

Fact sheet: Advancing gender equality in decision-making in media organisations



POLICY CONTEXT

In December 2010, the European Council addressed the European Council's commitment to the Beijing Platform for Women (BPW) and urged the member states to implement action across the Member States on a priority basis. In 2011, the BPW formally recognised the relationship between women and media as one of the major challenges for the achievement of equal opportunities for women and their contribution to society and economic growth. It set clear goals, including the goal of ensuring participation and access to decision-making opportunities in the media.

The European Parliament resolution on the follow-up to the Beijing Action Platform (2010/2015/EU) emphasised the need for a more gender-equal participation in decision-making in the media sector and for gender-mainstreaming policies to take into account the specific needs of women. The 2012 European proposal of the European Commission, which set out a strategy for gender balance among journalists, also emphasised the need to address the gender inequality in the media sector and to ensure that women have a potential to participate in decision-making.

In the context of the follow-up of the BPW, the work of the Gender Equality Unit (GEU) of the European Commission is crucial. The GEU has been working on gender equality in the media sector since 2011. The GEU has been working on gender equality in the media sector since 2011. The GEU has been working on gender equality in the media sector since 2011.

FINDINGS

GEU report on the follow-up to the Beijing Action Platform and the European Commission's proposal for a more gender-equal participation in decision-making in the media sector. The report highlights the need for a more gender-equal participation in decision-making in the media sector and for gender-mainstreaming policies to take into account the specific needs of women. The report also highlights the need for a more gender-equal participation in decision-making in the media sector and for gender-mainstreaming policies to take into account the specific needs of women.

Key findings on gender equality in decision-making in media organisations:

- Indicator 1: Proportion of women and men in decision-making positions
- Indicator 2: Proportion of women and men in decision-making positions in the media sector
- Indicator 3: Proportion of women and men in decision-making positions in the media sector

Persistent gender inequalities in the media sector

Despite an increasing number of commitments and frameworks for the advancement of women, the gender inequality in the media sector is still a major challenge.

Women in decision-making in media organisations

The proportion of women in decision-making positions in the media sector is still low. The proportion of women in decision-making positions in the media sector is still low. The proportion of women in decision-making positions in the media sector is still low.

Representation of women and men in decision-making posts in media organisations in the EU (2012-2013)

Country	Year	Women (%)	Men (%)
EU	2012	32%	68%
	2013	33%	67%
France	2012	22%	78%
	2013	23%	77%
Germany	2012	19%	81%
	2013	20%	80%
Ireland	2012	37%	63%
	2013	38%	62%

Related publications:

Report: [Advancing gender equality in decision-making in media organisations](#)

Main findings: [Advancing gender equality in decision-making in media organisations](#)

Interviews with women experts: [What about gender equality in the media?](#)

[EIGE's work on women and media](#)

Downloads



Women and Media Fact sheet
 EN (PDF, 633.52 KB)

Metadata

AREAS: Beijing Platform for Action

BPFA AREA: J. Women and the Media