

# ALL EYES ON US!

## SUN, SEA, SURF... AND SPORT! ALL THE HALLMARKS OF A PERFECT KIWI SUMMER.

Following on from our dive into the importance of sport to New Zealanders late last year, we thought we'd get an update as to how this is playing out over the summer of 2020/21.

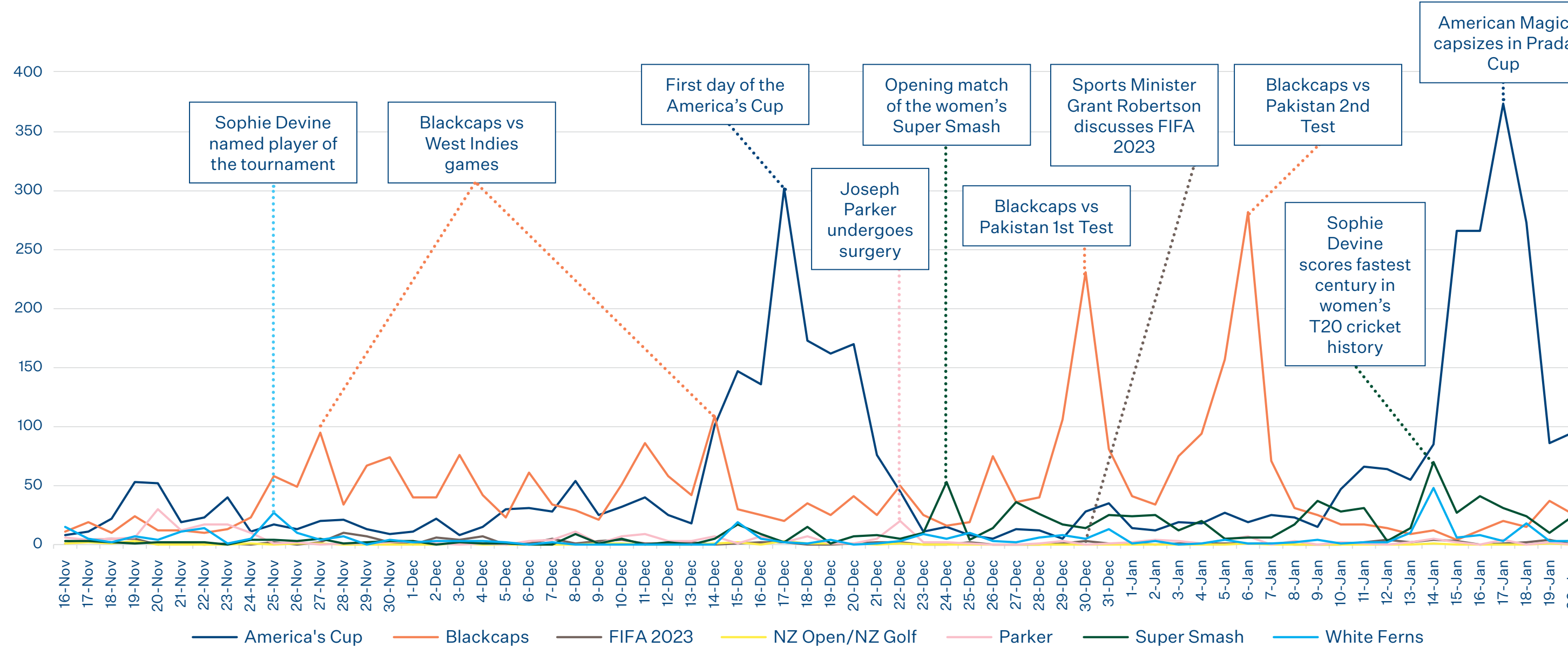
If anything, the focus on sport has grown – primarily driven by the reality of hosting the America's Cup and the Black Caps vs Pakistan series. And with the Northern Hemisphere rugby competition coming to a head, the announcement that France is to host the RWC 2023 and the Super Rugby Aotearoa 2021 pre-season hype building, sport has continued to dominate our airwaves, in-boxes and social platforms more than ever.

On social, much of the New Zealand related conversation is being driven out of the UK – perhaps not surprising given the performance of INEOS Team UK and the Brit's love of cricket.

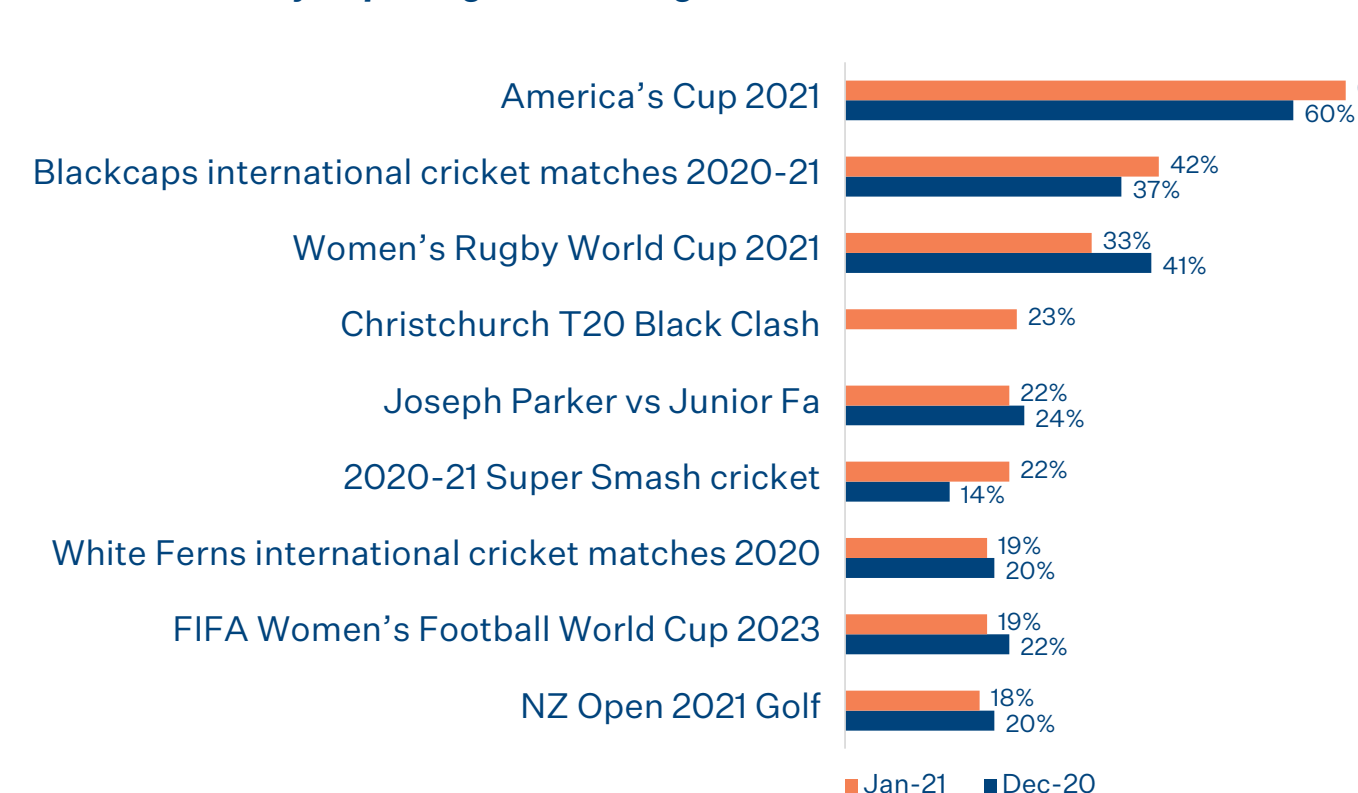
If you'd like to understand more about how chapter 2 of this story unpacks contact [liz@researchfirst.co.nz](mailto:liz@researchfirst.co.nz)

February 2021

### Conversations About Major Events On Social Media



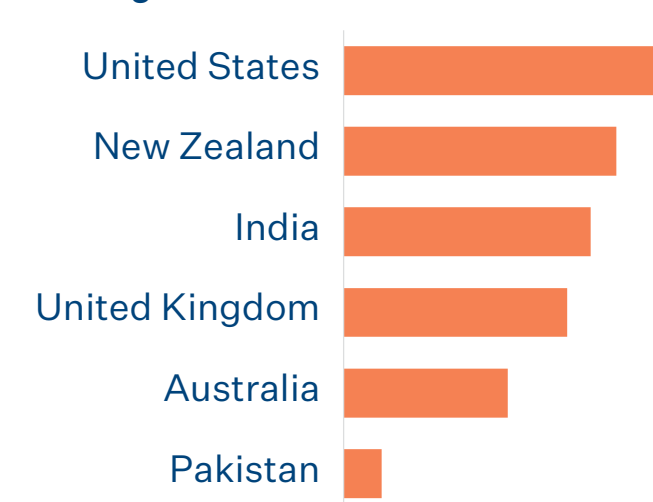
### Awareness of major sporting events being hosted in New Zealand Dec 20 and Jan 21



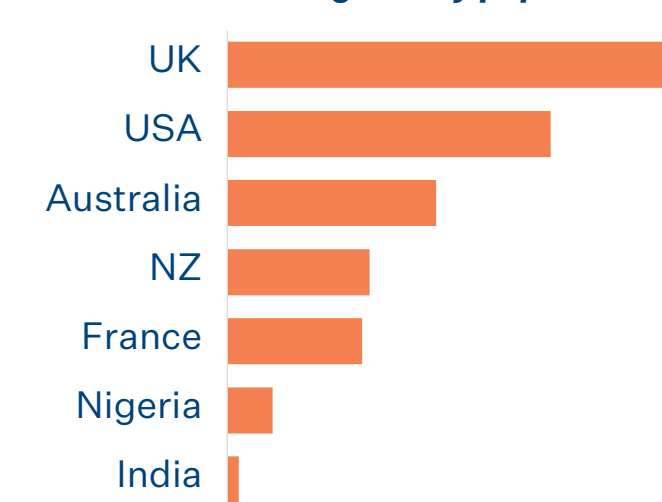
### Trending topics around NZ sporting events



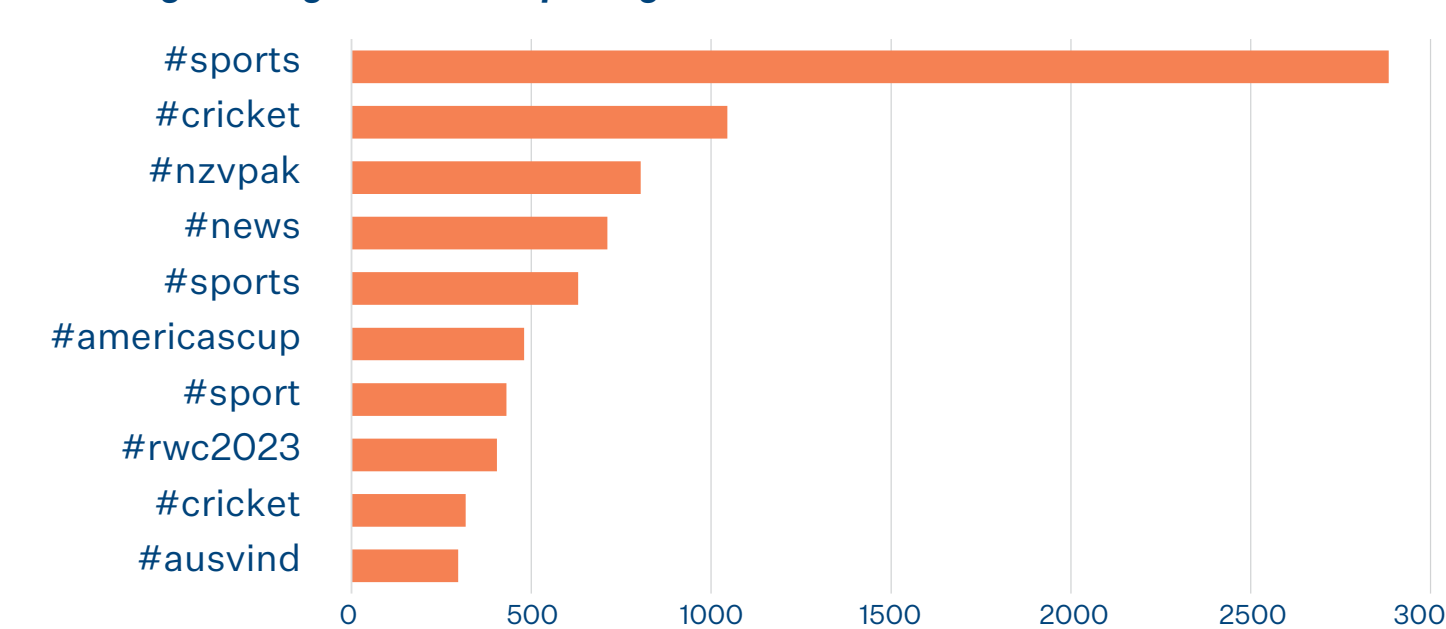
### Discussion around NZ sporting events, unweighted



### Discussion around Sports and Events relevant to NZ weighted by population



### Trending Hashtags around NZ sporting events



### Top International News Stories around NZ events by Social Echo

U.S. team sure of continuing in America's Cup after capsizing - Dayton Daily News



Nigel Owens retires from Test rugby refereeing - RugbyPass



RWC 2023: South Africa drawn against Ireland and Scotland - CGTN



Red-hot Fawad Alam gets his vindication after a decade of cold shoulders - ESPNcricinfo



Warner in line to return as part of new-look opening duo - Cricket.com

