MediaTenor
strategic media intelligence

Quota in the studio: yes
Women's share in the news: only 20%

Share of women in international TV news

Long-term analysis on protagonists by issues in education, health, politics and economy Jan 2012 - until Feb 2023







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Basis: 848,969 reports on protagonists in international TV news; data until 28.2.2023

Topics such as education, science and health still seem to be the domain of men

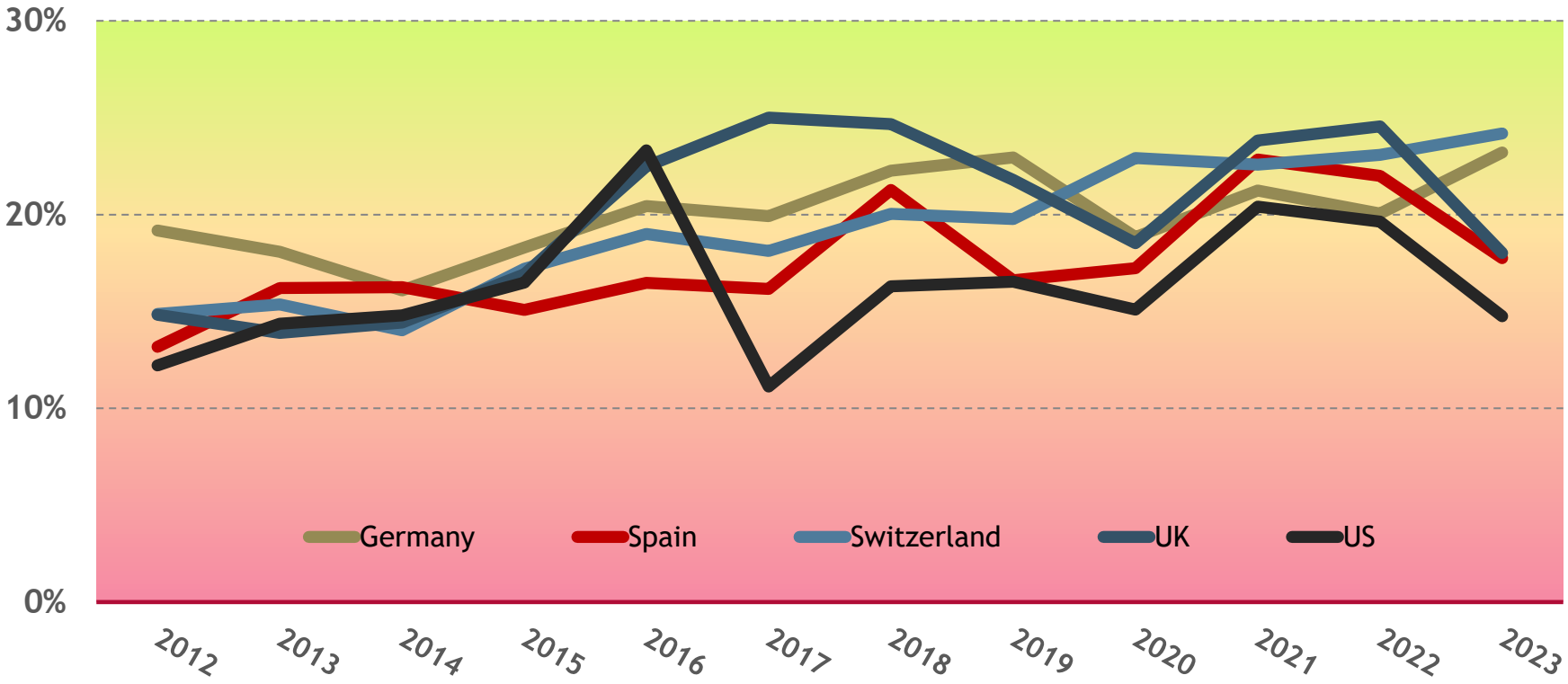
Zurich, March 7, 2023. Although quotas have been established in the studios of almost all TV stations, this understanding is largely reduced to the presentation of news. When it comes to content, the balance is still disappointing: The share of women in reporting is clearly below 30 per cent everywhere, no matter whether you watch ARD or ZDF, BBC or CBS, SRF or TVE in Spain. In the last ten years, there has been a slight increase here and there, especially in German and Swiss news, but it is minimal.

In the main news programmes of ARD and ZDF, reports on sport continue to be the second most important topic when women are the protagonists. But although women and men are similarly successful in national teams or clubs, 80 per cent of the time only men can be seen when sports are reported on main evening news.

What is standard in sport is also still editorial reality for all other topics: When interview partners, expert assessments or protagonists are chosen for reports to depict the realities in hospitals, doctors' surgeries, kindergartens, schools or universities or to explain political or economic developments, for more than ten years it has been men in the vast majority who are portrayed.

“All this leads, among other things, to the demand for equal pay remaining just that, a demand and not reality, since advertising revenues are primarily determined by media presence”, explains Roland Schatz, Managing Editor-in-Chief, one day before World Women's Day.

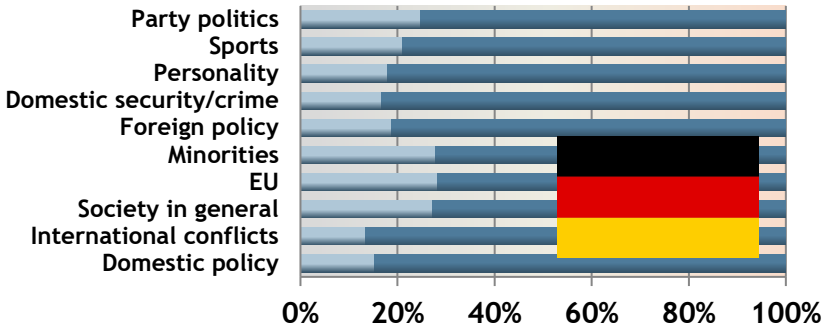
The presence of women as experts, politicians etc. remains low

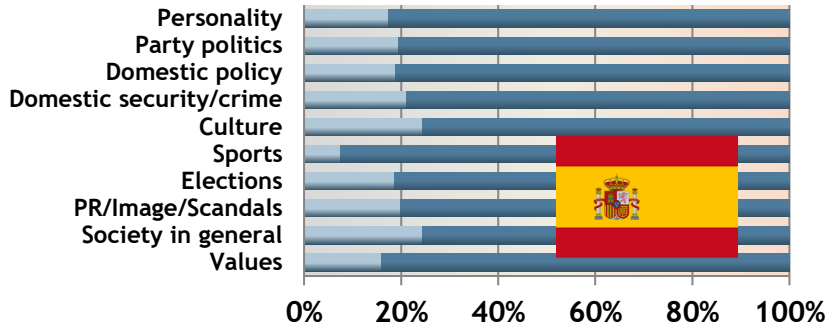


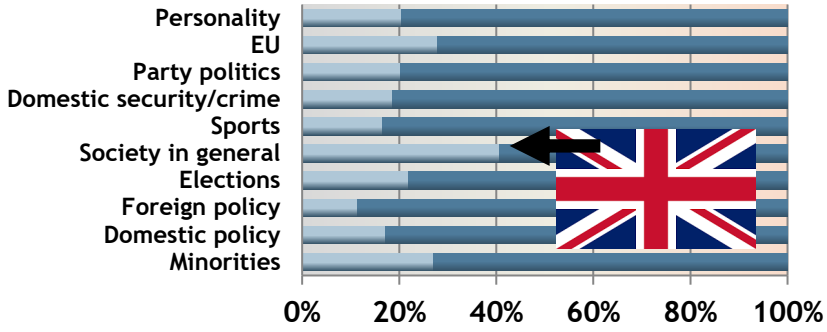
The share of women in international TV news coverage has increased only slightly over the last ten years. The most significant increase is in SRF's Swiss evening news, the smallest in US news (CBS and FOX').

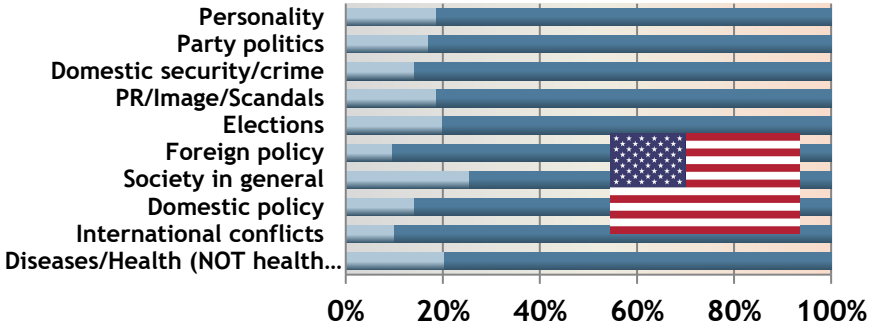
Basis: 848,969 reports on protagonists in international TV news; data until 28.2. 2023

Women at most above the 30 per cent mark on celebrity issues







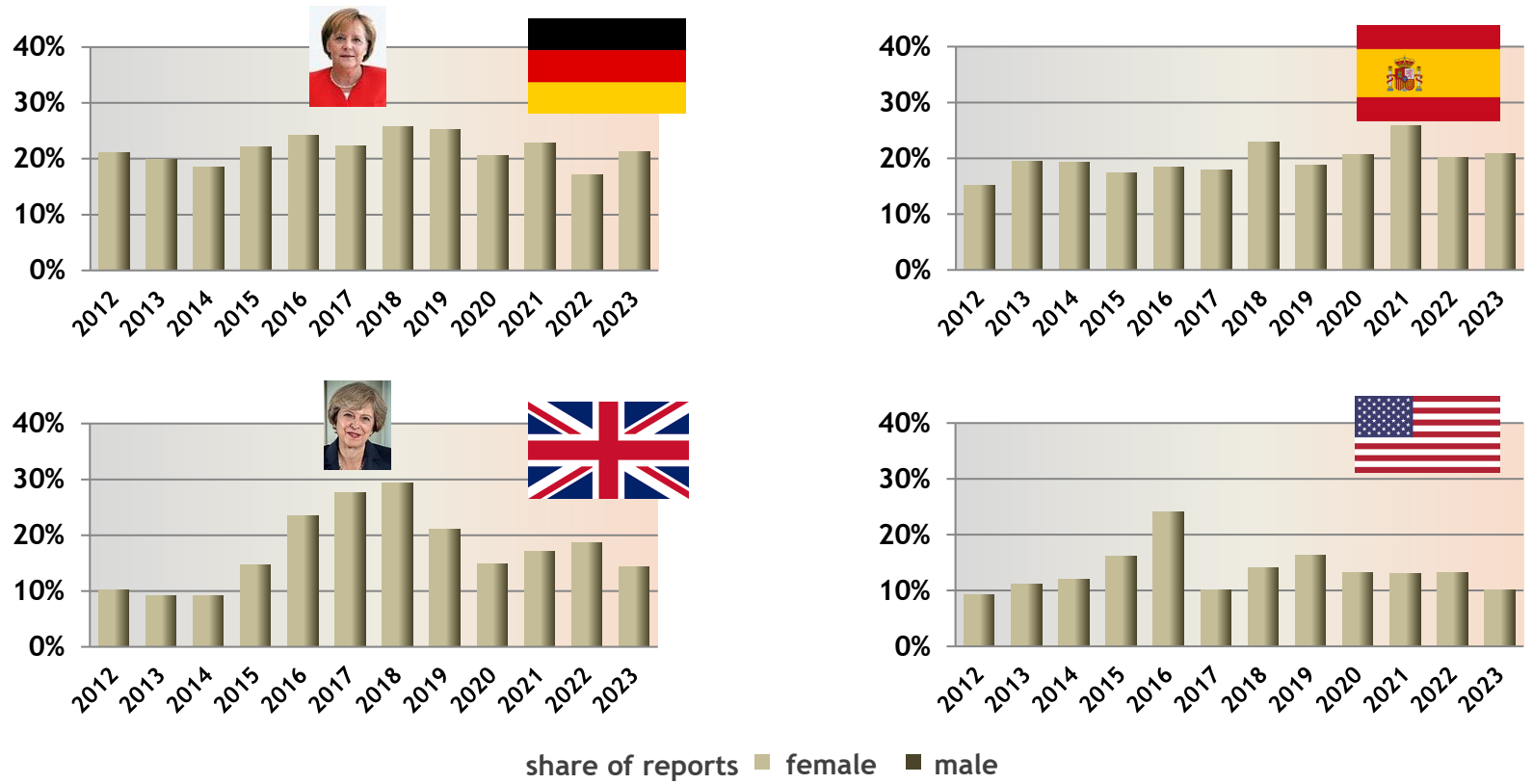


share of reports ■ female ■ male

When women are reported on, it is often about personalisation: career, prestige, leadership qualities and position. Except in German TV news. There, women are first and foremost reported on party-political issues. The second most important topic of women here is sport.

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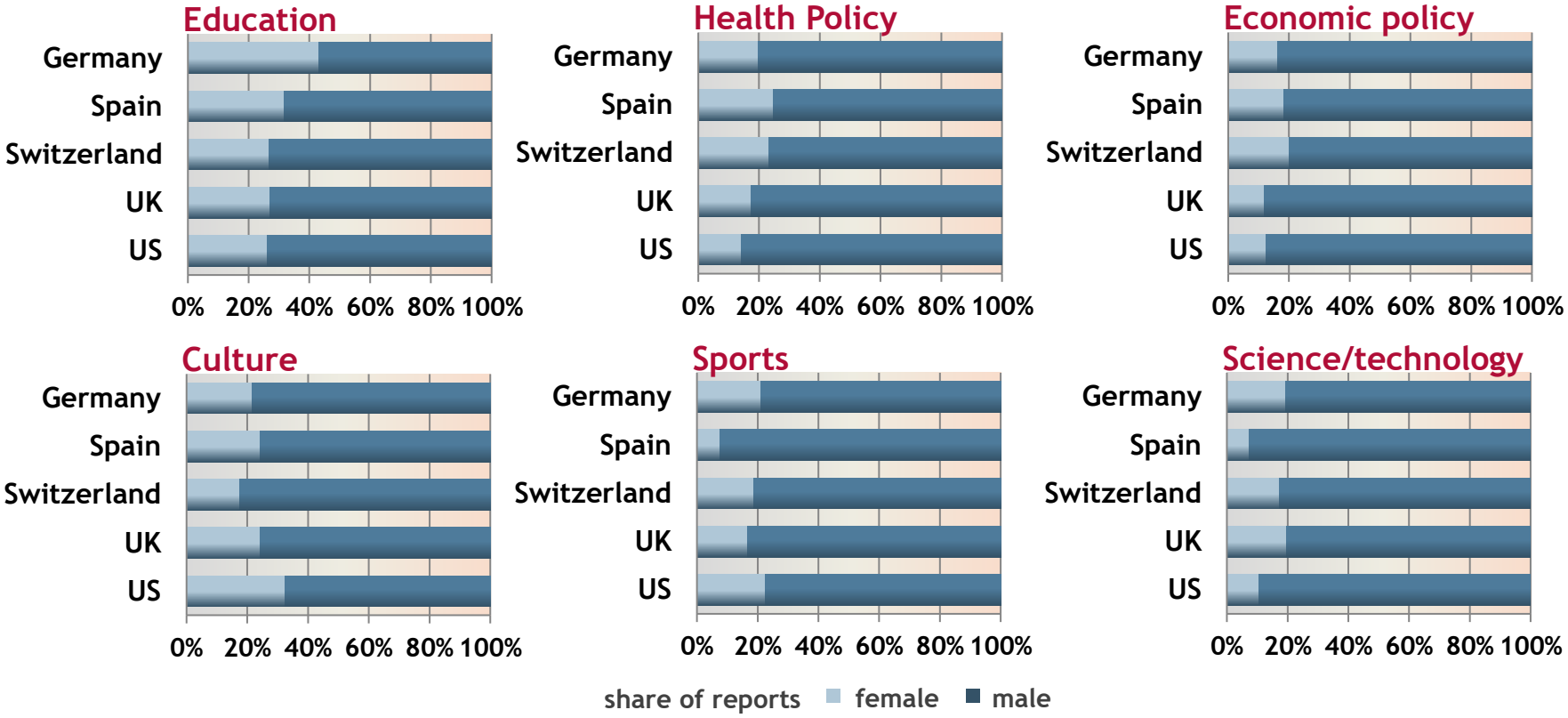
Merkel and May at least make a small difference



When women are in charge of the government, they may act as role models: The share of women in reporting is visibly growing, for example in the UK, where Theresa May held this office from 2016 to 2019.

Basis: 848,969 reports on protagonists in international TV news; data until 28.2. 2023

At least on education issues, women achieve visibility



The share of women is slightly higher on education issues than on many other issues. It is very low on issues such as economic policy or technological and scientific progress, the latest especially on TVE's Spanish TV news.

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Media set

Germany:

ARD Tagesschau
ARD Tagesthemen*
ZDF heute
ZDF heute journal

RTL Aktuell**

Spain:

TVE

Switzerland:

SRF Tagesschau

UK:

BBC 10 o'clock

US:

CBS Evening News

FOX Special Report

*some coding gaps, **since October 2020