

# Sports Media and Gender

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

1 JANUARY TO 31 DECEMBER 2021

 isentia

  
SPORT  
NEW ZEALAND  
IHI AOTEAROA

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## About this report

This is the second annual report from the Sport New Zealand Ihi Aotearoa (Sport NZ) and Isentia study of gender balance in sports news coverage in New Zealand.

It explores various aspects of coverage, athlete portrayal and the gender balance of media companies in terms of both coverage and bylines.

This year's report has been expanded to include topics such as leading teams and events, prominence of coverage and the location of sporting events covered by New Zealand sports media, to explore how these affect gender balance.

We have also included analysis of the group of smaller media outlets grouped as 'independents' due their lower volume of coverage. This includes LockerRoom and Māori TV.

The Sport NZ-Isentia study is based on human analysis of around one-third of all sports news coverage in New Zealand, selected randomly each day. This includes print, broadcast and online news, but excludes match broadcast and live blogging of sports fixtures. As a result, Spark Sport and Sky Sport are not included in this report. SENZ is also excluded because it commenced broadcast part-way through the reporting cycle, however it will be included in subsequent reports.

Along with the two annual reports, this study has produced several case studies, including the Tokyo Olympic and Paralympic Games, Rugby Sevens and the Dream11 Super Smash and ICC Cricket World Cup 2022. For more information visit [sportnz.org.nz/mediaanalysis](https://sportnz.org.nz/mediaanalysis).

**A detailed outline of our research methodology is included as Appendix One.**



## New in 2021

We are continually evolving the study to learn more about gender balance and add further value to the conversations held around the study with media, sports and other key stakeholders.

The following were new in 2021:

- Location of sporting events
- Top events
- Media type by media organisation
- Age (as an aspect of portrayal)
- Analysis of independent media
- Both visibility and gender balance in media coverage
- Year-on-year comparisons.

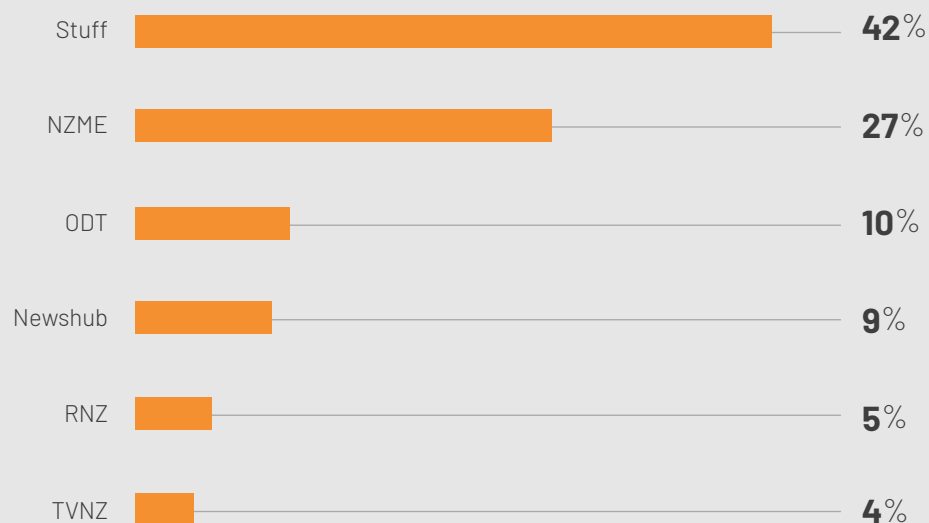
We have further enhancements planned for year three, but if you have any thoughts on how we could expand the study, please email [philip.clark@sportnz.org.nz](mailto:philip.clark@sportnz.org.nz).



## Media sample

This chart shows each media company's breakdown of the sports news coverage captured and analysed in this report. Information on these media companies is included in Appendix Two, and a list of the media brands and shows analysed in the study can be found in Appendix Three.

### MEDIA COMPANIES – SHARE OF SPORTS COVERAGE (2021)



Note: NZME = New Zealand Media and Entertainment; ODT = Otago Daily Times; RNZ = Radio New Zealand; TVNZ = Television New Zealand.

## Period of study

This publication compares data from our first two annual reports.

The latest data is from January to December 2021, while data from our first report covers two periods separated by the first COVID-19 lockdown: July 2019 to February 2020 and July 2020 to December 2020.

For simplicity, this period is referred to in this report as 2020.

# Coverage

This section looks at the overall presence of women in sports news coverage. This includes the amount of media content focused on women's sport, the visibility of women across all sports coverage and how coverage of women's sport changes based on where events are held, which sports are played and the position of coverage within sports media.



## Coverage

# Gender balance in New Zealand

This 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. This tells us the extent to which sports news coverage showcases females in all aspects of sport.

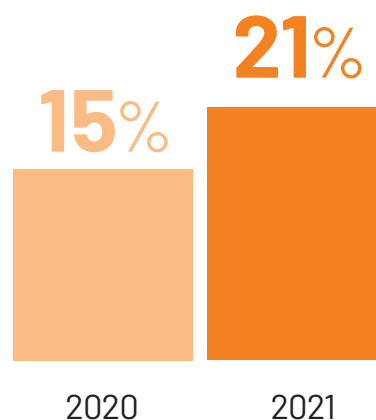
In 2020, both balance and visibility were 15%. Over the past year there has been significant improvement. Balance is now 21% and visibility 19%. The Tokyo Olympic and Paralympic Games were a factor, however these only account for 2% growth in each metric.

## BALANCE

The proportion of women's sport in all sports news coverage has increased by six percentage points (40%) in one year. This is particularly significant given a UNESCO study in 2018 estimated a global average of 4%.<sup>1</sup>

The Tokyo Olympic and Paralympic Games were a factor, but only contributed one third of the growth experienced in 2021. Removing these events would leave an average of 19%.

### GENDER BALANCE – ALL SPORTS COVERAGE

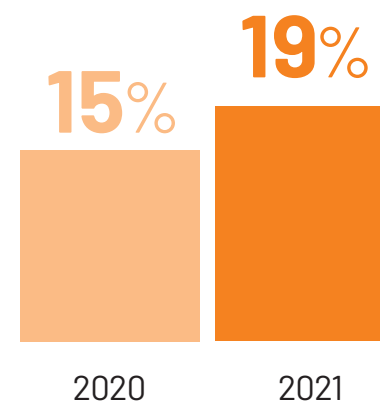


## VISIBILITY

Visibility has also improved but at a slower rate. This tells us there is now more coverage of women's sports than there are females in sports news coverage.

Removing Tokyo would change the 2021 figure to 17%.

### FEMALE VISIBILITY – ALL SPORTS COVERAGE



<sup>1</sup> UNESCO: [Women Make the News \(2018\)](#)

# The impact of major sporting events

While women's sport averages 21% across the year, we are observing spikes in coverage around major sporting events.

Within these event periods, we are seeing a significant increase in the overall proportion of women's sport featured in sports news coverage, not just coverage of that event.

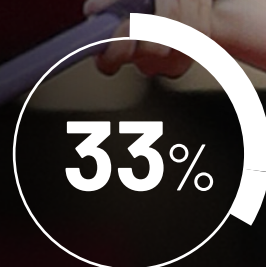
The ICC Cricket World Cup 2022 is included here even though it fell outside of the reporting period for this report. That figure is significant because it sets a benchmark for the two women's world cups to follow in 2022 and 2023.



Tokyo  
Olympics



Tokyo  
Paralympics



Cricket  
World Cup\*

These figures represent the proportion of all women's sport within sports news coverage during the event period.

\* Outside of the 2021 reporting period but reporting as a separate [case study](#)

# Coverage Sports

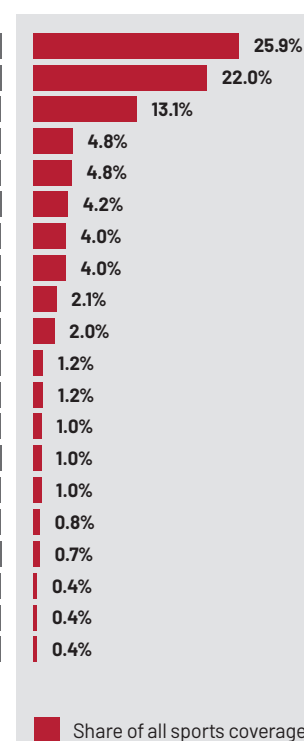
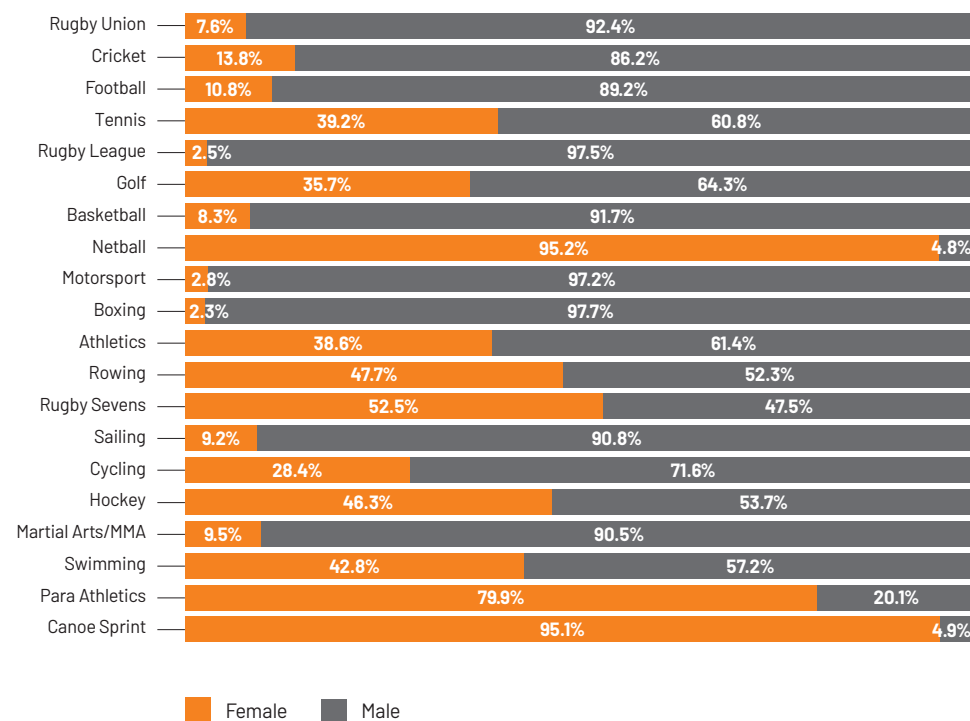
This chart breaks down the overall balance of gender by sport. It also shows the gender share of all sports news coverage.

The top three sports (rugby, cricket and football) account for around 60% of all coverage. However, only a small proportion of this is coverage of women's sport, with the three averaging only 11%.

If New Zealand is going move closer to gender equity in sports news coverage, change needs to happen here.

With 2021 being an Olympic and Paralympic year, a wider variety of sports were represented in sports coverage.

## GENDER BALANCE BY SPORT





# Coverage Sports

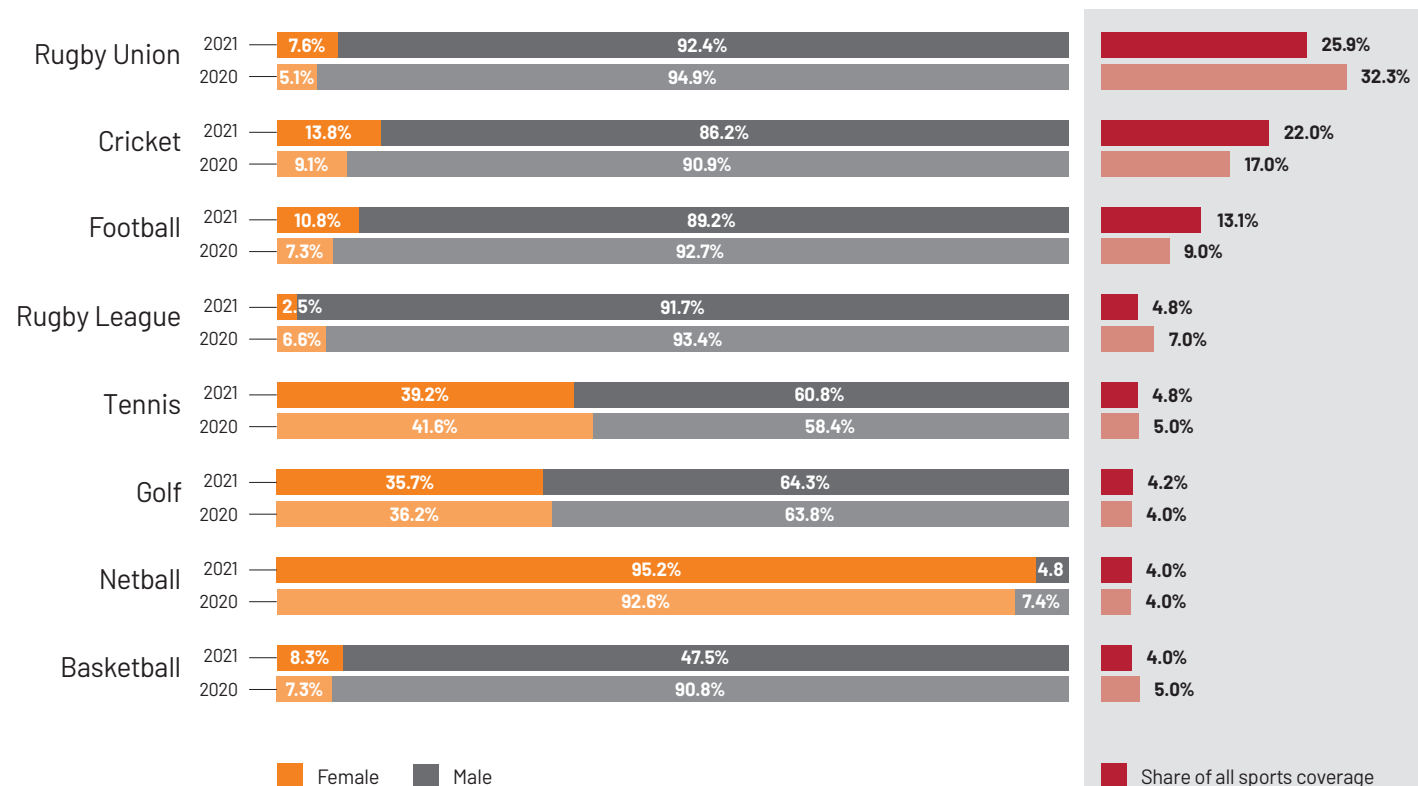
Our study identified 46 sports that featured in sports news coverage in 2021. Of these, 27 had a higher proportion of women's sport than in 2020. The diversity of sports in the Olympic Games is an important factor here.

Significantly, the sports with improved gender balance also included those with the most sports coverage: rugby, cricket and football. Together, these now account for 32% of women's sports coverage.

The biggest improvers were cricket and football. Cricket's share of all sports coverage increased from 17.0% to 22.0%. Women's cricket is up too, from 9.1% to 13.8% of all cricket coverage.

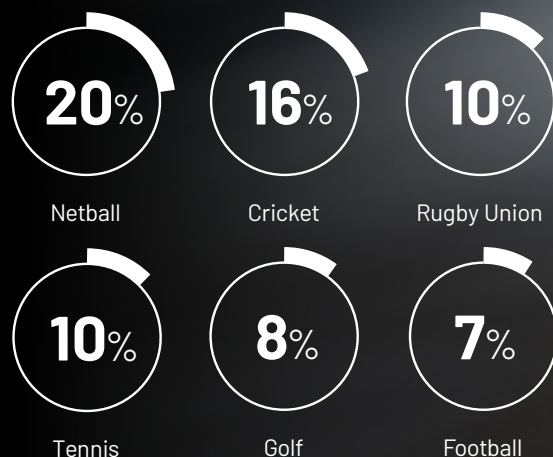
Football now makes up 13.1% of all sports coverage (up from 9.0%), and the proportion of this devoted to women's football has increased from 7.3% to 10.8%.

## GENDER BALANCE OF TOP SPORTS – 2020 VERSUS 2021



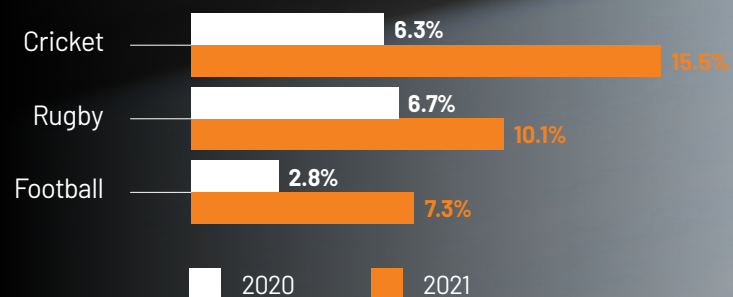
# Top sports of women's coverage

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



Among these top sports, strong year-on-year growth has occurred in the share of all women's coverage coming from the three sports in which New Zealand will host women's world cups over 2022 and 2023.

## PROPORTION OF WOMEN'S COVERAGE – TOP THREE SPORTS

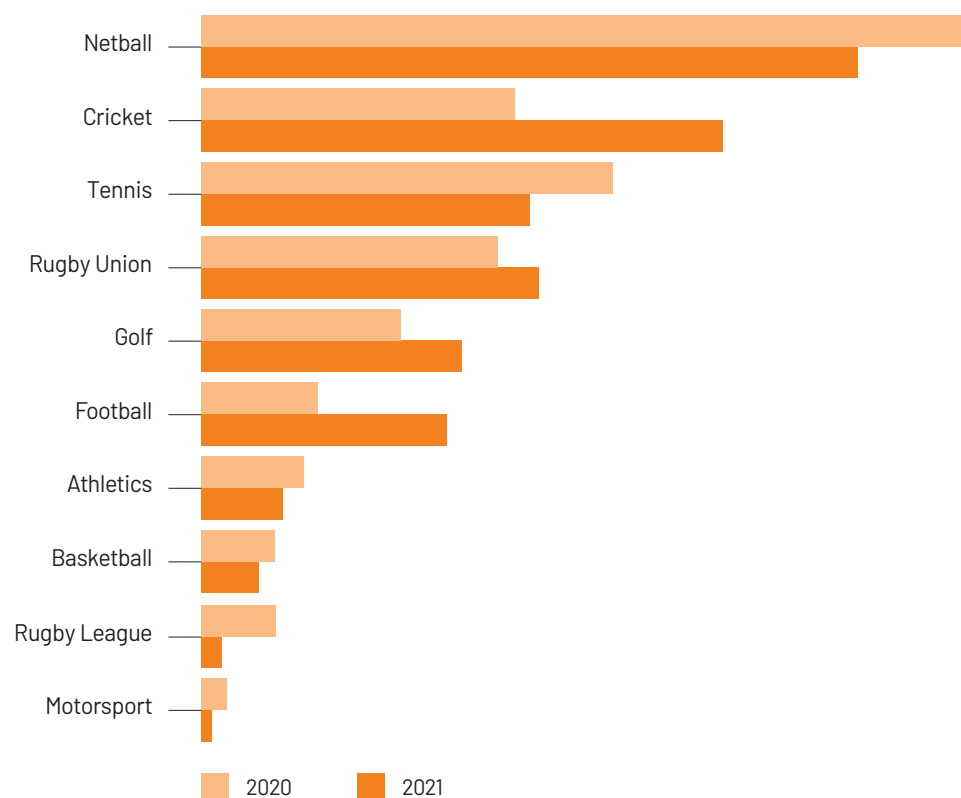


## Coverage

# Women's sport

This chart shows the top sports for coverage of women's sport, and how the volume for each compares in 2021 and 2020. Coverage of netball declined by 15% and tennis by 21%. Cricket was up by 67%, rugby 14% and football 108%.

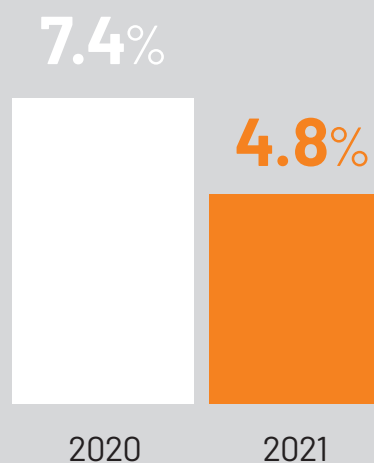
### COVERAGE OF WOMEN'S SPORT



### Men's netball

Netball New Zealand is working to grow the profile of the men's game, including now annual fixtures between the Silver Ferns and New Zealand Men's Team. This is a different lens on gender balance but one that is also important to monitor through this study.

#### MALE NETBALL AS PERCENTAGE OF NETBALL COVERAGE





## Coverage

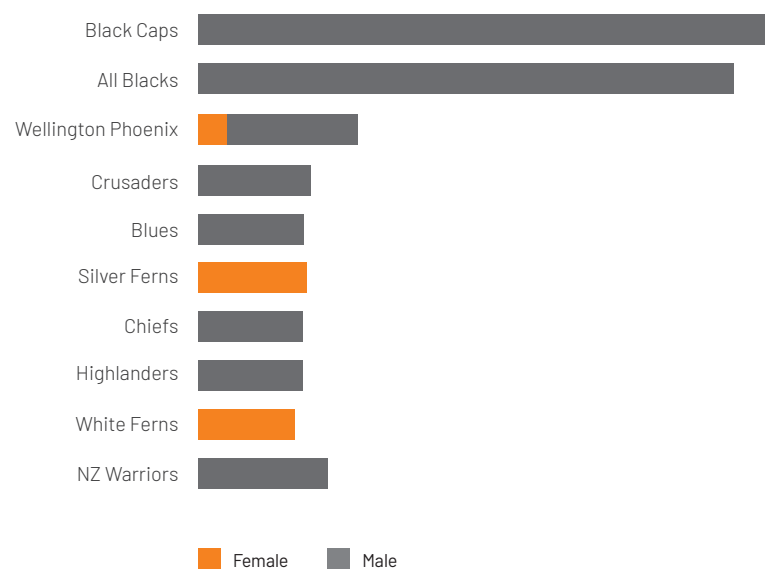
# Top teams and events

The charts below show the top 10 teams and events based on the volume of sports news coverage they generated in 2021.

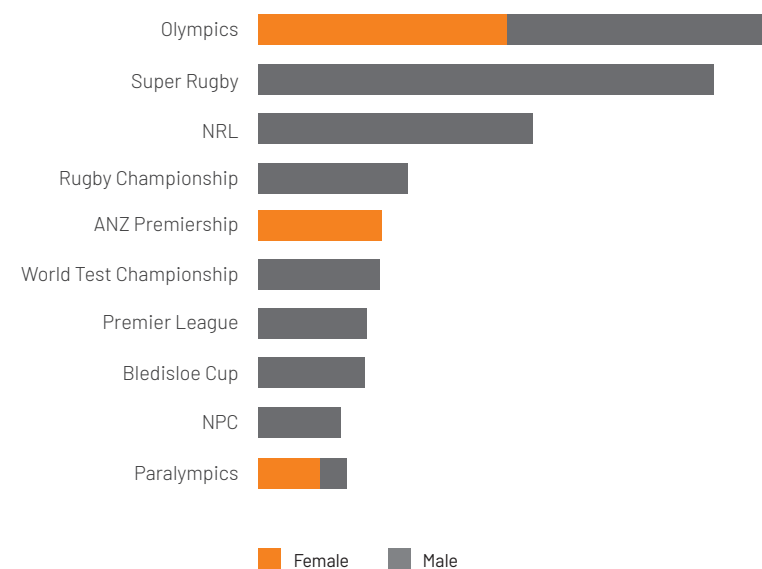
Analysis of teams and events is new to the 2021 report. It provides a view of how gender balance differs based on where media prioritise their coverage and the teams seen most by their audiences.

While women's teams are now competing in more leagues here and around the world, and some international leagues, in particular, are experiencing a surge in profile, this is not yet evident in sports news coverage in New Zealand. The Top 10 teams represent a quarter (23.5%) of all sports coverage, but only 2.6% of this coverage is women's sport.

### TOP 10 TEAMS



### TOP 10 EVENTS



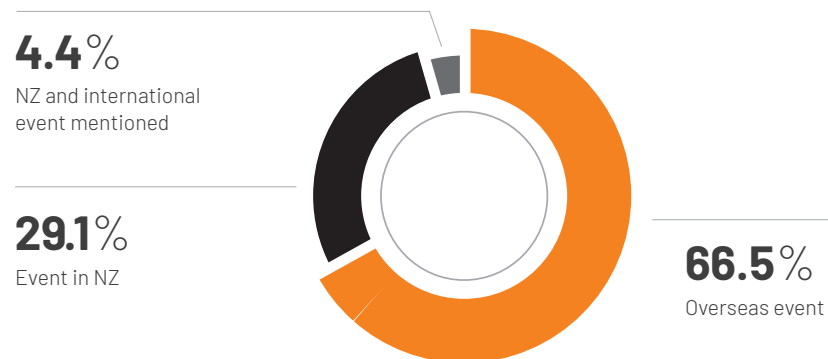
## Coverage

# Location of sporting events

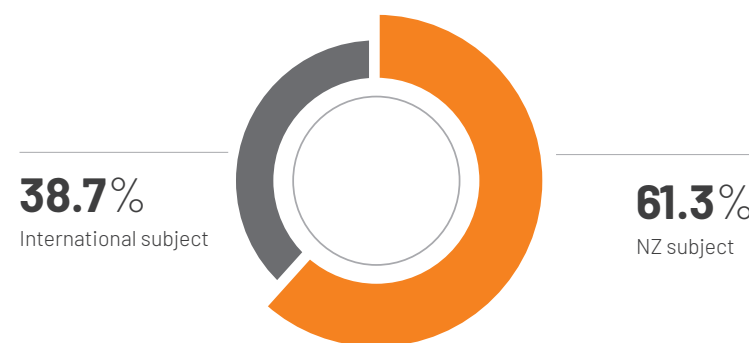
Around two-thirds of New Zealand sports news coverage focuses on events taking place overseas, but over 60% of subjects are New Zealand athletes.

Gender balance is strongest where events take place in New Zealand or overseas where coverage focuses on a New Zealand subject. In both cases the proportion of female coverage exceeds the overall average of 21%.

LOCATION – SHARE OF COVERAGE



LOCATION – SUBJECTS QUOTED



LOCATION – FEMALE COVERAGE



SUBJECTS – FEMALE COVERAGE



# 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 outlet and type.

This year, we have also included analysis on those media grouped as 'independents', including specific analysis of LockerRoom.

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 related to newsroom resourcing and the priorities of media outlets.

Our engagement with media has also contributed to how we are expanding and improving the study. Some features added in 2021 follow requests from media companies or were inspired by our discussions with them.

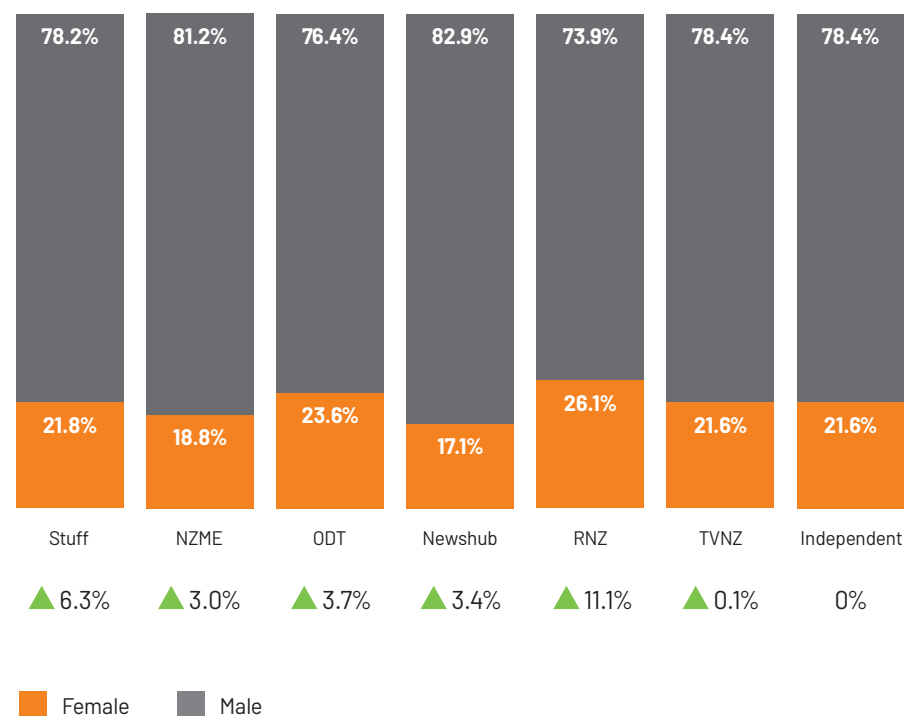


# The Media Balance

This chart shows the proportion of stories about women's sport featured by each major media network in 2021. All media have improved on 2020 and are contributing to the overall increase, from 15% to 21%, of women's sport across all sports news coverage.

Radio New Zealand and the Otago Daily Times continue to be the top performers, while Newshub and NZME are the only two below the 21% average. Stuff's growth of 6.3% year-on-year is also significant given it produces 42% of all sports news coverage.

GENDER BALANCE BY MEDIA OUTLET

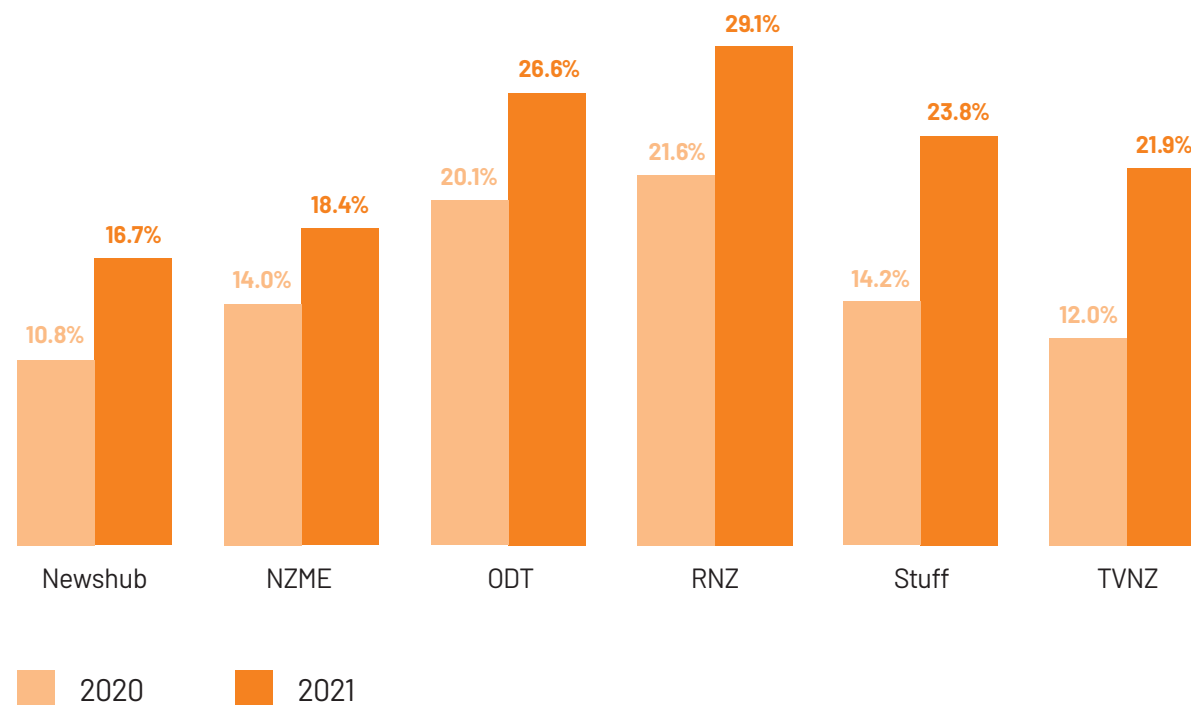


## The Media

# Media type

This section examines the gender balance of sports news coverage across individual media outlets in each of four media types analysed in this study: online, television, radio and print. The findings continue the positive trend in gender balance of sports news coverage. Just as all media outlets were up overall, each has also improved in every individual media category.

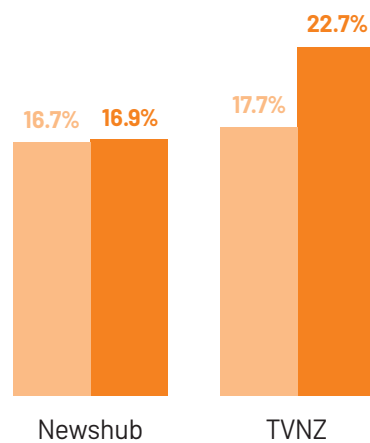
### ONLINE COVERAGE – WOMEN'S SPORT



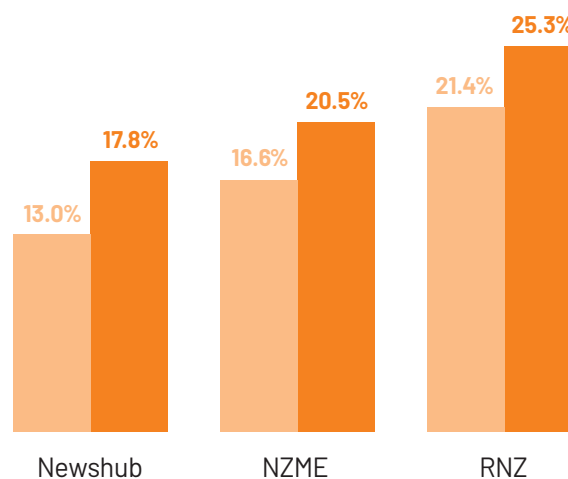
# The Media

## Media type

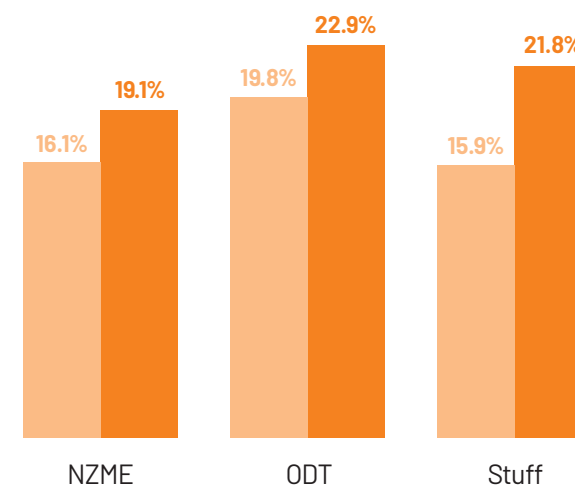
TV COVERAGE – WOMEN'S SPORT



RADIO COVERAGE – WOMEN'S SPORT



PRINT COVERAGE – WOMEN'S SPORT

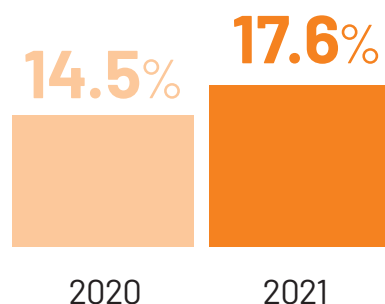


2020 2021



# The Media Sources

Sources are those people quoted in a media item. This is generally an athlete or coach, but can include match officials, administrators, and athletes' whānau and fans.



While the proportion of female sources has increased in media items, the rate of growth is much slower than for overall gender balance of coverage. This supports the finding that more news coverage is given to women's sport than there are females in this coverage.

A gender imbalance also occurs in what sources are saying. We observed that sources were three times more likely to comment on the personal life of a female athlete than they were a male athlete.

## FEMALE FANS QUOTED

A significantly higher proportion of female fans were quoted in 2021 than in 2020. Fans were most likely to comment in coverage of rugby, cricket, tennis and golf, and, from a team perspective, the Blackcaps, All Blacks and Wallabies.

Fans (irrespective of gender) were twice as likely to comment on the personal life or appearance of a female athlete than they were a male athlete.

## FEMALE FANS QUOTED



## FEMALE ATHLETE VOICE

Six out of every ten sources commenting on female athletes are the athletes themselves. The leading topic commented on was training and performance, rather than purely results. Female athletes were also twice as likely as male athletes to discuss their own personal lives, and injuries and fitness.

Tokyo was a key factor behind the growth in female athlete voice. It represented 20% of all women's sport coverage in 2021 and athlete voice features prominently in coverage of these events.

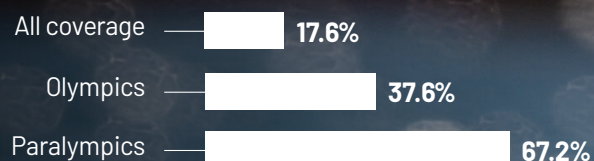
## FEMALE ATHLETES AS SOURCES



# Sources in Tokyo coverage

Isolating the Tokyo Olympics coverage within sources shows the extent to which females were far more regularly quoted in coverage of the Tokyo Olympic and Paralympic Games.

## FEMALES AS PERCENTAGE OF ALL SOURCES IN COVERAGE



Sixteen percent of all female sources came from Olympic coverage and 4% from Paralympic coverage.

Removing Tokyo data reduces the 2021 figure from 17.6% to 15.9%.

# The Media

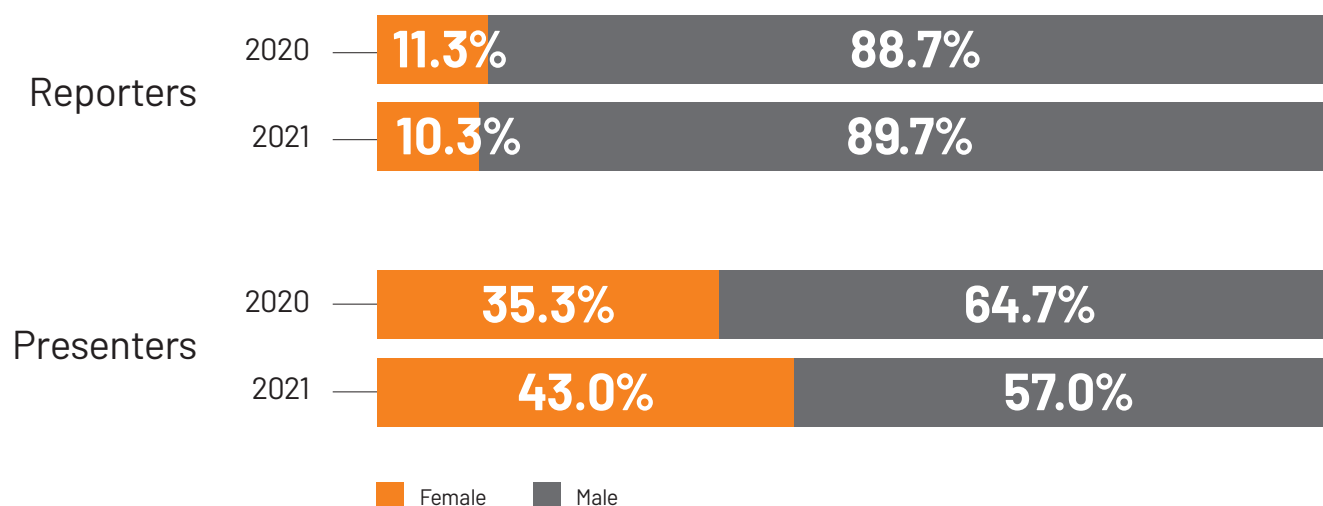
## Bylines

Bylines identify the journalist or presenter delivering each story. They are an important part of this study because they reflect the visibility of females in sports journalism, which is a traditionally male-dominated profession.

In a year where so much has improved in terms of gender balance of sports news coverage in New Zealand, the female share of bylines is down. This section has been expanded to explore this more deeply, for instance, the difference between how female journalists are represented on television bulletins compared with the websites of those media companies.

This chart compares the gender balance of reporter and presenter bylines. Females are far more likely to be visible in presenting roles – and more so in 2021 – however, reporter bylines reflect the vast majority of those working in sports journalism. Female reporter bylines are down in 2021, from 11.3% to 10.3% of all sports bylines.

### GENDER BALANCE OF BYLINES – REPORTS VERSUS PRESENTERS





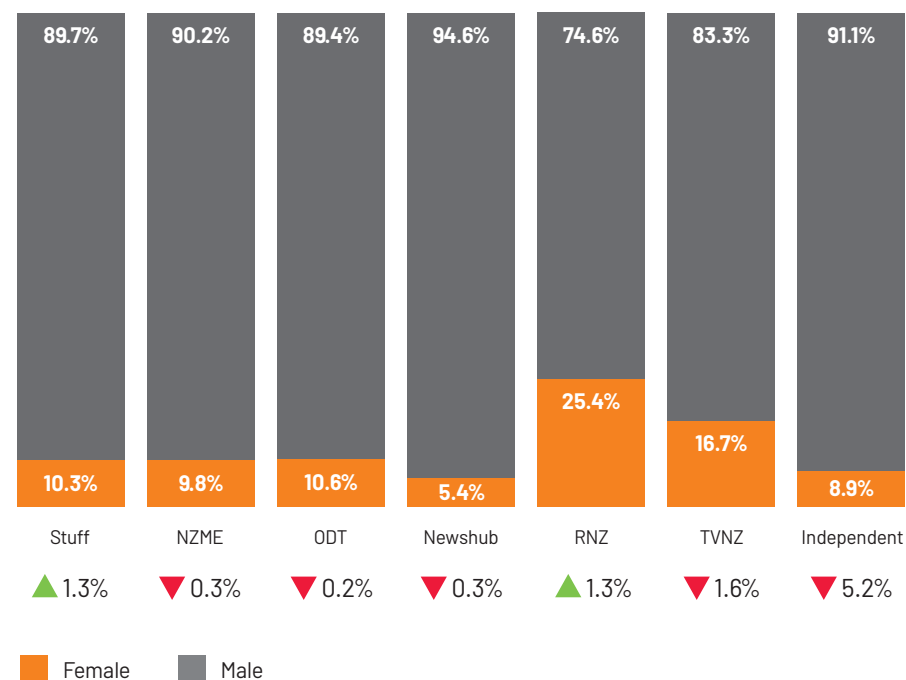
# The Media Bylines

## REPORTERS

Most major media networks followed the downward trend in female share of bylines. The only exceptions were Stuff and Radio New Zealand.

Women in sports news reporting continue to be under-represented. Even where representation is strong in the newsroom (for example, at TVNZ and Newshub), this is not reflected in the gender balance of bylines in stories reported by these media.

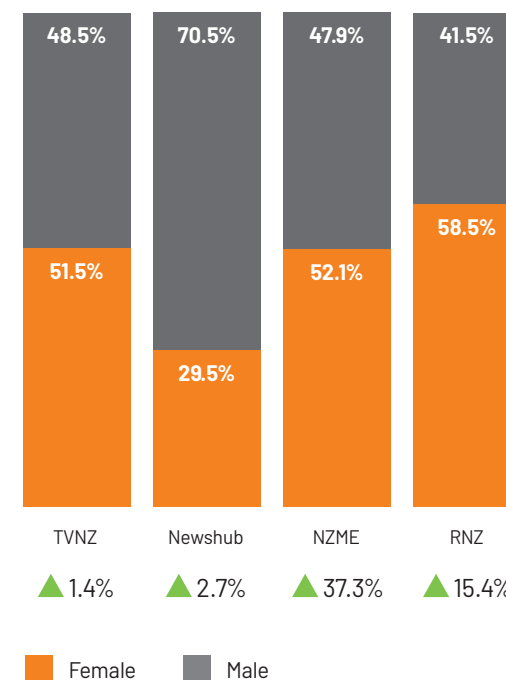
### REPORTER BYLINES BY MEDIA OUTLET



## PRESENTERS

The proportion of females presenting sports news increased for all four main broadcast outlets.

### PRESENTER BYLINES BY MEDIA OUTLET



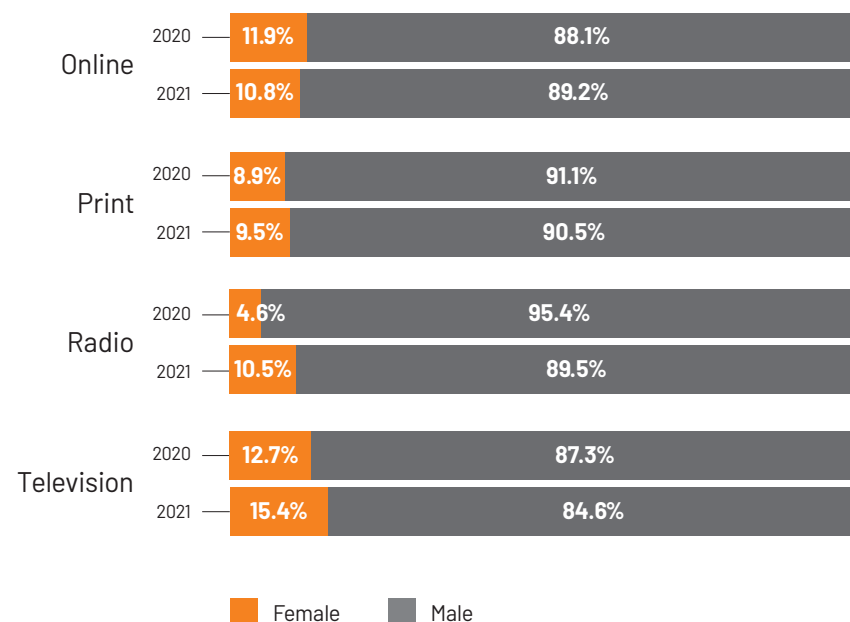


# The Media Bylines

## REPORTERS – MEDIA TYPES

Over the past year, the proportion of female bylines in radio and television sports news has increased significantly. The two main television networks (TVNZ and Newshub) have the largest concentration of female sports journalists.

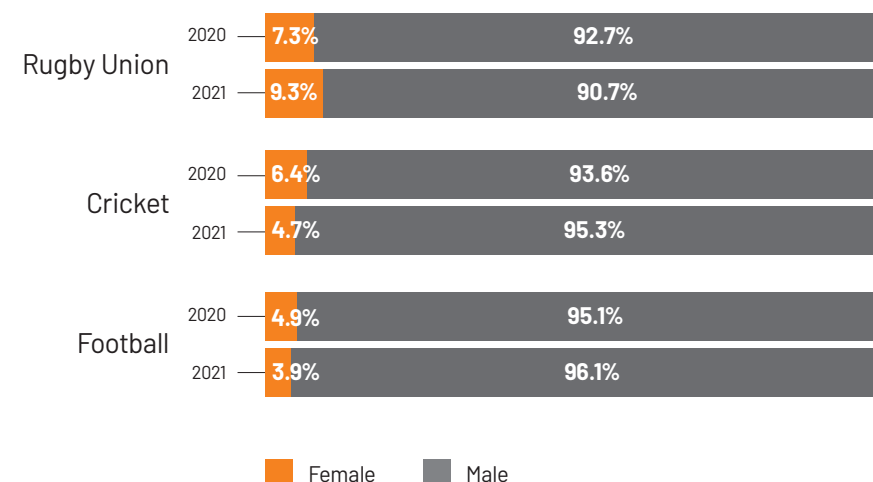
### BYLINES BY MEDIA TYPE



## REPORTERS – TOP THREE SPORTS

The top three sports account for 60% of all sports news coverage and are New Zealand's three world cup sports. However, each has a proportion of female reporter bylines below the 10.3% average for all sports coverage in 2021, and two of the three (cricket and football) have a lower proportion than in 2020.

### BYLINES – TOP THREE SPORTS

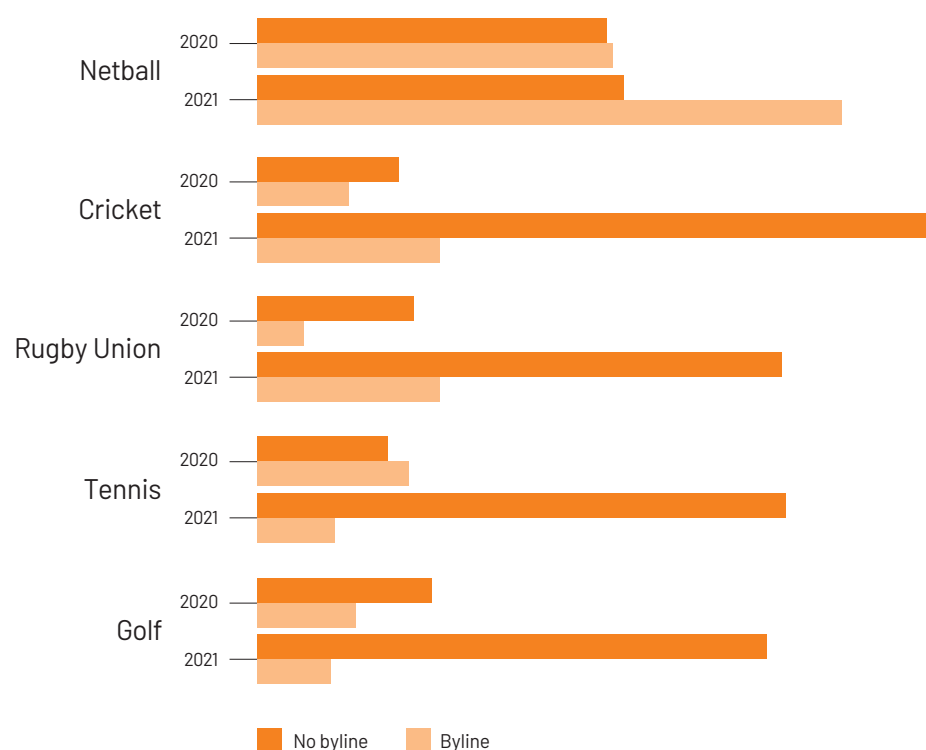


# The Media Bylines

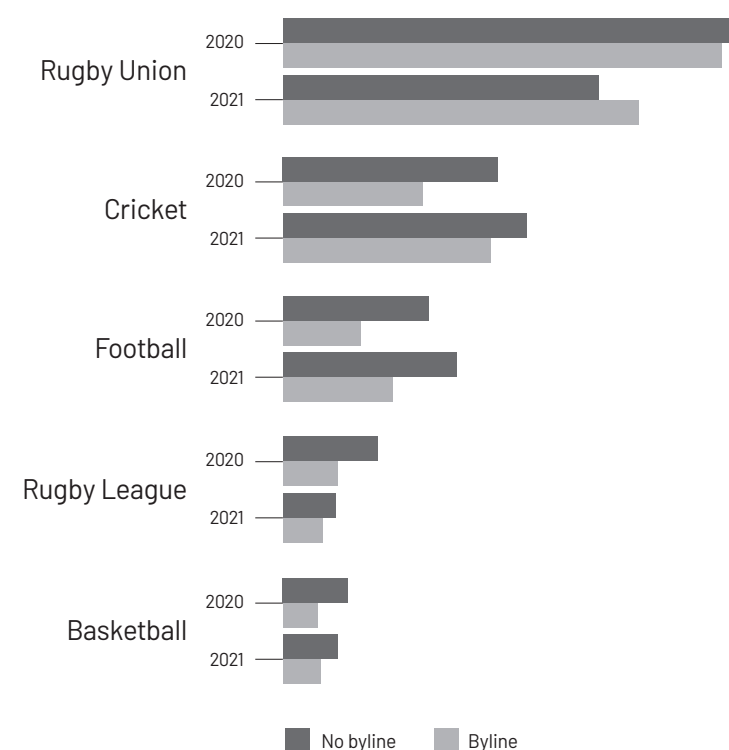
## PROPORTION OF BYLINED STORIES

These findings show that the coverage traditionally prioritised by media — such as netball and men's rugby, cricket and rugby league — is more likely to carry a reporter byline. With reporters active in these codes and generating bylines an opportunity exists for women's cricket and rugby, in particular, to grow bylined coverage.

### TOP WOMEN'S SPORTS — BYLINED VERSUS NON-BYLINED COVERAGE



### TOP MEN'S SPORTS — BYLINED VERSUS NON-BYLINED COVERAGE



**Gender balance of coverage is growing despite the reduction in female bylines, showing the two are not related.**

## The Media Independents

This study classifies 11 publications or websites as independent, and these are typically shown as a group alongside the major media outlets, whose volume of coverage warrants an individual listing.

This year, we have looked more closely at this grouping to see who is included and how each is performing in terms of gender balance in their sports news reporting. Although the results are impressive, three independents (NBR online, Westport News and BFM Radio) had no coverage of women's sport. Key data for the other eight independents is shown in this table.

INDEPENDENT MEDIA – FEMALE COVERAGE AND SHARE OF SPORTS COVERAGE

Outlet	Female	All coverage
Ashburton Guardian	20.7%	0.63%
Gisborne Herald	19.4%	1.84%
Māori TV	33.3%	0.01%
Newsroom (incl. LockerRoom)	95.0%	0.13%
Radio 531PI	20.0%	0.07%
Spinoff	34.2%	0.05%
Te Ao Māori News	28.3%	0.27%
Waatea news.com	40.0%	0.01%



# The Media

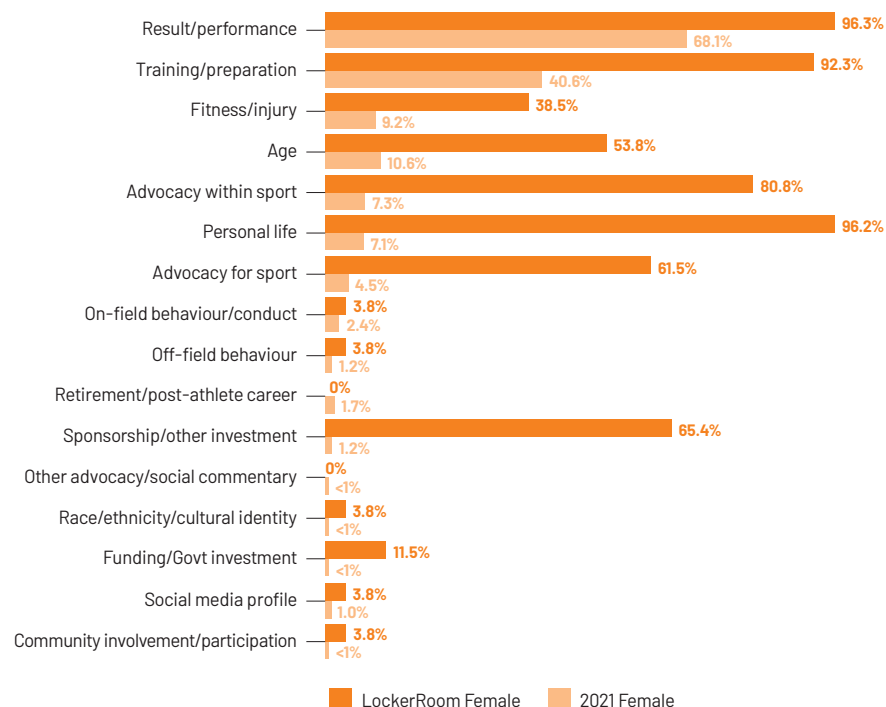
## LockerRoom

LockerRoom is a section of the Newsroom website specifically dedicated to coverage of women's sport.

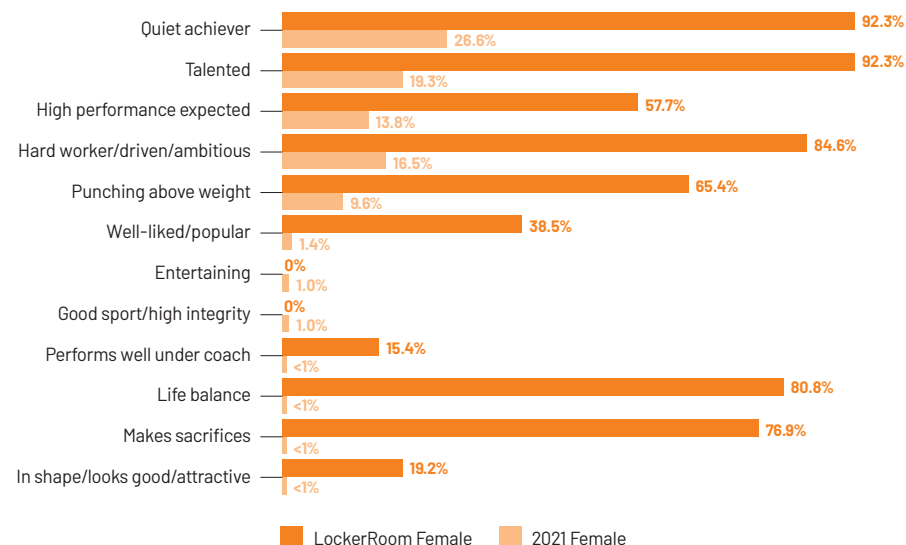
An important difference can be seen in the topics and themes covered in LockerRoom, compared with all coverage of women's sport. LockerRoom provides space for in-depth reporting that is not seen as significant in other outlets.

As well as having a word length of more than double the online average (2,027 words compared with 885), the portrayal markers found in content from the site showed more varied discussion of athletes outside of purely results and preparation. This reflects LockerRoom's focus on in-depth athlete profiles that explore different aspects of athletes' sporting and private lives.

### LOCKERROOM – TOPICS OF DISCUSSION



### LOCKERROOM – POSITIVE THEMES



# Portrayal

This section examines differences in how women and men are portrayed through reporting in sports news media. It focuses on three areas:

- the topic or focus of a story
- the main themes 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 2021.

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 2020 study found this imbalance had all but disappeared, showing New Zealand sports media had corrected their portrayal of female athletes.

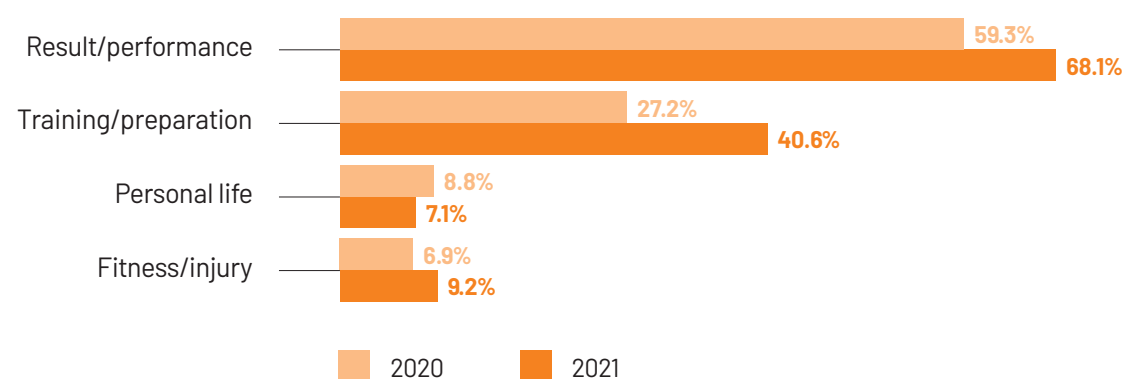
Despite this, it remains an important area of this study, because any significant differences in portrayal could undermine the improving gender balance in overall sports news coverage.

# Portrayal Topics

## FEMALE COVERAGE (2020 VERSUS 2021)

In last year's report we identified an increased focus on results for women. In 2021, a shift can be seen to greater reporting on training and preparation, as well as results, which suggests female athletes are receiving more coverage in the lead-up to an event.

### TOPICS IN FEMALE COVERAGE



Note: Portrayal results are based on the percentage of subject mentions across all women's or men's coverage.

# Portrayal Topics

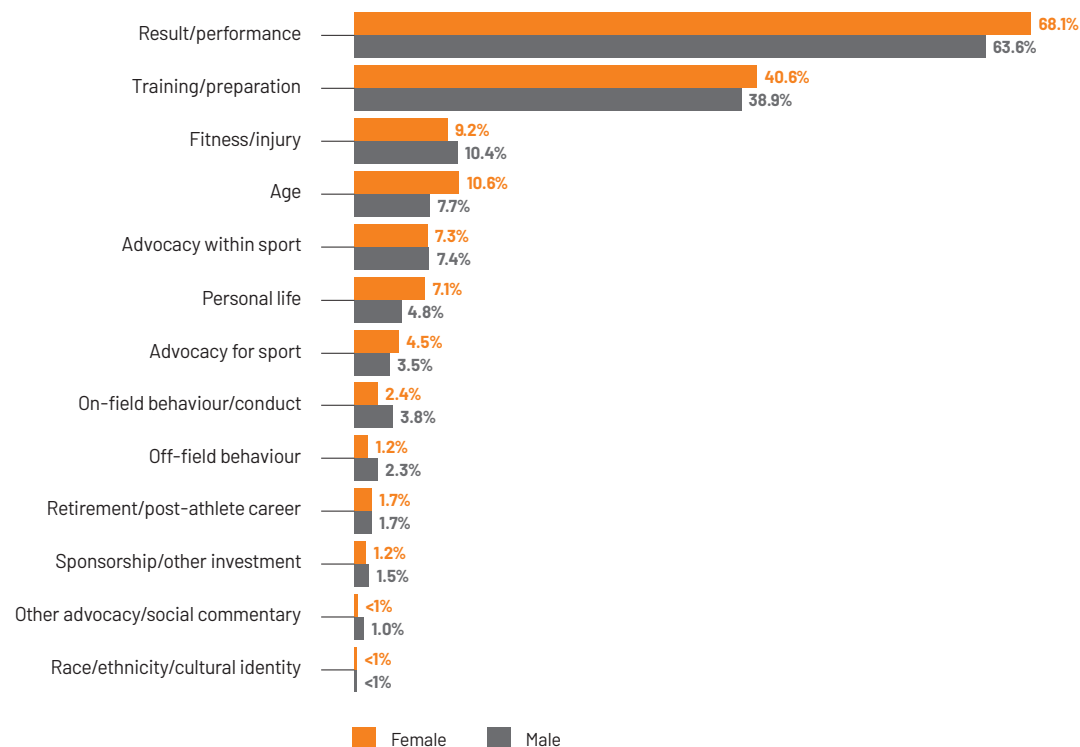
## GENDER COMPARISONS (2021)

In looking at this area, we see good gender balance in the most prominent topics, with pockets of imbalance where the amount of coverage is much smaller. This is a common theme across all aspects of athlete portrayal.

Media remain more likely to discuss the personal life of female athletes, while topics relating to poor conduct are more common among male athletes. A focus on personal life came through strongest for women in tennis and netball, while for men it appeared most in rugby and cricket.

Age is an addition to the study for this year's report and is also more common in coverage of women's sport. As a topic, it appeared across a broad range of sports, including tennis, golf, cricket, football and netball.

### TOPICS – FEMALE VERSUS MALE COVERAGE





# Portrayal Themes

## FEMALE COVERAGE (2020 VERSUS 2021)

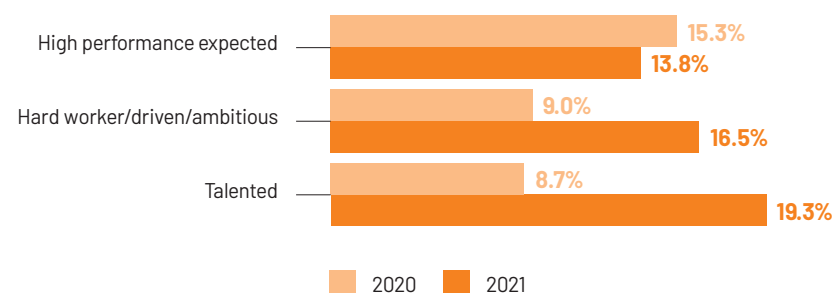
These charts look at the leading positive and negative themes in coverage of women's sport across 2020 and 2021. Together, the three positive themes (high performance, hard worker/driven/ambitious and talented) are more than 50% more prominent in women's sports coverage in 2021 than they were in 2020. They also appear more frequently in coverage of men's sport.

The leading negative themes are up around 25% on average, and each is a similar proportion to coverage of men's sport.

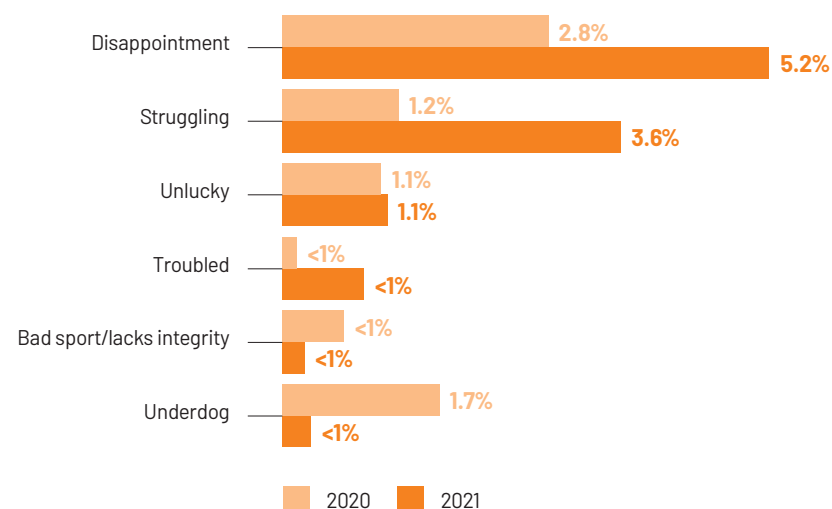
Across this study (including published case studies), we have observed spikes in leading themes in coverage of major and mega sporting events, and we attribute the growth in 2021 to be a result of the Tokyo Olympic and Paralympic Games.

Olympic and Paralympic coverage is likely to be an important factor, given the range of female athletes competing, media attention on games preparation and the different results and athlete performances experienced at pinnacle events.

### POSITIVE THEMES – FEMALE COVERAGE



### NEGATIVE THEMES – FEMALE COVERAGE

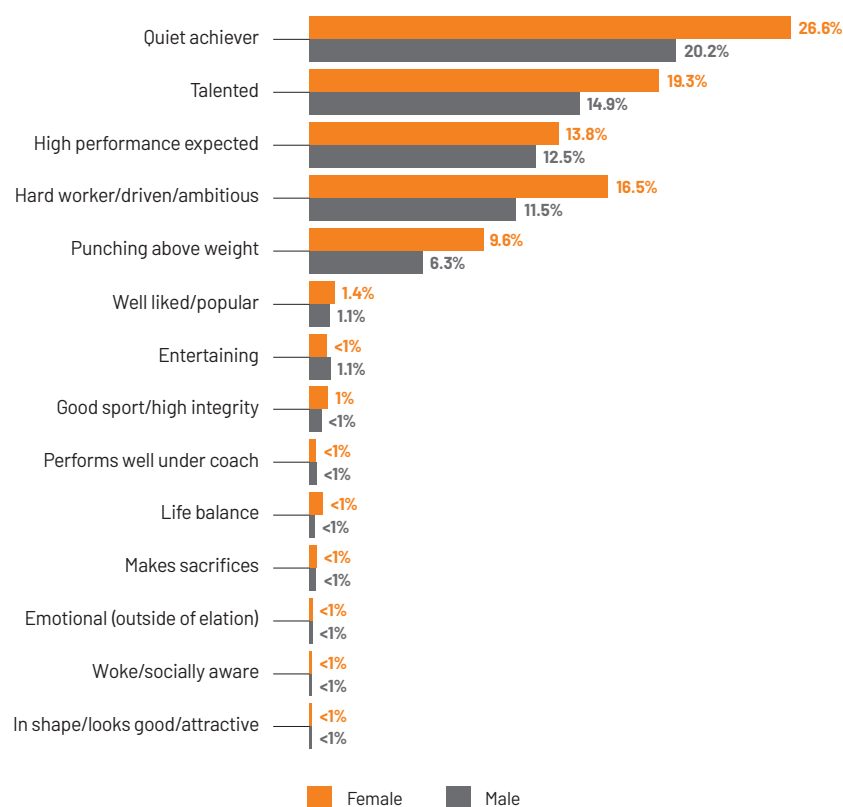


# Portrayal Themes

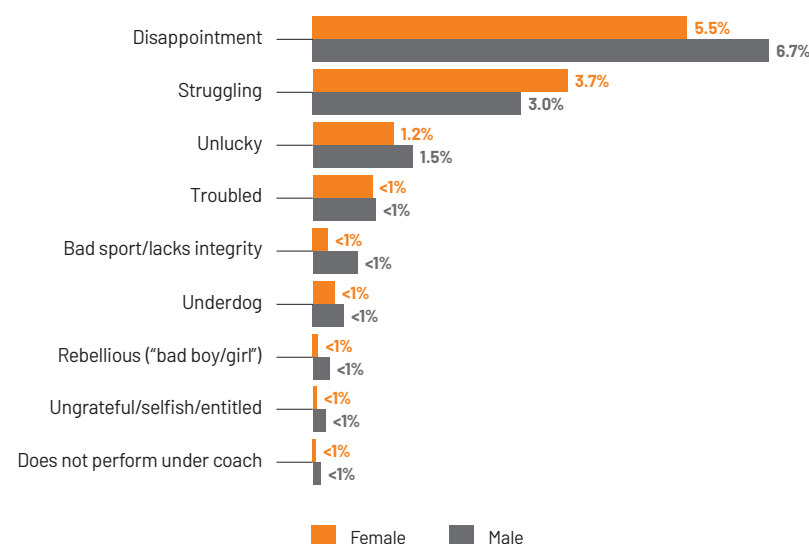
## GENDER COMPARISONS (2021)

It is common in studies of gender balance to see themes such as 'quiet achiever', 'hard worker' and 'punching above weight' coming through more strongly in coverage of women's sport, and this can be seen again in 2021, as in 2020 and across our case studies.

### POSITIVE THEMES – FEMALE VERSUS MALE COVERAGE



### NEGATIVE THEMES – FEMALE VERSUS MALE COVERAGE

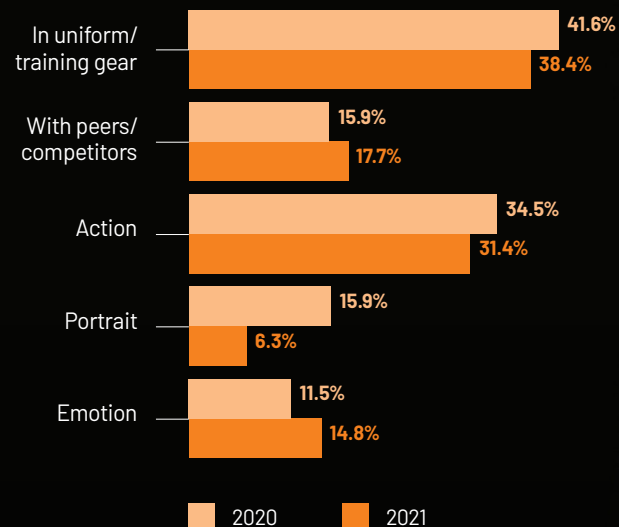


# Portrayal Imagery

## FEMALE COVERAGE (2020 VERSUS 2021)

We continue to see minimal differences in images of women in sport when compared with men. As in 2020, little or no evidence can be seen of problematic or sexualised imagery of any athlete, and images were focused on the act of sport, and the emotion of the results for all athletes.

### IMAGERY – FEMALE COVERAGE

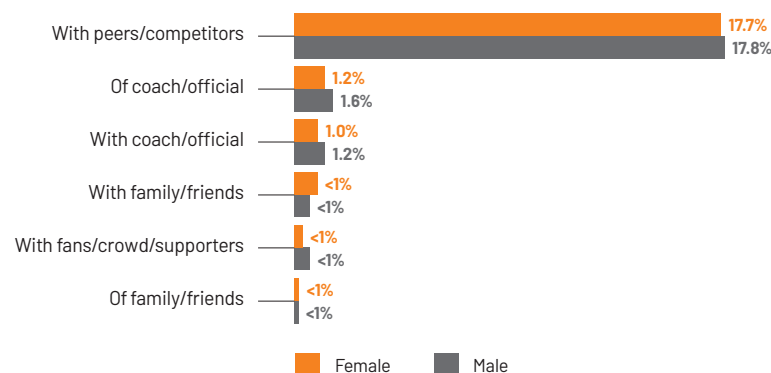


# Portrayal Imagery

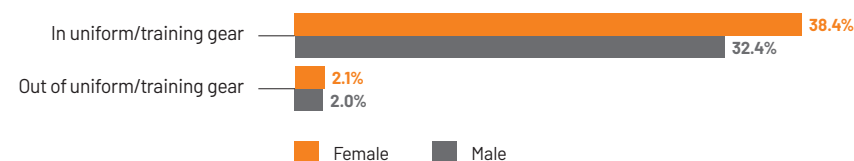
## GENDER COMPARISONS (2021)

As with last year's report, we see little gender difference in how athletes are portrayed through imagery. This is encouraging, as is the negligible amount of sexualisation in imagery of female athletes (observed in less than 1% of imagery).

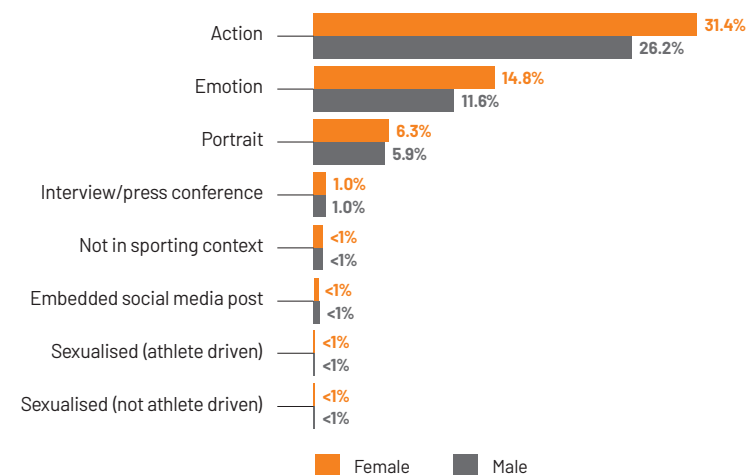
### IMAGE COMPOSITION



### IMAGE APPEARANCE



### IMAGE CONTEXT



# Appendices



# Appendix One: Methodology

To look at how the media frame women in sport, it is necessary to look at how the media frame all sports coverage so 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 any fundamental differences are evident in how men and women are framed in media coverage. While the point is not to imply that women and men should have the same identity in media, it is necessary to examine what potential bias might exist and what may be influencing that bias.

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 to 31 December 2021.

## Sampling

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. 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 an *a priori* design scheme to allow each media item to be coded for several 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.

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 and compères authoring content.

## Main criteria:

- Media information (including publication, reach, date, length and byline)
- Subject information (who is the item about including their gender and sport?)
- Purpose of coverage (what has caused the coverage?)
- Imagery (who is the subject of the image, who are they with and how are they framed?)
- Narratives (what are the themes evident in reporting on any of the subjects?)
- Language (use of gendered language and the source of that language, commonly occurring descriptive words)
- 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 2021:

### Print

ASHBURTON GUARDIAN  
BAY OF PLENTY TIMES  
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  
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

BAY OF PLENTY TIMES ONLINE  
DOMINION POST ONLINE  
HAWKES BAY TODAY ONLINE  
MAGIC.CO.NZ  
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  
ONE NEWS 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 MĀORI NEWS ONLINE  
THE PRESS NZ ONLINE  
THESPINOFF.CO.NZ  
TIMARU HERALD ONLINE  
WAATEA NEWS.COM  
WAIKATO TIMES ONLINE  
WESTPORT NEWS ONLINE

### Radio

95BFM  
THE WIRE  
MAGIC TALK/MAGIC DRIVE  
12:00 NEWS  
MAGIC MORNINGS  
17:00 NEWS  
MAGIC AFTERNOONS  
07:00 NEWS (SUNDAY)  
17:00 NEWS (SUNDAY)  
12:00 NEWS (SUNDAY)  
07:00 NEWS (SATURDAY)  
17:00 NEWS (SATURDAY)  
12:00 NEWS (SATURDAY)  
RURAL TODAY  
NEWSTALK ZB (AUCKLAND)  
12:00 NEWS  
EARLY EDITION  
07:00 NEWS  
17:00 NEWS  
07:00 NEWS (SUNDAY)  
12:00 NEWS (SUNDAY)  
17:00 NEWS (SUNDAY)  
07:00 NEWS (SATURDAY)  
DRIVE  
MIKE HOSKING BREAKFAST  
12:00 NEWS (SATURDAY)  
17:00 NEWS (SATURDAY)  
KERRE MCIVOR MORNINGS  
AFTERNOONS  
WEEKEND SPORT  
SUMMER MORNINGS  
SUMMER EVENINGS  
WAITANGI DAY SPECIAL  
NEWSTALK ZB (WELLINGTON)  
12:00 NEWS  
07:00 NEWS  
06:00 NEWS

NEWSTALK ZB (CHRISTCHURCH)  
12:00 NEWS  
07:00 NEWS  
CANTERBURY MORNINGS  
10:00 NEWS  
06:00 NEWS  
RADIO NZ - NATIONAL  
07:00 NEWS  
17:00 NEWS  
12:00 NEWS (SUNDAY)  
17:00 NEWS (SUNDAY)  
07:00 NEWS (SUNDAY)  
MIDDAY REPORT  
12:00 NEWS  
12:00 NEWS (SATURDAY)  
17:00 NEWS (SATURDAY)  
07:00 NEWS (SATURDAY)  
MORNING REPORT  
AFTERNOONS  
CHECKPOINT  
NINE TO NOON - LATE  
THE PANEL WITH WALLACE CHAPMAN  
SUNDAY MORNING WITH JIM MORA  
SUMMER TIMES  
RADIO 531PI  
07:00 NEWS  
12:00 NEWS  
RADIO HOKONUI  
THE COUNTRY

### Television

MĀORI TV  
TE AO MĀORI NEWS  
NEWSHUB  
THE AM SHOW  
NEWSHUB LIVE AT 6PM  
NEWSHUB LIVE AT 11:30AM  
NEWSHUB LIVE AT 4:30PM  
NEWSHUB LATE  
THE PROJECT  
THE HUI  
THREE NEWS SPECIAL  
THE CAFE  
NEWSHUB NATION  
PRIME  
PRIME NEWS  
PRIME NEWS (WEEKEND)  
THE CROWD GOES WILD  
TVNZ 1  
BREAKFAST  
1 NEWS  
1 NEWS  
(WEEKEND)  
MIDDAY  
1 NEWS TONIGHT  
TE KARERE  
SUNDAY  
TONIGHT  
SEVEN SHARP  
MARAE

## Appendix Three: New Zealand media

**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.

**New Zealand Media and Entertainment (NZME):** Publisher of the New Zealand Herald and operator of Newstalk ZB and commercial radio assets. Also owns several smaller metropolitan and regional newspapers. Content is less widely syndicated and some premium content is behind a paywall on the New Zealand Herald website.

**Otago Daily Times (ODT):** A South Island 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.

**Television New Zealand (TVNZ):** A government-owned broadcaster with the highest rated news bulletins on New Zealand television. Though government owned, TVNZ operates on advertising revenue to return a dividend to the government.

**Newshub:** News brand of Discovery and owner of television channel Three and a series of commercial radio stations. Has been embattled in recent years with declining ratings and advertising revenues.

**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 various genres.

**Spark Sport:** Paid subscription service for sports content. Is focused on live action sports content, rather than editorial. Content from Spark Sport is therefore not included in this study.

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

**Sky:** Paid subscription service providing satellite and media streaming. Has a strong focus on sports broadcasting and production, and is not focused on news and current affairs. Content from Sky is therefore not included in this study.

Sky also owns free-to-air channel PRIME, whose flagship Prime News show is produced by Newshub. This content is categorised as Newshub in this study.

**MediaWorks:** Radio and outdoor advertising brand. For this study, includes relevant news radio programming rather than commercial. Former owner of Newshub, which was sold to Discovery in December 2020. MediaWorks radio content was included as part of Newshub in our 2020 study.

**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 Stuff's digital network. Includes the LockerRoom section, which is solely dedicated to women's sport.

**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 but will be added in the 2022 report.

Additional government funding for public media in New Zealand is distributed by New Zealand On Air. This includes additional funding for local democracy reporting (LDR) in areas where local publications are affected by the economic environment, and funding for content considered beneficial for New Zealand audiences that otherwise may not be made.

