

# 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 requested the Commission to develop a plan to support the Member States in a priority field. 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 is a key field for increasing the level of women's participation and active involvement in decision-making in the media.

The European Parliament resolution on the follow-up to the Beijing Action Plan (2010-2015) emphasised the need for a more gender-equal participation in decision-making in the media sector and for gender-mainstreaming in media to take into account the specific needs of women. The 2012 European proposal of the European Commission, on the way forward to gender equality in the media sector, emphasised the need for a comprehensive approach to gender equality in the media sector, including the need for a comprehensive approach to gender equality in the media sector.

In the context of the follow-up of the BPW, the work of the Gender Equality Unit (GEU) of the European Commission is to support Member States in their efforts to advance gender equality in decision-making in media organisations. In 2013, the European Commission, in cooperation with the Council of Ministers of the European Union (EU) and the Council of Ministers of the European Union (EU), adopted a plan to advance gender equality in the media sector.

**FINDINGS**

GEU report on the follow-up to the Beijing Action Plan (2010-2015) identified the need for a more gender-equal participation in decision-making in the media sector and for gender-mainstreaming in media to take into account the specific needs of women. The report also identified the need for a comprehensive approach to gender equality in the media sector, including the need for a comprehensive approach to gender equality in the media sector.

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

- Indicator 1: Proportion of women and men in decision-making in media organisations
- Indicator 2: Proportion of women and men in decision-making in media organisations
- Indicator 3: Proportion of women and men in decision-making in media organisations

**Persistent gender inequalities in the media sector**

Despite an increasing number of commitments and initiatives, the achievement of gender equality in decision-making in the media sector remains a challenge.

**Media-related data**

Women 60% Men 12% Women 41% Men 61%

**Women in decision-making in media organisations**

The proportion of women in decision-making in media organisations is still relatively low. The number of women in decision-making in media organisations is still relatively low. The number of women in decision-making in media organisations is still relatively low.

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

22% 66% 19% 84% 27% 67%

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](#)

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**Women and Media Fact sheet**

EN (PDF, 633.52 KB)

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# Metadata

**AREAS:** Beijing Platform for Action

**BPFA AREA:** J. Women and the Media