sport increased in Paris - up to 45% from 42% at the Tokyo Games.

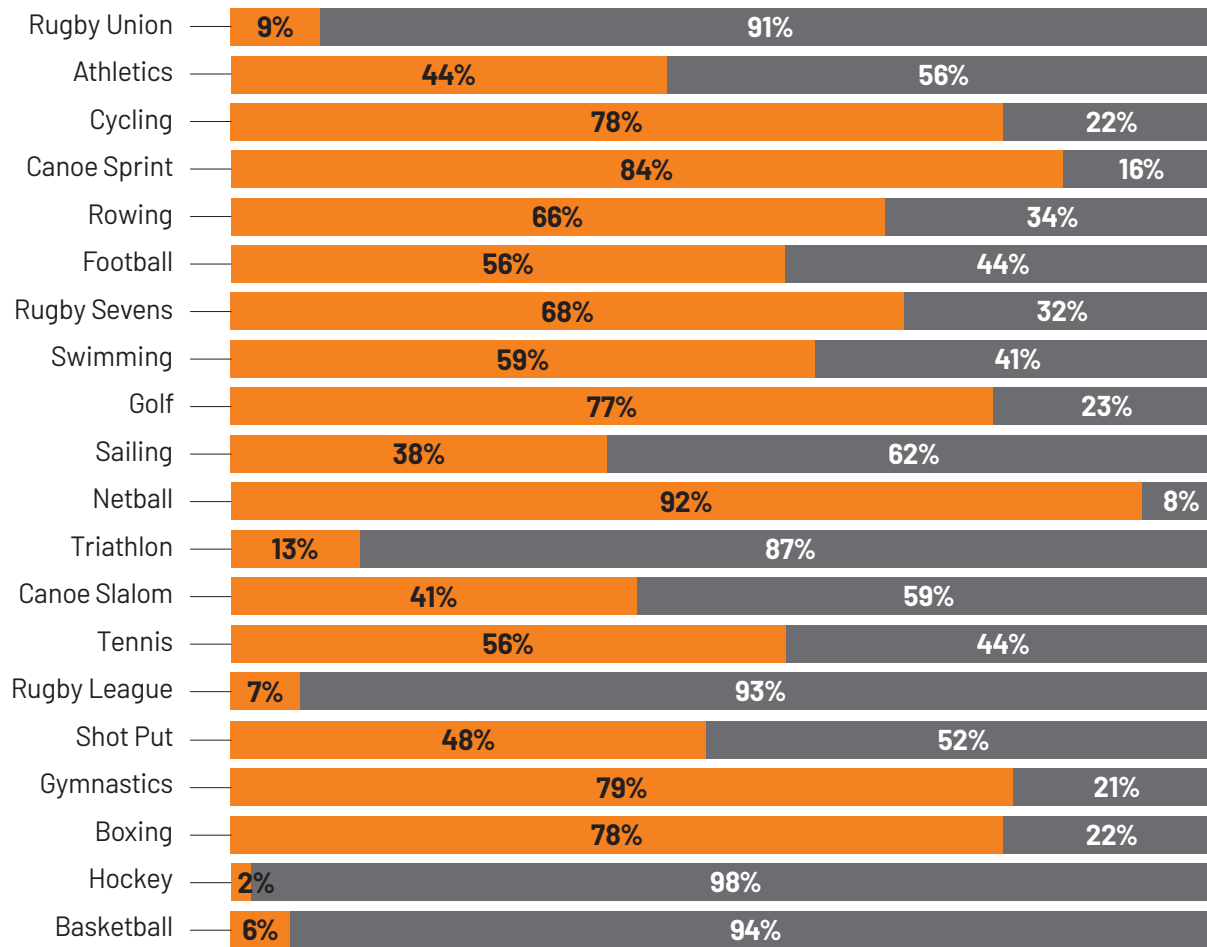
KEY EVENT COMPARISONS



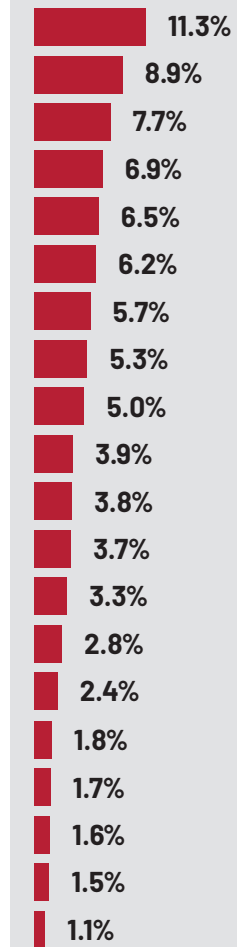
Coverage

Gender balance by sport

OVERALL COVERAGE DURING THE GAMES PERIOD



Female Male



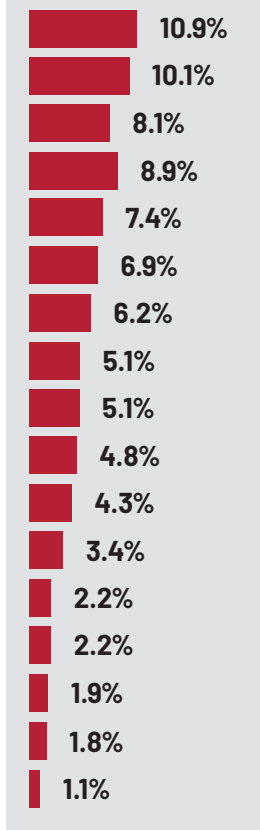
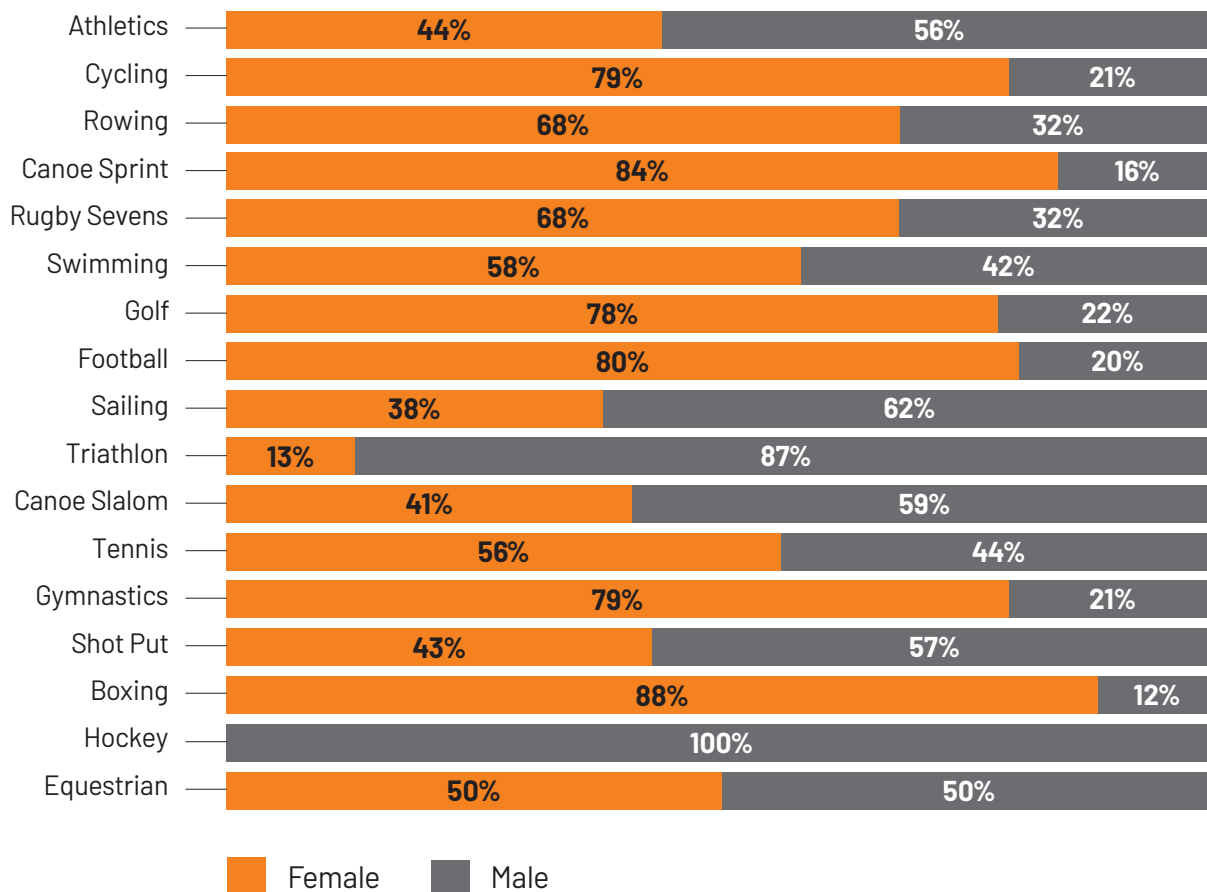
Share of all sports coverage



Coverage

Gender balance by sport

OLYMPICS GAMES COVERAGE



The most covered sports across the Olympic period correlate with medal success, which is why we see athletics, cycling, rowing and canoe sprint in the top four.

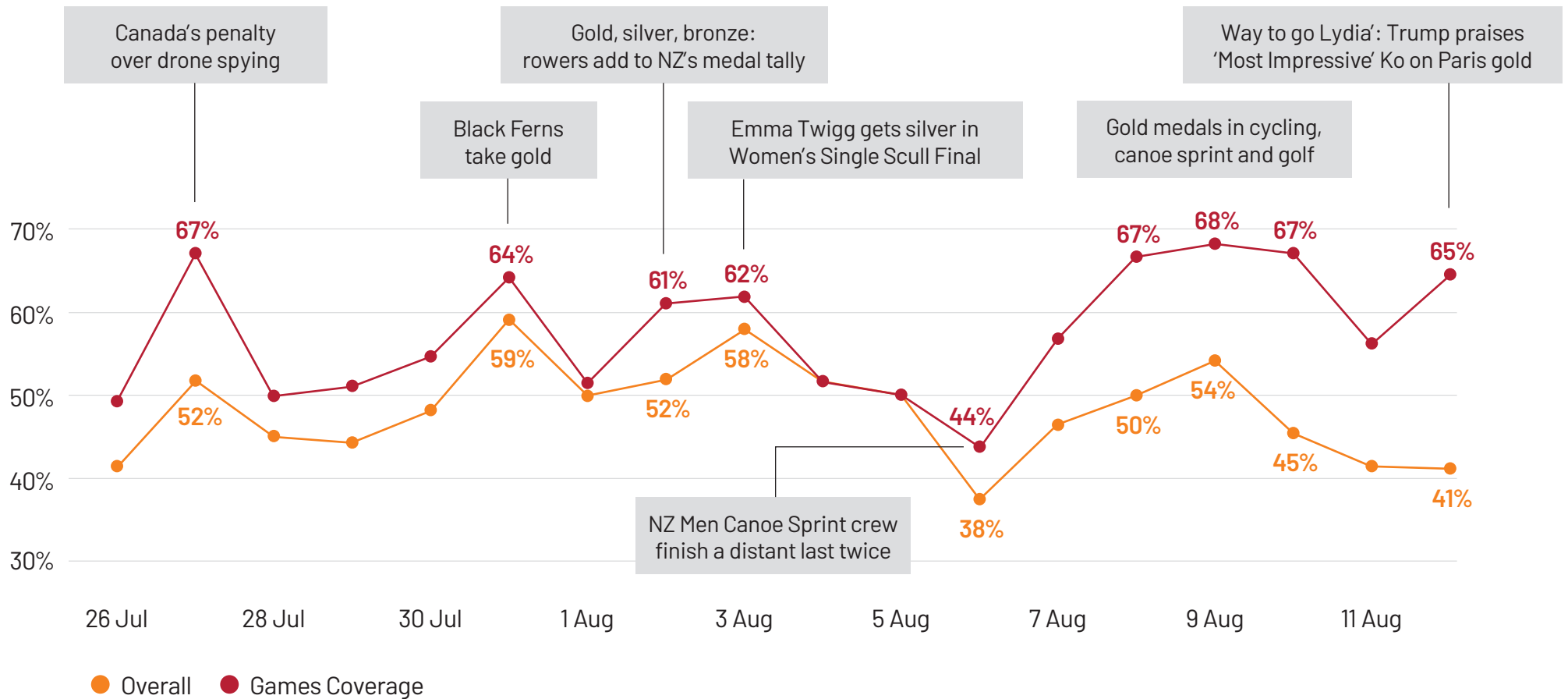
Note:
The controversy over the gender of Imane Khelif and Lin Yu-ting in boxing was widely reported and increased the presence of the sport across the competition period.

Share of all sports coverage

Coverage

Women's sports coverage daily trend

This chart shows the daily breakdown of coverage of female athletes - comparing the overall coverage to the Games coverage. Strong performances from female athletes across the Games period and the controversy over Canada spying on the Football Ferns boosted coverage.



The Media

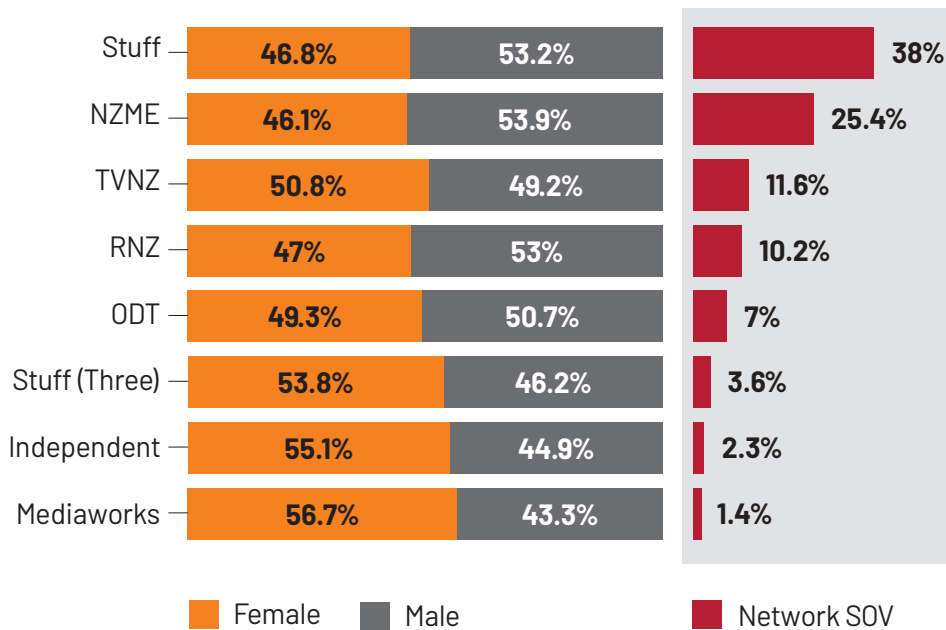
This section looks at the gender balance of major media outlets to explore what kind of patterns or preferences can be seen by network and sport.

The Media

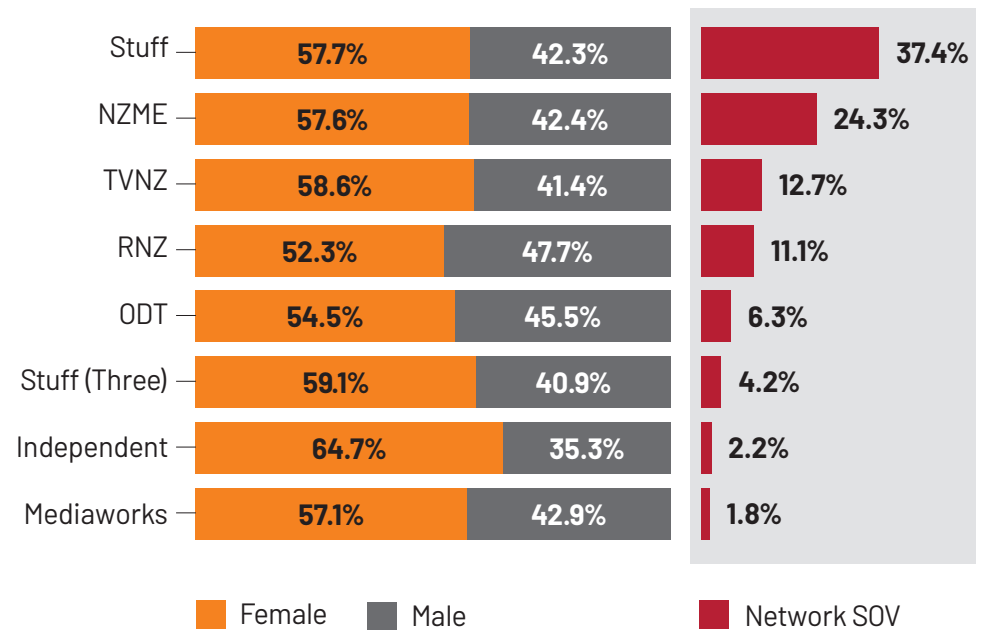
Gender balance by media outlet

While Stuff led the way with overall share of voice for Olympic Games coverage, independent media organisations (including Newsroom, The Spinoff, and Gisborne Herald) led gender balance, with 64.7% female coverage, followed by Three News with 59.1%.

OVERALL COVERAGE DURING THE GAMES PERIOD



OLYMPIC GAMES COVERAGE

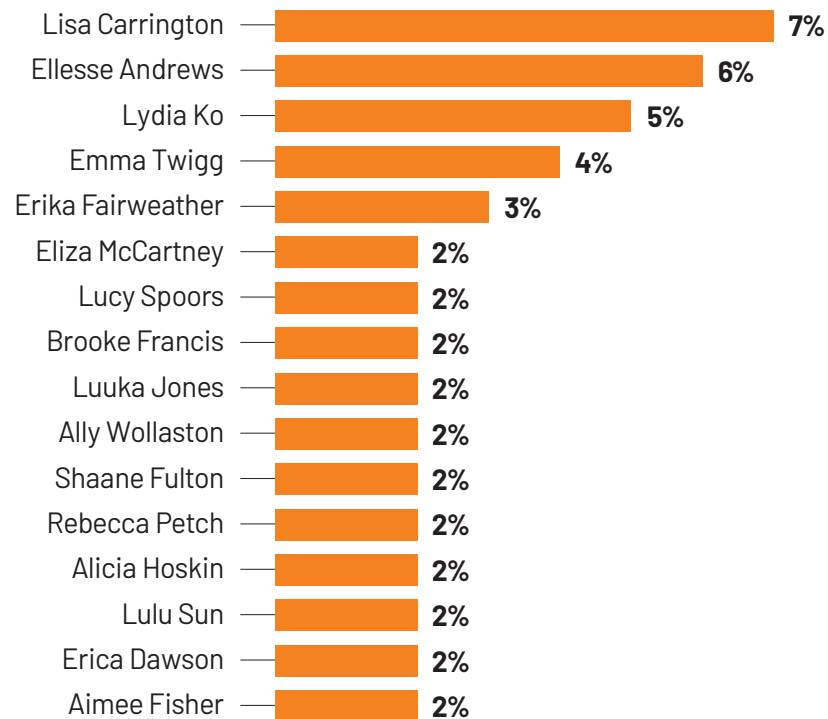


The Media

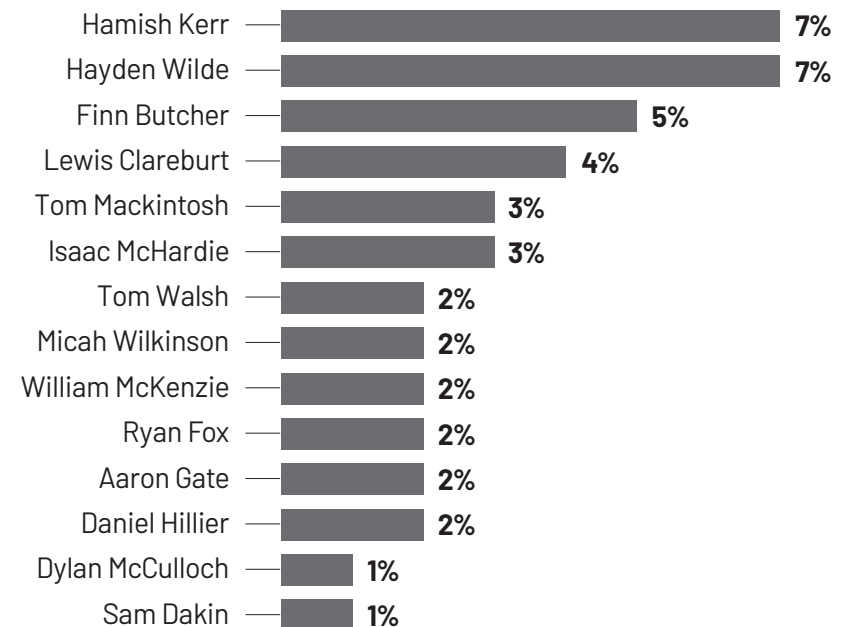
Most mentioned New Zealand athletes

The most mentioned female athlete during the Games coverage was Lisa Carrington due to her success in winning three gold medals, closely followed by Ellesse Andrews with two golds and a silver. Hamish Kerr's success in the high jump made him the most mentioned male athlete, while Hayden Wilde was the second most mentioned male athlete after his show of sportsmanship in winning the silver medal.

FEMALE ATHLETES



MALE ATHLETES



Female Male

The Media

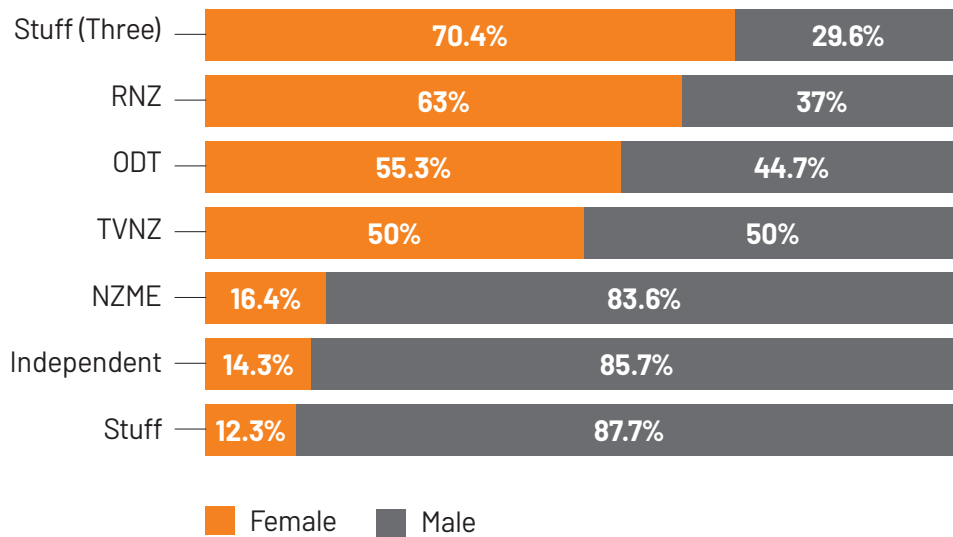
Bylines - reporters

Three News led the way with the most female reporters across their sports news coverage - both overall and Games coverage. RNZ, TVNZ and the ODT also had 50% or more female reporters across both overall and Games coverage.

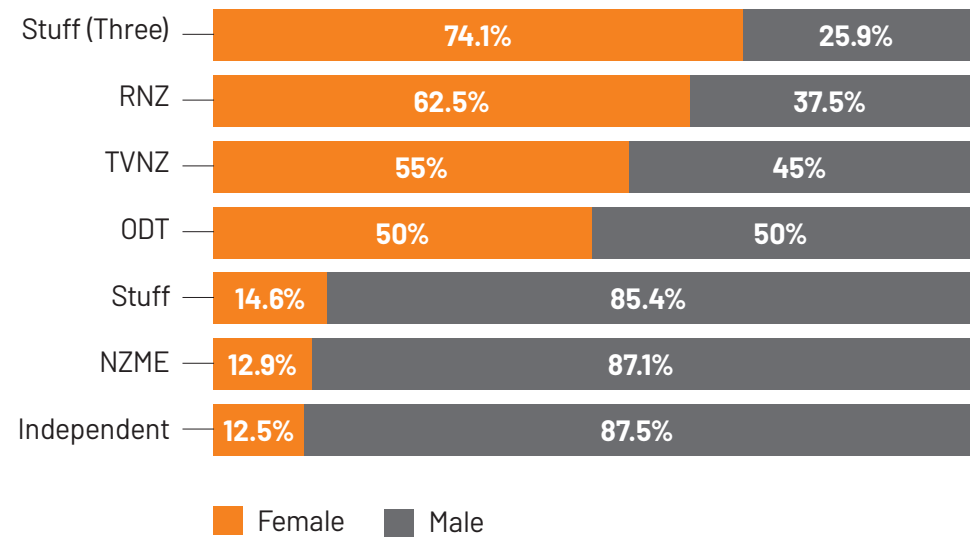
There was a better representation of female reporters at the Paris Olympics compared to Tokyo where more than 90% of the coverage was provided by males.

Note:
Broadcast - In this analysis we account for the gender of the presenter, as well as any named reporters. It does not account for voiceover stories read by a presenter, or where the presenter may have been the reporter on a story.

OVERALL COVERAGE DURING THE GAMES PERIOD



OLYMPIC GAMES COVERAGE



The Media

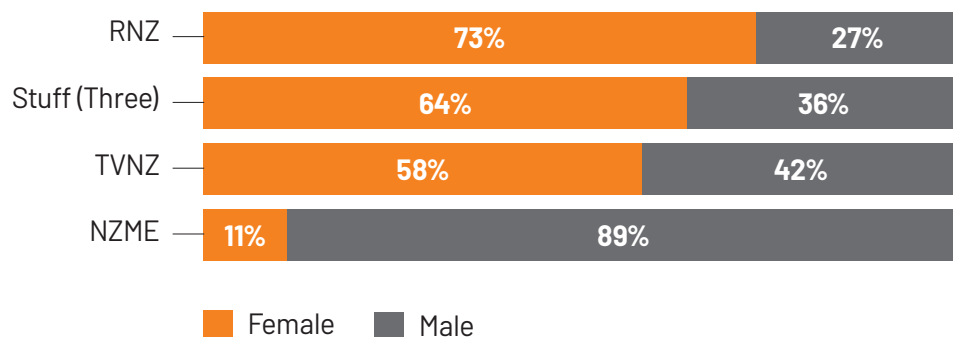
Bylines – presenters

Broadcast presenters and newsreaders are separated from reporters here due to the impact that a high level of representation of women reading the sports news can have on balance. RNZ led the way with more than 70% female presenters across both overall and Games coverage.

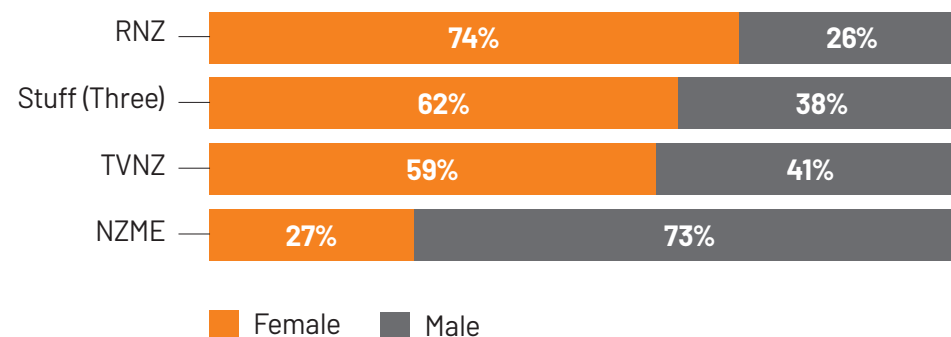
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OVERALL COVERAGE DURING THE GAMES PERIOD



OLYMPIC GAMES COVERAGE



Portrayal

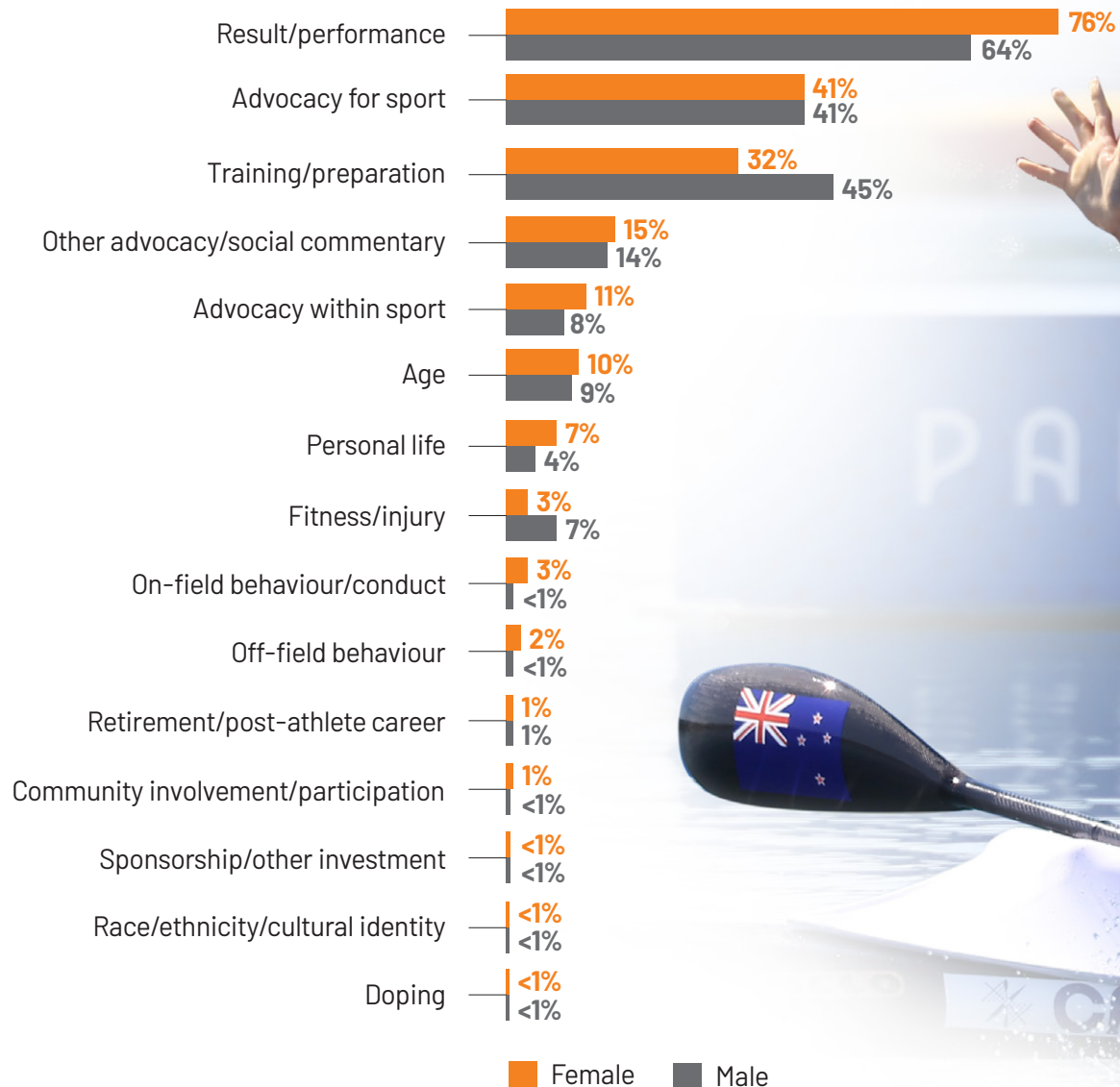
This section examines the differences in how men and women are reported in the media by topics, language and images.

While levels of coverage of women's sport are increasing, it remains important to consider the content of media coverage to ensure that both the quantity and quality of coverage continue to improve. Over the years of this study, gender bias in athlete portrayal has decreased significantly.

Portrayal Topics

Female athletes received over 10% more mentions relating to results/performance at the Paris Games. This is likely due to the success of New Zealand's female athletes - who won 8 of the 10 gold medals. More mentions of training/preparation appeared for male athletes due to "surprise" gold medals for athletes like Finn Butcher and Hamish Kerr. There was elevated interest in the broader background stories of these athletes.

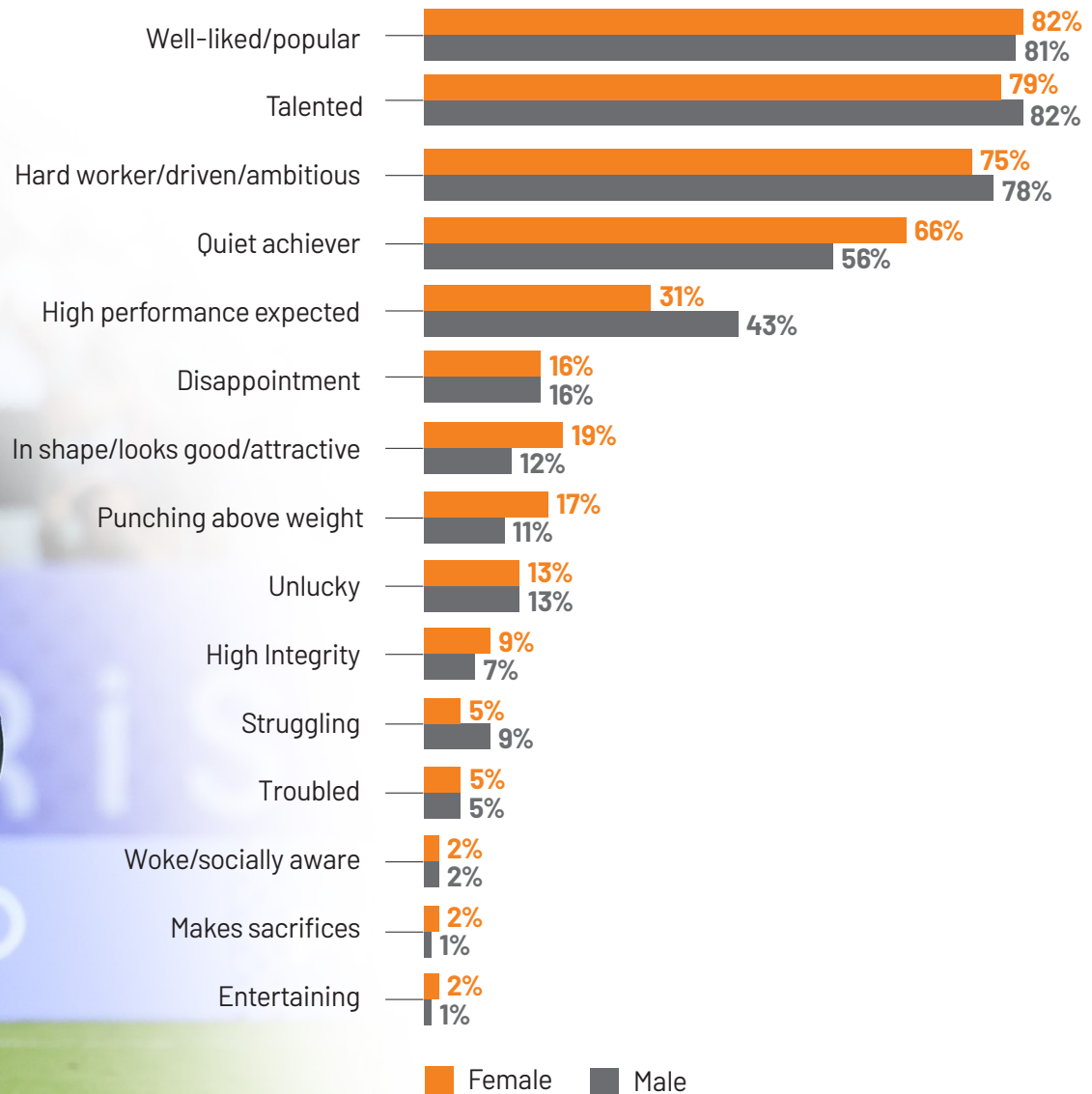
TOPICS – FEMALE VERSUS MALE COVERAGE



Portrayal Narratives



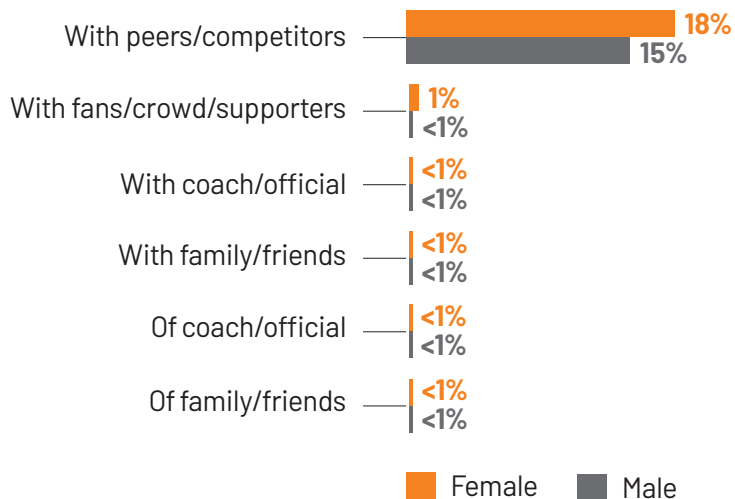
NARRATIVES – FEMALE VERSUS MALE COVERAGE



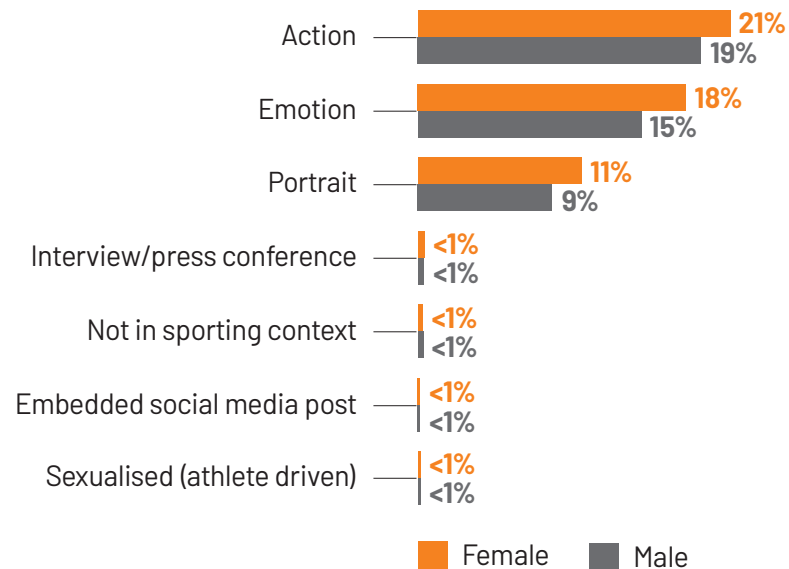
Portrayal Imagery

Due to the medal success of New Zealand’s female athletes in Paris, they were more likely to be pictured in coverage, and in moments of action and emotion.

IMAGE COMPOSITION



IMAGERY TYPE



IMAGERY APPEARANCE

