

“GENDER DIVERSITY IN THE WALLONIA-BRUSSELS FEDERATION TELEVISION PROGRAMMES”

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MEETING**

LUXEMBOURG

**23-25
MAY 2018**



BAROMETER

ON EQUALITY AND DIVERSITY

- > TELEVISION PROGRAMMES
- > COMMERCIAL COMMUNICATION

TELEVISION PROGRAMMES



GENDER

ORIGIN

AGE

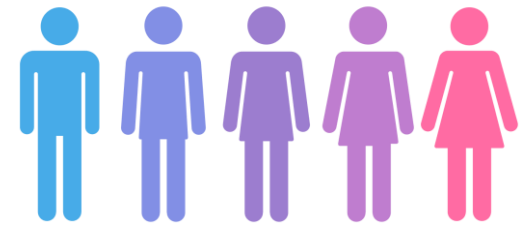
DISABILITY

PROFESSIONAL
OCCUPATION

- 23 channels
- 11-17 May 2017
- 644 hours of home grown production and co-production
- 82.961 participants



GENDER



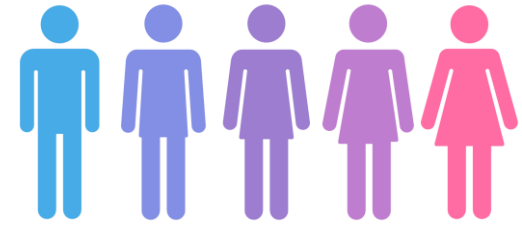
Gender breakdown over entire range of programmes

MEN – WOMEN – TRANSGENDER PERSONS





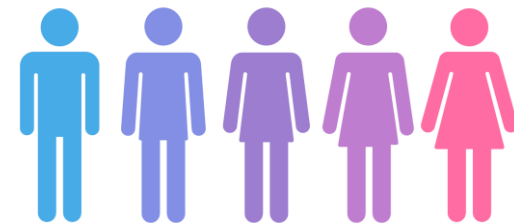
GENDER



- **Information programmes** : 37,28% (+5,08% compared to 2013)
- **Journalists** : 44,63% (+ 6,44%)
- **Experts** : 20,56% (+ 1,73%)
- **Spokespersons** : 28,23% (+ 5,02%)
- **Media role** in which women are the most represented = journalist-TV host : 43,25%



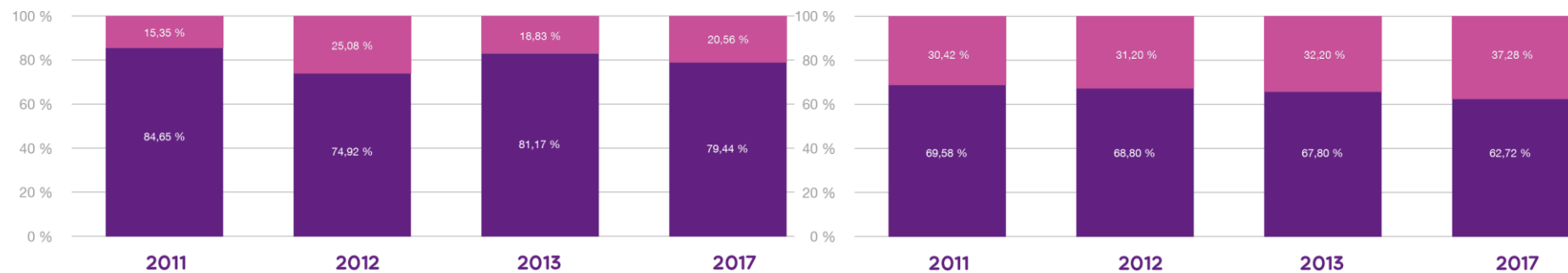
GENDER



Gender breakdown in “expert” media role and information programmes

Expert media
role

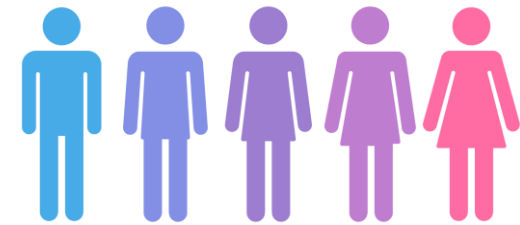
Information
programmes



Men / Women



GENDER



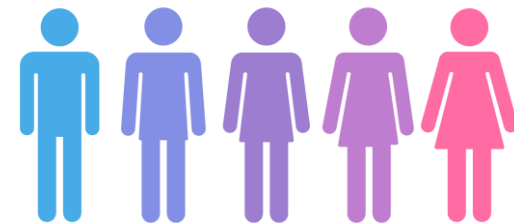
Several results counterbalance these changes :

- a majority of men in every possible media role
- vox populi (39,54%) VS spokesperson (28,23%) or expert (20,56%)
- principal journalist (-7,84%) VS secondary journalist (+9,84%)
- soft news and societal issues
- without mention of identity :
26,94% men VS 39,94% women

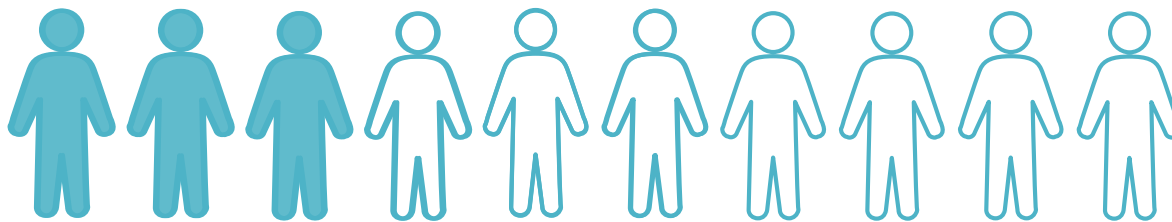
Gender Breakdown according to the media role (2017)								
	Journalist - TV host	Game contestant	Spokesperson	Expert	Vox populi	Walk-on	Fiction character	Total
Men	3.346 56,75%	130 59,36%	2.311 71,77%	846 79,44%	4.484 60,46%	35.088 66,59%	2.103 65,92%	48.308 65,55%
Women	2.550 43,25%	89 40,64%	909 28,23%	219 20,56%	2.932 39,54%	17.608 33,41%	1.087 34,08%	25.394 34,45%
Total	5.896 100,00%	219 100,00%	3.220 100,00%	1.065 100,00%	7.416 100,00%	52.696 100,00%	3.190 100,00%	73.702 100,00%



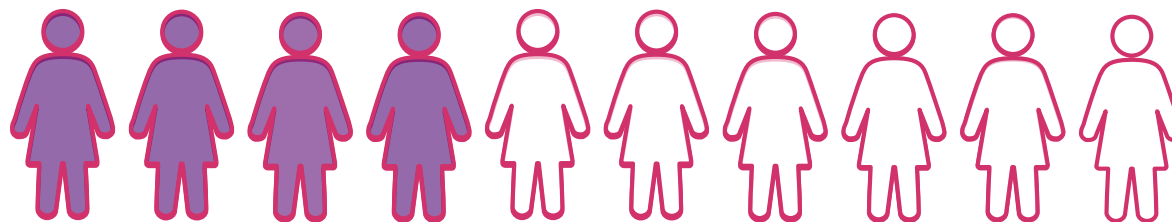
GENDER



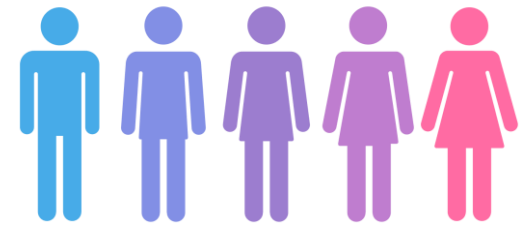
**Speak without any mention of their identity
(first name, last name, profession)**



26,94%



39,94 %



- The stability of numerous results is evidence itself
- It seems urgent to reopen the discussion
- To raise awareness through the whole production and broadcasting audiovisual chain



COMMERCIAL COMMUNICATION



- 22 channels
- 3 days in February and March 2017
- Peak time audience (from 18 to 22 hours)
- 1.723 characters



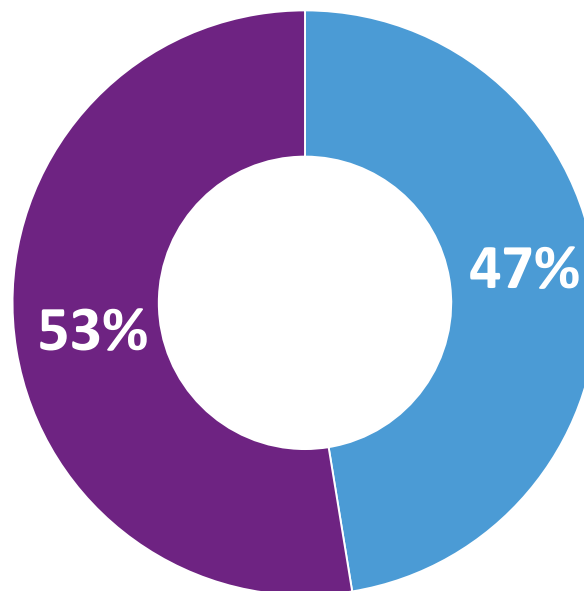
RATIO

Men / Women

1723

CHARACTERS

- 906 men (52,58%) ;
- 817 women (47,42%).



TYPES OF PRODUCTS

- Skincare and beauty : 66% women VS 34% men
 - Fashion : 60% women VS 40% men
 - Pharmaceuticals and para-pharmaceutics : 61% women VS 39% men
 - Household products : 58% women VS 42% men
-
- IT products : 66% men VS 34% women
 - Transport : 67% men VS 33% women
 - Event promotion : 61% men VS 39% women



AGE GROUPS

AGE GROUPS	MEN	WOMEN	TOTAL
≤ 12	101 12,21%	99 13,08%	200 12,63%
13 - 18	34 4,11%	30 3,96%	64 4,04%
19 - 34	330 39,90%	414 54,69%	744 46,97%
35 - 49	246 29,75%	146 19,29%	392 24,75%
50 - 64	81 9,79%	42 5,55%	123 7,77%
≥ 65	35 4,23%	26 3,43%	61 3,85%
TOTAL	827 100%	757 100%	1584 100%



SOCIO-PROFESSIONAL CATEGORIES

> The socio-professional category could be determined for **40,40%** of men (366/906) against **22,40%** of women (183/817).

ACTIVITIES

- > 15,86% of men characters (compared to 9,15% of female characters) are involved in a speaking and/or public activity (camera-related explanations, speaking in public, show on stage...).
- > 17,4% of female characters (compared to 8,16% of male characters) are invested in self-care, child care and family activities, caring for others, housekeeping.



S P E E C H a n d V O I C E S

> 60% of the voices “in” and 60% of the “voice-over” are male voices. Moreover, female voices are more focused than man voices on specific products.

MALE STEREOTYPES



> 196 male characters can be associated with male stereotypes (21,63% of the total number of male characters).

FEMALE STEREOTYPES



> 341 female characters can be associated with female stereotypes (41,74% of the total number of female characters).

- In the commercial communication narrative, characters are often assigned a role based on their gender
- “Anti-stereotypes”, aimed at challenging and transgressing these stereotypical representations, exist but are still few
- By constantly staging and repeating these differences between men and women, the advertising contributes to reinforce them and make them appear “natural”