

MEDITERRANEAN
NETWORK OF
REGULATORY AUTHORITIES



Presence and representation of women in daily news programmes

January to April 2024



September 2024

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Part I: Introduction

Gender equality in the audiovisual environment is one of the areas covered by the Mediterranean Network of Regulatory Authorities (MNRA), which in its 14th Plenary Assembly (2012) adopted the [declaration on combating gender stereotypes in the media](#).

By virtue of this declaration, and in order to implement its aims, it was also decided to create a working group on Gender and Media, which over the last decade has published several reports that focus on gender as a common axis: the news treatment of gender-based violence, the presence of women in sports programming or gender stereotypes in advertising.

All these reports have shown that, despite the progress achieved, the presence and representation of women in the media still shows clear imbalances that need to be corrected. Highlighting this anomaly is a first step in the construction of a more egalitarian collective imagination, which contributes to eradicating the gender gap in our societies.

More recently, and in the framework described, the working group agreed in September 2023 on the preparation of a new study, on this occasion about the presence and representation of women in daily news programmes broadcast by generalist public television stations in the Mediterranean audiovisual space.

Specifically, the study has the participation of the following regulatory authorities:

Agencija za elektroničke medije (AEM) *Croatia*

Autorité de régulation de la communication audiovisuelle et numérique (Arcom) *France*

Broadcasting Authority (BA) *Malta*

Consejo Audiovisual de Andalucía (CAA) *Andalusie*

Consell de l'Audiovisual de Catalunya (CAC) *Catalonia*

Entidade Reguladora para a Comunicação Social (ERC) *Portugal*

Regulatorno Telo Za Elektronske Medije (REM) *Serbia*

The coordination of the report was entrusted to the Catalan Audiovisual Council (CAC).

Part II: Methodology

Aim of the analysis

The aim of the analysis is to show how the generalist public television stations represent the women who appear in the news, based on the study of their presence and the roles they play in different social spheres.

Specifically, the following analysis questions are answered:

1. What is the presence of women in the news?
2. What social spheres do the women who appear in the news represent?
3. Is the representation of women diverse in terms of age?
4. How is the representation of women with disabilities carried out?

Thus, with the answer to these four questions, a cross-cutting perspective is obtained on the extent to which gender is a conditioning factor in terms of the representation of women.


Study universe

The study universe is the news broadcast on daily news programmes by generalist public channels during the first four months of 2024.

This universe is addressed, according to the choice of each regulator, through one of these two sample models:

- Statistical sample of daily news programmes during the four-month period.
- Cataloguing of a single daily news programme (the one with the largest audience) during the following weeks:
 - From 8 to 14 January 2024
 - From 12 to 18 February 2024
 - From 18 to 24 March 2024
 - From 1 to 7 April 2024

Table 1. TV stations analysed

Regulator	TV station
AEM (Croatia)	
Arcom (France)	
Broadcasting Authority (Malta)	
CAA (Andalusia)	
CAC (Catalonia)	
ERC (Portugal)	
REM (Serbia)	

Definition of concepts

Actor: person to whom the audiovisual medium gives a voice.

Insert: insertion of images and/or voice without the intervention of any kind of simultaneous speech by the medium.

Frequency of appearances: number of times in which an actor and, by extension, a grouping of actors, appears.

Gender: set of characteristics of cultural origin relating to patterns of behaviour and identity on the basis of which the distinction between men and women is socially established. The values of *female*, *male* and *non-binary person* are assigned (when the actor is defined as such in the framework of the news item).

Apparent age: apparent elapsed time from the birth of a person until the moment being taken into consideration. For this report, four large groups have been established based on the age of the people: children (up to 14 years); young people (15 to 29 years old); adults (30 to 64 years old); and elderly (65 years and over).

Disability: presence of a limitation in a person's activity as a result of a physical or mental disorder.

Social spheres

Politics: people representing political parties, governments or institutions.

Culture: people related to cultural creation or management in disciplines such as performing arts, literary arts, fine arts, music, cinema or dance, among others. This also includes journalists specialising in culture and other experts in this field.

Education: people who represent the field of university and non-university teaching and leisure education or who intervene as experts in relation to education. Members of teachers' unions are also included in this category.

Economy and employment: people who speak as actors involved in the ownership or management of an economic activity or as economic experts.

Health: medical, nursing and pharmaceutical staff as well as other people who work in the health sector. This also includes people who are experts or who conduct research in health-related fields.

Religion: consecrated or lay people who have responsibilities within the structure of a religious faith.

Science and technology: professionals and specialists in the field of scientific and technological research.

Security and defence: members of the military, police and fire departments. This category also includes other experts in security and defence and trade union representatives in this field.

Sport: people linked to professional or amateur sport, representatives of federations and other sports institutions and expert people related to sport, such as sports journalists or former athletes.

Other fields of expertise: people who speak as experts in fields other than those described above, such as law, ecology or sociology, among others.

Occasional voices: people who express their mood or opinion in relation to a certain subject, based on their personal experience.

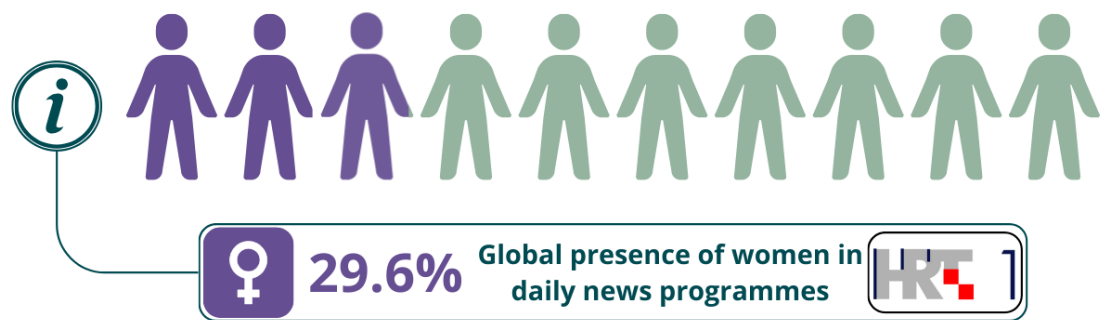
Part III: Results of the analysis

What is the presence of women in the news?

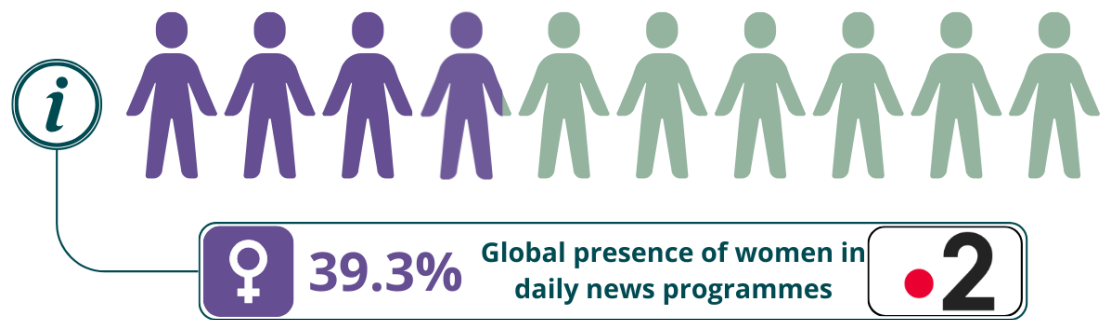
Global presence

The figures given below show, in purple, the global proportion of women who appear in all the news items broadcast on the daily news programmes on the different media outlets analysed during the first four months of 2024.

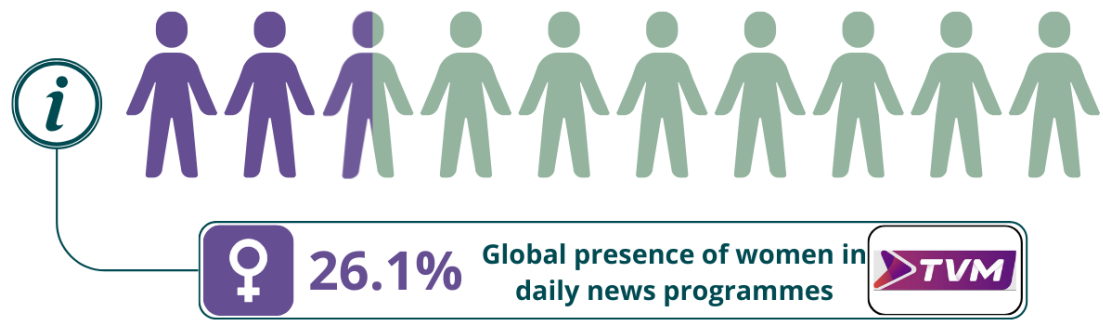
AEM (Croatia)



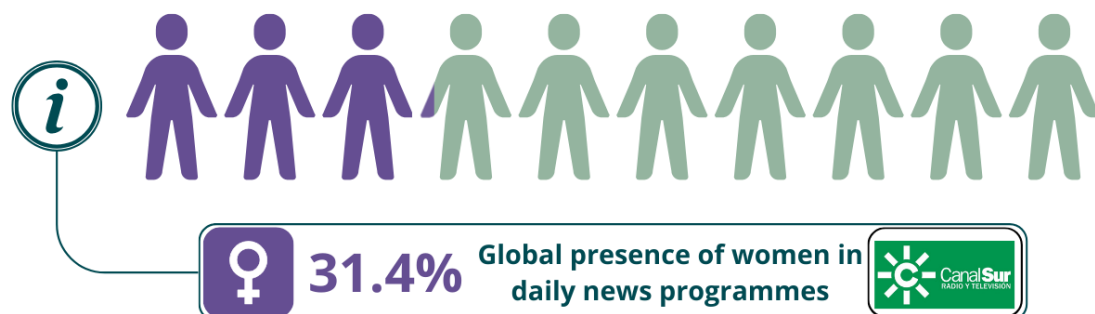
Arcom (France)



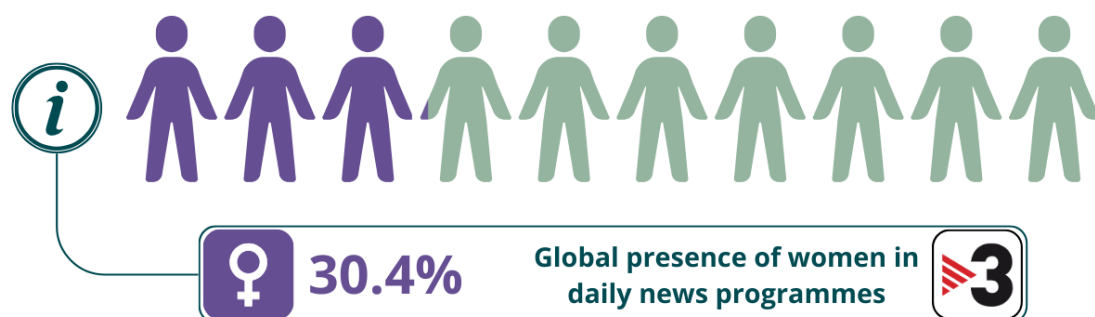
Broadcasting Authority (Malta)



CAA (Andalusia)



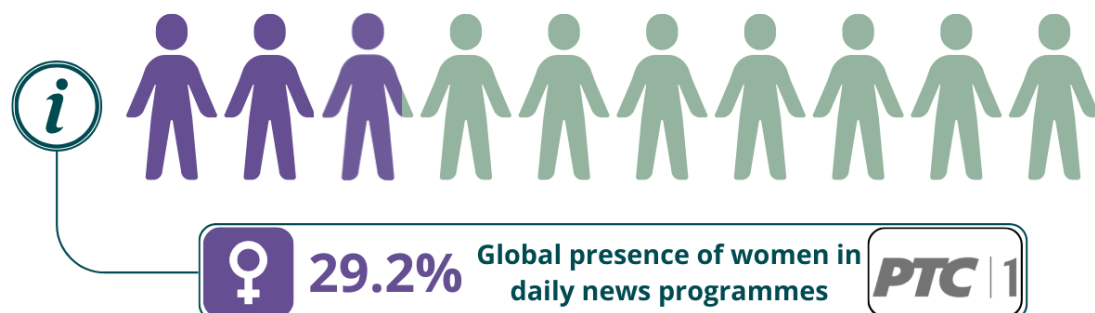
CAC (Catalonia)



ERC (Portugal)



REM (Serbia)



Presence by social sphere

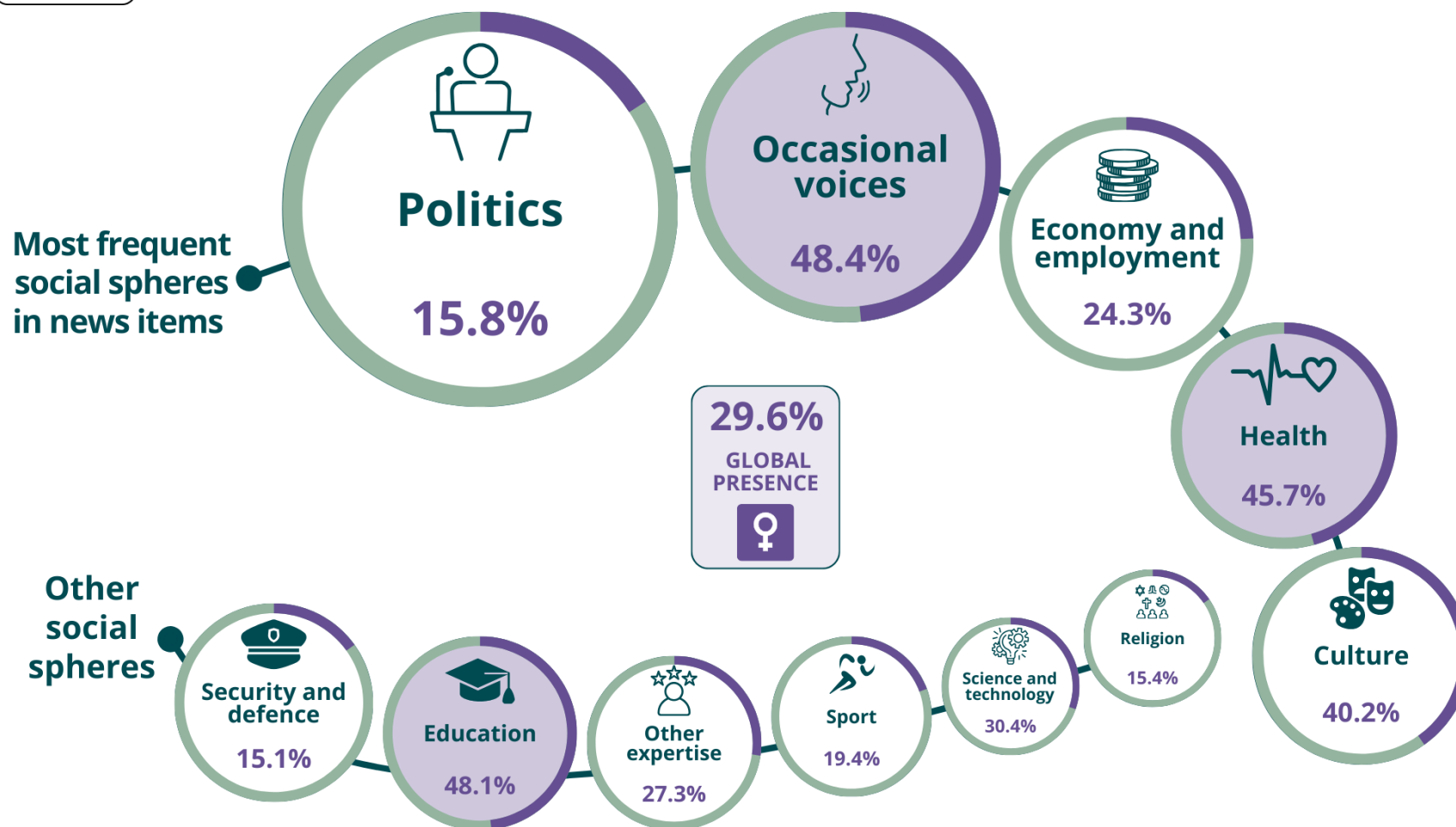
Next, the percentage of women is shown who are recorded in the news programmes of the different television channels in each of the social spheres covered by the report (see the heading *Definition of concepts*). The size of the spheres is related to the total number of interventions, both for women and men.

The proportion of women within each social sphere is expressed both numerically (figure given in the centre) and graphically (purple strip of the sphere).

On the other hand, those spheres where the presence of women and men is around 50% are highlighted in dark purple.

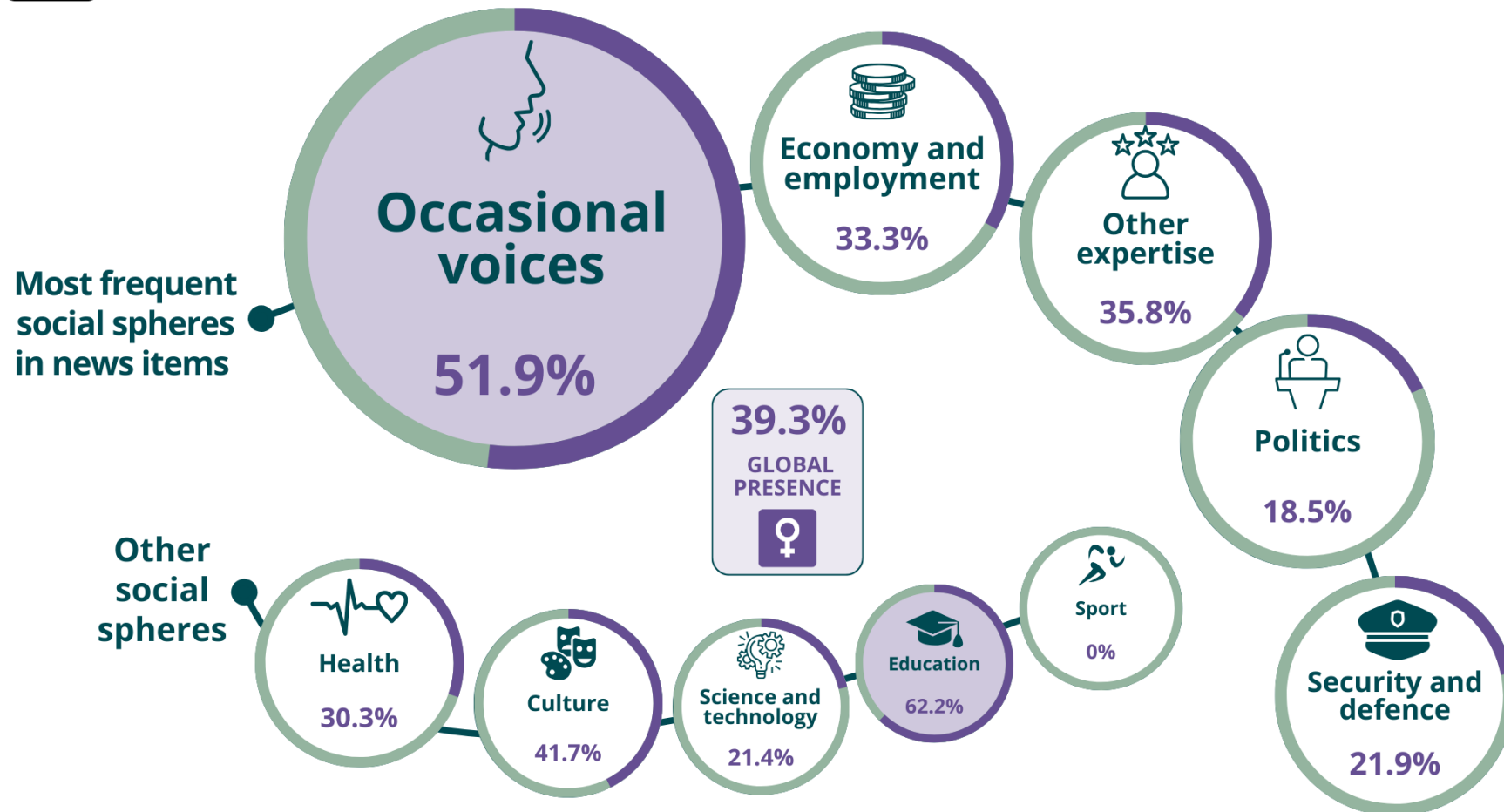


Presence of women in the news by social spheres on daily news programmes



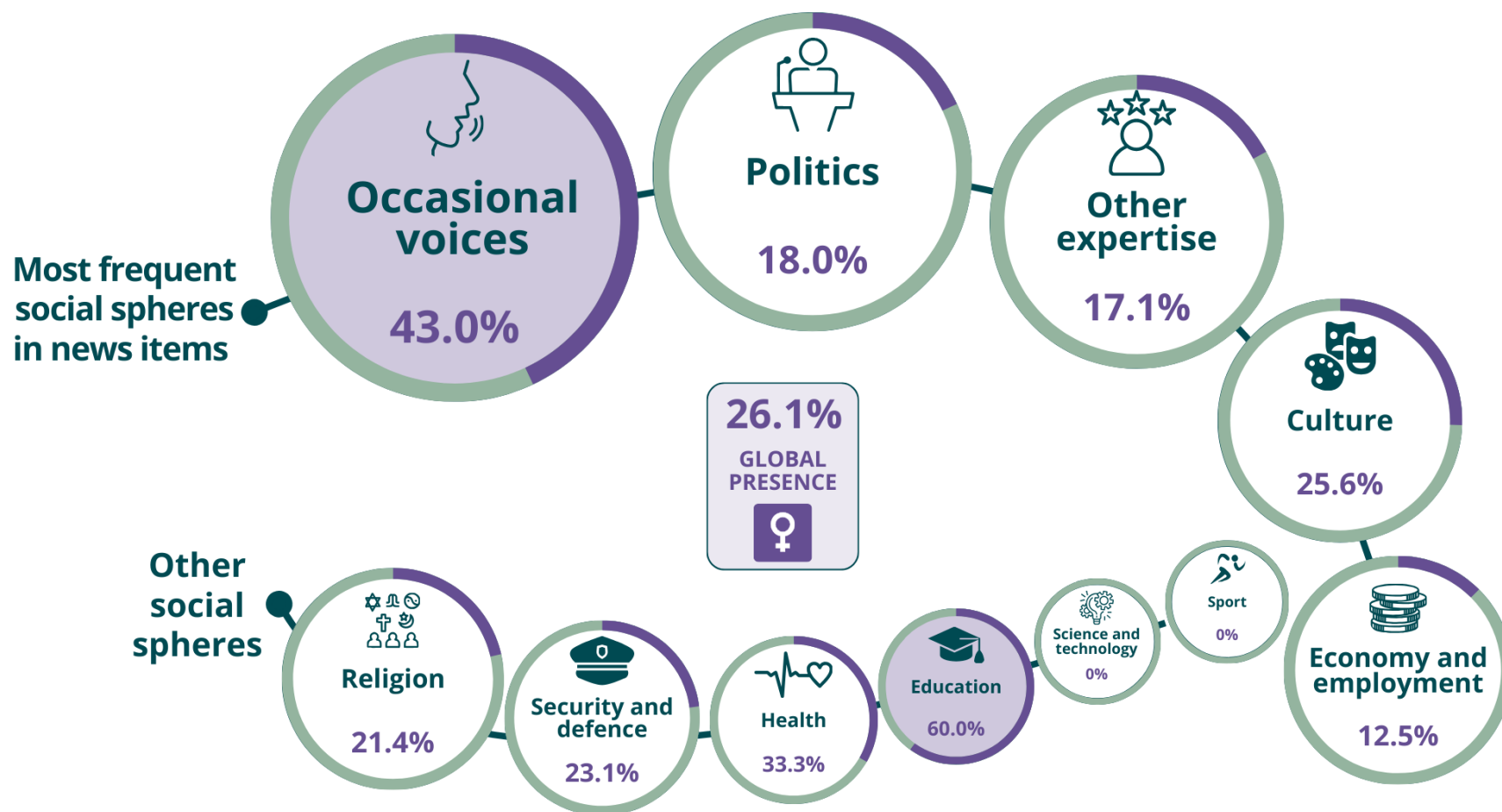


Presence of women in the news by social spheres on daily news programmes



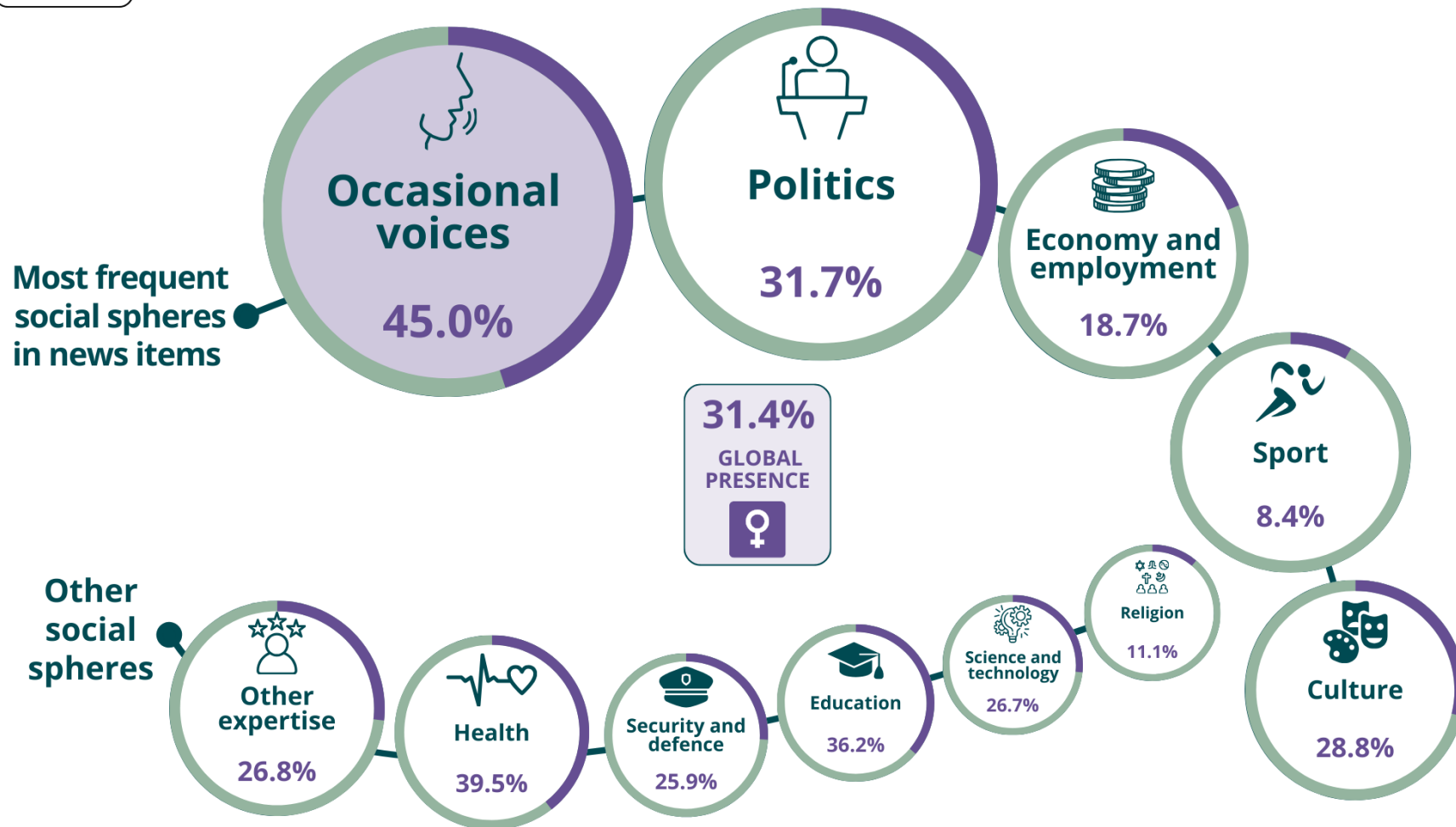


Presence of women in the news by social spheres on daily news programmes



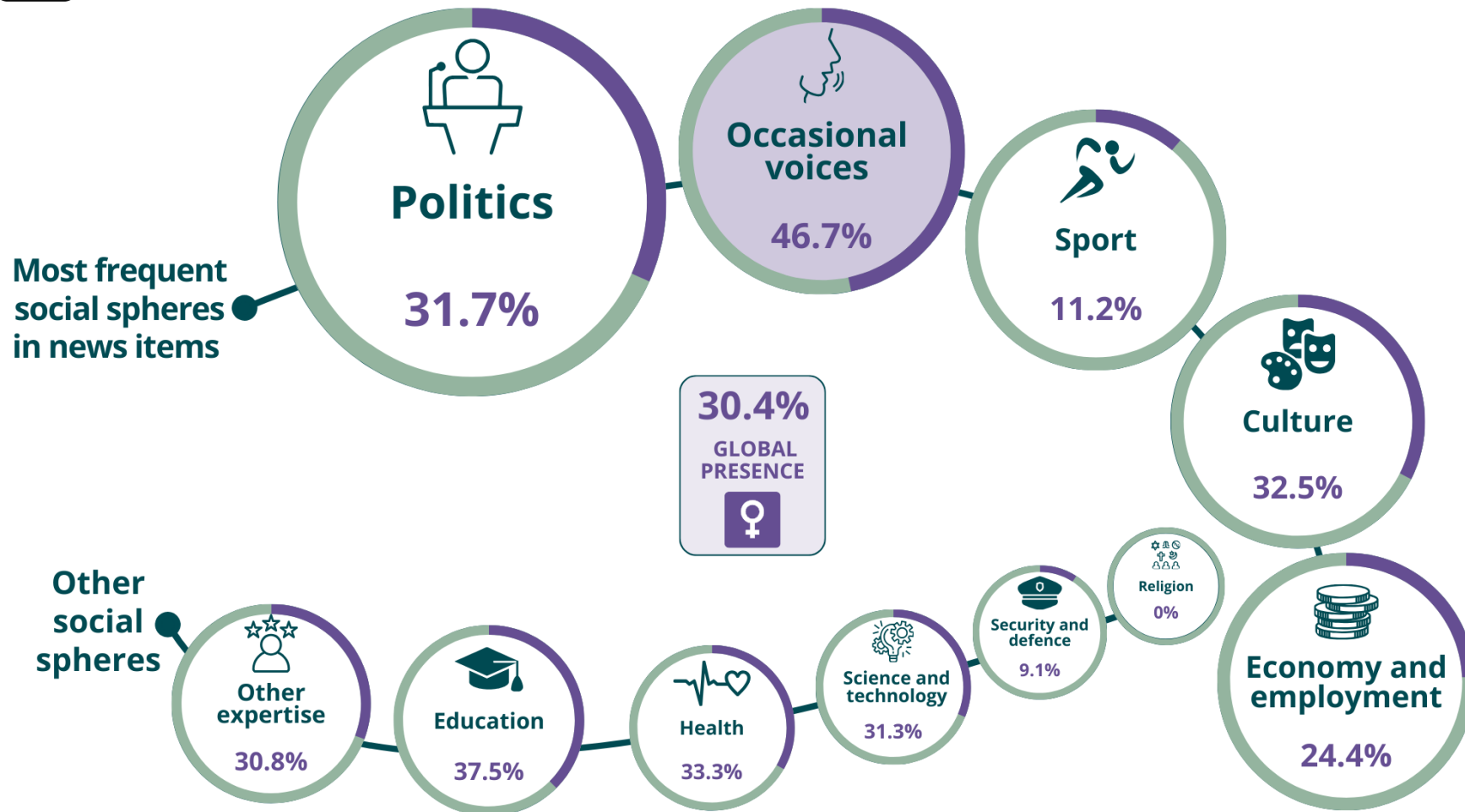


Presence of women in the news by social spheres on daily news programmes

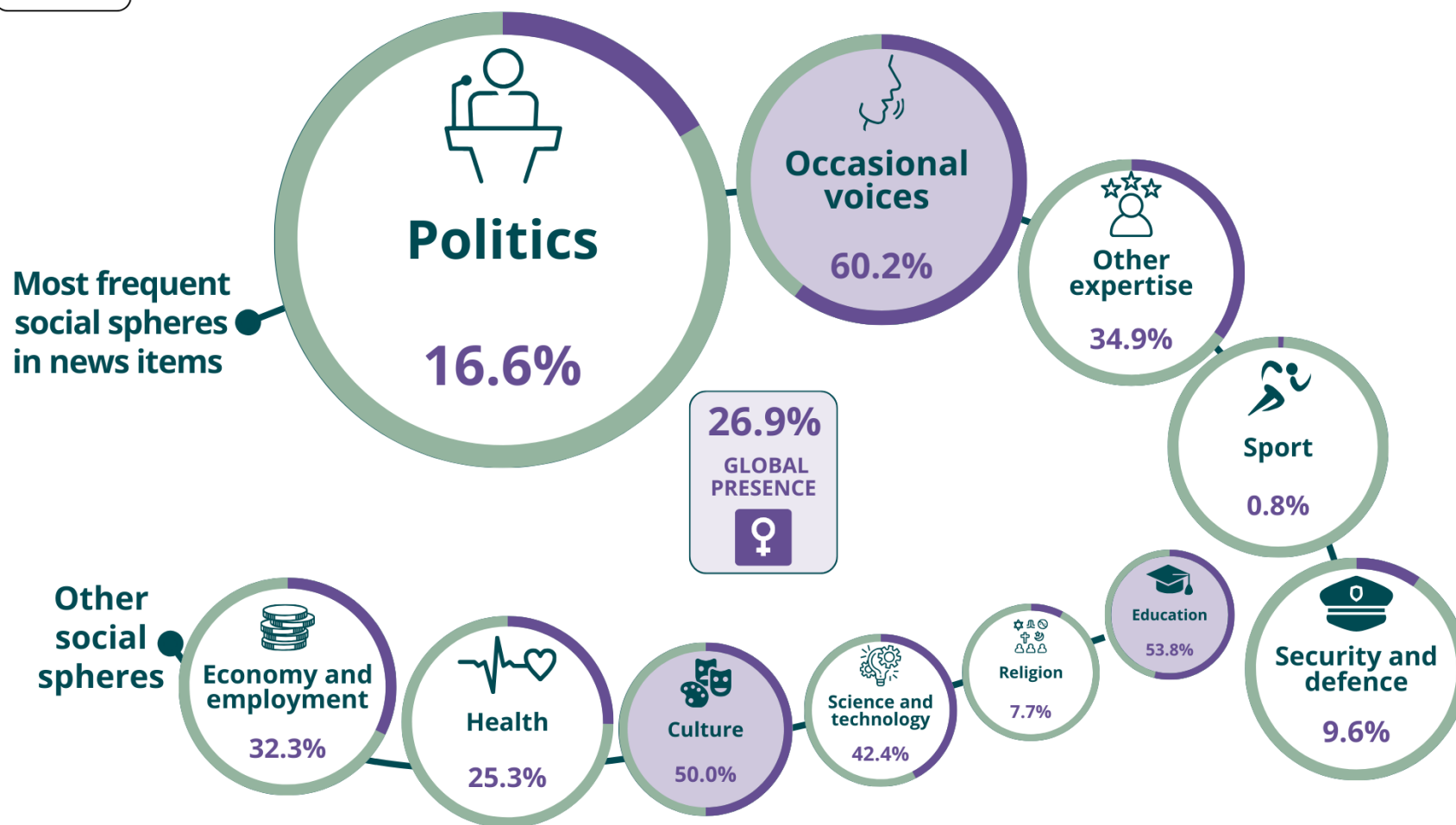




Presence of women in the news by social spheres on daily news programmes

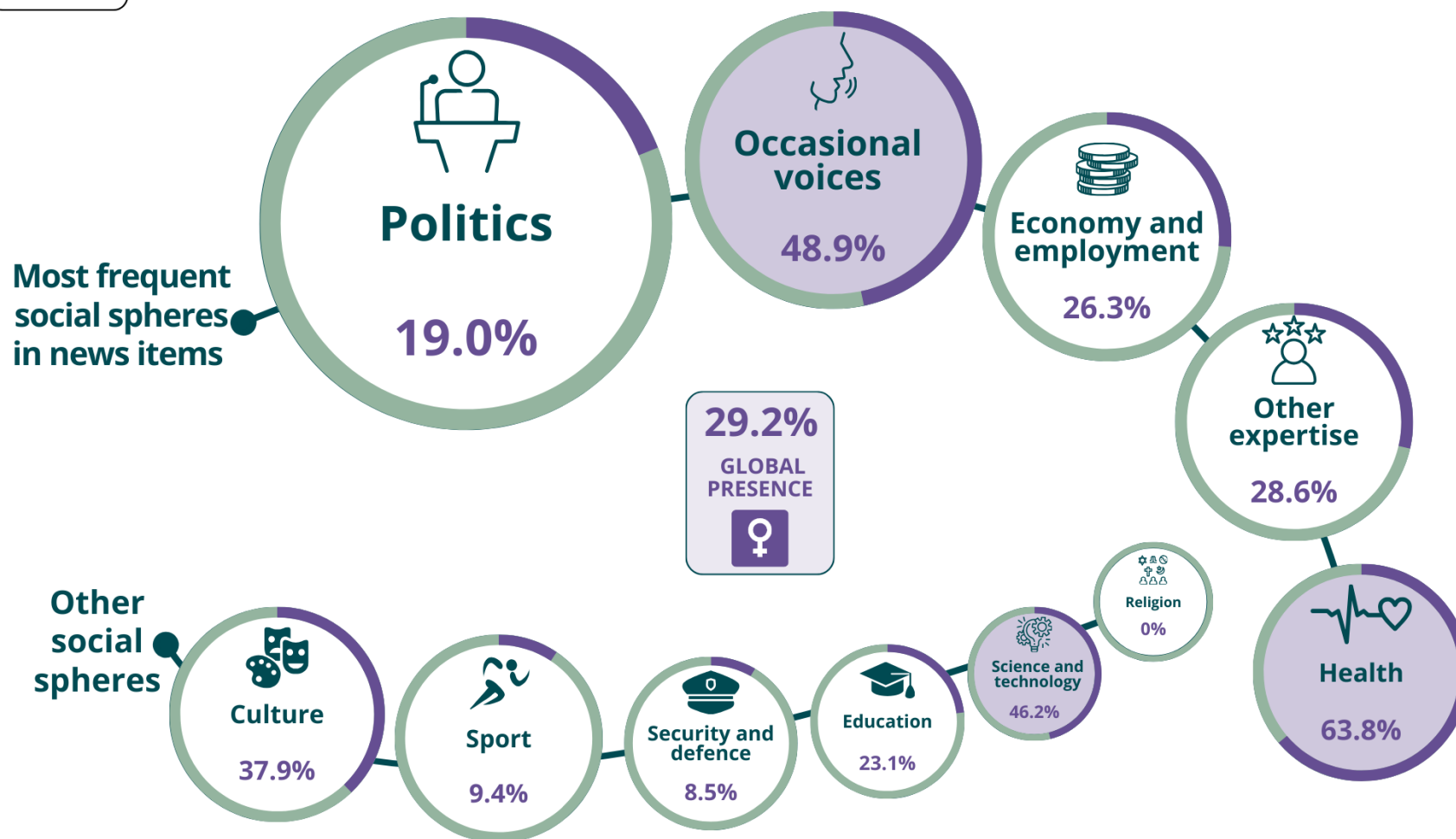


Presence of women in the news by social spheres on daily news programmes





Presence of women in the news by social spheres on daily news programmes



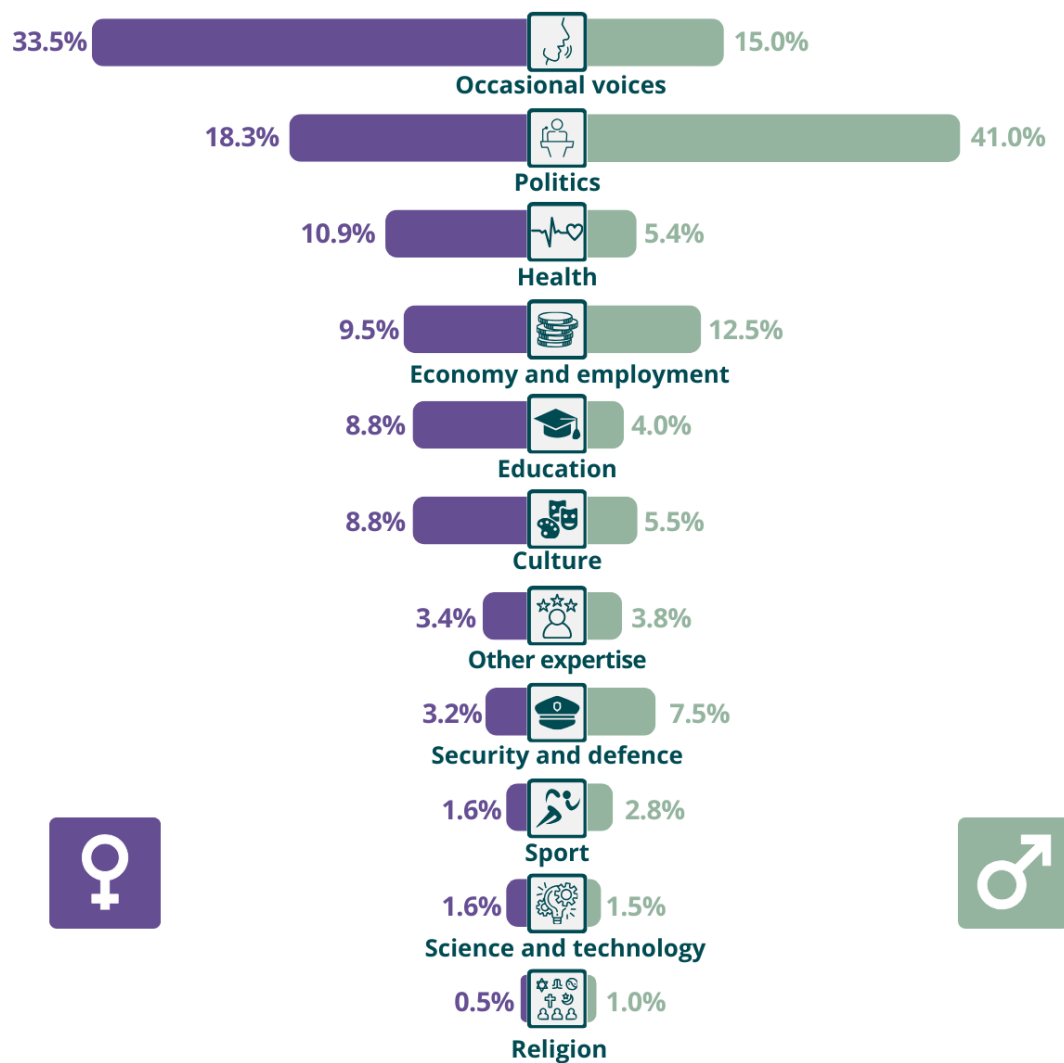
What social spheres do the women who appear in the news represent?

The following figures show which social spheres the women represent when they take part in the news programme (left column, in purple). The figures express the percentage of women who appear in each field out of the total number of interventions by women.

As a comparative element, the equivalent data referring to men are also included (right column, in grey). Wider differences between the proportions of women and men for the same social sphere may indicate imbalances in the representation and stereotypical constructions of gender.

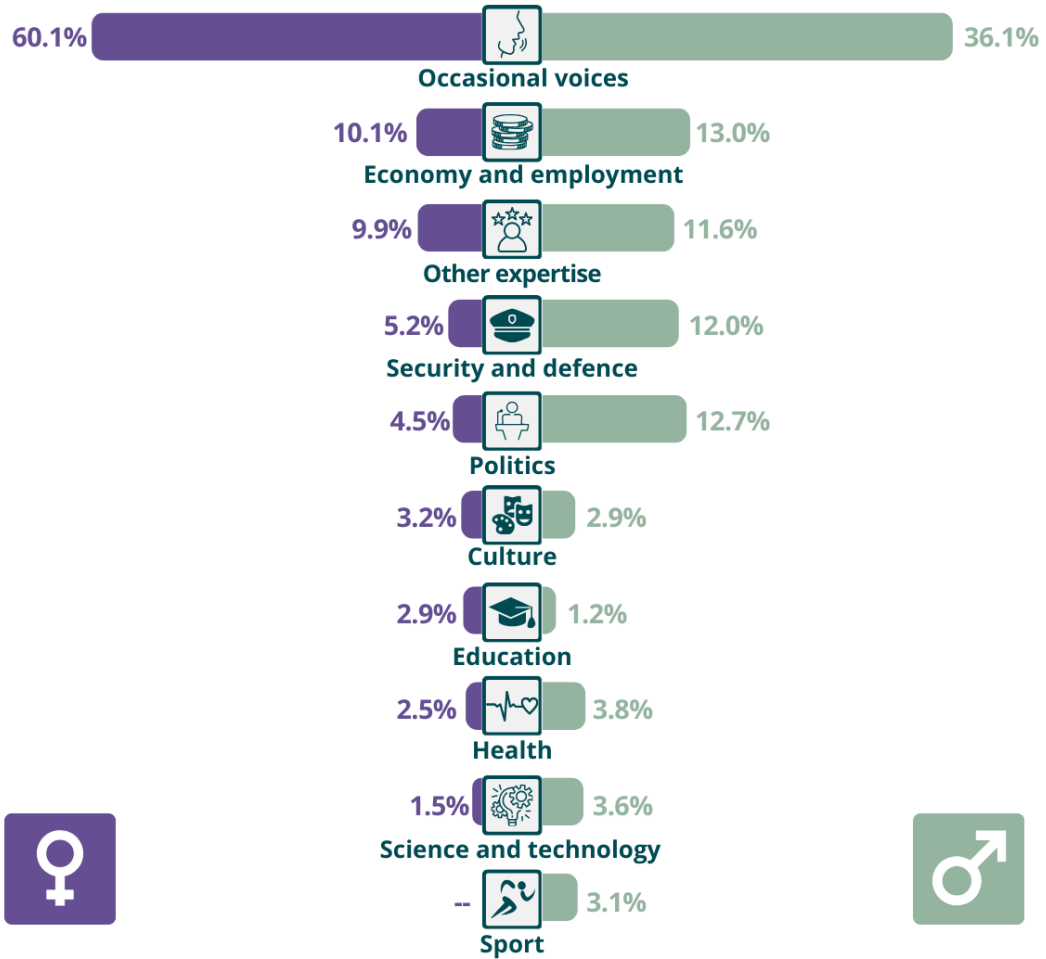


Social spheres and gender



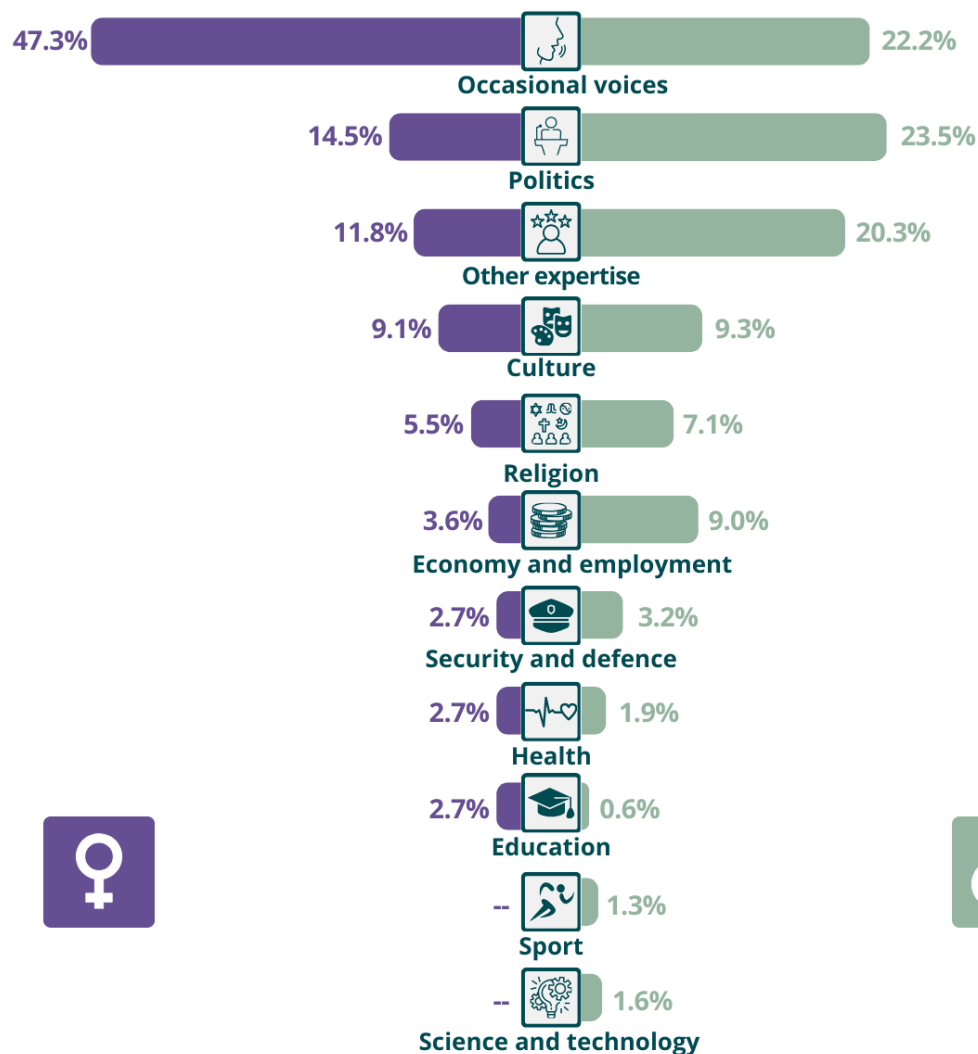
2

Social spheres and gender



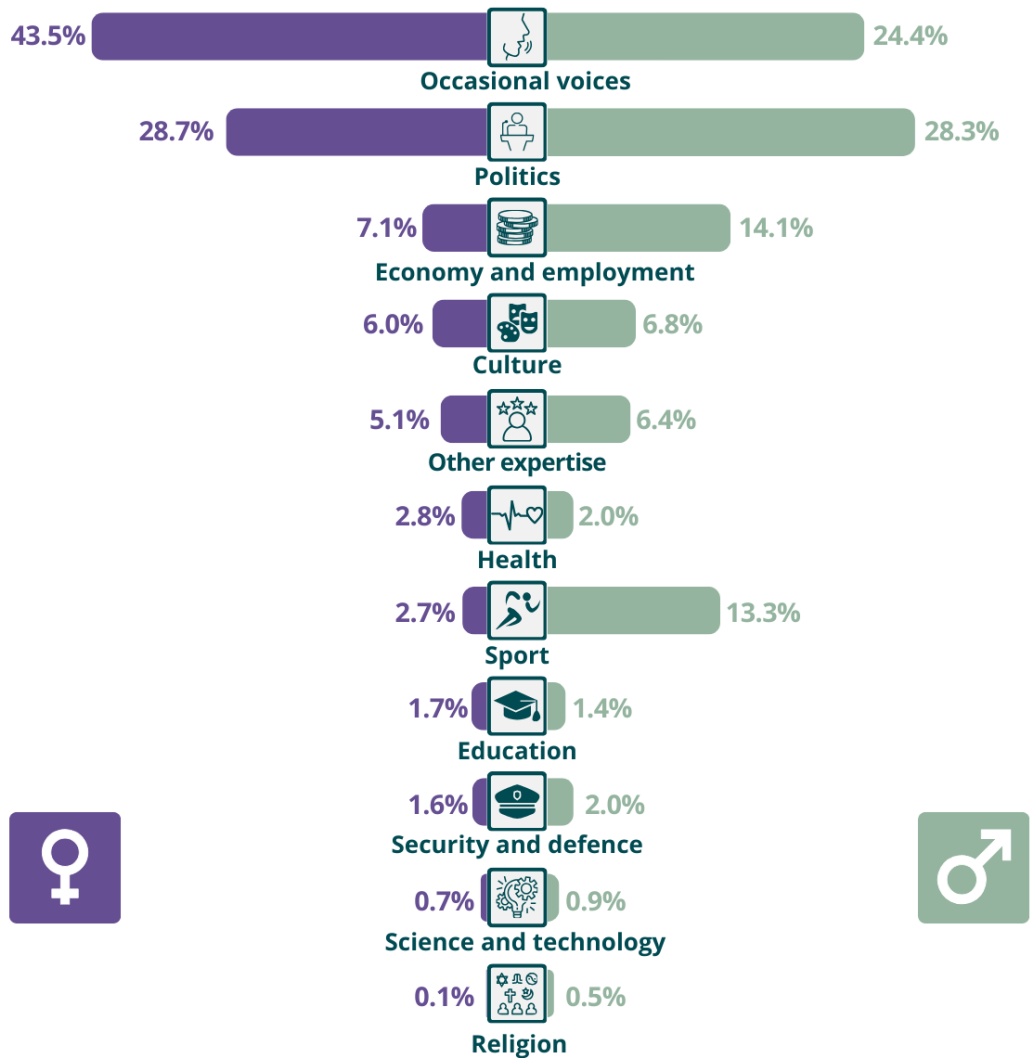


Social spheres and gender



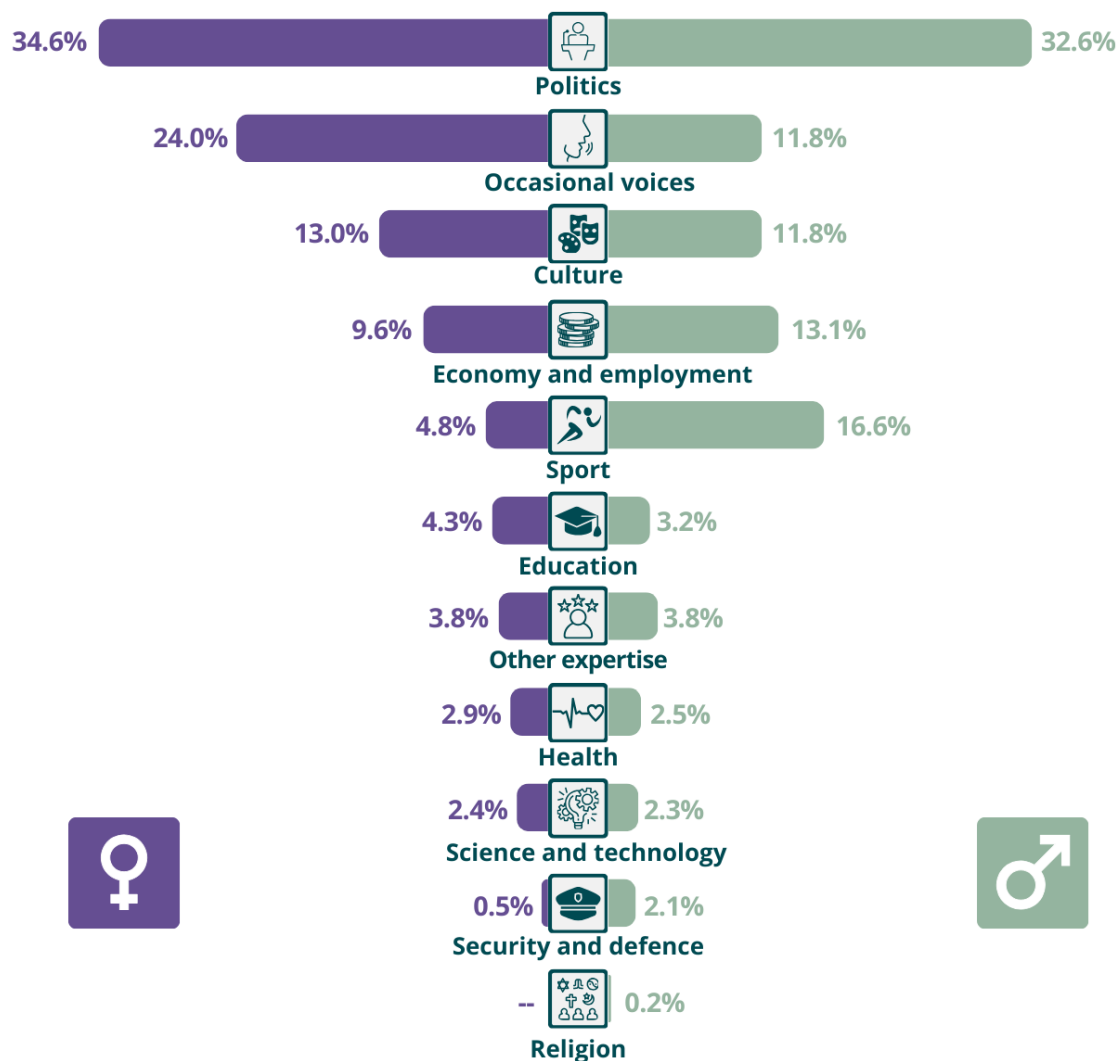


Social spheres and gender



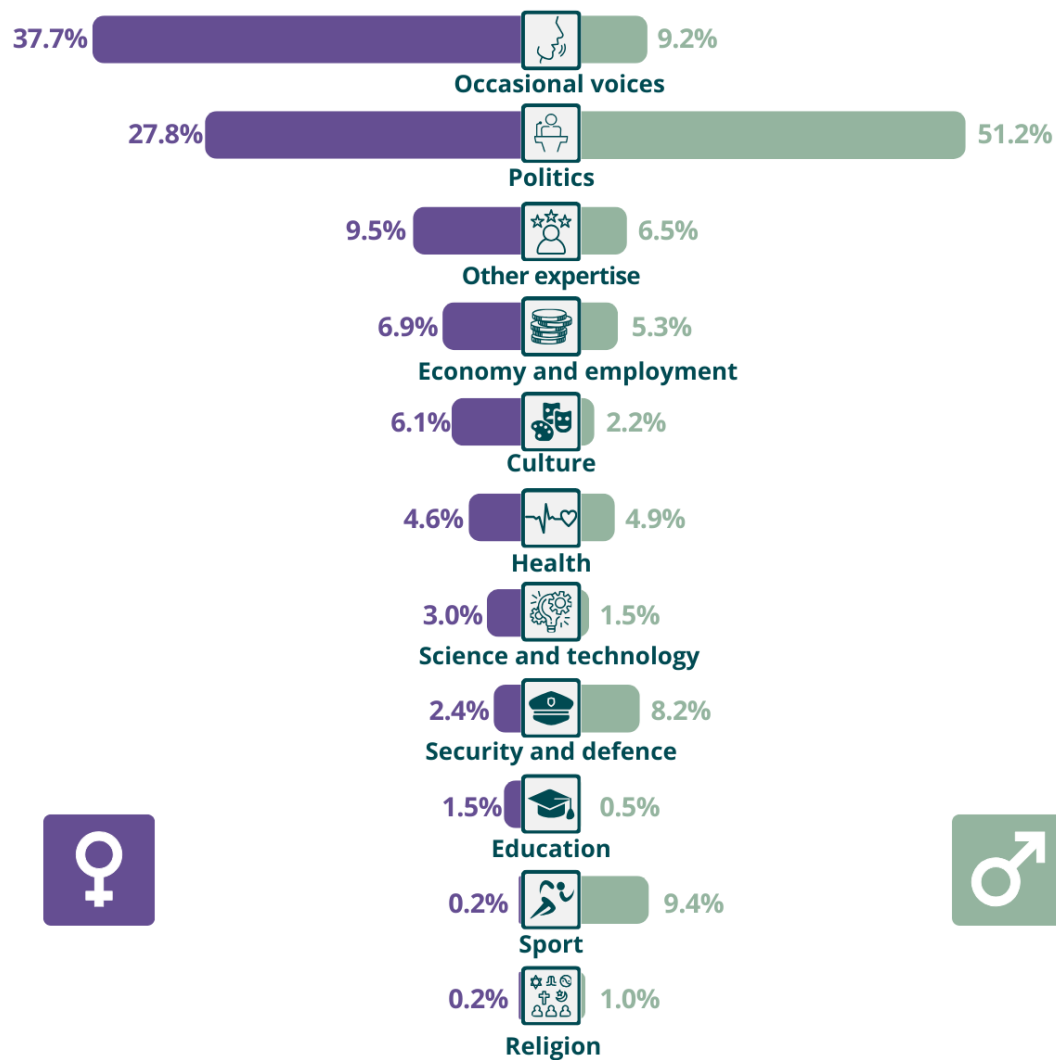


Social spheres and gender

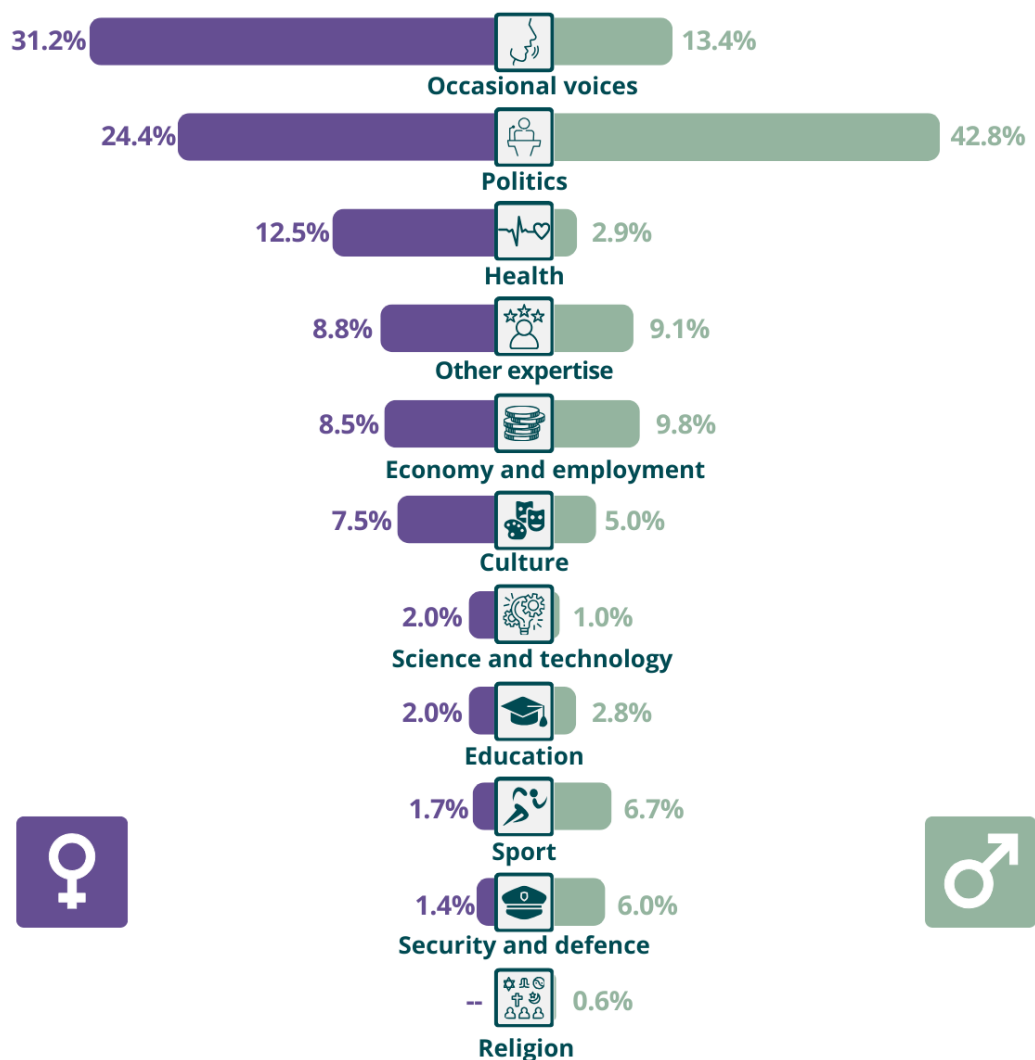




Social spheres and gender



Social spheres and gender



Is the representation of women diverse in terms of age?

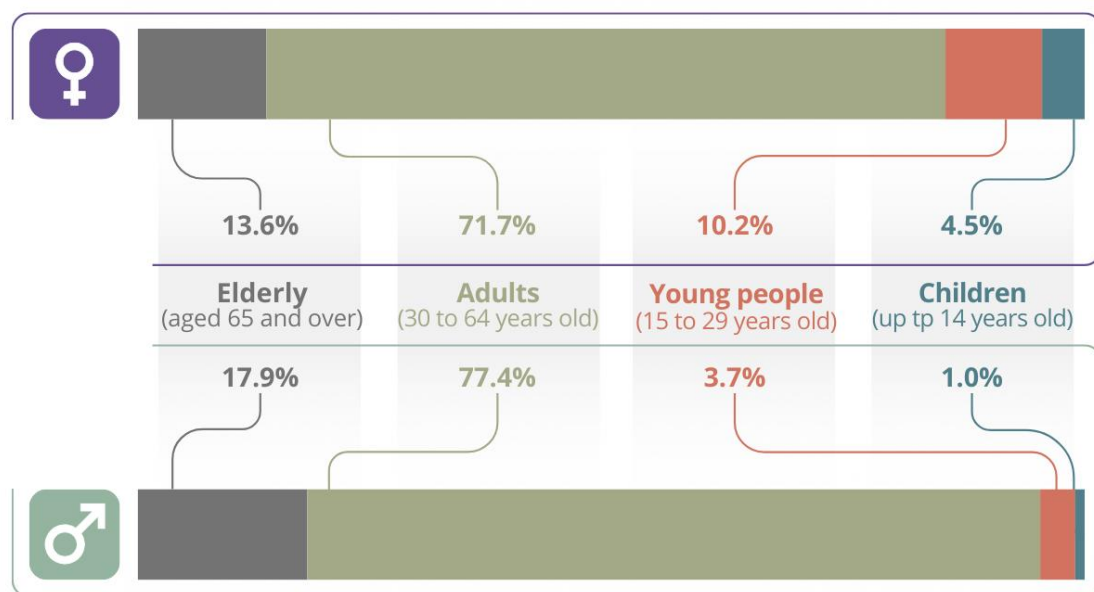
The following figures show the distribution of the interventions in daily news programmes by age group and the gender of the people who make them: the results for the women are reflected in the first bar and the results for the men in the second.

This graphic representation makes it possible to visualise whether age becomes a factor that has a different impact on the presence of women and men in the news item.

AEM (Croatia)

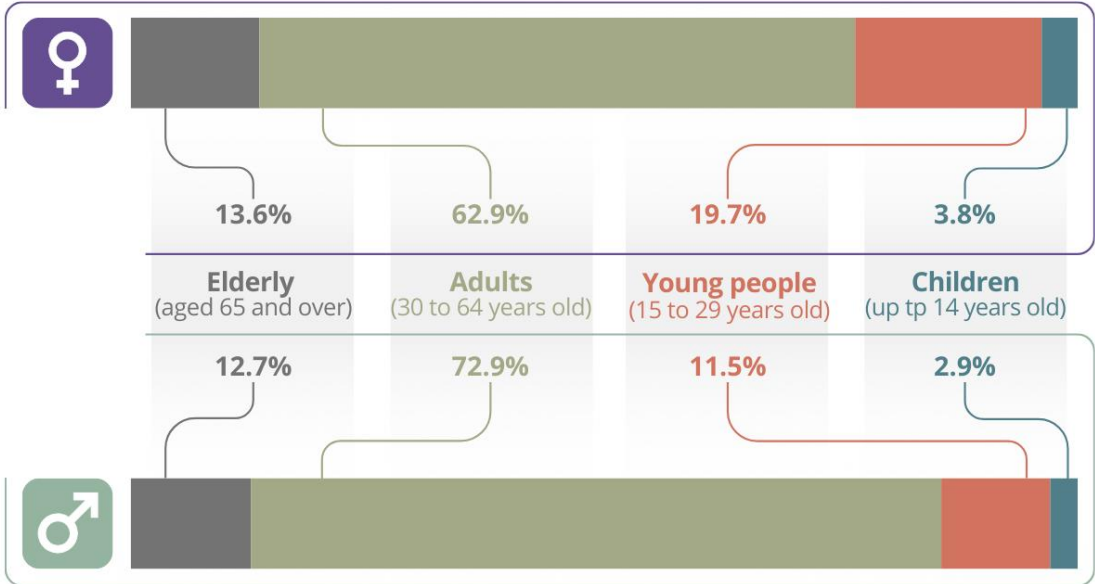


Apparent age and gender



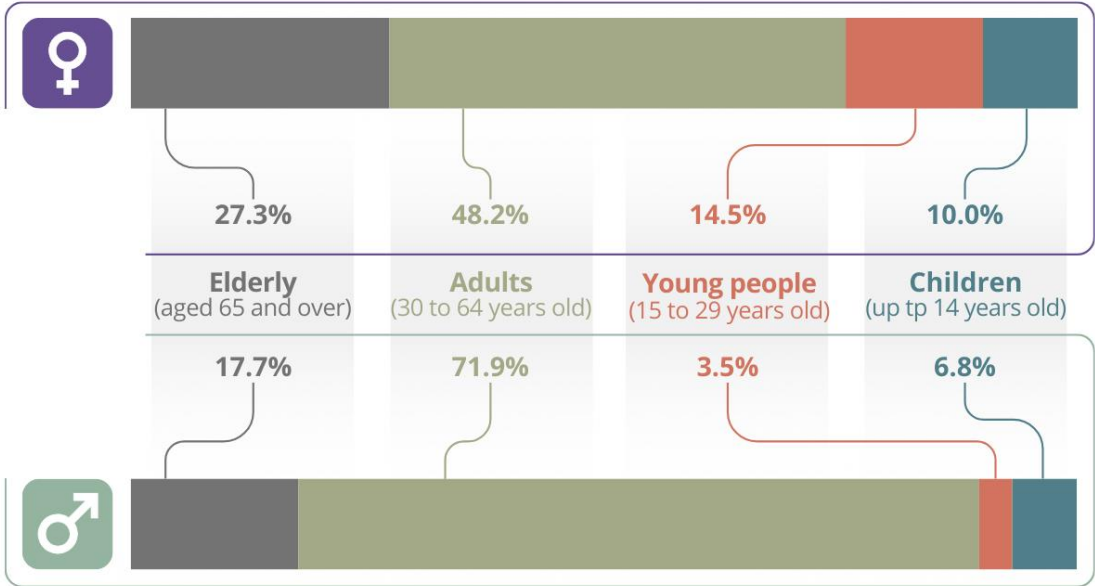
2

Apparent age and gender



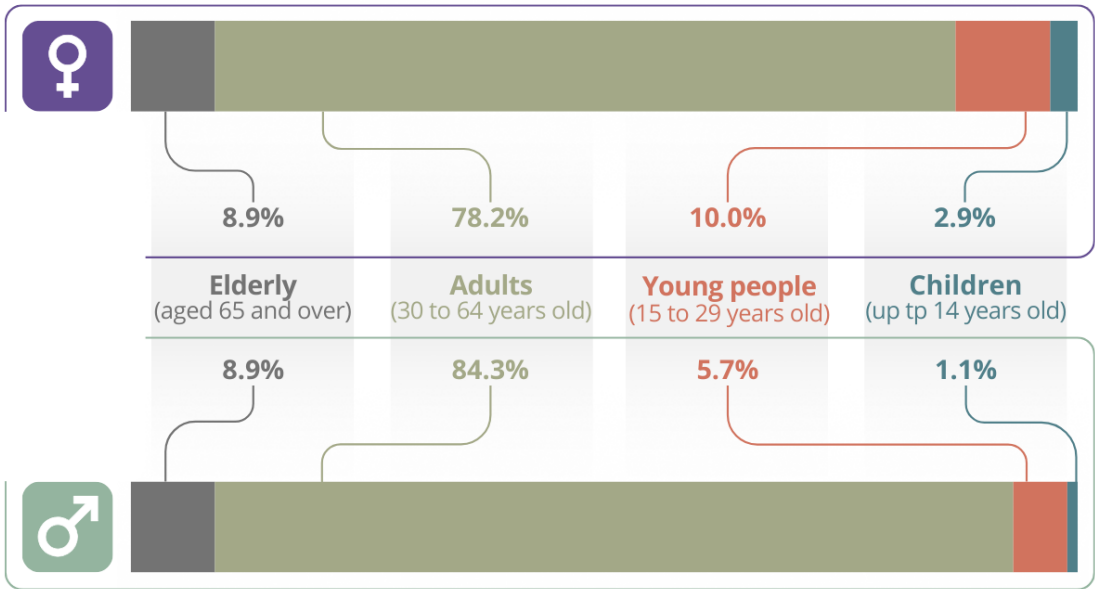


Apparent age and gender

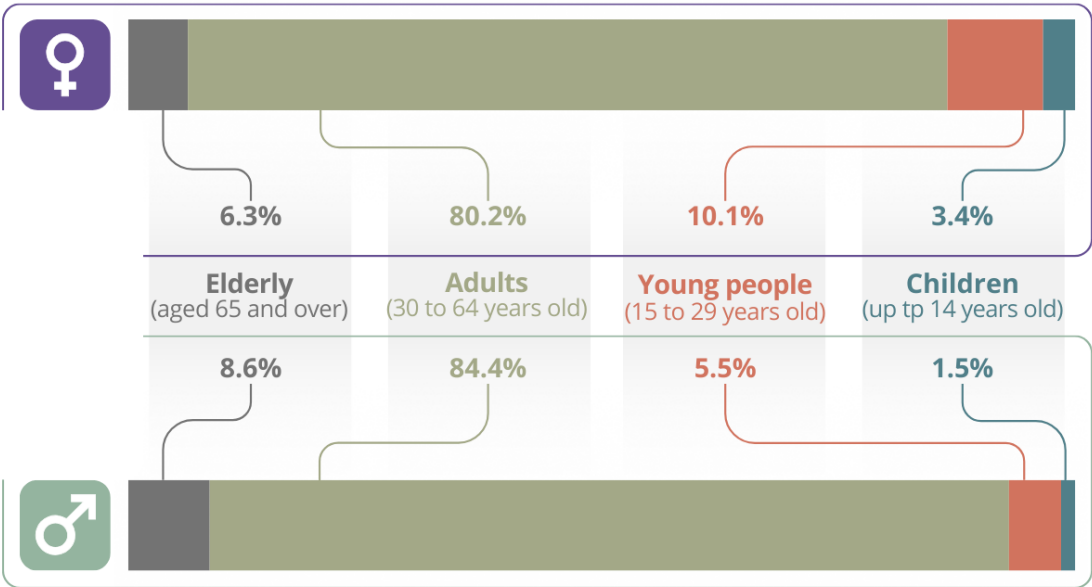




Apparent age and gender

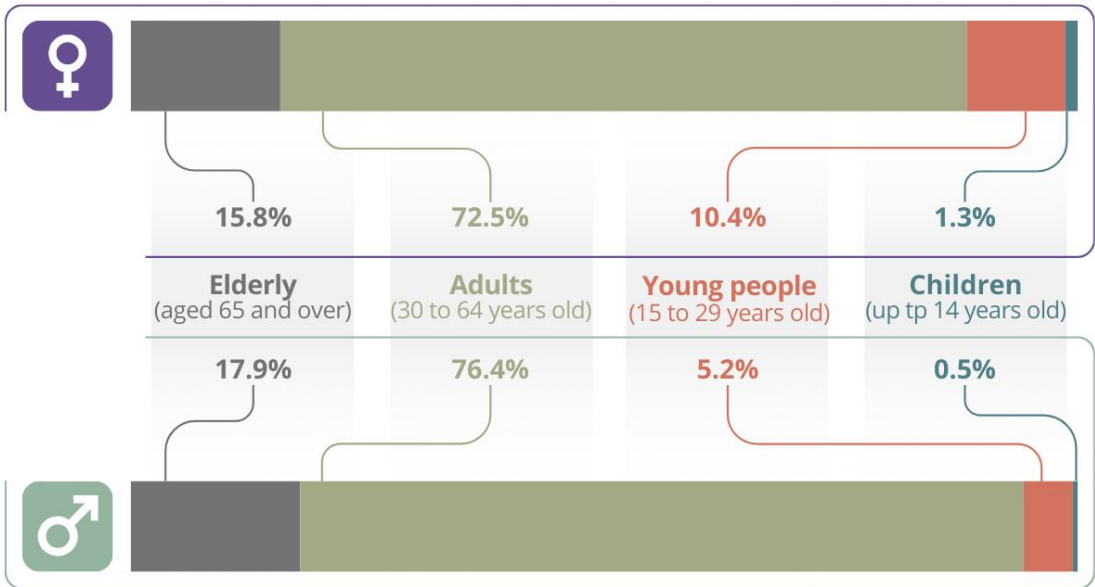


3 Apparent age and gender



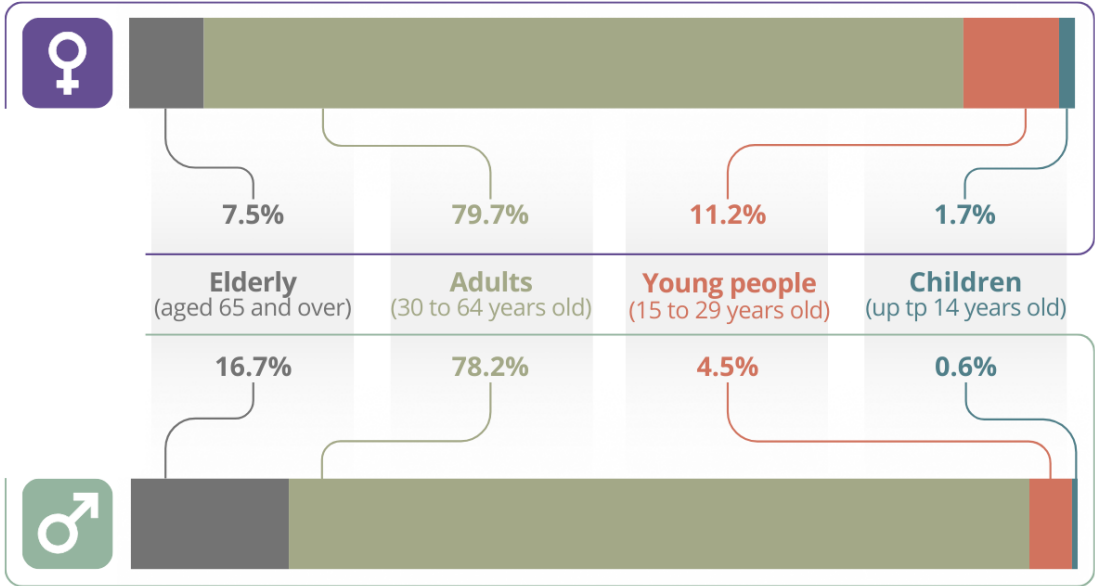


Apparent age and gender



PTC | 1

Apparent age and gender



How is the representation of women with disabilities carried out?

The infographics in this section show the prevalence of people with disabilities according to gender, so that it can be seen whether or not this characteristic represents a differentiating factor in the intervention of women and men in daily news programmes.

AEM (Croatia)

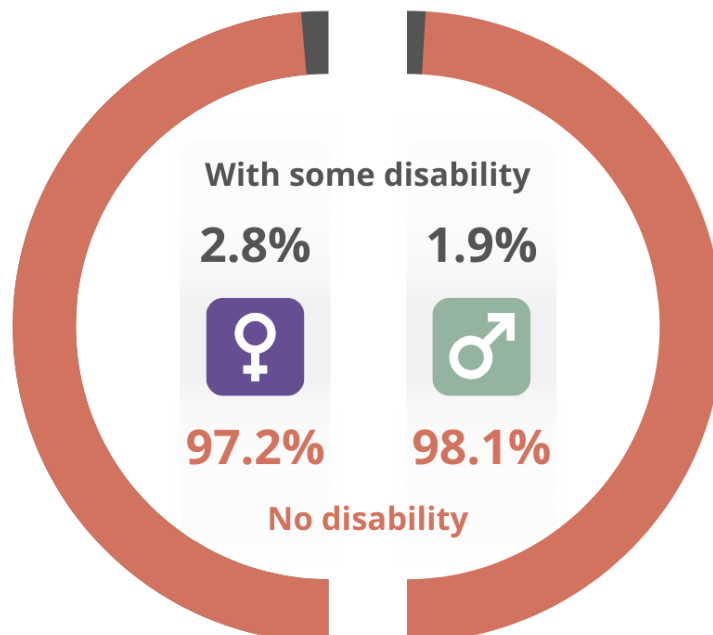


Disability and gender





Disability and gender



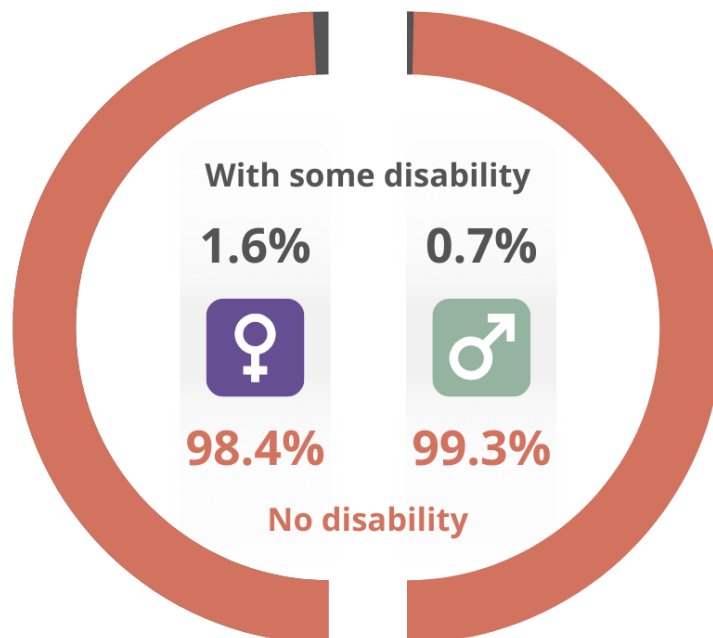


Disability and gender



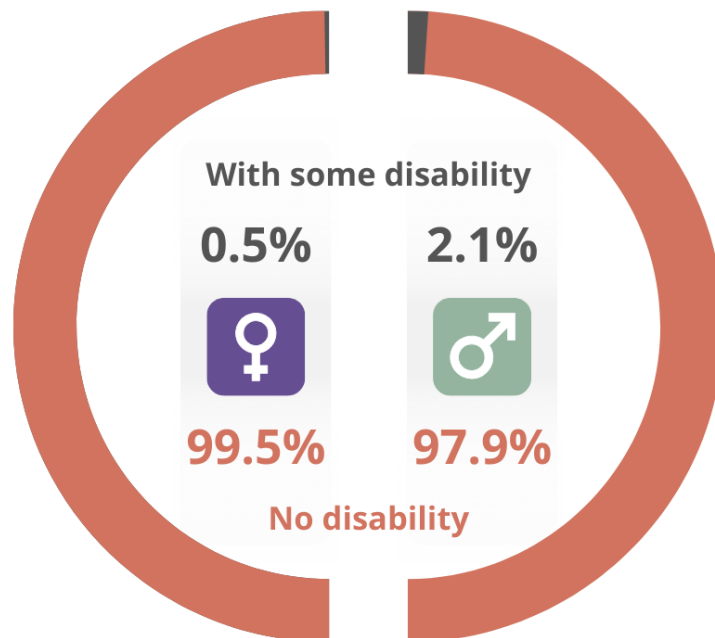


Disability and gender





Disability and gender





Disability and gender



PTC | 1 Disability and gender




Part IV: Conclusions

Gender equality in the audiovisual environment is one of the areas covered by the Mediterranean Network of Regulatory Authorities (MNRA) and, specifically, the working group on Gender and Media, which in the last decade has published different reports that focus on this axis.


All these reports have shown, without exception, clear imbalances.

Within this framework, the present study analyses the presence and representation of women in daily news programmes broadcast by 7 generalist public television stations in territories that are part of the MNRA.


Methodological sheet





Sample of daily news programmes





Generalist public television stations



(AEM) Croatia



(Arcom) France



(Broadcasting Authority) Malta


(CAA) Andalusia



(CAC) Catalonia


(ERC) Portugal


(REM) Serbia



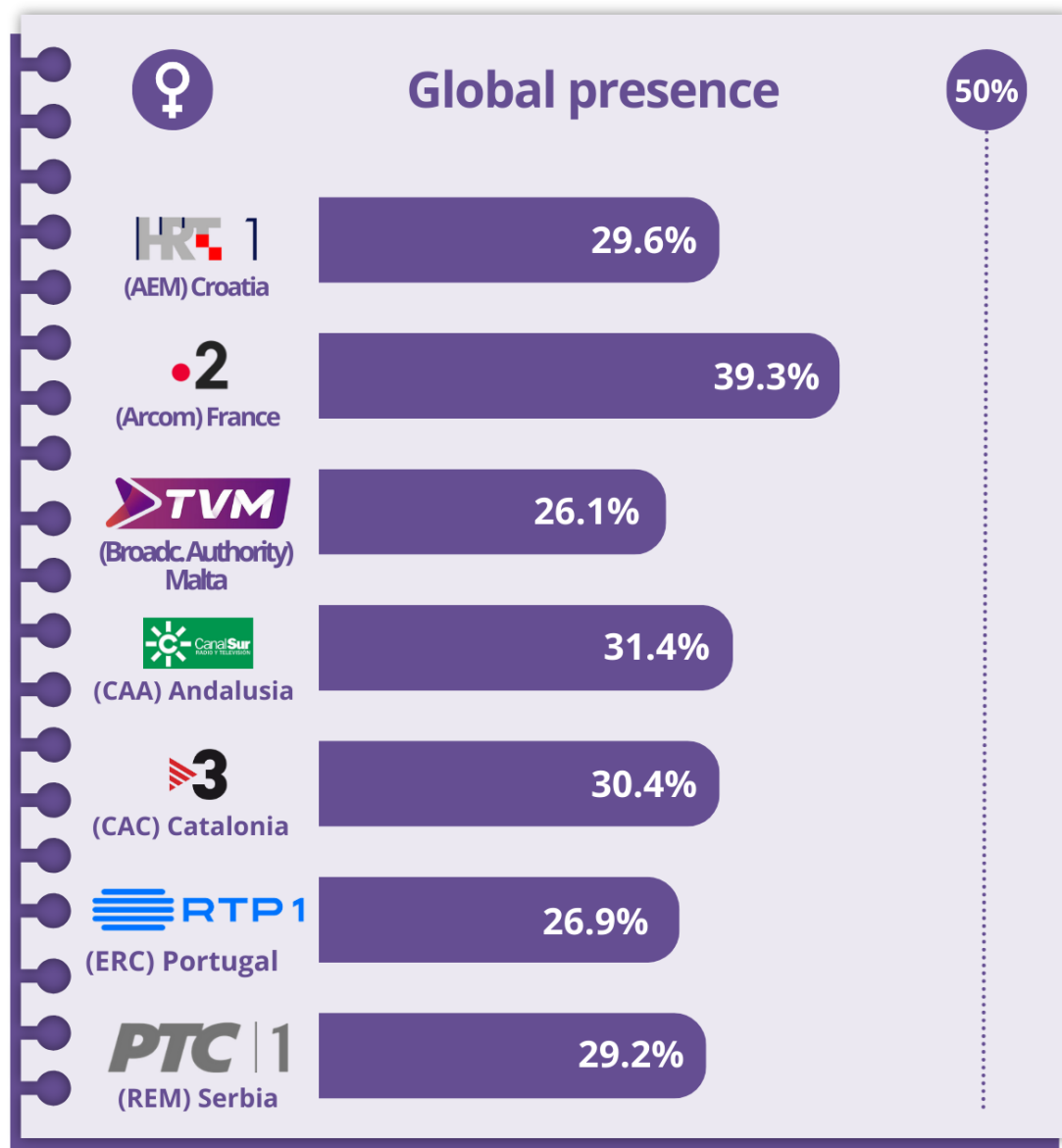
January-April 2024



More than **14,500** inserts

The **global presence** of women in the news is in the minority on all the television stations analysed and ranges between 26.1% and 39.3% of the interventions.

In most cases, the proportion of women is within a band of two percentage points, around 30%.



Beyond the general presence, the analysis by social spheres makes it possible to ascertain some widely shared patterns.

Women only reach values close to parity in all the channels analysed (between 43.0% and 60.2%) **when they intervene as occasional voices without social or professional representation** and therefore without public projection.

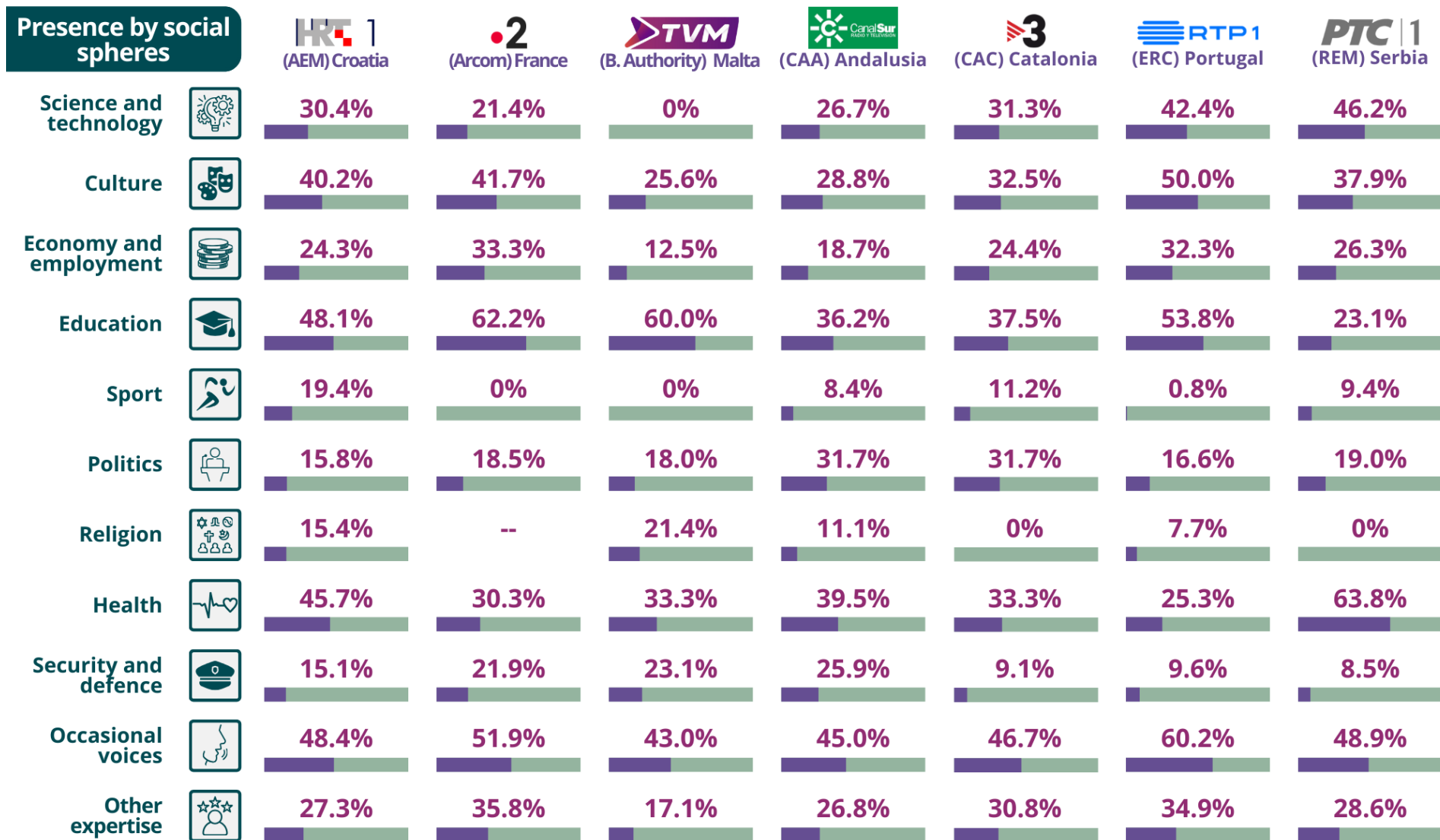
On the other hand, although with a much smaller absolute number of interventions, **the relative presence of women is also close to or above 50% in the majority of television stations analysed within the field of education**, a sphere related with attention to people which is traditionally female-dominated: in Croatia (48.1%), in Portugal (53.8%), in Malta (60%) and in France (62.2%).

Apart from these specific cases, women only register a presence close to or above 50% on scattered occasions.

At the opposite pole, **the most flagrant and widespread imbalances are found in the fields of sport** (with a practically zero presence of women on three television stations and around 10% on another three) **and security and defence**, with a proportion of women close to 9% in 3 countries and between 15% and 25% in the rest of the cases.

The gender gap is also evident in all the channels analysed, although to a lesser extent, **in the economic field**, where women only make up between 12.5% and 33.3% of interventions.

Regarding **politics**, a field with special public significance due to its relationship with decision-making, and one of the fields, along with occasional voices, that most contributes to filling the daily news interventions analysed, the proportion of women is far from equal. Specifically, the presence of female politicians fluctuates between 16% and 19%, approximately, in most territories and stands at 31.7% in Catalonia and Andalusia.

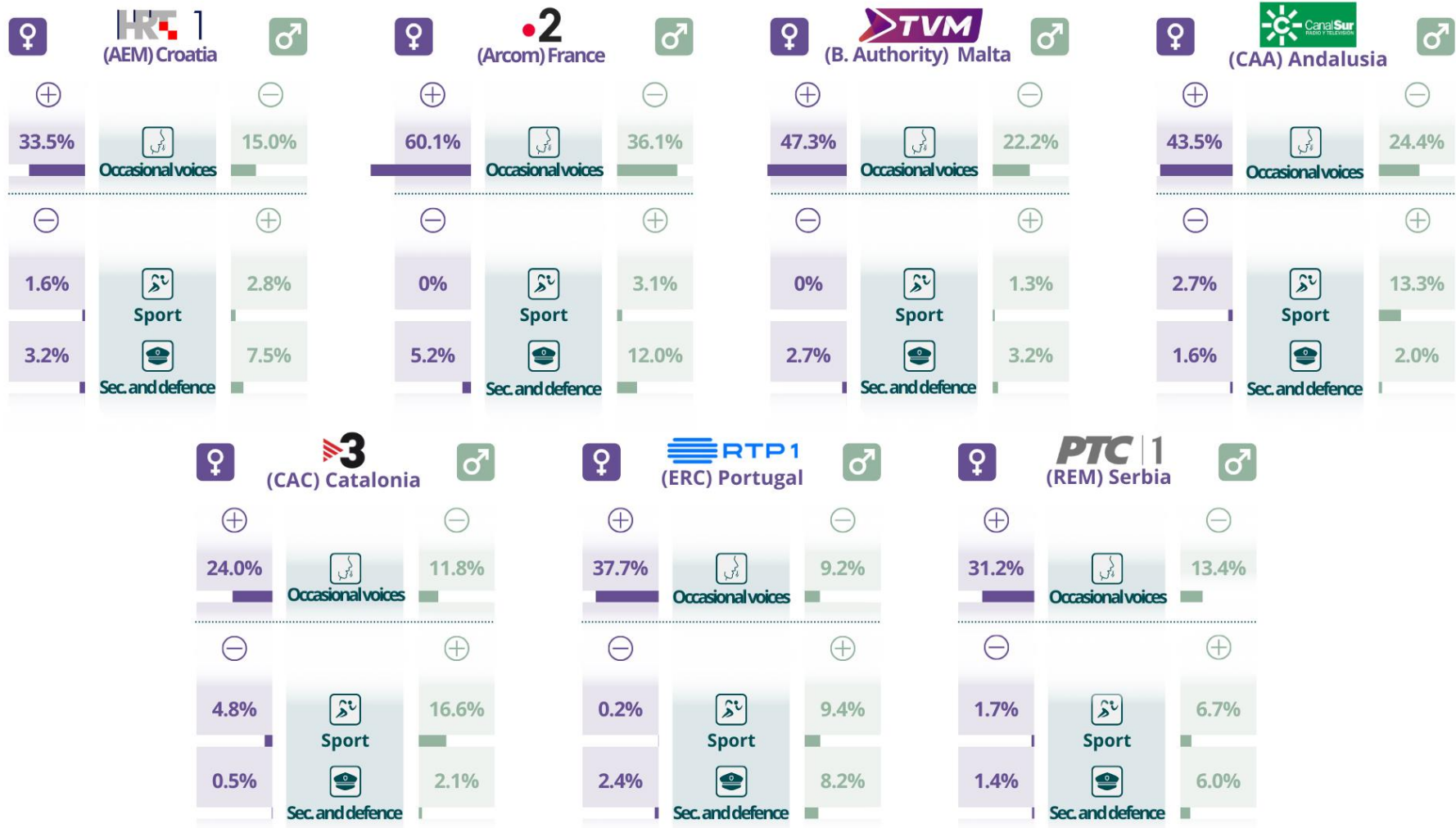


When the analysis is focused on how the interventions made exclusively by women are distributed among the different social spheres, the figures show important imbalances between genders, so that the existence of a stereotypical representation of women becomes clear.

Thus, the data collected in the following infographic shows that, in the seven television stations analysed, **women intervene in the news as occasional and unqualified voices much more frequently than men.**

On the contrary, **the presence of figures from the world of sport and the security forces is, in general, ostensibly higher among the men who appear on daily news programmes.**

♀ Social spheres and gender ♂

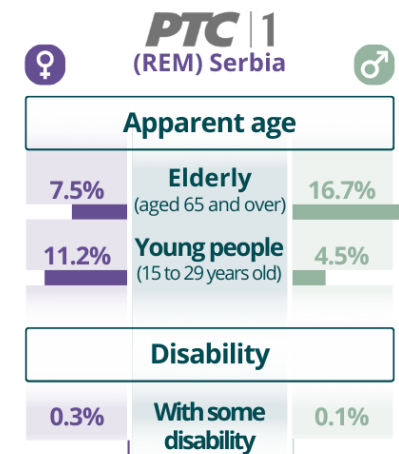
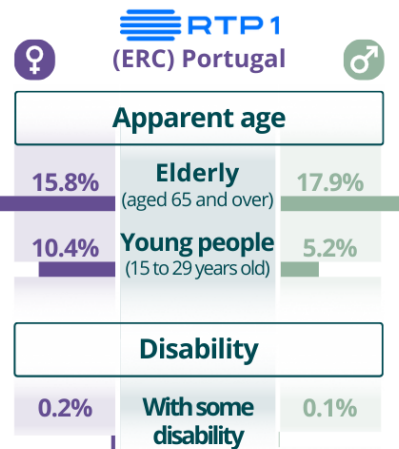
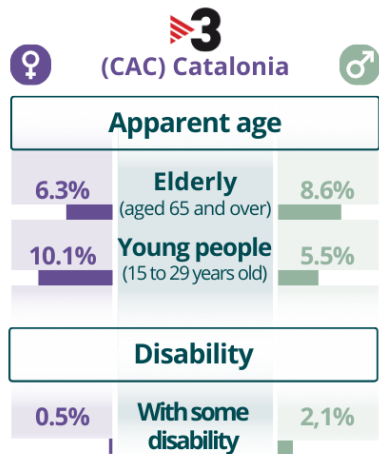
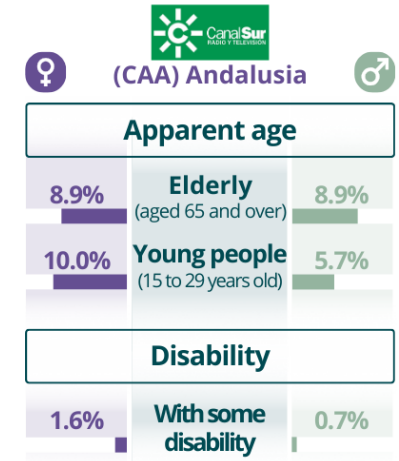
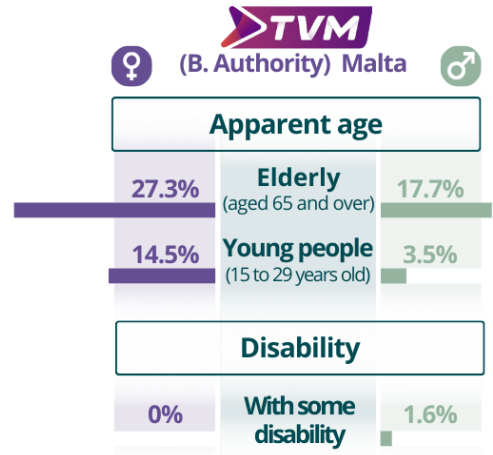
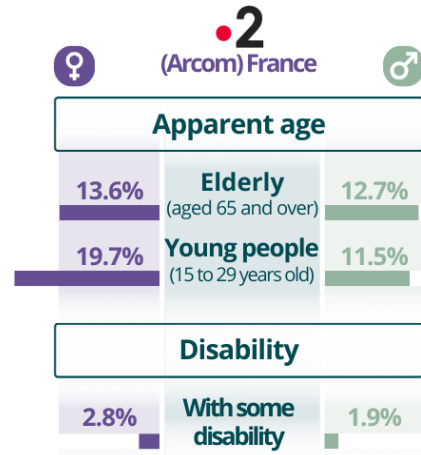
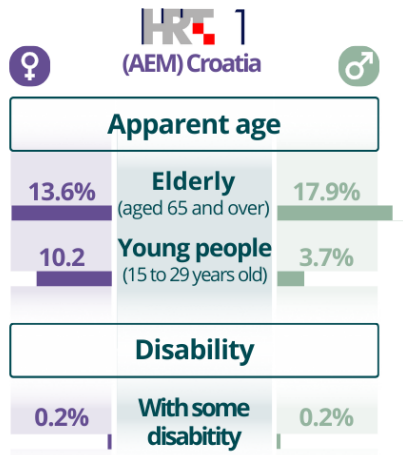


Age is also a gendered factor: in most of the analysed television stations, the proportion of young women is approximately double that of young men and, in some cases, this imbalance is even more pronounced. In this way, **a media construction is made that relates “youth” to women more intensely than it does to men.**

On the other hand, the presence of people with disabilities is so small (between 0.1% and 2.3% of the total number of women and men, according to television) that it would invalidate a reliable reading of the data by gender.



Diversity and gender



Is gender a factor in terms of the representation of women in the news?

The results that emerge from the analysis of the data provided by each regulator show that, in effect, the representation of women and men in news stories continues to be subject to gender divisions in many aspects:

- There is a clear gender gap both in strictly quantitative terms and in relation to the roles developed in the news.
- The minority presence of women is a general trait that can be extrapolated to most news fields.
- A stereotypical representation of women persists, the result of endemic social inequality due to gender.
- It is noted that age is also an element that is marked by gender.