



VISIBILITY OF FEMALE AND MALE ATHLETES IN SELECTED MEDIA OUTLETS WITH WIDE REACH

Media analysis on visibility and presence

Media analysis covering the period from 1 September 2024 to 31 August 2025
Media covered: Kronen Zeitung, Kurier, Kleine Zeitung, Der Standard, ORF1, ServusTV

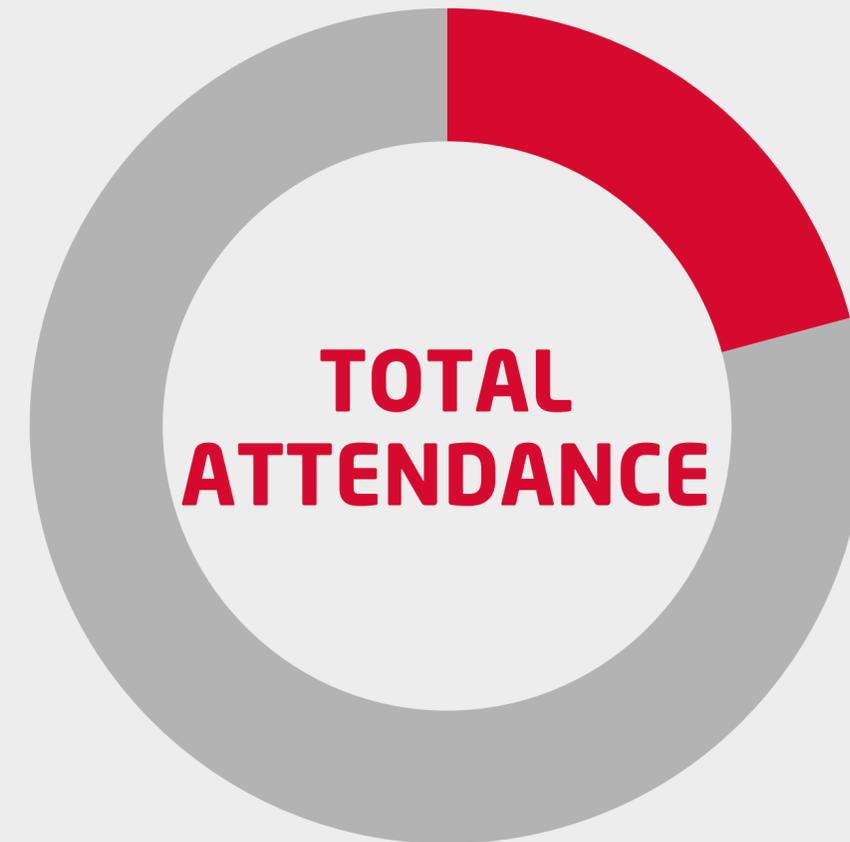


MEDIA VISIBILITY OF ATHLETES 2024/2025

Between 1 September 2024 and 31 August 2025, the MediaAffairs agency examined selected high-reach media outlets with regard to the **visibility of male and female athletes**. The study analysed more than 13,000 images from high-reach print media and just under 1,550 hours of sports broadcasts on TV.

Male athletes dominate sports coverage, accounting for around **79%** of image presence. The careers and achievements of **female athletes account for only 21%** of image presence.

Female Athletes **21 %**



79 % Athletes

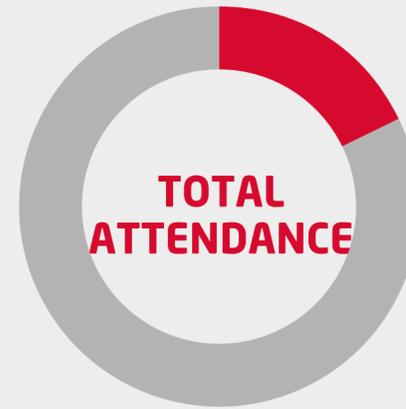


VISIBILITY OF FEMALE ATHLETES IN PRINT MEDIA 2024/2025

As part of the study, **more than 13,000 images were analysed** in the print media outlets Kronen Zeitung, Kurier, Kleine Zeitung and Der Standard. In addition to the number of images, image sizes - and thus the volume of images - are also decisive for visibility in sport. The analysis reveals a striking disparity in the media visibility of male and female athletes. **On the sports pages, male athletes account for 82 per cent of the images. Female athletes account for 18 per cent of the image presence.**

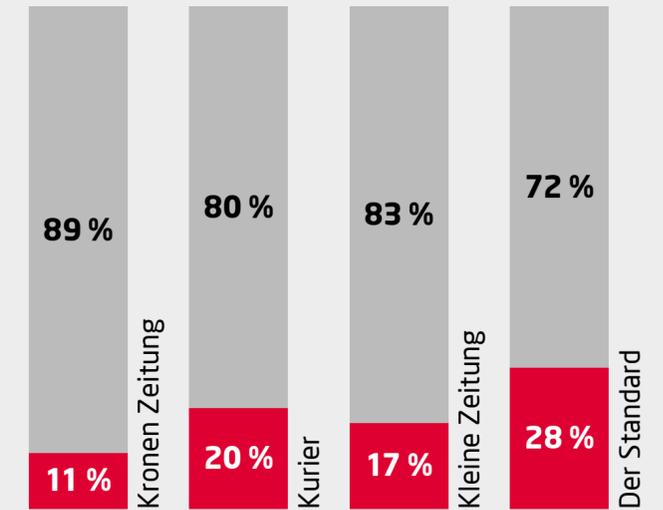
The low visibility of female athletes not only means a lack of a platform and recognition for their achievements. It has a negative impact on their profile, pay, sponsorship and advertising contracts, as well as on the promotion of young talent. Female role models are less visible.

Female Athletes **18%**



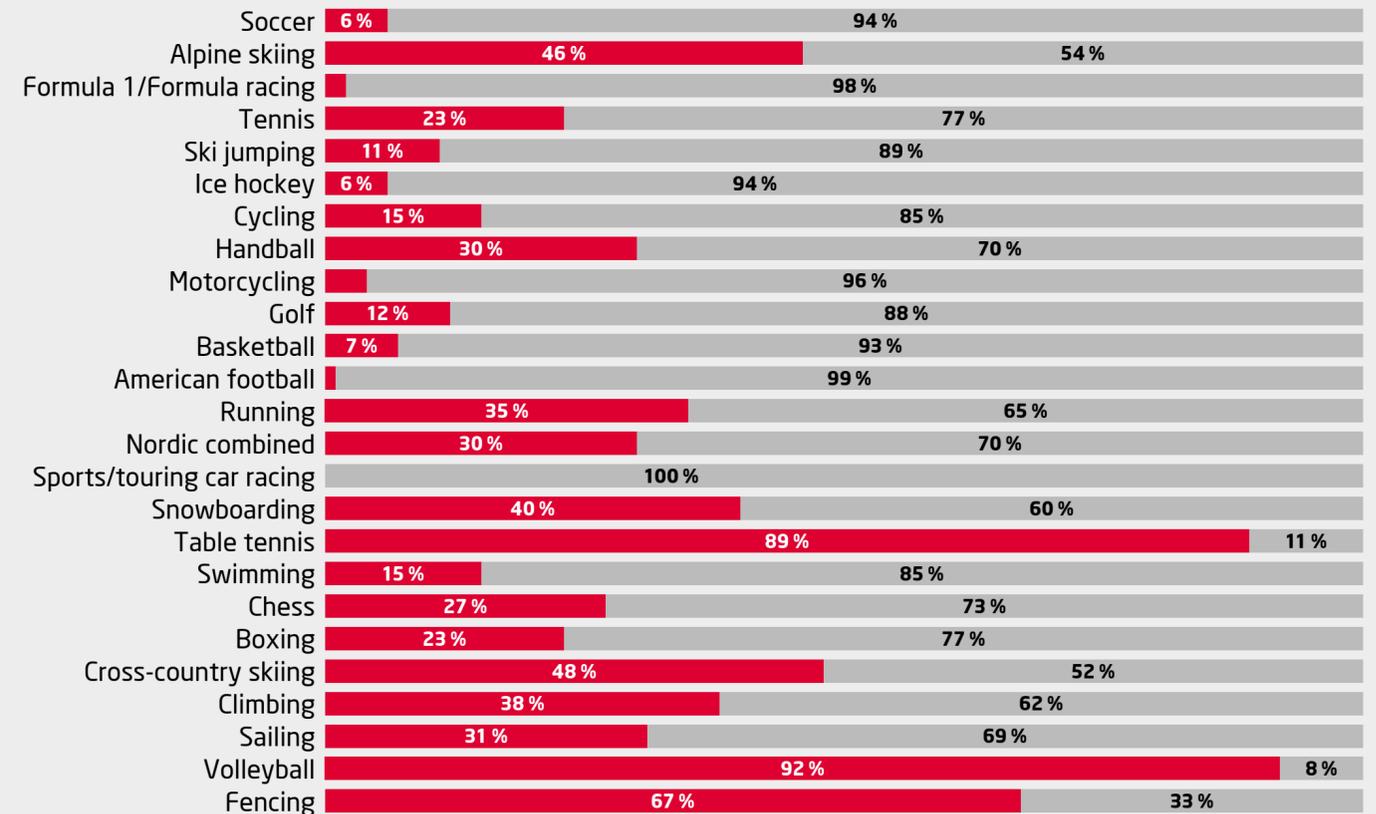
82% Athletes

MEDIA & GENDER



Female Athletes ● Athletes

SPORTS & GENDER (TOP 25)





VISIBILITY OF ATHLETES BY SPORT IN PRINT MEDIA

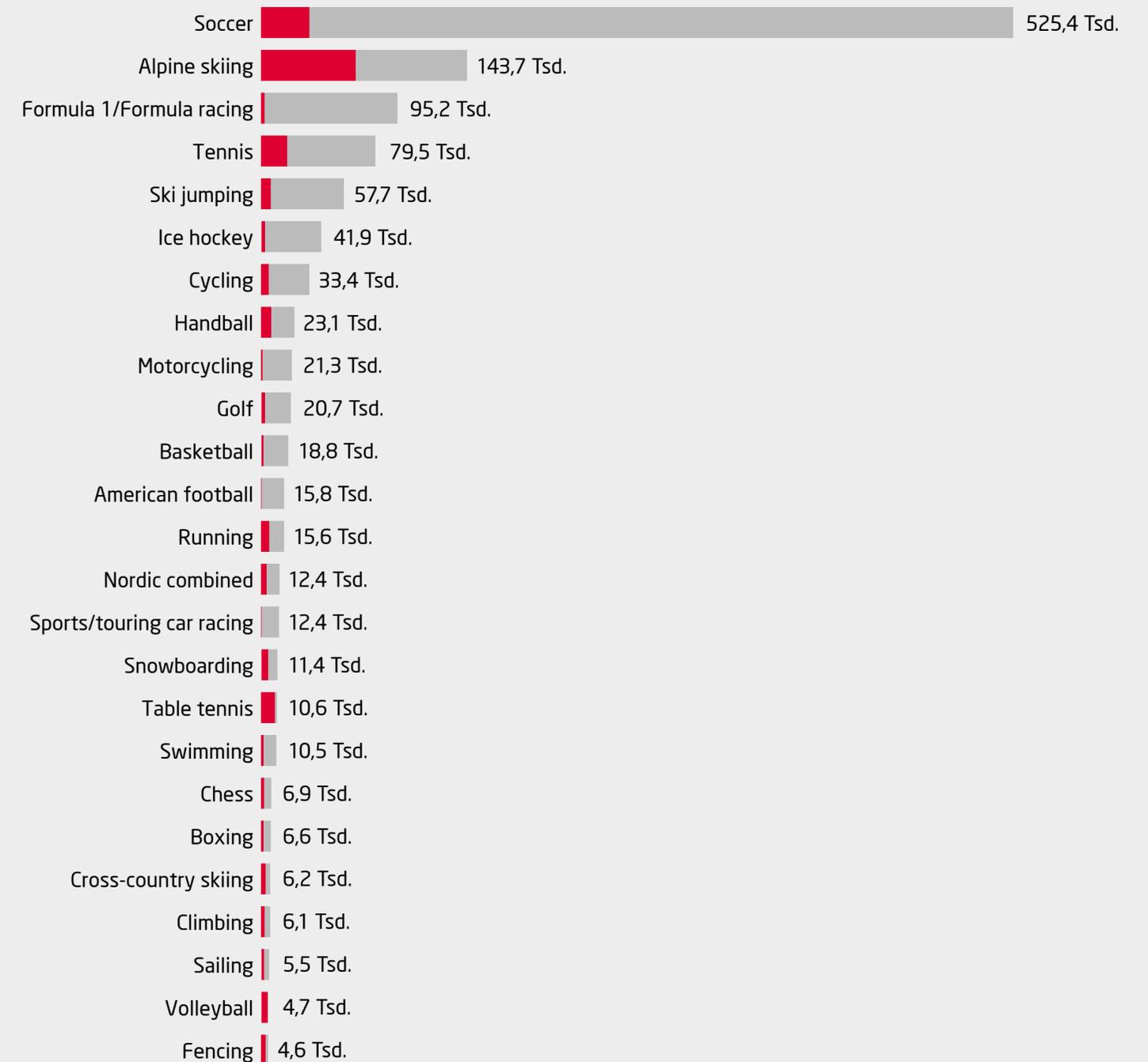
Over 80 sports were included in the study. Regardless of gender, most sports receive only sporadic media coverage. The media shows a **strong focus on a small number of sports**, which are given a particularly prominent platform, whilst others remain invisible.

Soccer dominates sports coverage in print media – though almost exclusively men’s soccer. Although a particularly successful major event took place during the study period in the form of the Women’s European Football Championship, women’s soccer accounted for only 6 per cent of soccer coverage in the print media examined.

Female athletes achieve the greatest visibility in print media, both in absolute terms and relative to men, **in the field of alpine skiing.** Here, women’s performances are covered almost as extensively as those of men. Outside alpine skiing, the disparity is clear. In tennis, over three-quarters of print coverage is devoted to men, and in ski jumping as much as 89 per cent.

In the world of motor racing, which enjoys a particularly high media profile, women remain a marginal presence – be it in Formula 1, but also in MotoGP, touring car racing and rallying. Emma Felbermayr, an Austrian, is successfully competing in the F1 Academy. Yet even she achieves only moderate media coverage in the male-dominated world of motor racing.

SPORTS & GENDER (TOP 25)



Print media: Image area in cm²



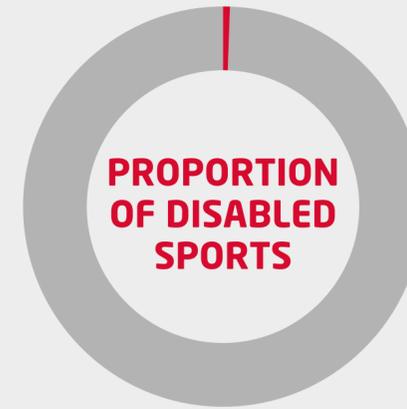
MEDIA COVERAGE OF DISABILITY SPORT IN THE PRINT MEDIA

Athletes with disabilities are generally almost invisible in the mass media. **Less than 1 per cent** of visual coverage in print sports reporting features the stories, achievements and careers of para-athletes. This finding is consistent with results from previous years. When coverage does occur, it is almost exclusively in the context of the Paralympic Games. These took place at the start of the study period. Outside such a major event, the proportion of disabled athletes would be even lower.

Media coverage of disabled sport depends particularly heavily on success at major events. Medal successes at the Summer Paralympics, for example in cycling, triathlon or javelin, are reflected in the coverage. However, reporting on these is only sporadic. Outside the Summer Games, coverage of para-athletes focuses mainly on alpine skiing.

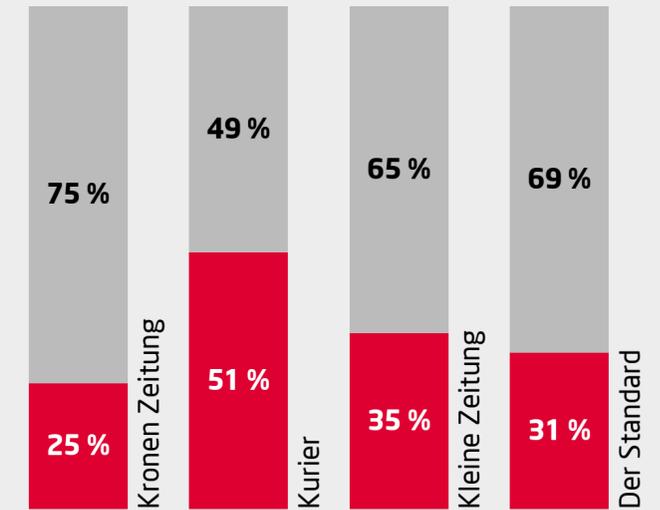
With less than one per cent of the media's sports coverage, para-sport remains severely under-represented across all media platforms.

Disability Sport **0,8 %**



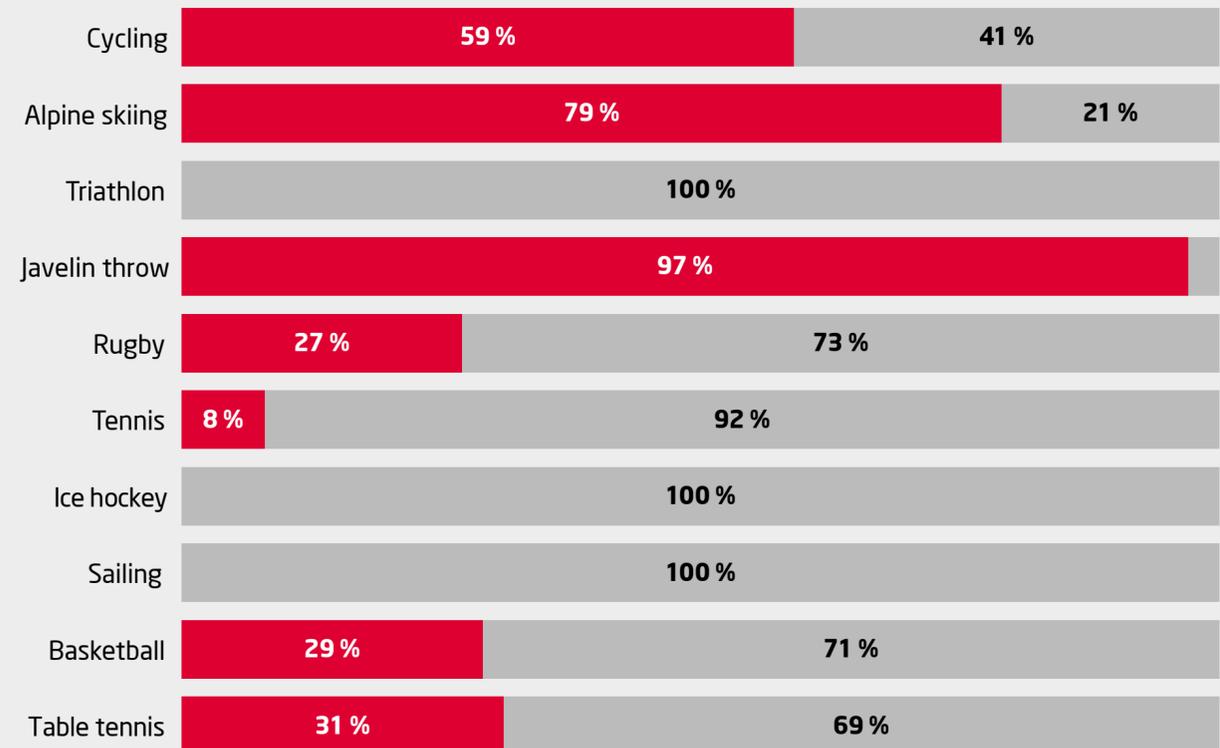
99,2 % Other

MEDIA & GENDER



● Female Athletes ● Athletes

SPORTS & GENDER (TOP 10)





TV SPORTS BROADCASTS: ORF 1 & SERVUS TV

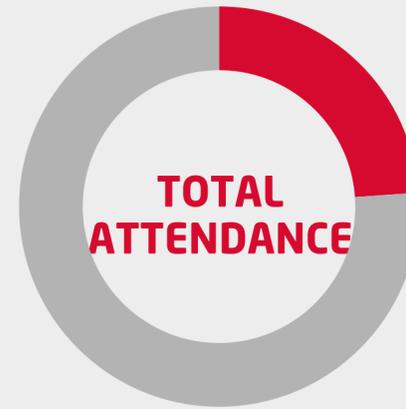
As part of the study, nearly **1,550 hours of televised sports coverage** were analyzed. TV sports coverage also reveals a significant disparity in the amount of airtime allocated to men and women.

While **37 percent of ORF's live broadcast** time is devoted to women's sports events, women's sports account for only 5 percent of live sports programming on ServusTV. At least both broadcasters have increased the proportion of women's sports coverage compared to the previous year.

In 2023/24, ServusTV still had a share of only 1 percent for women's sports broadcasts, while ORF had about a quarter. On ORF, the Women's European Football Championship was a major driver for greater visibility of women's sports.

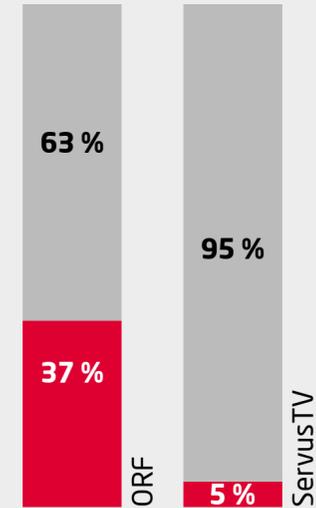
But in other areas as well, such as Nordic skiing, sailing, snowboarding or running, the ratio of men's to women's sports broadcasts on ORF is nearly equal. The proportion of women's sports on ORF was exceptionally high during the study period in handball, attributable to the broadcast of the Women's European Handball Championship.

Female Athletes **24 %**



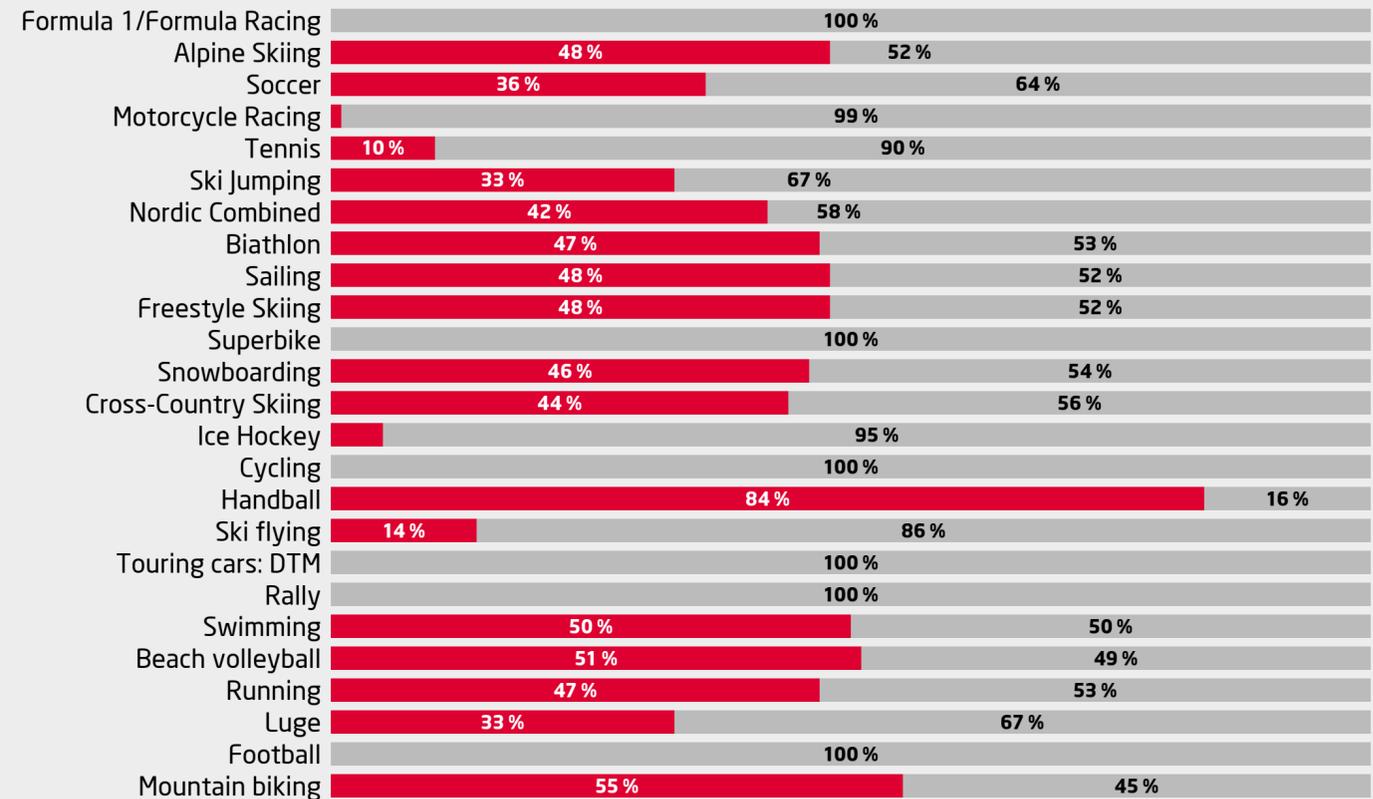
76 % Athletes

MEDIA & GENDER



● Female Athletes ● Athletes

SPORTARTEN & GESCHLECHT (TOP 25)





QUESTIONS

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