



Gender Equality & Broadcasting: lessons learned from the EPRA Survey

EAO Workshop on Gender imbalances in the
audiovisual industries

7 December 2018, Strasbourg



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OF
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THE
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OF
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THE
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OF
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Aims of Comparative Report

- Identify **TRENDS** of gender representation & portrayal in broadcasting (on- and off-screen)
- Provide **OVERVIEW** of roles & approaches of AV NRAs
- Raise some **POINTS** for AV regulators to consider



Methodology & time-line

Framework: Bi-annual EPRA WG on Diversity

Project leader: Ofcom UK

Tool: Questionnaire completed by 31 AV regulators

25 May: WG on Gender Representation, Luxembourg

19 June: WG output presentation at 'Digital4Her' event

18 Sept: Final Report launched in Brussels



General Trends emerging from report

DISPARITIES in representation of men and women on- and off-screen

ON - SCREEN:

Less women on screen across a range of genres

More stereotypical and degrading portrayal

OFF – SCREEN:

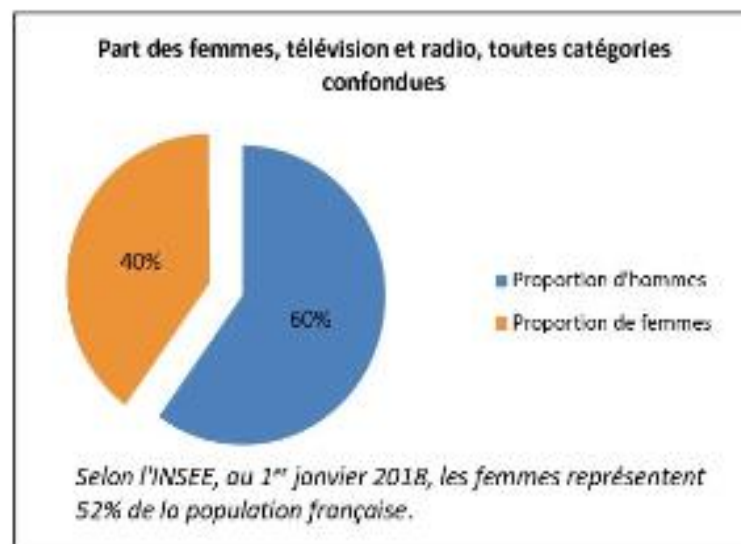
Women under-represented, esp. in senior and/or technical positions



Under-representation of women on screen

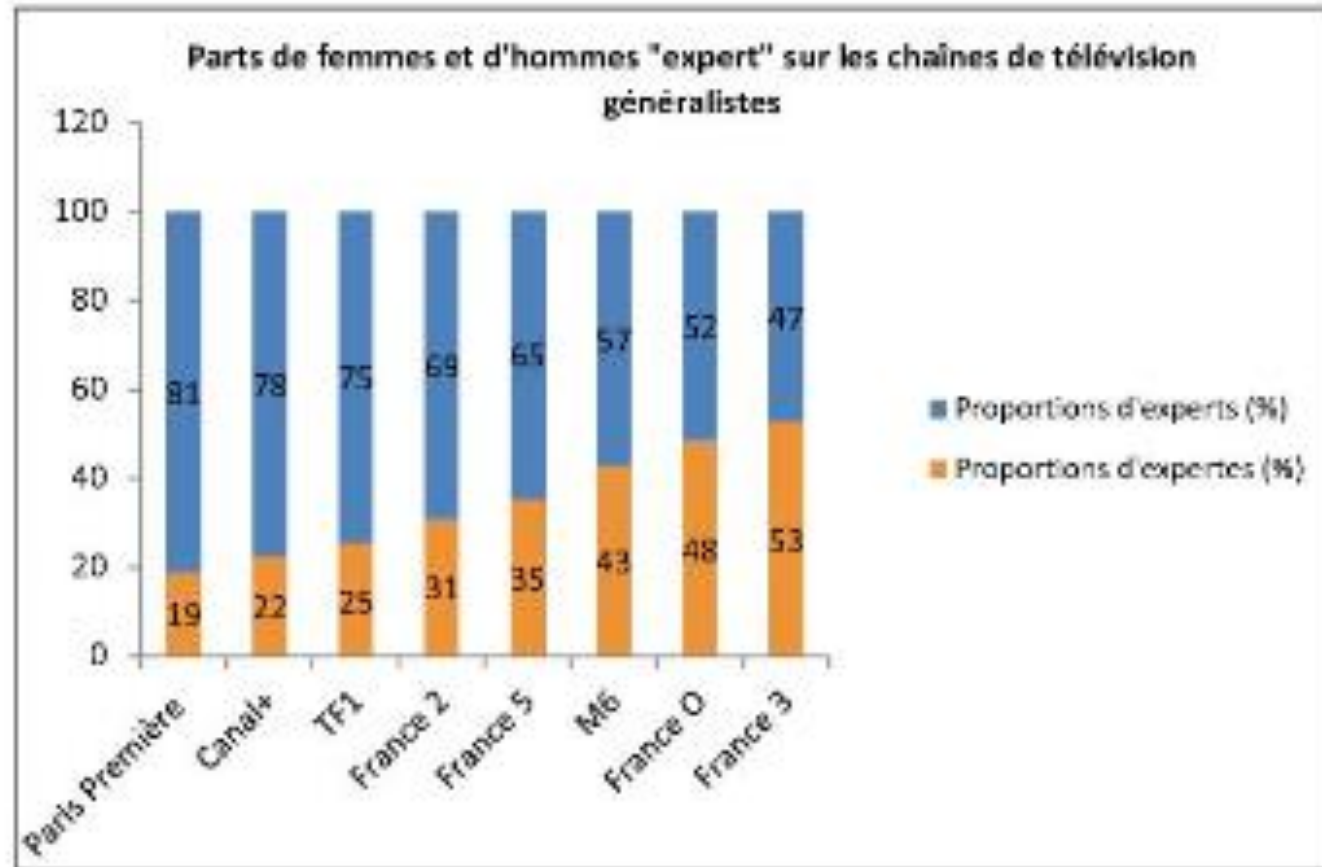


1/ Une présence des femmes en légère hausse sur les antennes - TV et radio confondues - par rapport à 2016 (+2 points)



Genre Ratio of “experts” on generalist TV (FR)

>> Chaînes généralistes



Gender Stereotypes in Advertising



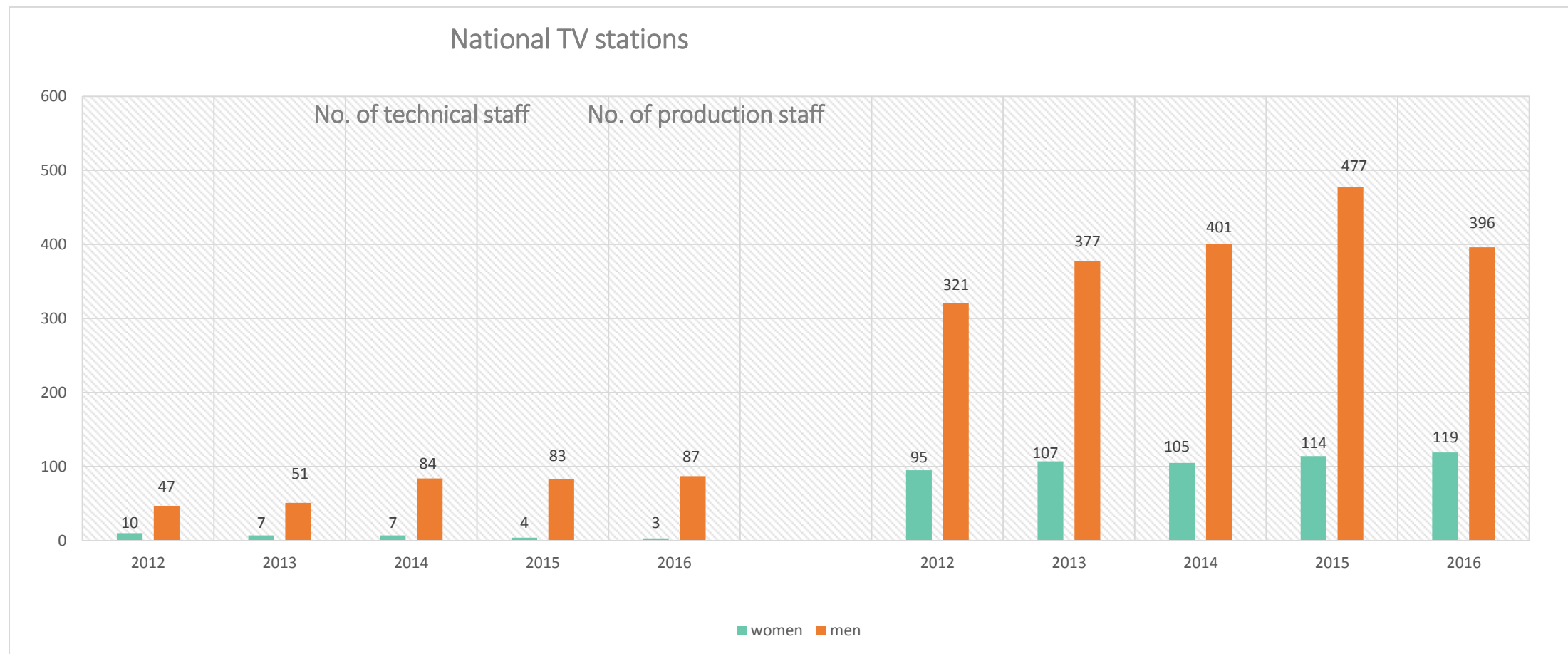
FEMALE STEREOTYPES



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

Source: 'Gender Diversity in the Wallonia-Brussels Federation Television Programmes', Conseil supérieur de l'audiovisuel (CSA), presentation to EPRA, May 2018

Under-representation in technical positions



Technical & production staff in FYR Macedonia split by gender

Source: 'Gender on television', Agency for Audio and Audiovisual Media Services, FYR Macedonia, 2012-2016

Powers of audiovisual regulators

- **Significant differences** in regulatory responsibilities
- **On-screen – off-screen divide**

ON - SCREEN:

General provisions against discrimination applicable (Art. 6 AVMSD)
some NRAs vested with specific, wide-ranging powers: e.g. BE, ES, FR

OFF - SCREEN:

Great majority have no explicit powers

Exceptions: ES, BE, UK

Voluntary proactive engagement of several NRAs (e.g. IE, MK)



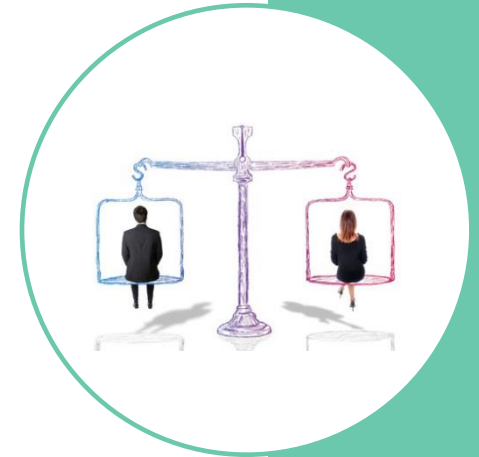
Food for thought I: focus on AV regulators

- **APPETITE & ENERGY** of many NRAs
- **INCREASED STATUTORY COMPETENCES** might help
- Potential for **GREATER COORDINATION & COOPERATION**
- Potential role for **NRA NETWORKS** to support & develop area



Food for thought II: general considerations

- Need for more regular & comprehensive data
- Need for discussions on methodology & data gathering
- CoE Rec. Guidelines helpful as reference
- Link between on-screen/off-screen
- Avoid silo mentality!



THANK YOU!

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www.epra.org

Link to EPRA Gender Report

www.epra.org/attachments/achieving-greater-diversity-in-broadcasting-special-focus-on-gender-comparative-background-paper

