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.

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

45% of EBU PSM employees

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

40% in the EU audiovisual sector

PSM CHAMPION WOMEN IN LEADERSHIP

Share of women

2015 | 13%
2019 | 24%

CEO of publicly-listed companies

2015 | 4%
2019 | 6%

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

Source: EBU based on Members’ data, Eurostat and EIGE.
PSM GENDER BALANCE

PSM directly employ

> 110 000

women across all 56 EBU countries

Estimation based on 76 PSM organizations in 56 countries.
Source: EBU based on Members’ data.
PSM GENDER BALANCE AT EU LEVEL

PSM directly employ

> 74 000 women across all 28 EBU countries

Estimation based on 45 PSM organizations in 28 countries. Source: EBU based on Members’ data.
45% of PSM employees across the EBU area are women.

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

Note: data based on 52 PSM organizations in 38 markets. Source: EBU based on Members’ data.
The proportion of women within PSM workforce increased by +3.0% from 2013 to 2017 across the EBU area.

Evolution data based on 18 PSM organizations in 15 markets. Source: EBU based on Members’ data.
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

Source: EBU based on Members’ data; sector specific data and EU labor market data from Eurostat (2017 data).
Proportion of women among PSM employees (2017)

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

EBU overall: 45.1%
EU overall: 45.8%
EBU Media Intelligence Service - Gender Equality & PSM

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

Marie-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)
Patricia Schlesinger (ARD/RBB – Germany)
Dee Forbes (RTÉ – Ireland)
Una Klapkalne (LR – Latvia)
Monika Garbaciauskaite-Budriene (LRT – Lithuania)
Shula Rijxman (NPO – Netherlands)
Doina Gradea (TVR – Romania)
Rosa Marie Mateo (RTVE – Spain)
Hanna Stjärne (SVT – Sweden)
Cilla Benko (SR – Sweden)
Sofia Wadensjö Karen (UR – Sweden)

Note: based on 51 PSM organizations in 28 countries.
Source: EBU.
The proportion of women among PSM DGs doubled over the past four years.
In the EU, there are 4.8 times more women leading PSM organizations than leading publicly-listed companies.

**PSM Play a Role Model for Women in Top Leadership**

- **PSM**: 31% female DGs / CEOs
- **Publicly-listed companies**: 6.5% female DGs / CEOs

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

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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