



Sports Media and Gender

COVERAGE, REPORTING AND ATHLETE PORTRAYAL
IN NEW ZEALAND SPORTS NEWS MEDIA

1 JANUARY TO 31 DECEMBER 2023

 isentia

 SPORT
NEW ZEALAND
IHI AOTEAROA



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About this report

This is the fourth annual report from the Sport New Zealand Ihi Aotearoa (Sport NZ) and Isentia study of gender balance in sports news coverage in Aotearoa New Zealand. The Sport NZ – Isentia study involves human analysis of around one-third of all sports coverage, selected randomly each day. This includes print, broadcast and online, but excludes match broadcast and live blogging of sports fixtures. As a result, Sky Sport is not included in this report.

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Summary

This study continues to show significant advances in the coverage of women's sport in New Zealand media, increasing from 15% in 2020 to 26% in 2023. However, 2023 is the first year where gender balance has not improved year on year - 26% of sports coverage in 2023 was about women, compared to 28% in 2022.

The 2022 result came off the back of New Zealand hosting the Women's Rugby World Cup and the Women's Cricket World Cup which drove increases across that year. The FIFA Women's World Cup was the key event that helped drive and maintain high coverage for women in 2023. While the event had the greatest impact on balance during a tournament period of all major events across this study, it was not enough to continue the gains made in the previous year.

Following the World Cup events in 2022, both rugby and cricket had significant declines in women's coverage in 2023, along with a series of smaller declines across more than half of sports tracked.

The quality and depth of women's sports coverage continues to improve along with the volume of reporting. Topics of discussion have broadened over the last three years, with an increased focus on training and preparation, with minimal difference between how women's sport and men's sport is reported on.

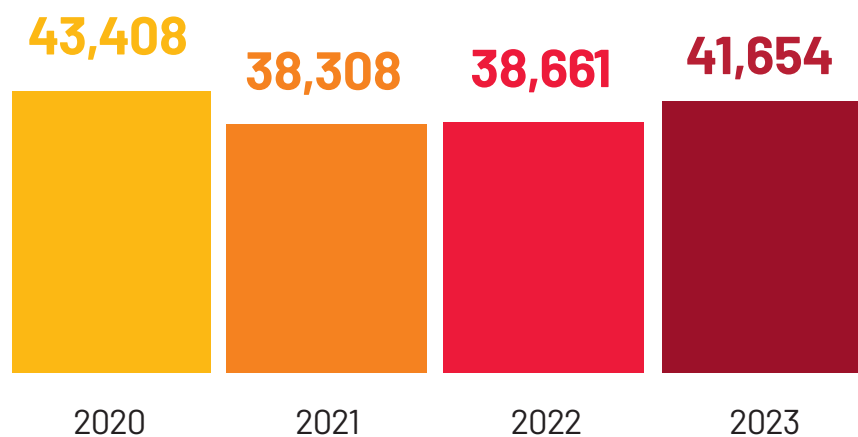
The New Zealand media landscape is undergoing significant change with a number of major newsrooms restructuring and reducing in size. TVNZ has cancelled shows and reduced news bulletins, and Warner Bros. Discovery news division - Newshub - closed in July 2024. While the gender balance of stories may not be significantly impacted by these moves, they will impact the opportunity to see women in sports news coverage, particularly on television. They will also impact the opportunities for career paths into sports journalism.



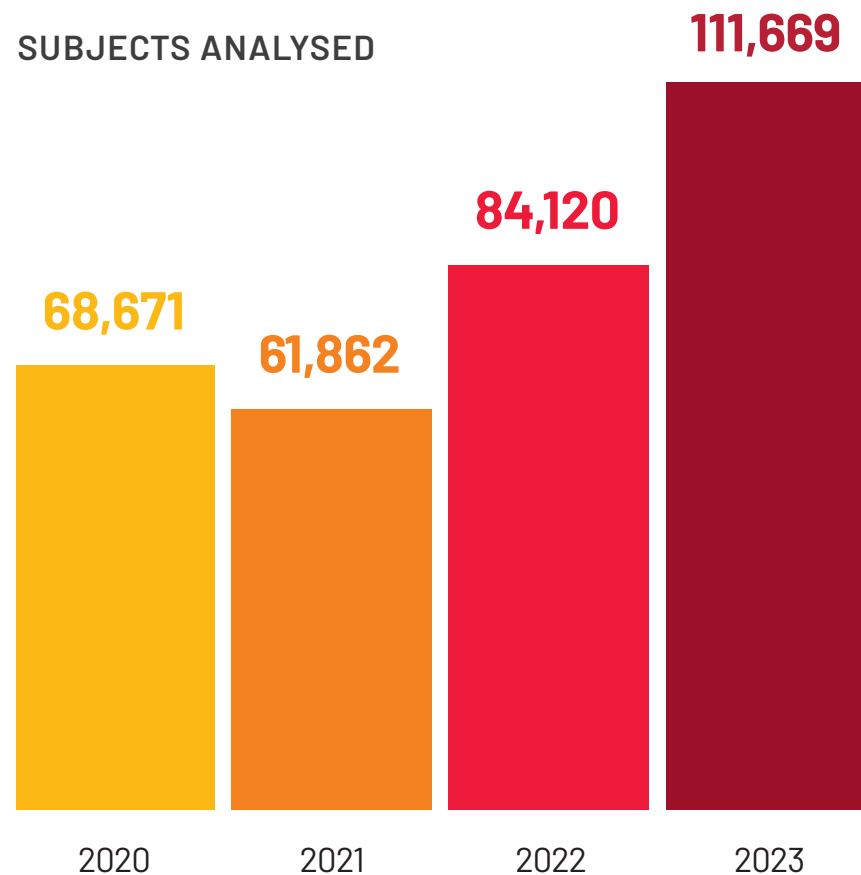
The Dataset

Size of sample

STORIES ANALYSED

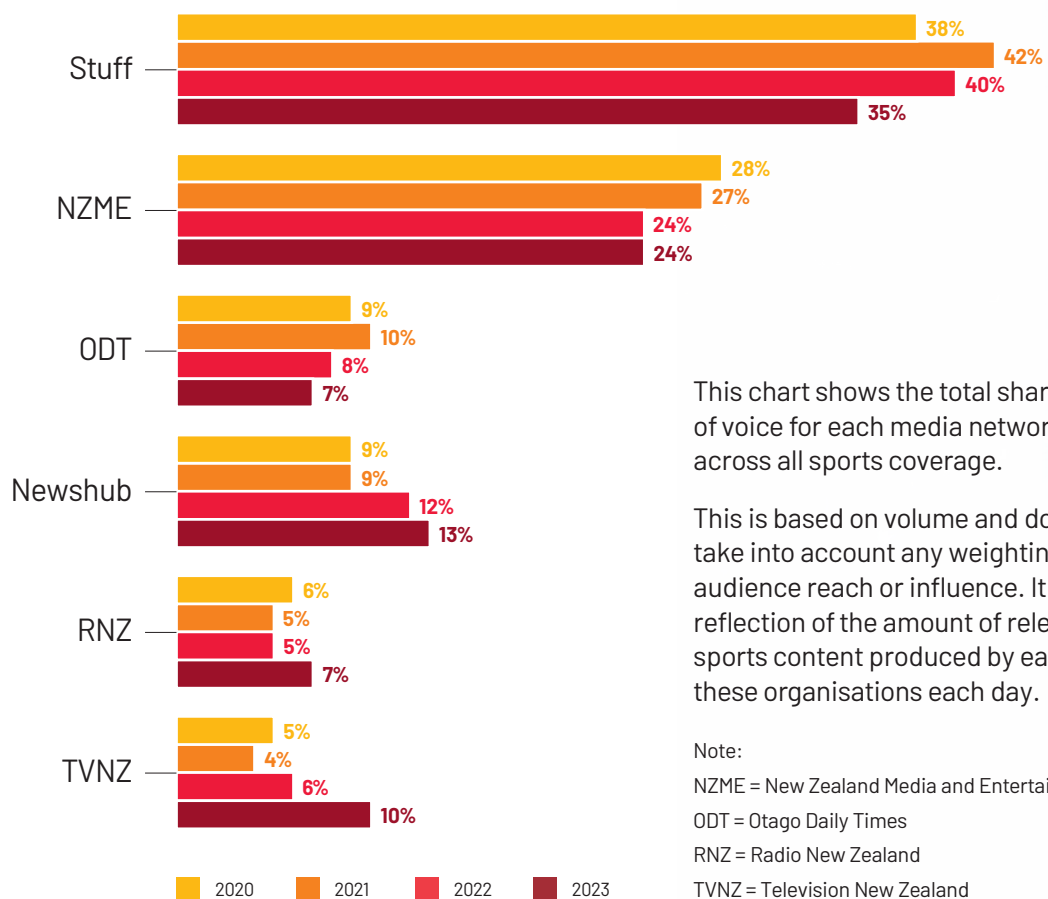


SUBJECTS ANALYSED



The Dataset

Media sample



This chart shows the total share of voice for each media network across all sports coverage.

This is based on volume and does not take into account any weightings for audience reach or influence. It is a reflection of the amount of relevant sports content produced by each of these organisations each day.

Note:

NZME = New Zealand Media and Entertainment

ODT = Otago Daily Times

RNZ = Radio New Zealand

TVNZ = Television New Zealand

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.

The study explores both balance and visibility in sports news coverage. These are different but both are important metrics. Balance is our main measure and is used for reporting throughout this report. This is the percentage of all sports news stories that are focused on women's sport. Visibility is about those who feature in sports news coverage, whether that's athletes, coaches, administrators or fans, and the percentage of all of these who are female.

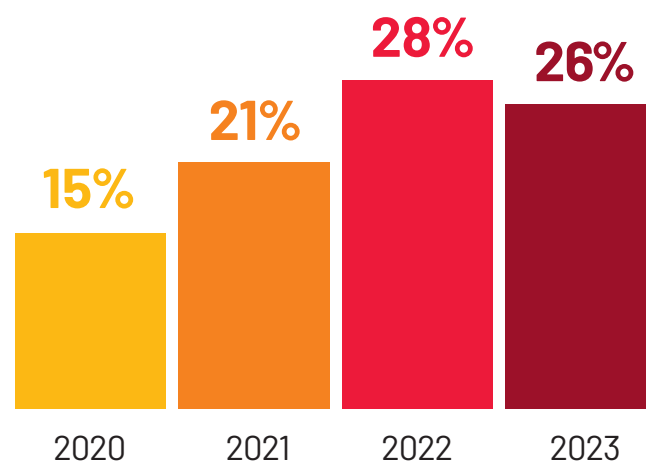
Coverage

Gender balance in New Zealand

For the first time in the study there was a decline in the coverage of women's sport across all sports news coverage from 28% to 26%. The rise to 28% in 2022 can be largely attributed to the Women's Cricket World Cup and Women's Rugby World Cup being held in New Zealand. The Birmingham Commonwealth Games also took place in 2022. While the FIFA Women's World Cup in New Zealand was a key event in 2023, and during the tournament window had the highest impact on gender balance seen in the study at 45.5%, it was not enough to continue the gains made in 2022. The representation or visibility of women across all sports coverage also dropped from 26% to 24%.

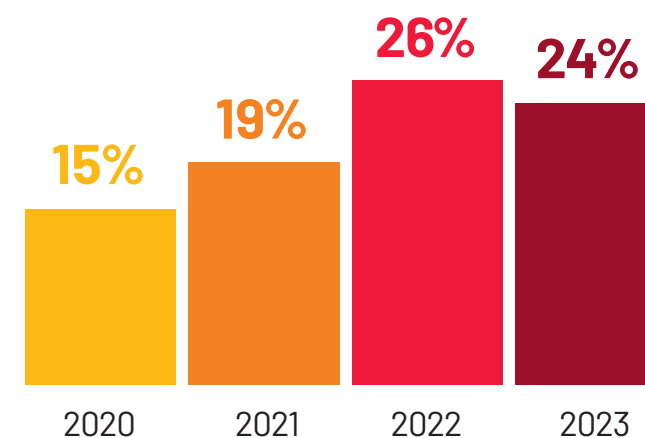
BALANCE

GENDER BALANCE – ALL SPORTS COVERAGE



VISIBILITY

FEMALE VISIBILITY – ALL SPORTS COVERAGE

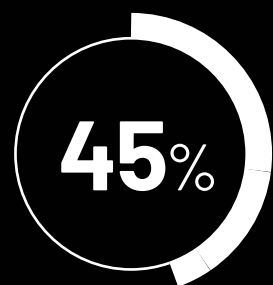


* 2020 is defined as the time period where the first release of the Media & Gender Study took place, from pre-pandemic period July 2019 - February 2020 and post-Covid period July -December 2020.

The impact of major sporting events

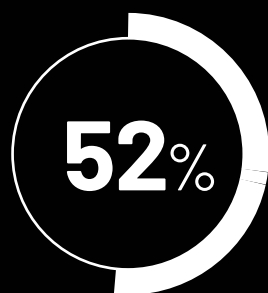
Women's sport coverage spiked around these major sporting events.

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



2023
FIFA Women's
World Cup

20 July - 20 August



2023
Netball
World Cup

28 July - 6 August



2023
Women's Rugby
Tournament

13 October - 4 November

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.

Coverage Sports

This chart breaks down the overall balance of gender by sport and shows the gender share of all sports news coverage. All coverage is from New Zealand media but may include coverage of international athletes and events.

The sports landscape changed minimally between 2022 and 2023, with the top three sports (rugby union, cricket, and football) maintaining a 67% share of all coverage.

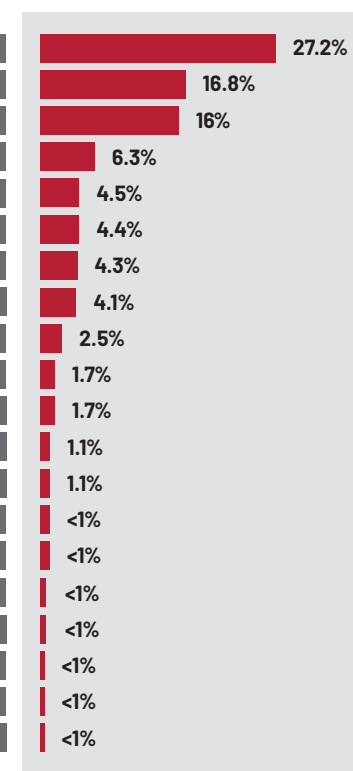
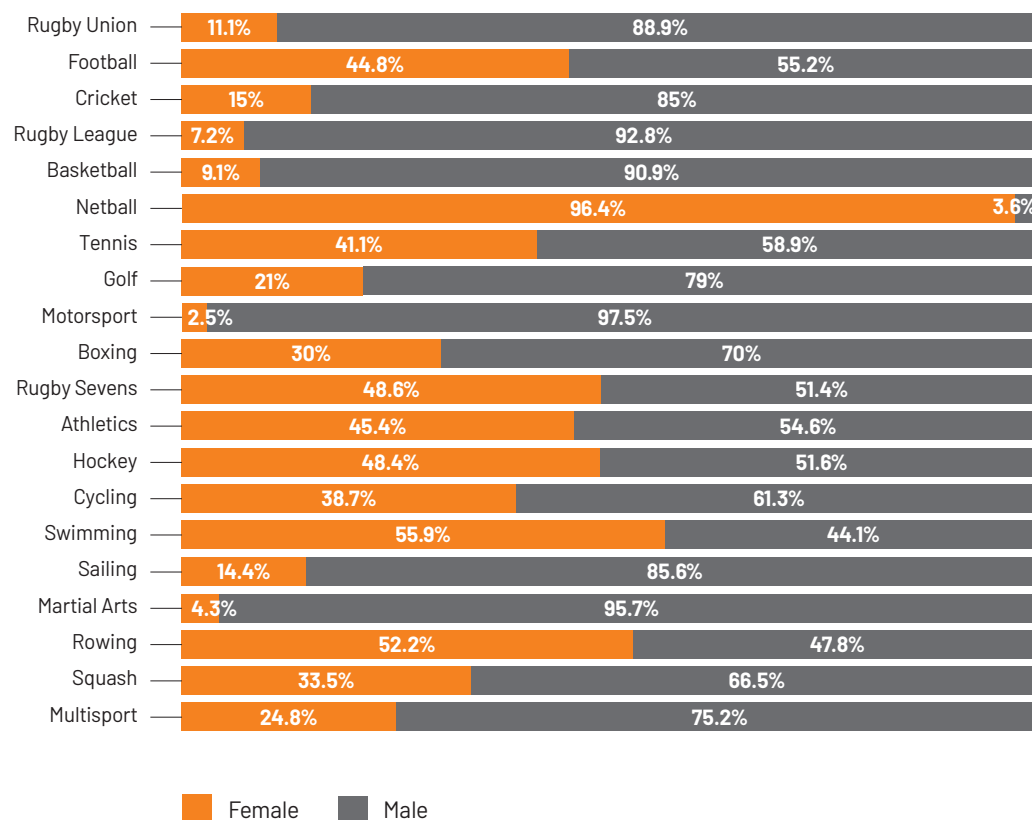
However, football was the second most reported sport in 2023, thanks to the FIFA Women's World Cup, with 44.8% of all football coverage being about women.

The Women's Rugby World Cup and the Women's Cricket World Cup had a positive impact on gender balance in 2022, however while both sports maintained the same amount of media space in 2023, less was focused on women.

A number of sports showed slight declines in their coverage of women across 2023, including rugby league, basketball, athletics, hockey, rowing and martial arts.

Note: Canoe accounted for 0.09% of coverage, but 88.6% of that was coverage of female athletes.

GENDER BALANCE BY SPORT



Coverage Sports

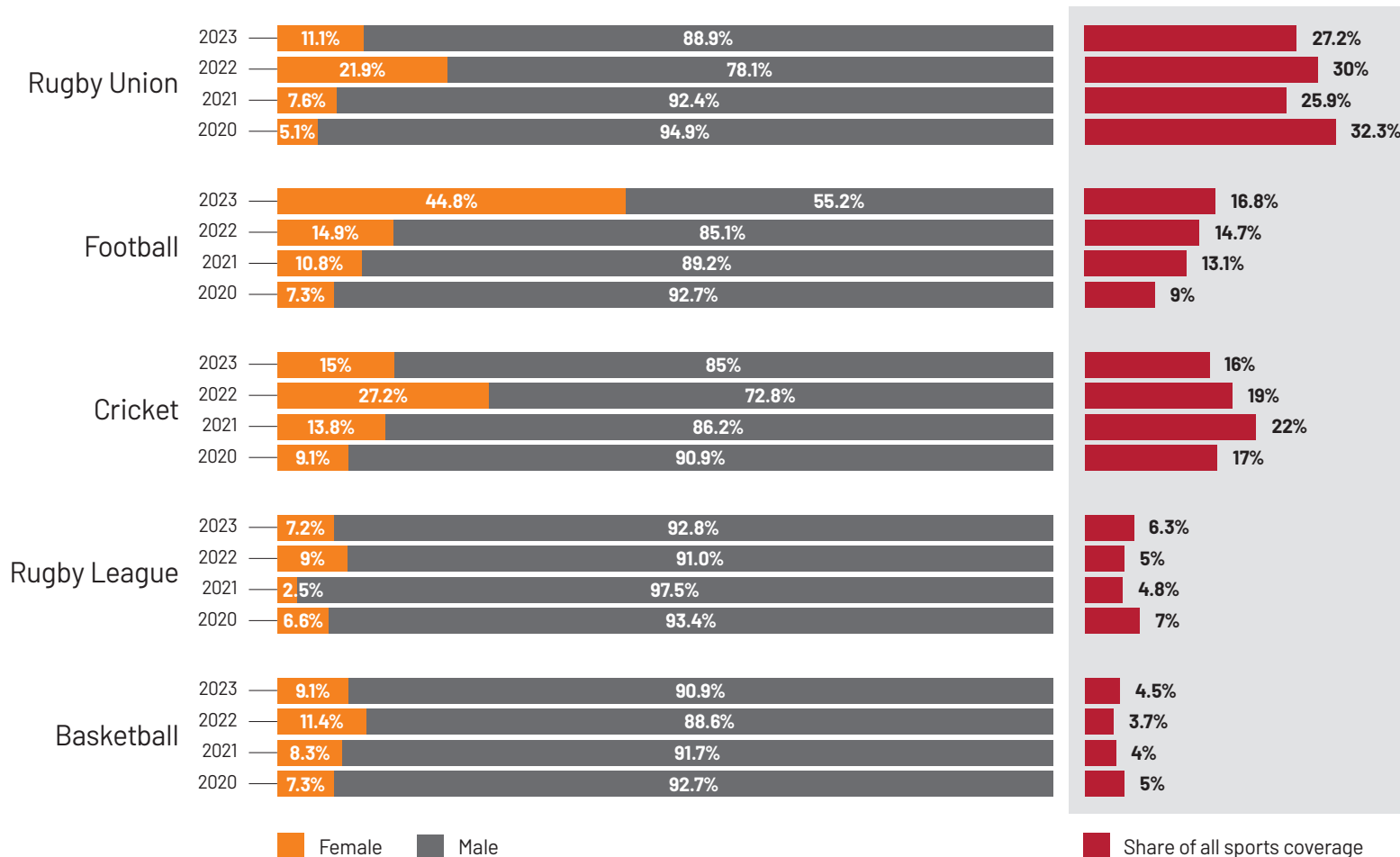
This chart shows the overall gender balance of the top sports, and also the share of sports news coverage throughout the longevity of the study.

All coverage is from New Zealand media but may include coverage of international athletes and events.

Rugby and cricket hold similar total media space to 2022, when they both held World Cups in New Zealand, but the amount of women's coverage in 2023 has nearly halved for each sport. This has had the most significant impact on the decline in overall gender balance.

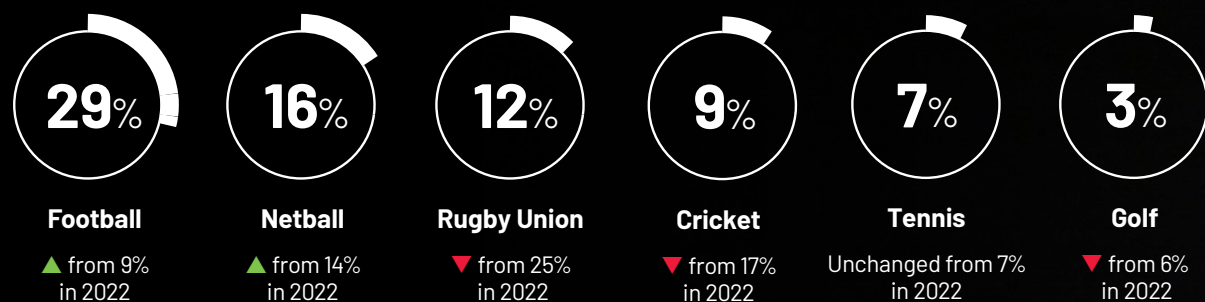
Across the top five sports covered by media in 2023, only football increased the share of women's coverage due to the FIFA Women's World Cup.

GENDER BALANCE OF TOP SPORTS BY YEAR



Top sports of women's coverage

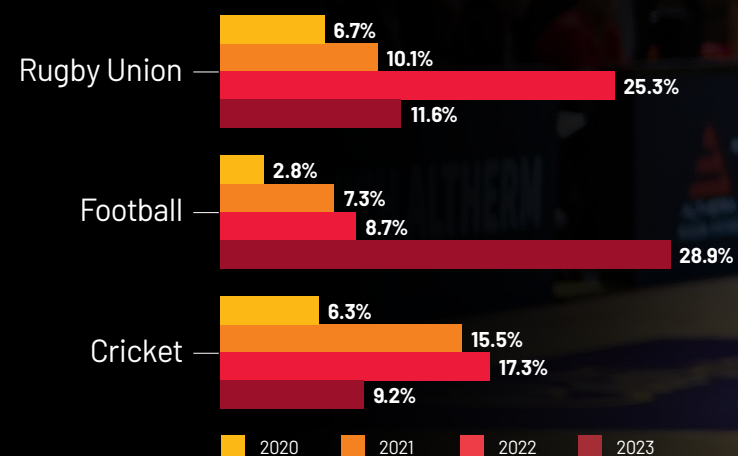
Based on individual share of coverage of all women's sport.



Football was the leading sport for women in 2023 due to the FIFA Women's World Cup, with the highest proportion of women's sport coverage seen across the major events tracked in this study.

Rugby and cricket have improved significantly since the first year of the study but dropped in 2023 compared to 2022.

PROPORTION OF WOMEN'S COVERAGE – TOP THREE SPORTS – BY YEAR

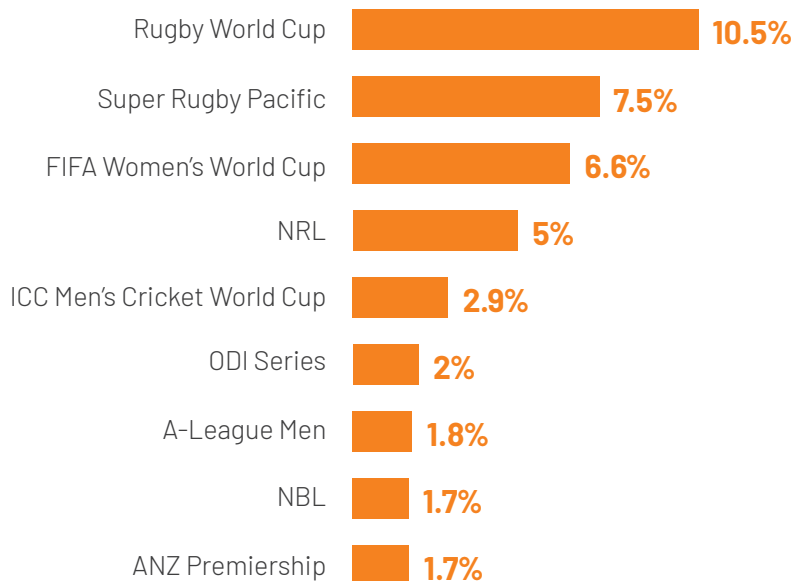


Coverage

Top events

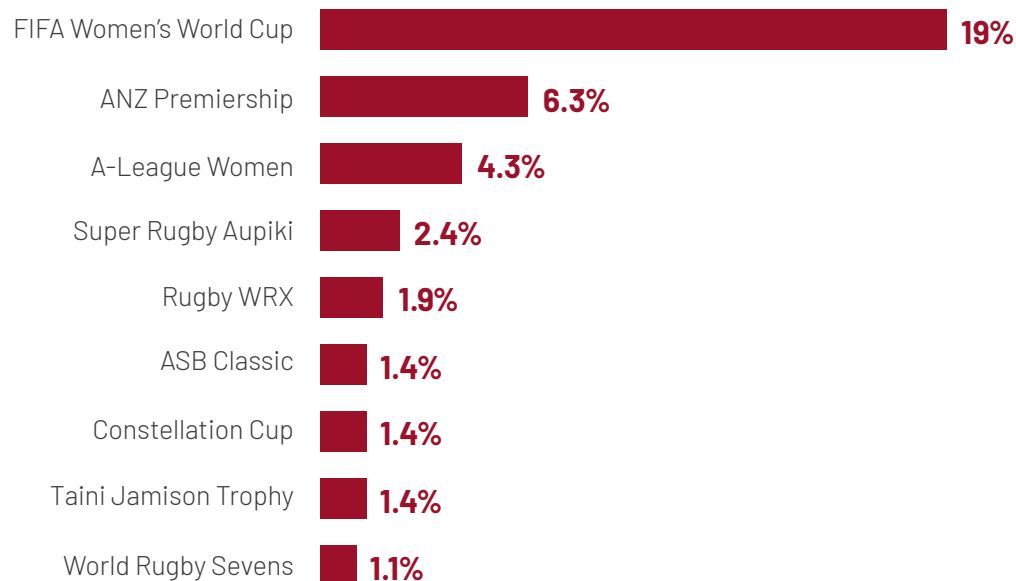
This chart shows the leading events across all of the coverage analysed. The FIFA Women's World Cup was the third highest sporting event covered in 2023 ahead of the NRL.

2023 TOP EVENTS/TOURNAMENTS – EVENT COVERAGE SHARE OF VOICE



This chart shows the leading events across all women's sports coverage analysed. The FIFA Women's World Cup was the leading event during 2023.

2023 LEADING NZ EVENTS/TOURNAMENTS – FEMALE SHARE OF VOICE

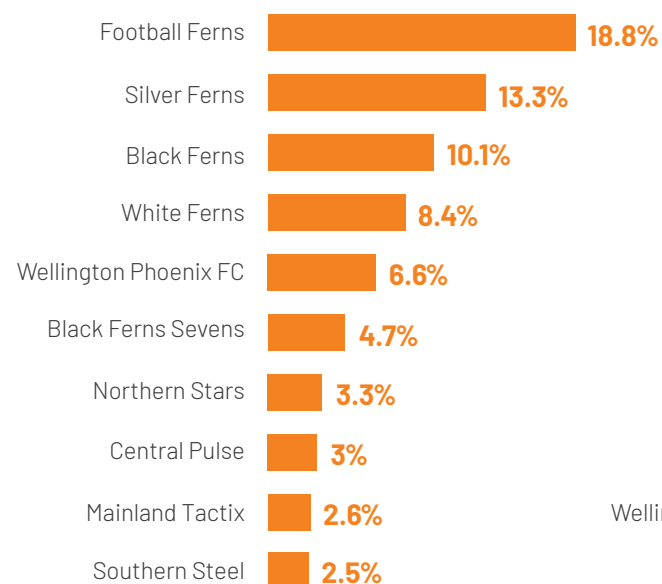


Coverage

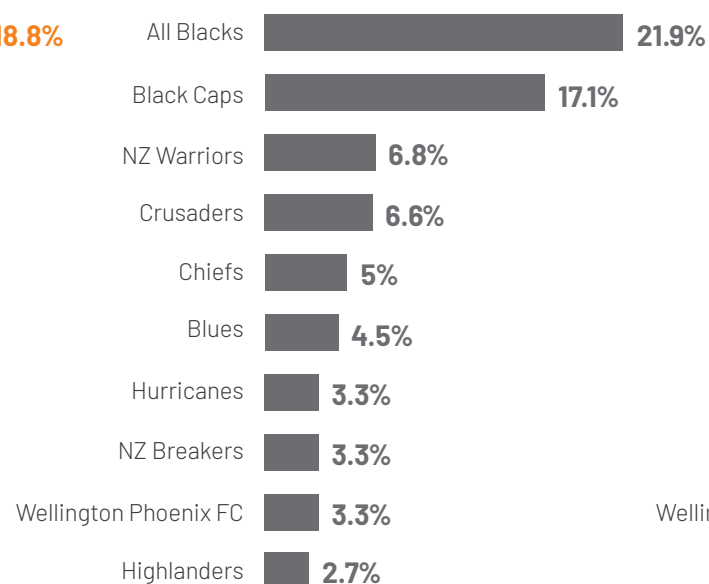
Top teams

These charts show the leading teams in coverage analysed for men and women. The Football Ferns, Silver Ferns and Black Ferns led women's sports coverage, while the All Blacks, Black Caps and the Warriors were the most covered teams for men. The Football Ferns were at 18.8%, despite exiting the FIFA Women's World Cup after the group stage. This demonstrates the impact of a local event on coverage.

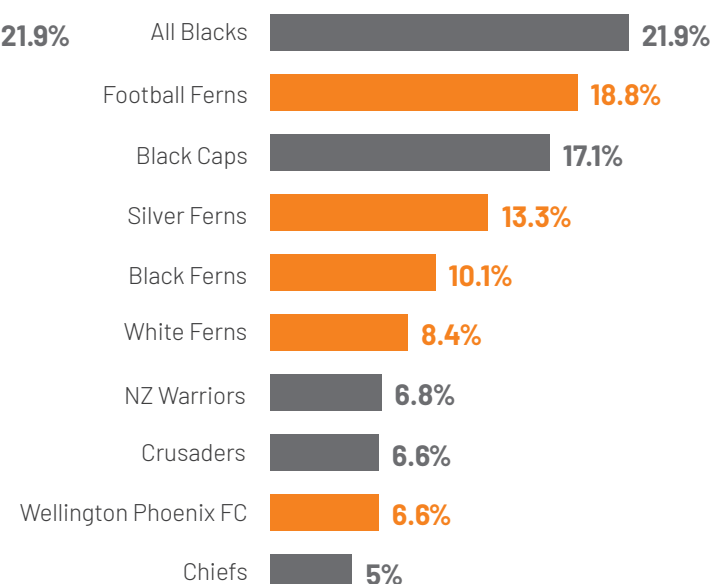
2023 LEADING NZ TEAMS – WOMEN



2023 LEADING NZ TEAMS – MEN



2023 TOP 10 TEAMS OVERALL



* The proportions shown in this chart were based on mentions of teams in their respective gender balance.

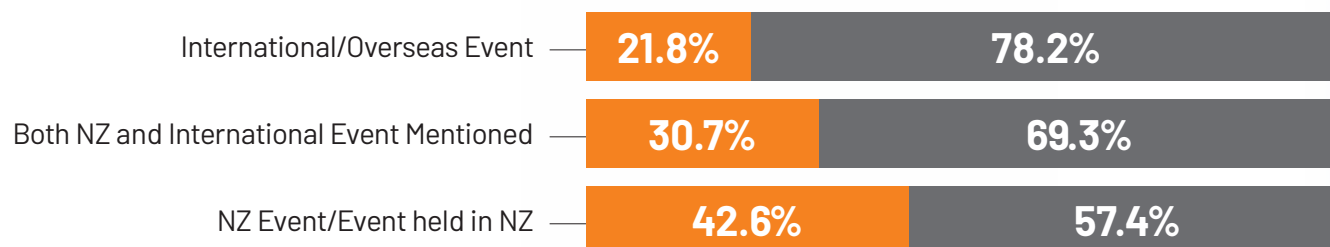
Coverage

Location of sporting events

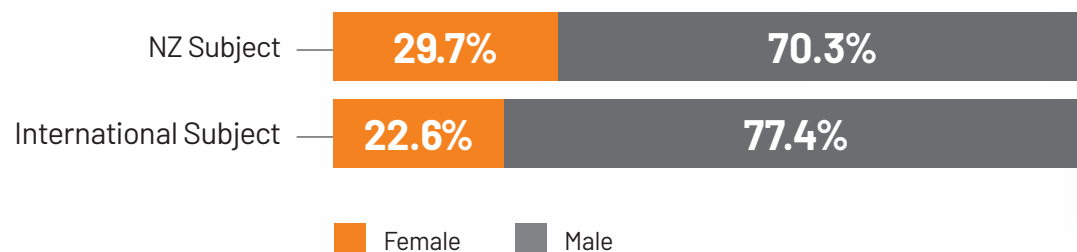
These charts breakdown coverage by New Zealand athlete or event, compared to international.

Gender balance is at its highest when an event is held in New Zealand or is about a New Zealand athlete.

COVERAGE BY EVENT



COVERAGE BY SUBJECT

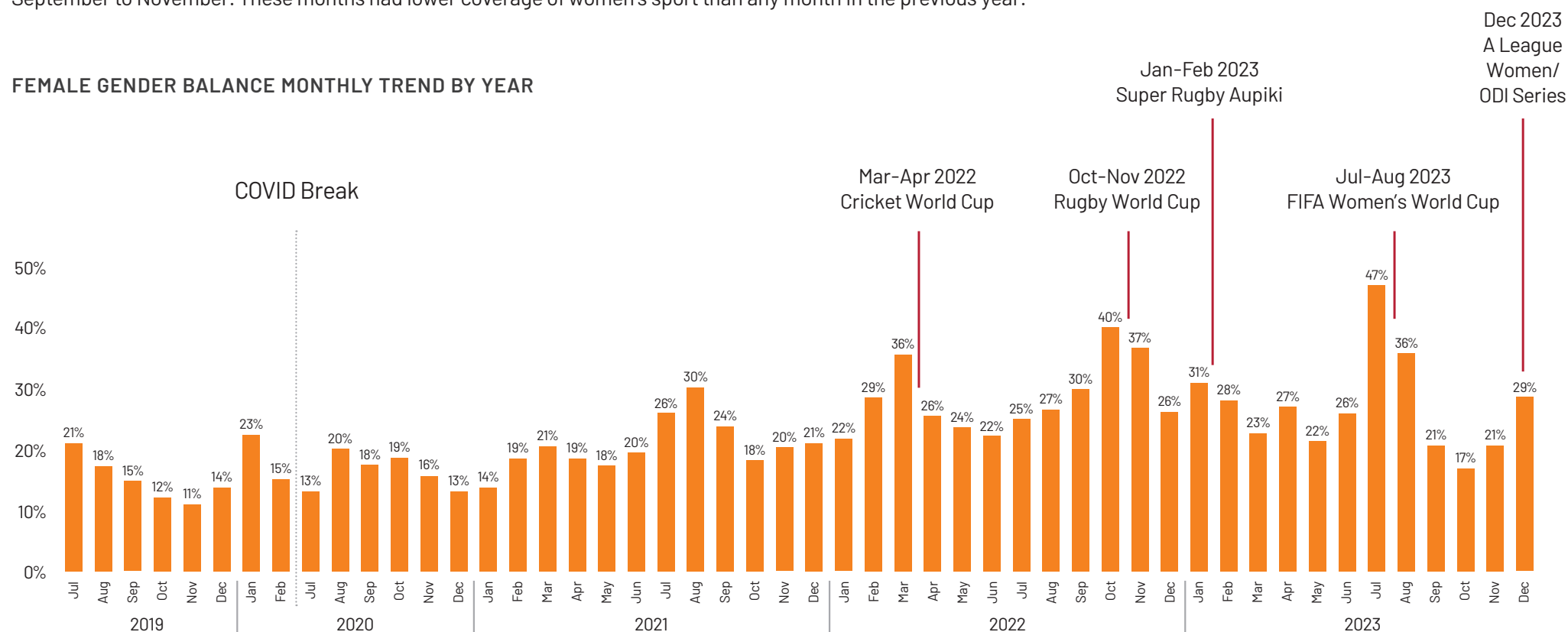


Coverage Trends

Coverage of women's sport spiked during July due to the FIFA Women's World Cup, which had the highest impact on gender balance of sports news during a tournament period in this study to date.

While this was a higher peak than previous events, it is worth noting that there were also greater dips during 2023, particularly across September to November. These months had lower coverage of women's sport than any month in the previous year.

FEMALE GENDER BALANCE MONTHLY TREND BY YEAR



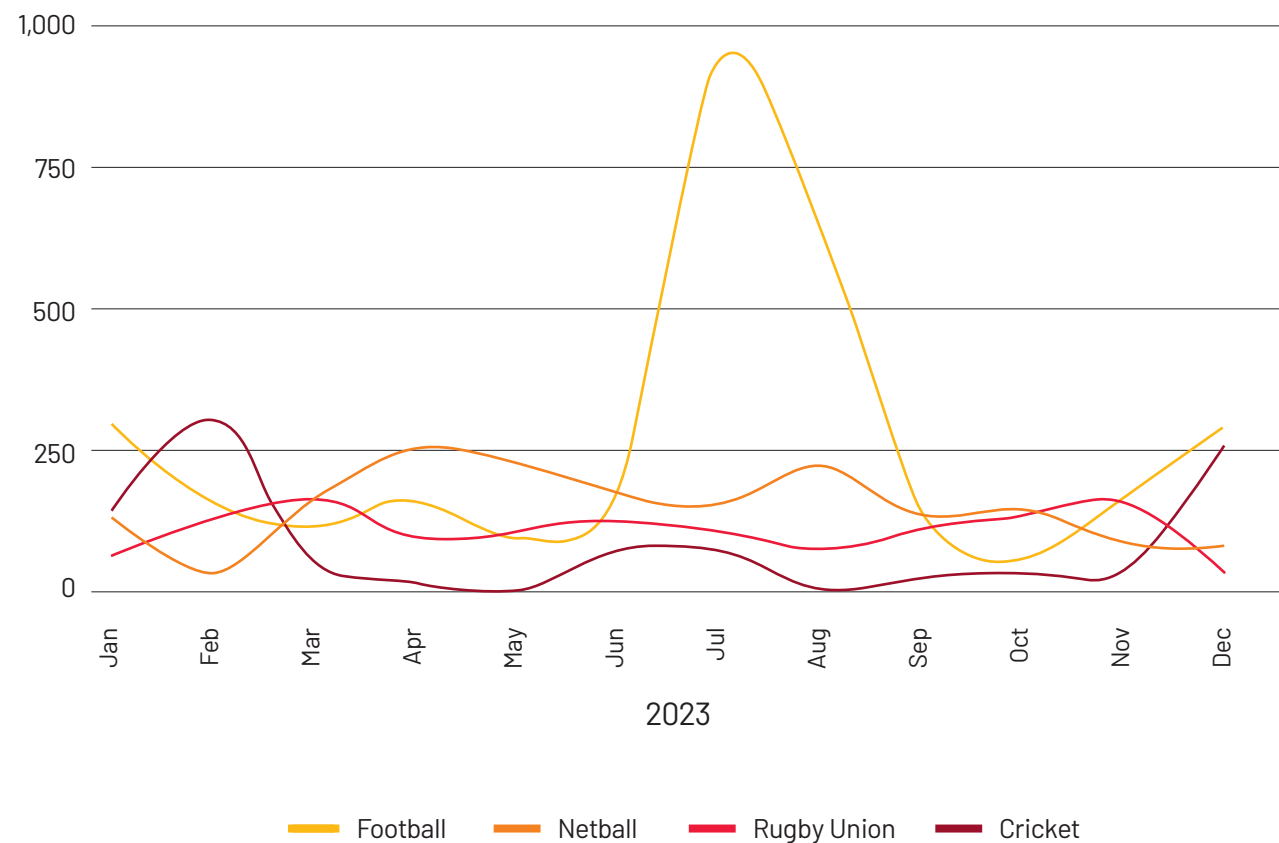
Coverage Trends

This chart shows the volume trend across coverage of the leading sports for women.

Peaks in volume align with key events for women: The Women's Cricket World T20 in February, The ANZ Netball Premiership from March to June, FIFA Women's World Cup in July, and Women's Rugby WXV in October.

However, netball coverage was largely flat with the Netball World Cup taking place at the same time as the FIFA Women's World Cup in July-August.

FEMALE COVERAGE – SPORTS VOLUME



The Media

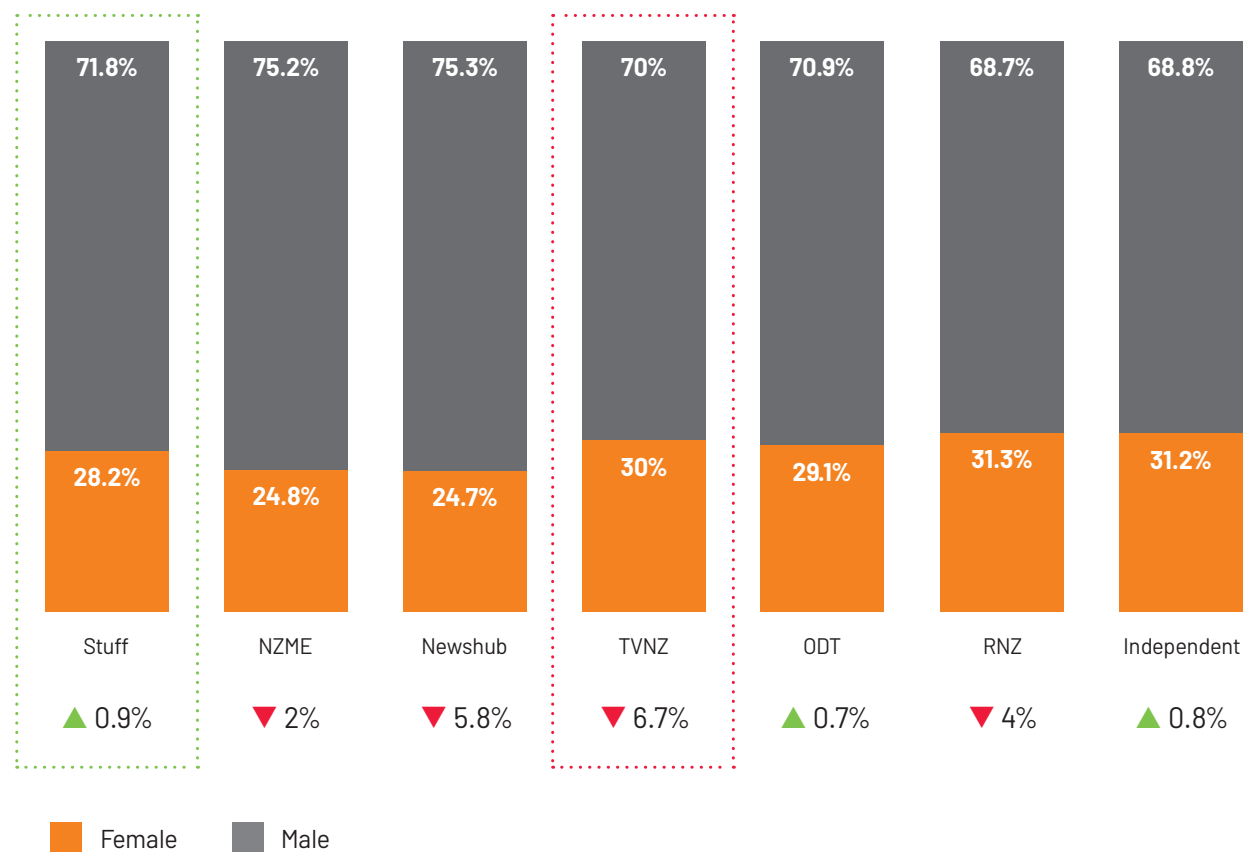
This section looks at the gender balance and bylines of major media outlets to explore what kind of patterns or preferences can be seen by media type, organisation and sport.

Our reporting of media performance is backed by ongoing discussion with national sports editors, and others within media organisations, about the insights provided by this study and how they relate to the priorities of media outlets.

The Media Balance

More than a quarter of sports coverage in 2023 was focused on women. Despite a slight drop due to fewer events, media outlets are maintaining a minimum standard of close to 25% of all coverage dedicated to women's sport.

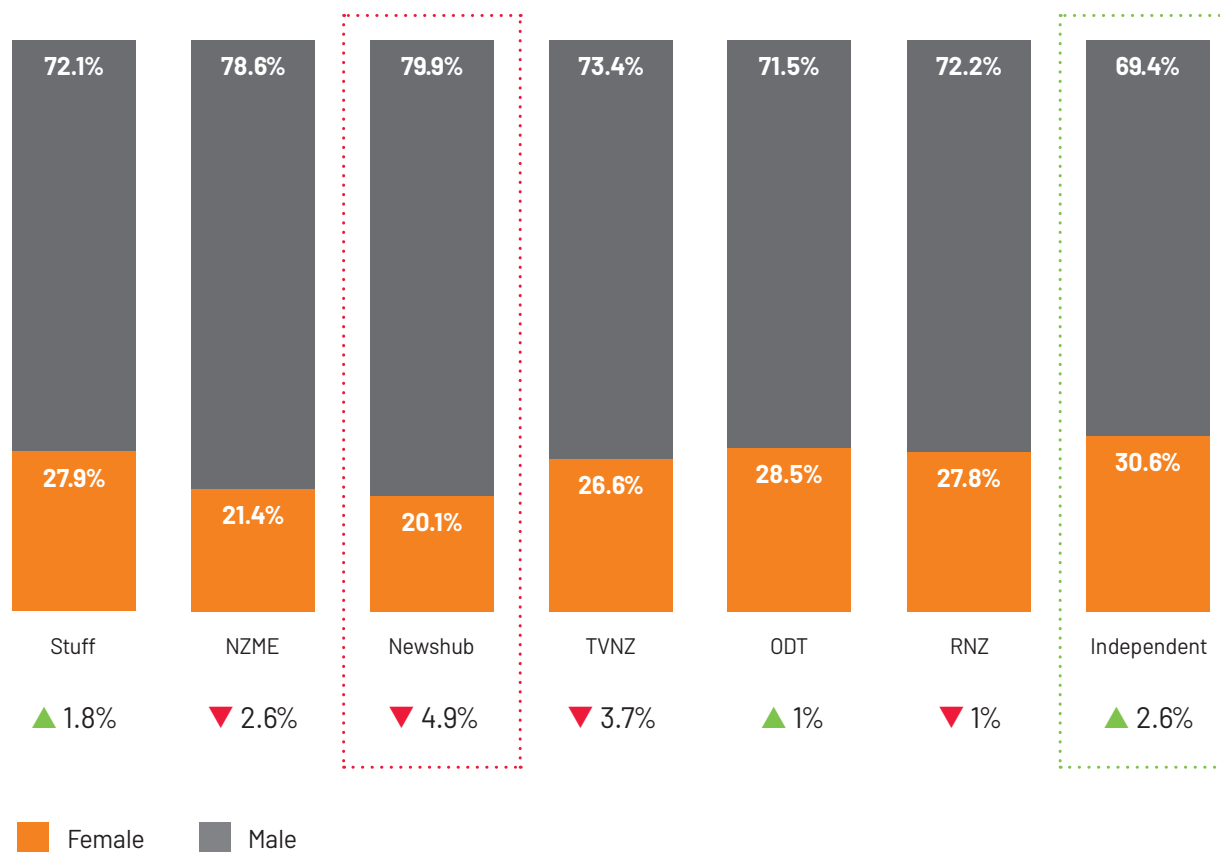
2023 GENDER BALANCE BY MEDIA OUTLET



The Media Visibility

Slight gains were made by some media outlets when it came to the visibility of women, while the rest dropped off – again likely due to fewer major events.

2023 GENDER VISIBILITY BY MEDIA OUTLET

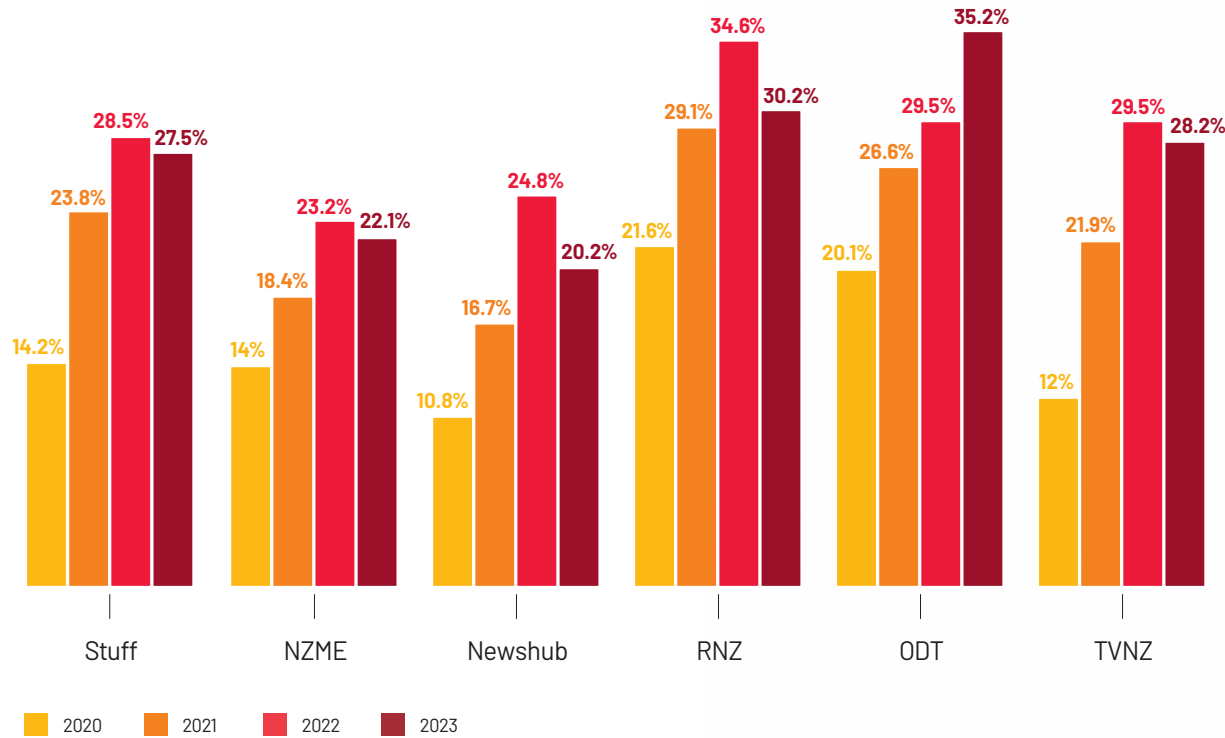


The Media

Media type

This section examines the gender balance of sports news coverage across individual media outlets in each of the four media types analysed in this study: online, television, radio and print. Apart from the ODT's online coverage and Stuff's print coverage – all dropped off slightly.

ONLINE COVERAGE – WOMEN'S SPORT



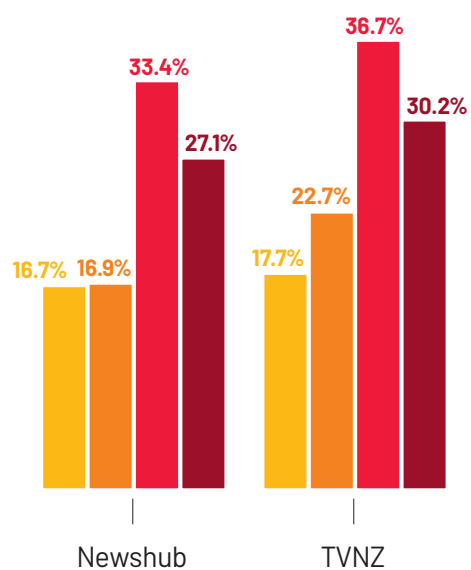
■ 2020 ■ 2021 ■ 2022 ■ 2023



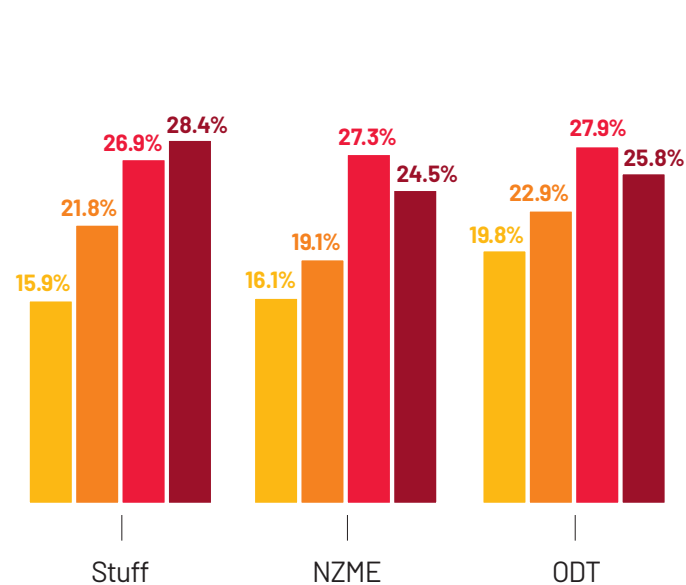
The Media

Media type

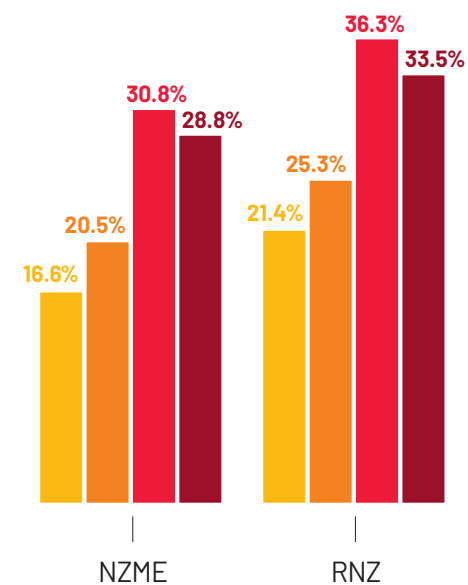
TV COVERAGE – WOMEN'S SPORT



PRINT COVERAGE – WOMEN'S SPORT



RADIO COVERAGE – WOMEN'S SPORT

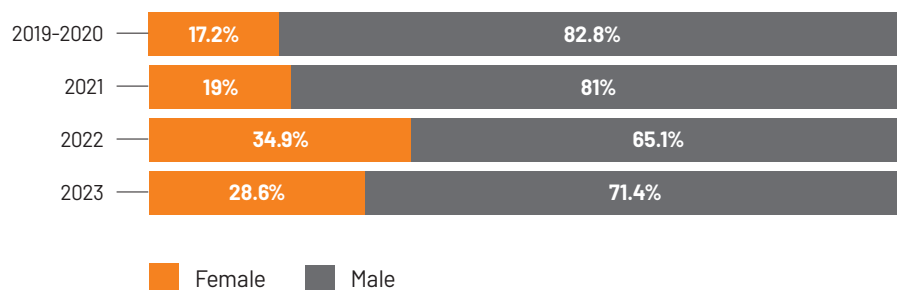


2020 2021 2022 2023

The Media

Gender Balance - Television

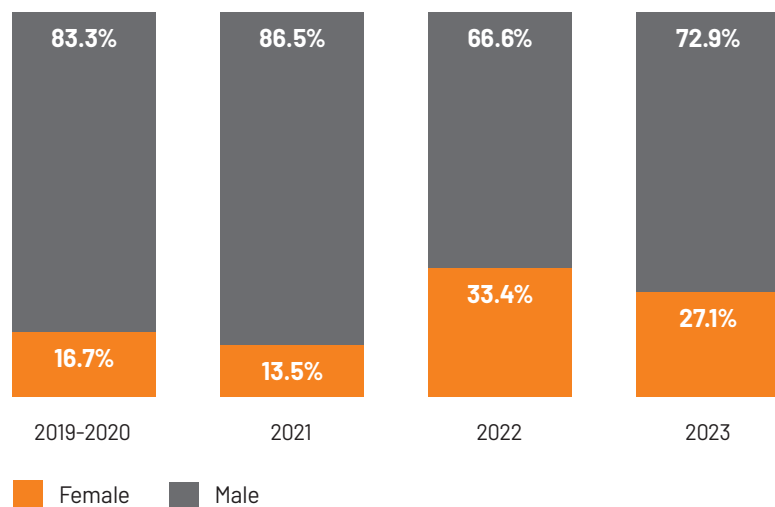
TELEVISED NEWS GENDER BALANCE BY YEAR



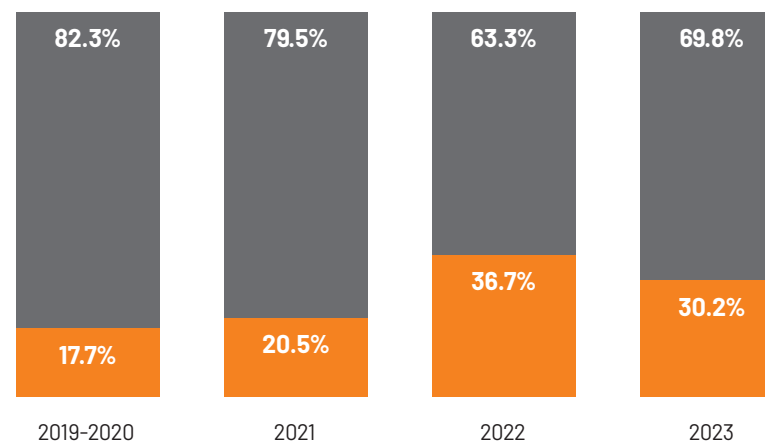
Both TVNZ and Newshub dropped off slightly when it came to the gender balance of their sports news coverage in 2023. However, it is worth noting that both networks have still made big gains since the study began.

It is important to note the limit on duration for sports bulletins in television news.

NEWSHUB – GENDER BALANCE COMPARISON



TVNZ – GENDER BALANCE COMPARISON



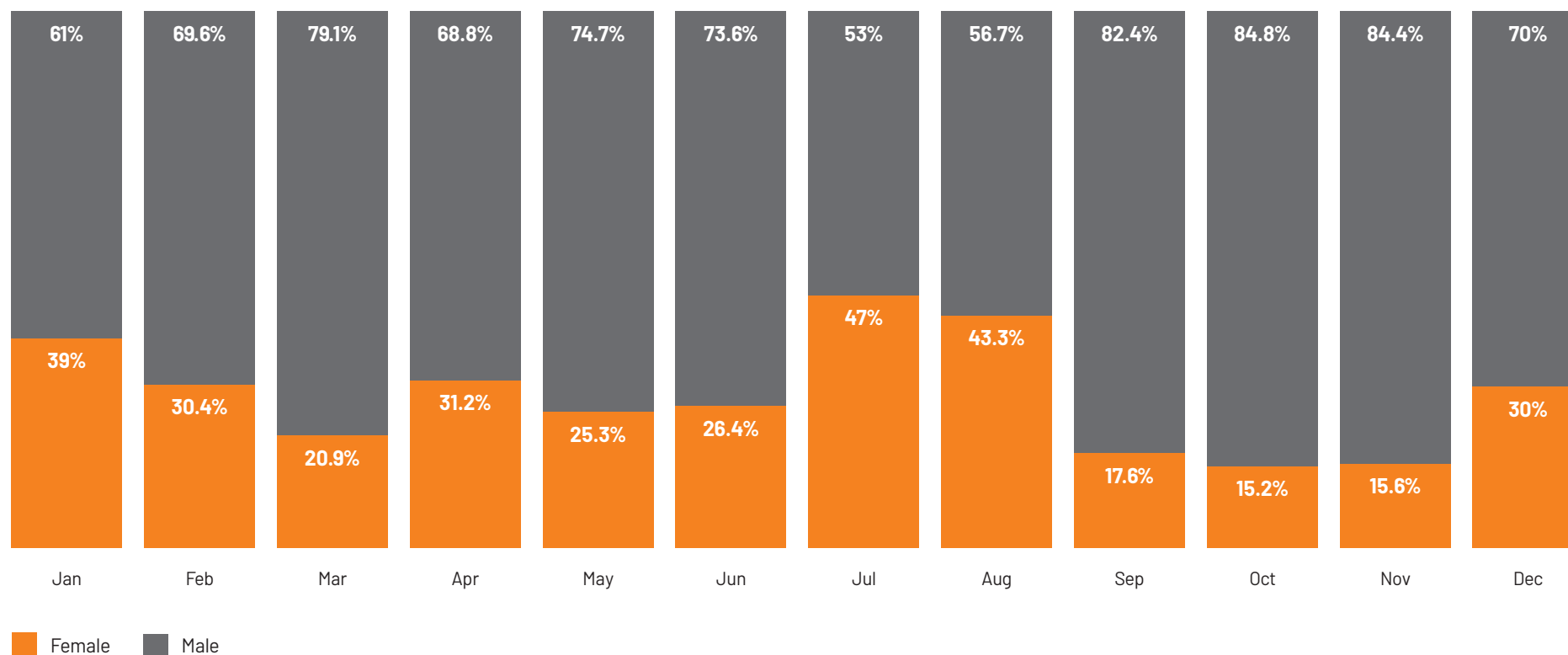
The Media

Gender Balance – Television

This chart shows the gender balance trend across 2023 for television news. This continues to show a clear correlation between improved gender balance and major events, with the months of the FIFA WWC peaking at 47% of sports coverage dedicated to women.

Peaks in television coverage follow key events such as the Super Rugby Aupiki (Jan-Feb), and A League Women and Cricket ODIs in the later part of the year.

2023 TELEVISED NEWS GENDER BALANCE



The Media Bylines

REPORTERS

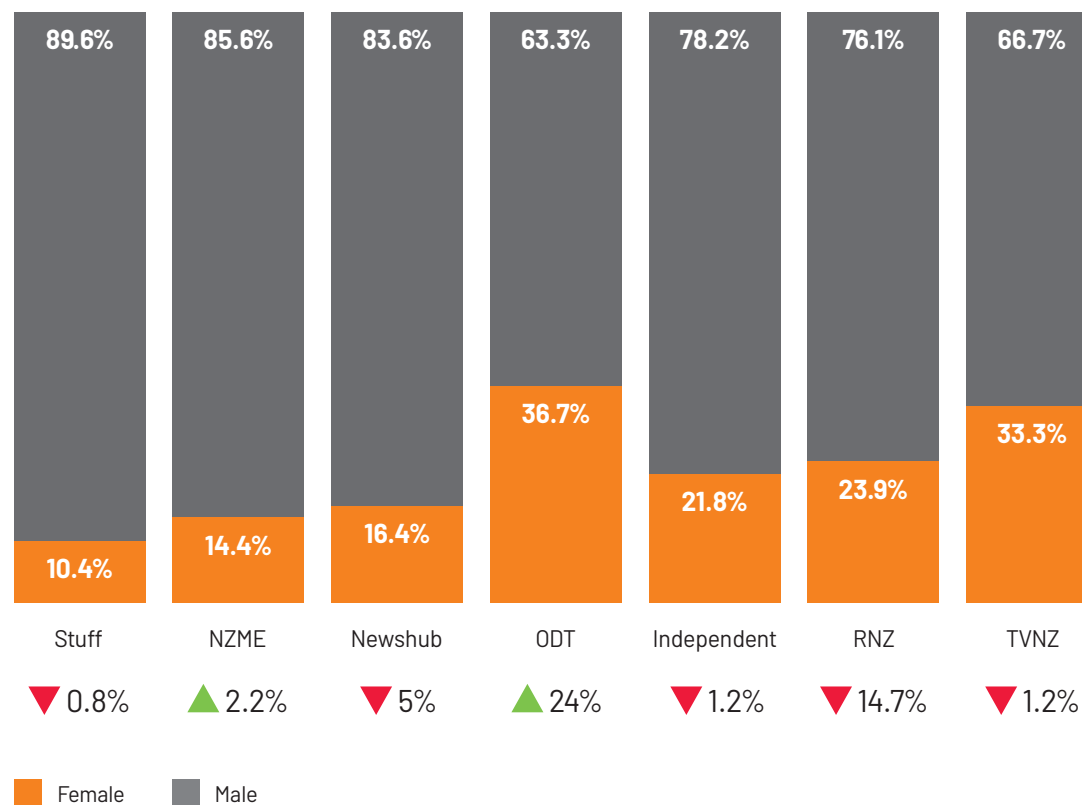
The proportion of sports coverage by female reporters in 2023 increased by 2% to 14.1%.

Most media organisations had a decline in female bylines, however the ODT had a significant rise which balanced out the overall result.

The overall coverage of female athletes has increased significantly from the first year, which tells us that while male reporters continue to dominate sports journalism, they are beginning to shift their focus to report more frequently on female athletes.

It's important to note that there is limited space for sports content across broadcast news when compared to other forms of media. In this analysis we account for the gender of the presenter, as well as any named reporters. It does not account for any copy or voiceover that does not directly credit a reporter, or where the presenter may have been the reporter on a story.

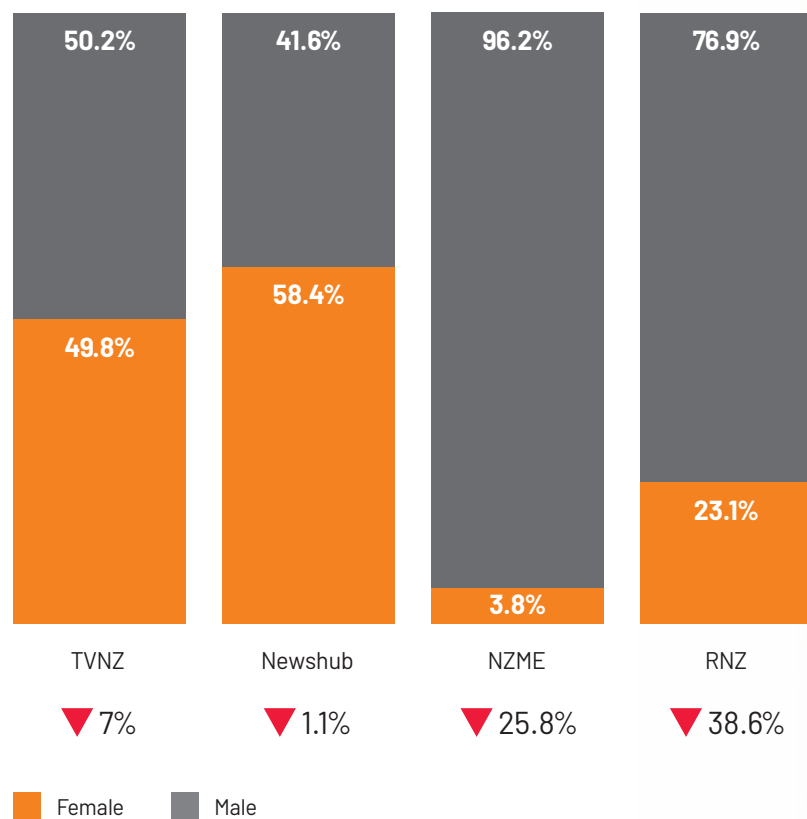
2023 REPORTER BYLINES BY MEDIA OUTLET



The Media Bylines

PRESENTERS

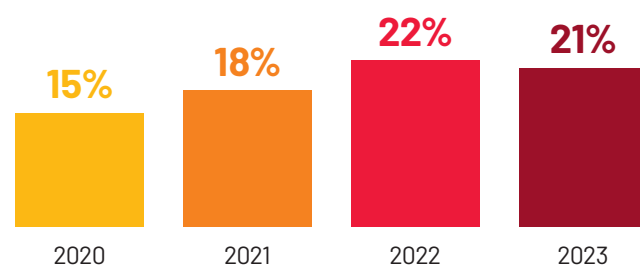
2023 PRESENTER BYLINES BY MEDIA OUTLET



The Media Sources

Sources are people quoted in a story. This can include official sources such as athletes, coaches, whānau, officials, administrators or fans. These have been analysed for gender (where available), their relationship to the subjects in the item and what they were commenting on.

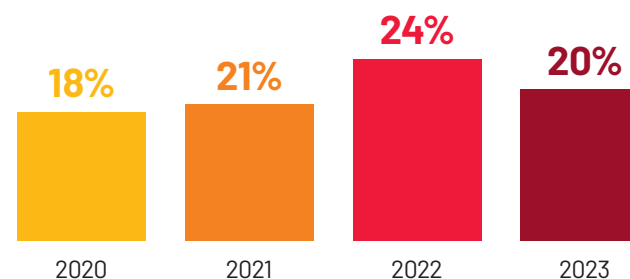
FEMALE SOURCES



The presence of women as sources within sports coverage dropped slightly, from 22% to 21%.

A slight gender imbalance persists when considering what sources are saying. Sources remain more likely to discuss the personal life or appearance of a female athlete than a male athlete. However, we continue to see that a higher proportion of discussion about female athletes' personal lives comes from the athletes themselves (86%) than it does for male athletes' personal lives (72%).

FEMALE FANS



The number of female fans quoted within sports coverage dropped from 24% to 20%.

The most commented on sports by fans were rugby union, football, basketball and tennis. The most commented on teams were the All Blacks, the NZ Breakers, Football Ferns and the Wellington Phoenix FC (Men's).

While a small proportion of comments, fans were 5x as likely to comment on the appearance of a female athlete than with a male athlete (an increase from 3x in 2022).

The Media

Independents

A total of 12 publications/outlets are categorised as independent in this study, to separate them from the larger media networks. They are grouped this way largely due to the size and output of the major media networks. This section isolates some of them in more detail.

Independent media represents 3% of the overall analysed coverage.

INDEPENDENT MEDIA – FEMALE COVERAGE AND SHARE OF SPORTS COVERAGE

Outlet	Female	All coverage
Gisborne Herald	24.8%	1.6%
Radio 531PI	25.2%	0.4%
Ashburton Guardian	16.3%	0.2%
Newsroom.co.nz	87.8%	0.2%
Te Ao Māori News	45.5%	0.2%
TheSpinoff.co.nz	41.7%	0.1%
Waatea news.com	45.5%	0.1%



Portrayal

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

It focuses on three areas:

- the topic or focus of a story
- the main narratives coming through in sports news reporting
- the nature of images used

In each area, we compare female athlete portrayal year-on-year, and female and male portrayal in 2023.

A study by the New Zealand Olympic Committee and Isentia around the 2016 Rio Olympics found significant imbalance in the portrayal of male and female athletes. Our ongoing study has found this imbalance has all but disappeared. Despite this, it remains an important area, because any significant differences in portrayal could undermine the improving gender balance in overall sports news coverage.

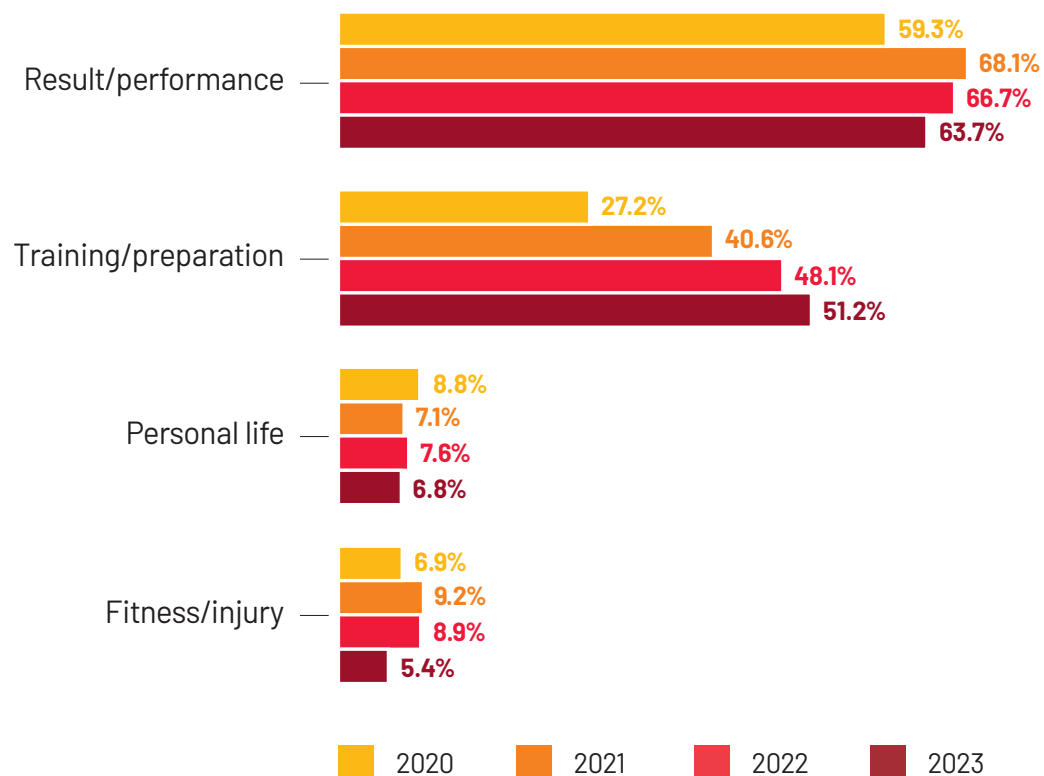
Portrayal Topics

FEMALE COVERAGE

The number of female athletes reported on continued to rise across 2023 and the deeper discussion of training and preparation shows a sustained shift since the start of the study where results/performance were the primary topics. Coverage in 2023 shows this as a more permanent shift, with the topic discussed in over half of reports about women in sport (51.2% up from 48%).

Note that the higher proportion of narratives across 2022 and 2023 is driven by a significant increase in individual subjects analysed.

TOPICS OF DISCUSSION



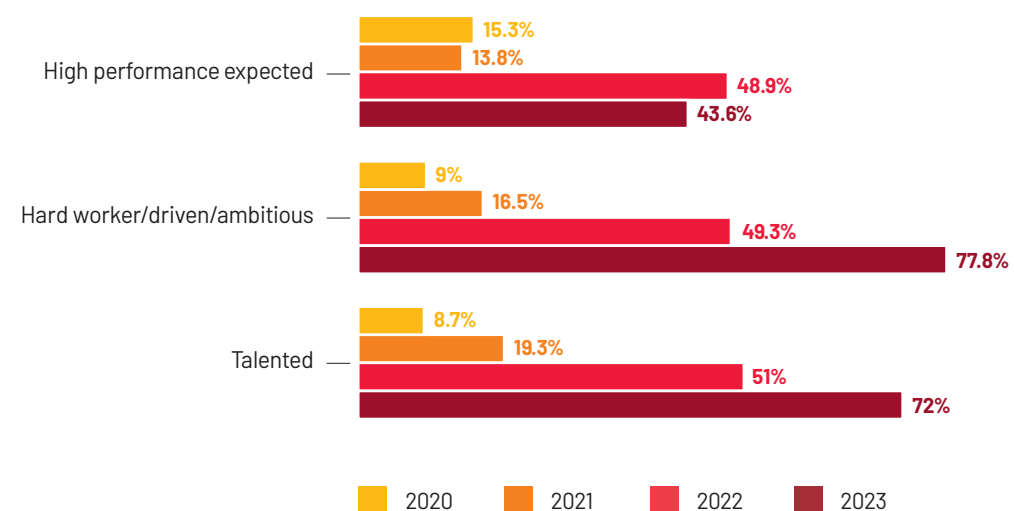
Portrayal Themes

FEMALE COVERAGE

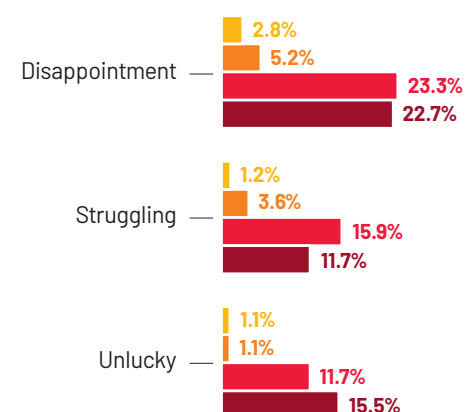
Themes around athletes being hard working, ambitious and talented all increased in 2023, while high performance decreased slightly.

Negative narratives around disappointment and struggle decreased in 2023, while bad luck continued to trend upwards. This may have been influenced by the Football Ferns' run at the FIFA Women's World Cup. These findings suggest that female athletes do not necessarily need to be successful in their sporting endeavours for news media to report on them.

POSITIVE THEMES – FEMALE COVERAGE



NEGATIVE THEMES – FEMALE COVERAGE

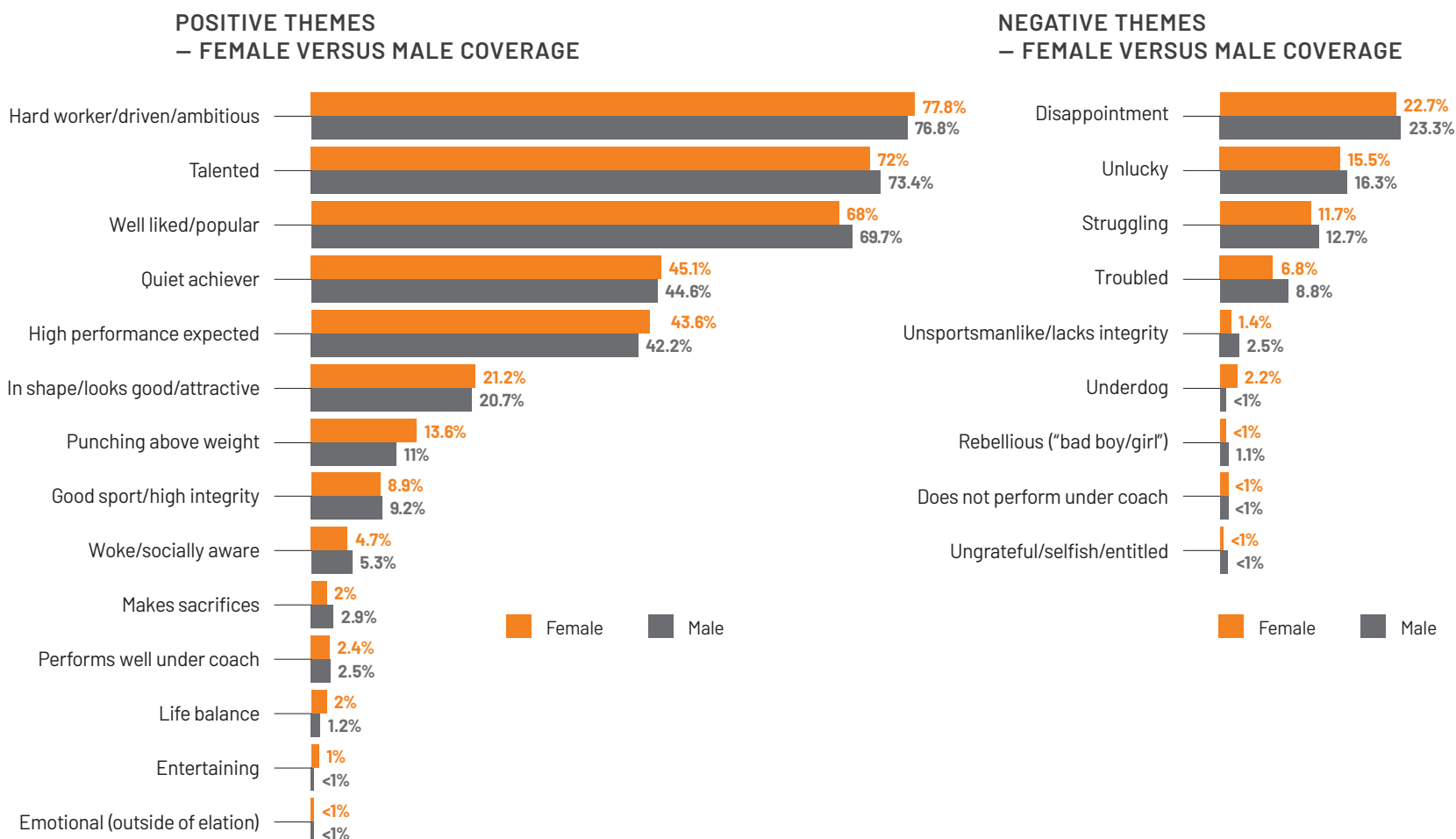


Note that the higher proportion of narratives across 2022 and 2023 is driven by a significant increase in individual subjects analysed.

Portrayal Themes

2023 GENDER COMPARISONS

Coverage of both female and male athletes continued to focus on narratives around performance and potential. The only significant distinction between men and women in this context was a higher occurrence of male athletes framed as troubled or lacking in integrity.



Portrayal Topics

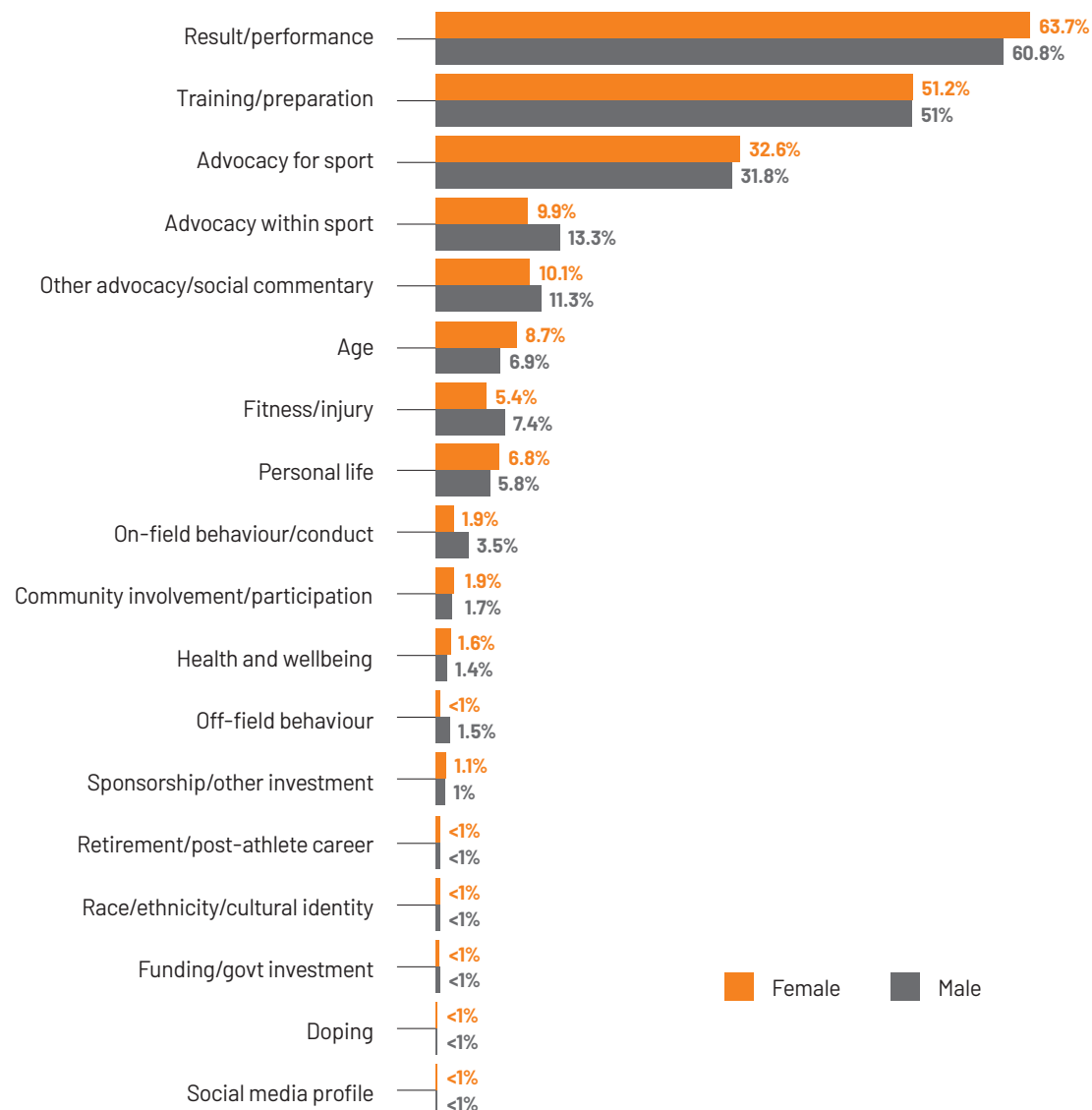
2023 GENDER COMPARISONS

There were no major differences within the topics of discussion between male and female athletes, with results/performance and training/preparation continuing to be the dominant focus for both genders.

The topics of age and personal life continue to be slightly more apparent within coverage about women, while men were more likely to be the focus of discussion about on-field or off-field behaviour/conduct.

A shift from 2022 was a decline in coverage of women in the advocacy topics, within and outside of sport. The biggest decline for women was for advocacy within sport, down nearly 10% to 9.9%.

TOPICS – FEMALE VERSUS MALE COVERAGE



Portrayal Imagery

Differences in imagery of women in sport compared with men continue to be negligible. Women are slightly more likely to be pictured with their peers or competitors than men. Images of both genders remain focused on a sporting context, with athletes generally pictured in uniform and sporting gear. There was minimal problematic or sexualised imagery of either men or women, consistent with previous analysis.

IMAGE COMPOSITION

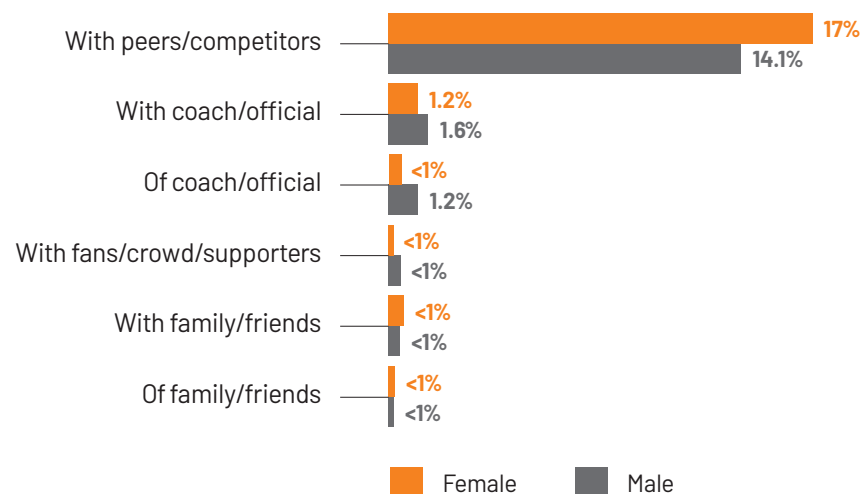


IMAGE APPEARANCE

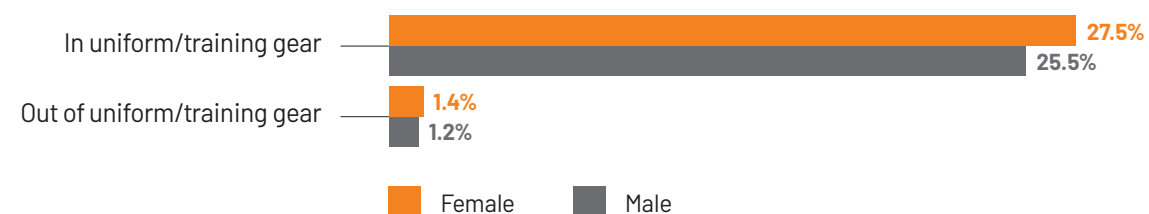
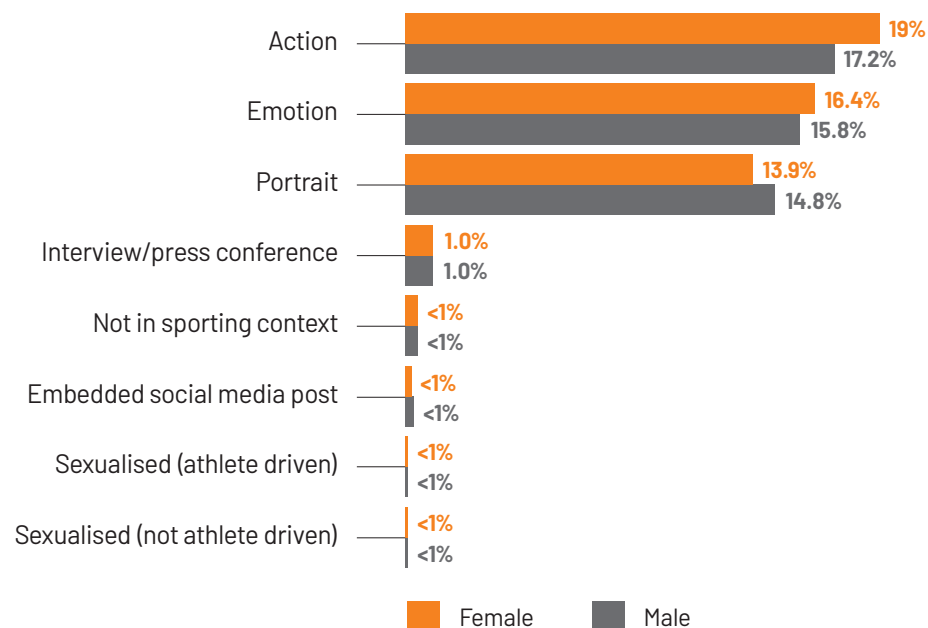


IMAGE CONTEXT



Newshub

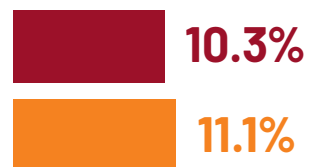
The closure of Newshub in July 2024 will impact the landscape of television news in New Zealand. The following is a look at the role Newshub has played in covering women's sport, and as a place for female sports reporters and presenters throughout the course of the study.

Newshub Coverage

Newshub has played a key role in the coverage of sports news in New Zealand and showed significant improvement in the coverage dedicated to women's sport over the life of the study. Their overall share of balance and visibility of female athletes throughout the life of the study shows the impact Newshub had on the opportunity to see female athletes in sports news coverage.

OVERALL 2020-2023 GENDER BALANCE & VISIBILITY

NEWSHUB SHARE OF ALL COVERAGE OF WOMEN'S SPORT



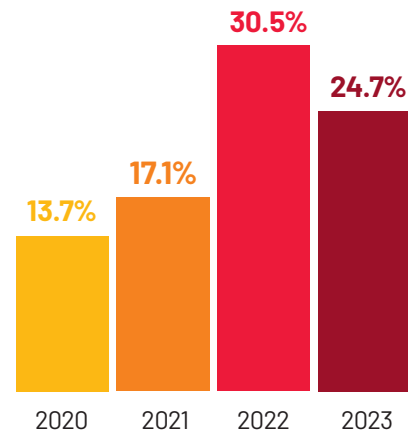
NEWSHUB OVERALL FEMALE COVERAGE



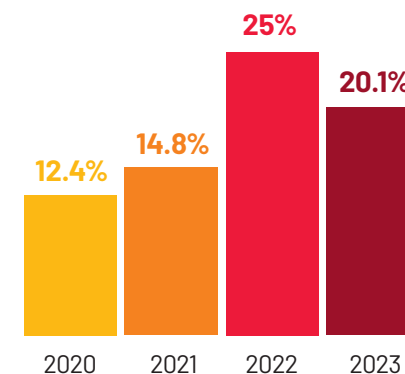
■ Balance ■ Visibility

NEWSHUB FEMALE COVERAGE YEAR ON YEAR

GENDER BALANCE



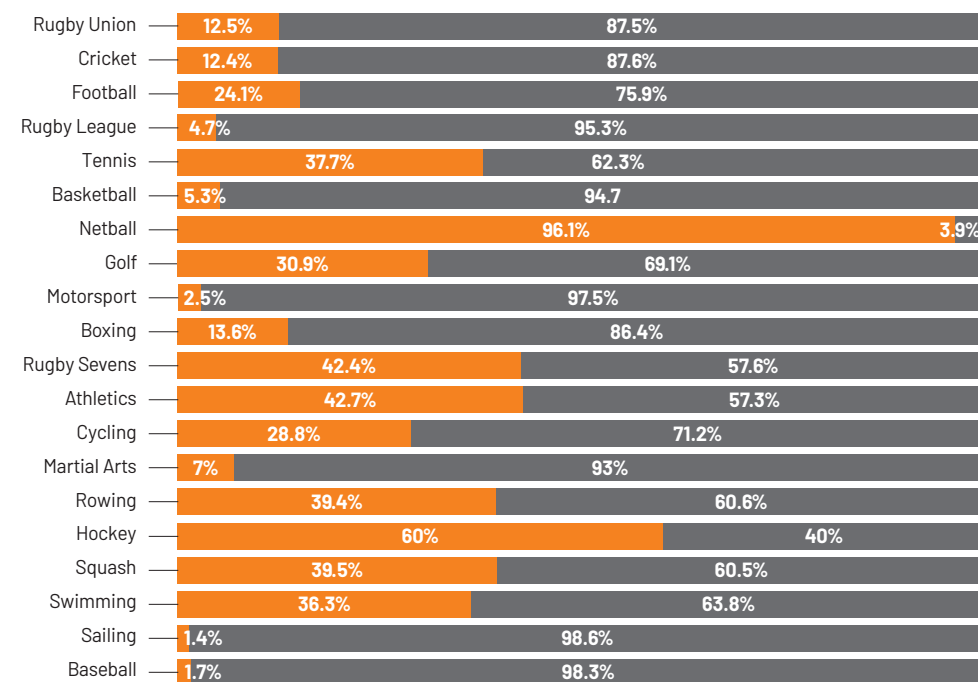
FEMALE VISIBILITY



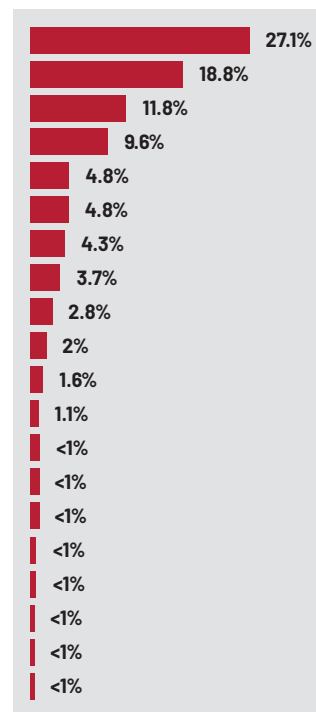
Newshub Coverage

GENDER BALANCE BY SPORT 2020-2023

GENDER BALANCE BY NEWSHUB SPORT

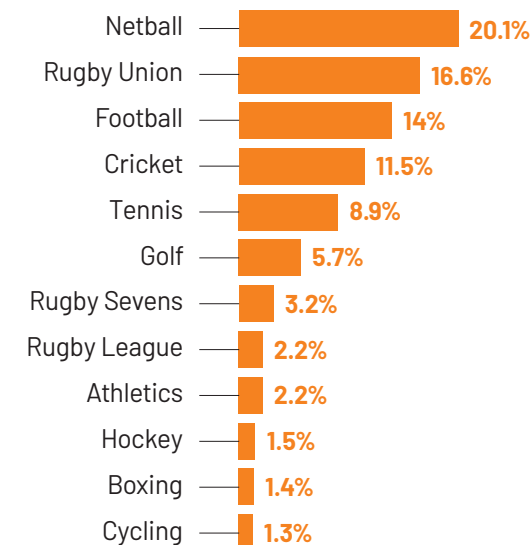


Female Male



Share of all sports coverage

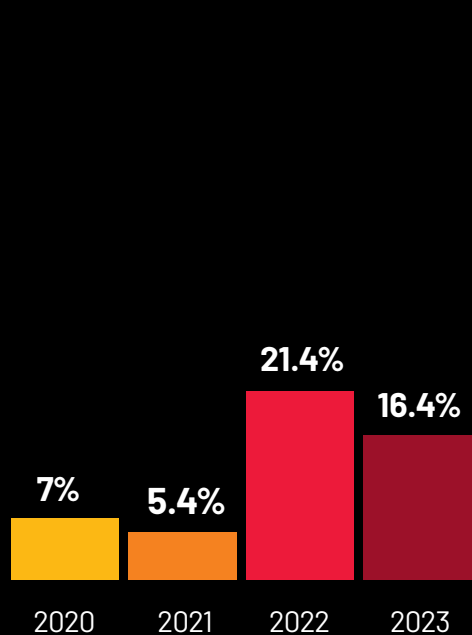
TOP NEWSHUB WOMEN'S SPORTS COVERAGE



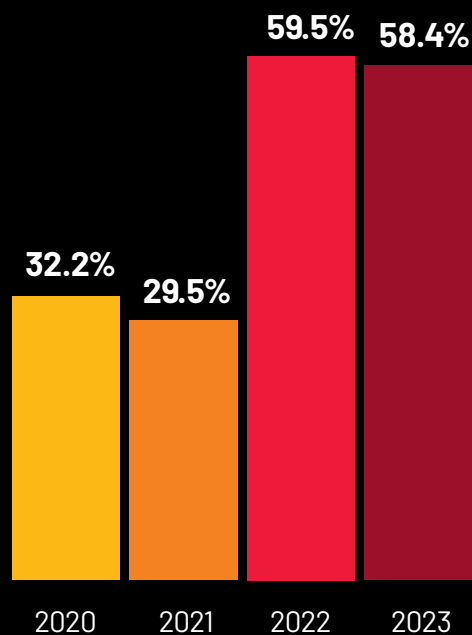
Newshub Bylines

NEWSHUB COVERAGE WITH FEMALE BYLINES

REPORTERS

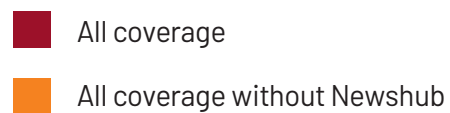
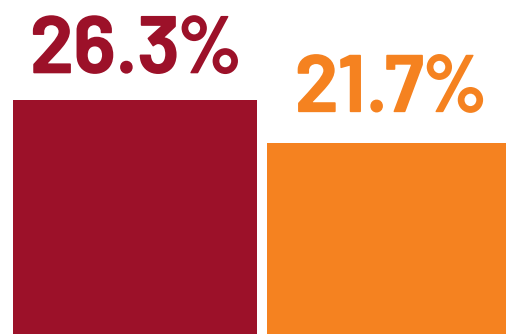


PRESENTERS

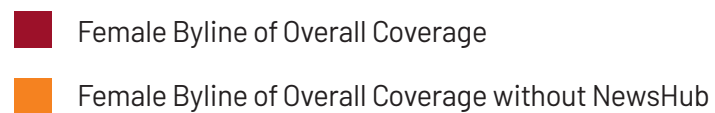
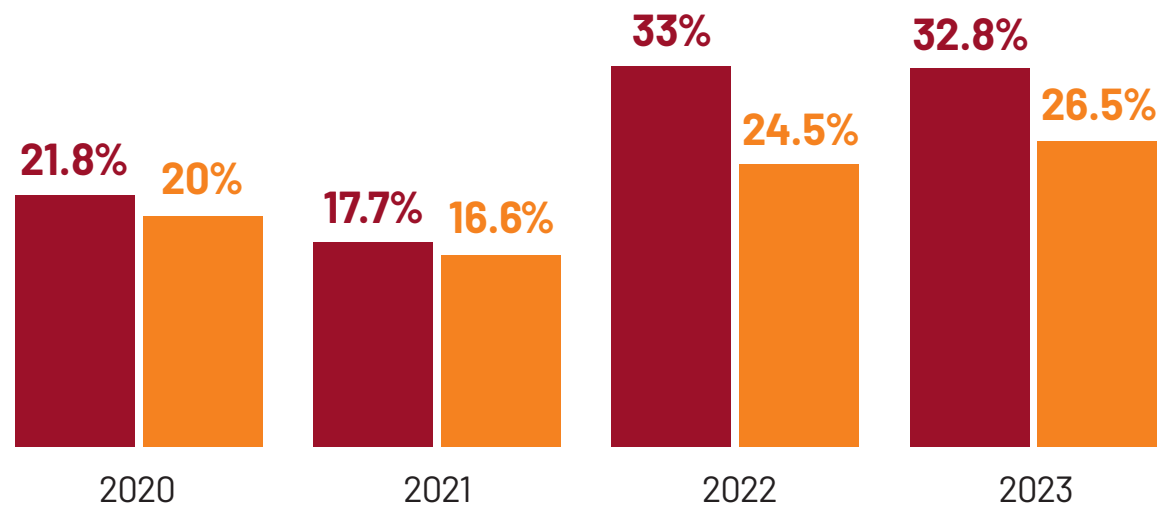


Newshub Bylines

FEMALE BYLINES 2020-2023



FEMALE BYLINE COMPARISON 2020-2023



Appendices

Appendix One: Scope and Methodology

In order to look at how the media frame women in sport, it is necessary to look at how the media frame all sports coverage so that comparisons and points of difference can be made. The purpose of this study is to determine the overall gender balance of sports media coverage available in New Zealand, and whether there are any fundamental differences in how men and women are framed in media coverage.

This project has been designed to give a representative sample of sports news coverage that is aired or published in New Zealand.

We have taken a broad view (rather than only coverage of New Zealand athletes and sports) to examine the information that the wider public has access to in the form of sports news. This report covers sports news in New Zealand from 1 January - 31 December 2023.

Sampling:

In order to gather a significant representative sample, the sample was taken from all news content monitored by Isentia that mentioned a sport across print, online, radio and television. The only exclusions from the standard media list were community publications and low audience magazines. Radio news bulletins were limited to three times daily per station. After modelling for publishing trends across the week, it was determined that a consistent amount of sports content is published every day, and a randomised sample across all media collected was analysed each day. A randomised sample on a dataset this large ensures a proportional amount from each media type based on the volume of coverage they produce. This sample was 100 media items per day.

Analysis:

This study involved human analysis of media coverage mentioning sport that was aired or published in New Zealand during the project period. This used a priori design scheme to allow each media item to be coded for a number of predetermined factors, including imagery and language. Each gender mentioned in an item (referred to in this study as "subject"), whether for an individual, a team or a sport, was analysed and coded by a team of human researchers. Multiple researchers worked on the project to ensure inter-coder reliability and consistency.

In order to consistently and effectively analyse the way that the media framed each subject, a coding design was established to assess the coverage of each subject against the same criteria. The criteria focused on the images, language and narratives used, and the source of these markers. The analysis of gender also extended to all sources present in coverage as well the journalists authoring content.

Key Criteria included:

- Media information (including publication, reach, date, length and byline)
- Subject information (who the item is about including their gender and sport)
- Purpose of coverage (what has caused the coverage)
- Imagery (who the subject of the image is, who are they with and how are they framed)
- Narratives (the themes evident in reporting on any of the subjects)
- Sources (who is speaking about a subject, their gender, their relationship to the subject and the topics they are commenting on)

Appendix Two: Programme and publication list

Below are the programmes and publications that were analysed in 2023:

Print

ASHBURTON GUARDIAN
BAY OF PLENTY TIMES
CANTERBURY FARMING
DAILY POST
DOMINION POST
DOMINION POST WEEKEND
GISBORNE HERALD
GREYMOUTH STAR
HAWKES BAY TODAY
HAWKES BAY WEEKEND
HERALD ON SUNDAY
HOKITIKA GUARDIAN
MANAWATU STANDARD
MARLBOROUGH EXPRESS
NELSON MAIL
NEW ZEALAND HERALD
NORTHERN ADVOCATE
OTAGO DAILY TIMES
SOUTHLAND TIMES
SUNDAY NEWS
SUNDAY STAR TIMES
TARANAKI DAILY NEWS
THE NEWS - WESTPORT
THE PRESS
TIMARU HERALD
WAIKATO TIMES
WAIRARAPA TIMES AGE
WAIRARAPA TIMES-AGE WEEKEND
WEEKEND HERALD
WEEKEND PRESS
WHANGANUI CHRONICLE

Internet

1NEWS ONLINE
BAY OF PLENTY TIMES ONLINE
DOMINION POST ONLINE
GISBORNE HERALD ONLINE
HAWKES BAY TODAY ONLINE
MANAWATU STANDARD ONLINE
MARLBOROUGH EXPRESS ONLINE
NATIONAL BUSINESS REVIEW ONLINE
NELSON MAIL ONLINE
NEW ZEALAND HERALD ONLINE
NEWSHUB.CO.NZ
NEWSROOM.CO.NZ
NEWSTALK ZB ONLINE
NORTHERN ADVOCATE ONLINE
NORTHLAND AGE ONLINE
OTAGO DAILY TIMES ONLINE
RADIO NEW ZEALAND ONLINE
ROTORUA DAILY POST ONLINE
SOUTHLAND TIMES ONLINE
STUFF.CO.NZ
TARANAKI DAILY NEWS ONLINE
TE AO MAORI NEWS ONLINE
THE PRESS NZ ONLINE
THESPINOFF.CO.NZ
TIMARU HERALD ONLINE
WAATEA NEWS.COM
WAIKATO TIMES ONLINE
WAIRARAPA TIMES-AGE ONLINE
WHANGANUI CHRONICLE ONLINE

Radio

COAST FM
07:00 NEWS
MORE FM
07:00 NEWS
NEWSTALK ZB (AUCKLAND)
07:00 NEWS
07:00 NEWS (SATURDAY)
07:00 NEWS (SUNDAY)
12:00 NEWS
12:00 NEWS (SATURDAY)
12:00 NEWS (SUNDAY)
15:00 NEWS (SUNDAY)
17:00 NEWS
17:00 NEWS (SATURDAY)
17:00 NEWS (SUNDAY)
WEEKEND SPORT
NEWSTALK ZB (CHRISTCHURCH)
07:00 NEWS
12:00 NEWS
NEWSTALK ZB (WELLINGTON)
07:00 NEWS
12:00 NEWS
RADIO 531PI
07:00 NEWS
12:00 NEWS

RADIO NZ - NATIONAL
07:00 NEWS
07:00 NEWS (SATURDAY)
07:00 NEWS (SUNDAY)
12:00 NEWS
12:00 NEWS (SATURDAY)
12:00 NEWS (SUNDAY)
17:00 NEWS
17:00 NEWS (SATURDAY)
17:00 NEWS (SUNDAY)
THE BREEZE 93.4FM
07:00 NEWS
THE HITS
07:00 NEWS

Television

THREE*
AM
EARLY AM
NEWSHUB LATE
NEWSHUB LIVE AT 11:30AM**
NEWSHUB LIVE AT 6PM
NEWSHUB LIVE AT 6PM (WEEKEND)
NEWSHUB NATION
THE HUI
THE PROJECT**
TVNZ 1
SUNDAY**
1 NEWS
1 NEWS (WEEKEND)
1 NEWS TONIGHT**
BREAKFAST
COUNTRY CALENDAR
FAIR GO**
MARAÉ
MIDDAY**
Q+A
SEVEN SHARP
TE KARERE
SKY OPEN
NEWS FIRST**
(WEEKEND)
THE CROWD GOES WILD
MĀORI TV
TE AO

*All news programmes on Three will end after July 5. This includes News First which is produced by Newshub.

**these programs are no longer airing

Appendix Three: New Zealand media

Below are the main media organisations featured in this study and their categorisations. A number of changes occurred in late 2023 and early 2024 that will be reflected in year five of this research.

Stuff: New Zealand's largest print and digital stable, the main website leads the editorial agenda for the network and content is highly syndicated across all publications. In May 2020, Stuff was famously purchased for \$1 from Australian parent company, Nine, by its CEO Sinead Boucher and actively encourages donations from its audience. From July 6th 2024, Stuff will produce a 6pm news bulletin for Warner Bros. Discovery which will air on Three.

New Zealand Media and Entertainment (NZME): Publisher of The New Zealand Herald, Newstalk ZB and commercial radio assets. With a smaller network of publications, content is less widely syndicated, and some premium content is behind a paywall on The New Zealand Herald website. NZME also operated Radio Sport, until it was closed in March 2020.

Television New Zealand (TVNZ): A government owned public broadcaster (not public service) and has the highest rated television news bulletins on New Zealand television. TVNZ is government owned, but relies on advertising revenue to operate and return a dividend to the government.

Newshub: News brand of Warner Bros. Discovery, owner of television channel Three. Has been embattled in recent years with declining ratings and advertising revenues. It has argued that it is disadvantaged by the fact that its main broadcast competitor (TVNZ) is government-owned and not as impacted by declining revenues and fragmentation of younger audiences. Note that Newshub closed in July 2024.

Māori Television: A government funded channel dedicated to programming that makes a significant impact on the revitalisation of Te Reo and Te Ao Māori. Includes local and international programmes across a range of genres.

Radio New Zealand (RNZ): Public service radio broadcaster. Funded by the government rather than advertising revenue, and is focused on news, current affairs, local content and stories.

Sky: Pay television service providing satellite and media streaming. Has a strong focus on sports broadcasting and production and has the broadcasting rights to a number of key sports in New Zealand. Content from Sky is not included in this study. Sky also owns free-to-air channel Sky Open whose flagship News First show is produced by Newshub. This content is categorised as Newshub in this study. This news programme will cease when Newshub closes.

MediaWorks: Radio and Outdoor advertising brand. This study includes relevant news radio programming rather than commercial.

Otago Daily Times (ODT): A South Island owned media company with interests in regional and community publications and regional television. Owned by Allied Press along with a series of community publications across the South Island.

Newsroom: An independent news and current affairs website funded by subscribers and corporate partners. Focused on long form, investigative journalism. Content is also shared across NZME's digital network.

The Spinoff: Online commentary and opinion site that has become well known for its breadth of content across pop culture and news and current affairs. The Spinoff is funded by partnered content with brands, website members, and New Zealand On Air.

SENZ: Sports talk radio that launched in mid-2021. Owned by Australian based Sports Entertainment Network. Content from SENZ is not currently included in this study.

Additional government funding for public media in New Zealand is distributed by New Zealand On Air, this includes additional funding for Local Democracy Reporting (LDRs) in areas where local publications are impacted by the economic environment, and has funding available for content considered beneficial for New Zealand audiences that otherwise may not be made.

