

EBU

OPERATING EUROVISION AND EURORADIO

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GENDER EQUALITY & PSM

PUBLIC VERSION

MEDIA INTELLIGENCE SERVICE

MARCH 2019



ABOUT THIS REPORT

This public report provides a selection of findings from the first edition of the EBU's Media Intelligence Service Gender Equality and PSM Report, published in March 2019.

Gender equality has emerged as an essential issue for the media industry. For media organizations, gender equality should be reflected at the same time:

- on-screen: representation and portrayal of women in programmes;
- off-screen: gender balance in staff, equal career opportunities and good treatment of female employees.

Scope of the report: off-screen gender diversity

The report focuses on off-screen gender equality and does not provide with any on-screen diversity analysis.

Gender is only one of the numerous dimensions of diversity (ethnic, social origin, sexual orientation etc.). However, the report focuses on gender diversity.

Why striving toward off-screen gender diversity?

Diversity is a key value defining why PSM are indispensable in true democratic societies. PSM therefore carry a specific social responsibility for promoting gender equality.

But it is also worth insisting on the strong benefits for PSM to improve gender equality: only a truly diversified workforce will adequately reflect PSM audiences. Furthermore, a diversified workforce is a prerequisite for a diversified and universal output. Diversity also appears as a strong driver for innovation. Finally, diversified organizations are much more attractive workplaces.

Gender equality is therefore essential for PSM to fulfill their public service mission, remain relevant, transform themselves and attract talents.

METHODOLOGY

Basic PSM employment data were collected via the yearly Media Intelligence Survey of the EBU MIS. Additional staffing data were collected via PSM annual reports, corporate strategy reports, public value reports, gender and diversity reports and other similar corporate reports.

Additional external sources of information were used, mostly for benchmark purposes:

- [Eurostat](#);
- [EIGE](#), the European Institute for Gender Equality;

Additional pan European information and analysis can be found in the following recent reports:

European Parliament (2018), [Gender Equality in the Media Sector](#).

EPRA (2018), [Promoting greater gender representation and portrayal on- and off-screen: the role of audiovisual regulators](#).



Please note that the full report – for EBU Members only – is available on our web page: www.ebu.ch/mis

KEY FINDINGS

PUBLIC SERVICE MEDIA ARE LEADERS OF GENDER EQUALITY ACROSS EUROPE

Public Service Media play a key role in promoting gender equality and are committed to creating a gender-balanced workforce

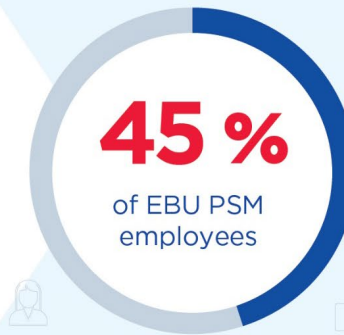
Balance drives a better working world



PSM STRIVE TOWARDS GENDER PARITY

PSM directly employ

110 000
WOMEN



The proportion of female employees in PSM increased by

+3 %

from 2013 to 2017

PSM ARE A ROLE MODEL

45 %

of EBU PSM employees are women

vs.

40 %

in the EU audiovisual sector



PSM CHAMPION WOMEN IN LEADERSHIP

Share of women

2015 **13%**

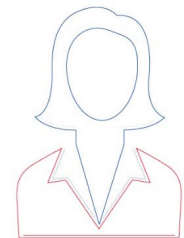
2019 **24%**

DG of PSM

2015 **4%**

2019 **6%**

CEO of publicly-listed companies



4x more women lead PSM organizations than publicly-listed companies

PSM GENDER BALANCE

PSM directly
employ

> 110 000

women
across all
56 EBU
countries



PSM GENDER BALANCE AT EU LEVEL

PSM directly
employ

> 74 000

women
across all
28 EBU
countries



PSM HAVE A GENDER-BALANCED WORKFORCE

45%

of PSM employees
across
the EBU area
are **women**



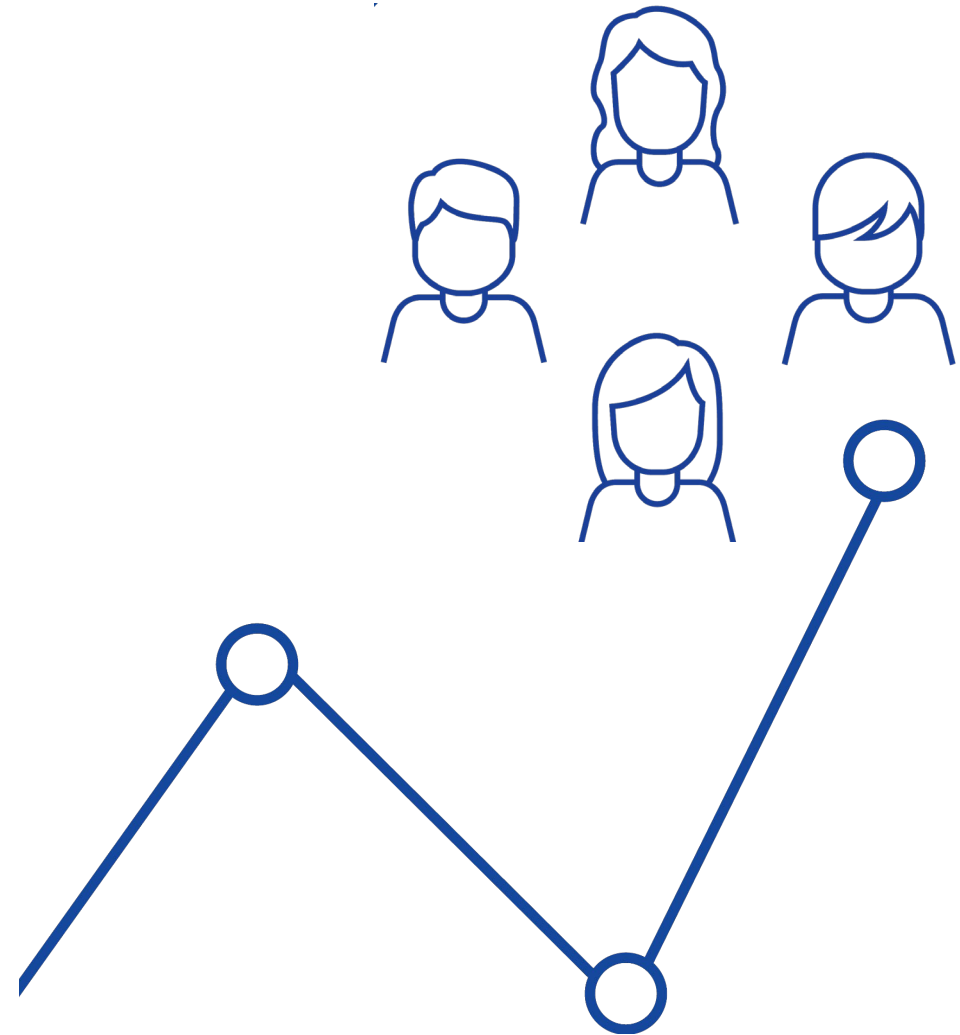
Note: EBU data is 45.1% / EU data is 45.8%.

PSM STRIVE TOWARDS GENDER PARITY

The proportion of
women
within PSM workforce
increased by

+3.0%

from 2013 to 2017
across the
EBU area



PSM EMPLOY MORE WOMEN THAN THE REST OF THE EU AUDIOVISUAL SECTOR

In 2017, the proportion of women among total staff in PSM organizations (45.1% across the EBU area and 45.8% in the EU only) was higher than in the total audiovisual sector (only 40.0%), and in line with the overall EU labor market (46.1%).

45%
of EBU PSM
employees
are women

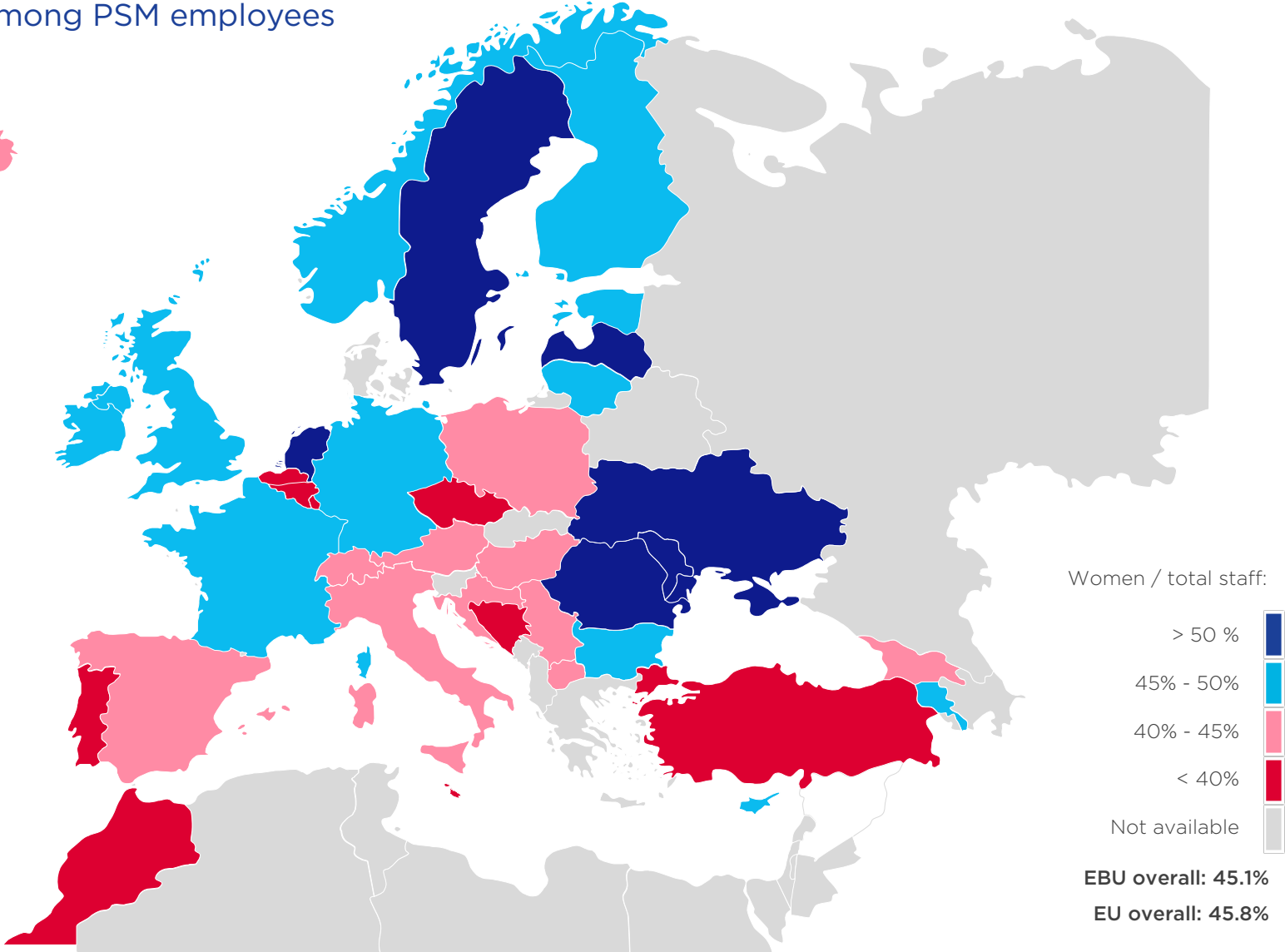
vs.

40%
In the EU
audiovisual
sector



PSM GENDER BALANCE BY COUNTRY

Proportion of women among PSM employees
(2017)



Note: data based on 52 PSM organizations in 38 markets.
Source: EBU based on Members' data.

EBU Media Intelligence Service - PSM & Gender Equality

PSM CHAMPION WOMEN IN TOP LEADERSHIP

24%
of all EBU
PSM DGs
are women
in 2019



Margarita Grigoryan
(AMPTV - Armenia)



Maria Rorbye Ronn
(DR - Denmark)



Merja Yla-Anttila
(Yle - Finland)



Delphine Ernotte
Cunci (France TV -
France)



Marie-Christine
Saragosse
(FMM - France)



Sibyle Veil
(Radio France -
France)



Karola Wille
(ARD/MDR -
Germany)



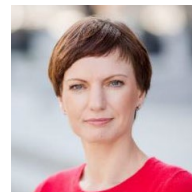
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(ARD/RBB -
Germany)



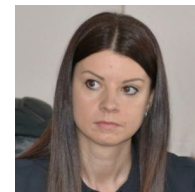
Dee Forbes
(RTÉ - Ireland)



Una Klapkalne
(LR - Latvia)



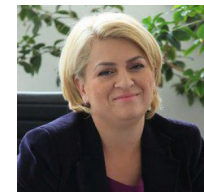
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Garbaciauskaite-
Budriene
(LRT - Lithuania)



Olga Bordeianu
(TRM - Moldova)



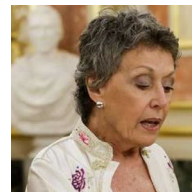
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Irina Gerasimova
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Rosa Marie Mateo
(RTVE - Spain)



Hanna Stjarne
(SVT - Sweden)



Cilla Benko
(SR - Sweden)



Sofia Wadensjö
Karen (UR -
Sweden)

Note: based on 80 PSM organizations in 54 countries. No information or vacant position for TL in Lebanon, LNC in Libya, and Radio Mayak in Russia.

Source: EBU.

EU PSM CHAMPION WOMEN IN TOP LEADERSHIP

31%
of all EU
PSM DGs
are women
in 2019



Maria Rorbye Ronn
(DR - Denmark)



Merja Yla-Anttila
(Yle - Finland)



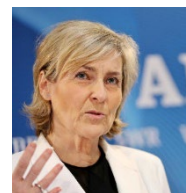
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Cunci (France TV -
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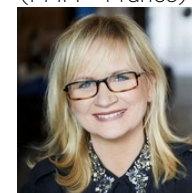
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(Radio France -
France)



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Germany)



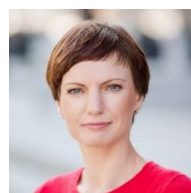
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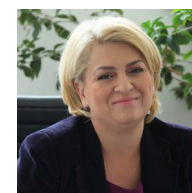
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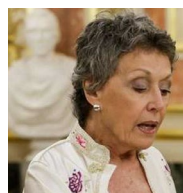
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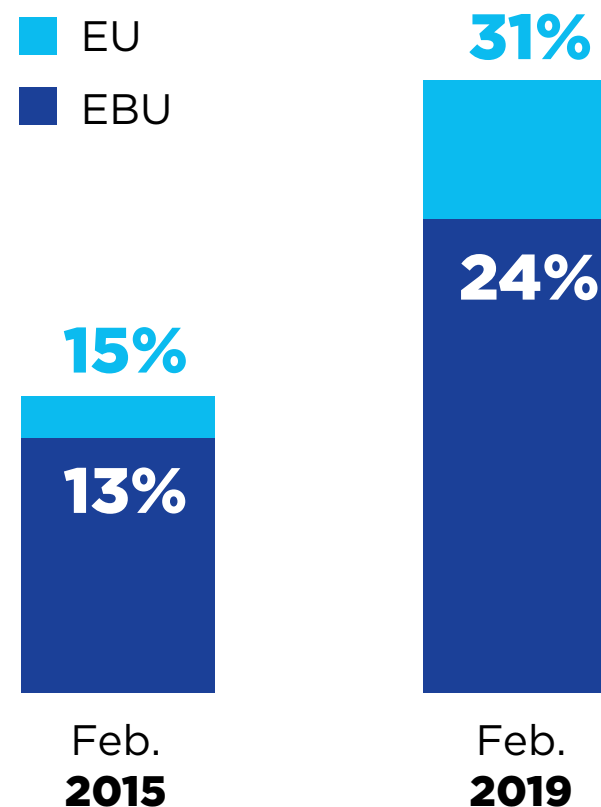
Note: based on 51 PSM organizations in 28 countries.

Source: EBU.

EBU Media Intelligence Service - Gender Equality & PSM

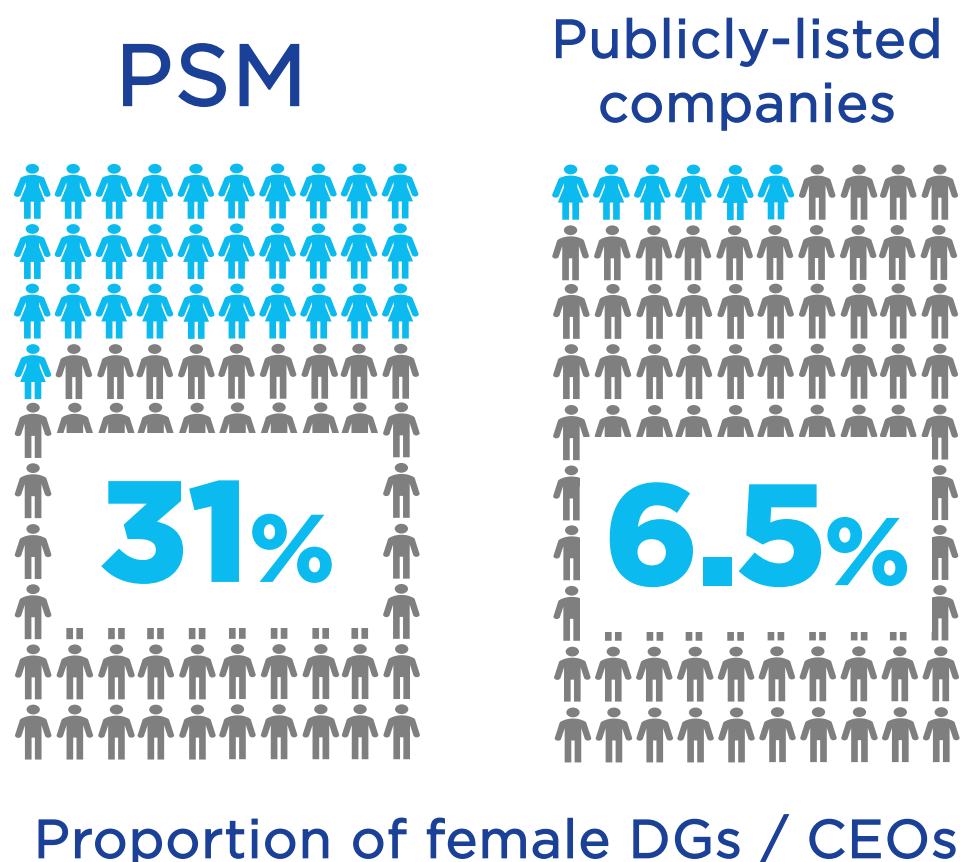
WOMEN IN TOP LEADERSHIP: A SHARP EVOLUTION

The
proportion of
women among
PSM DGs
doubled
over the past
four years



PSM PLAY A ROLE MODEL FOR WOMEN IN TOP LEADERSHIP

In the EU,
there are
4.8 times more
women
leading PSM
organizations
than leading
publicly-listed
companies

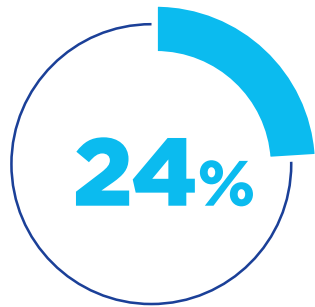


Note: PSM data February 2019 based on 51 EU PSM organizations; publicly-listed companies data October 2018 based on 597 companies.

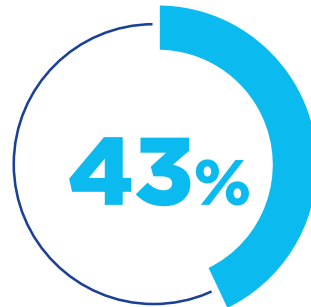
Sources: EBU based on Members' data and EIGE, Database on women and men in decision-making.

GENDER BALANCE GREATLY VARIES BETWEEN KEY EXECUTIVES ROLES

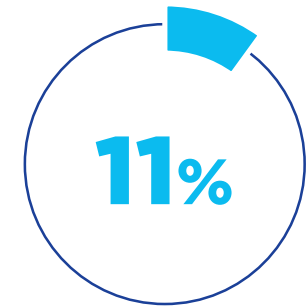
Director General



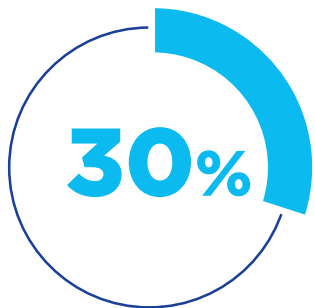
Chief Financial Officer (CFO)



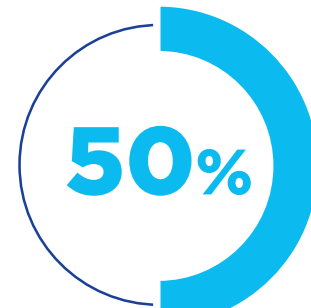
Chief Technical Officer (CTO)



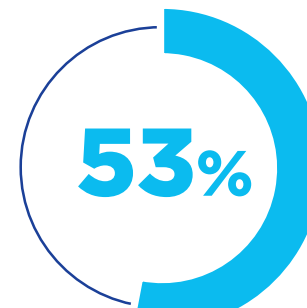
Head of TV programmes



Head of Human Resources (HR)



Head of International Relations



Data based on 80 PSM for DGs, 55 PSM for Head of TV programmes, 64 PSM for CTO, 60 PSM for CFO, 64 PSM for HR and 64 PSM for International Relations.

Source: EBU.

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