



## Equality between men and women in the sport programmes through audiovisual media services

Spain, Croatia, Andalusia, Catalonia, Morocco, Portugal, Serbia y France

November 2017



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## **Part I: Introduction and objectives of the study.**

## I.I Introduction and background of the study

Physical exercise and sport are human activities closely related to health and rooted in the essential social, educational and cultural values. In 2003, the United Nations Assembly emphasised the importance of sport and physical exercise as a way to promote development and peace<sup>1</sup>. In spite of this, access to sport has been denied to women until the twentieth century, as well as a breeding ground for gender stereotypes and prejudices.

The idea of women practising physical leisure activities and professional sports still collides with both, the old belief that these activities “are not compatible with a female role”<sup>2</sup>, and the traditional social and cultural prejudices about the differences between men and women related to their gender and their capacity to practice sports. Several studies reveal a large list of gender categorizations raised from the Sixties<sup>3</sup> that still fuel discrimination against women and inequality based on gender. Thus, on the one hand, there exist the so-called “male sports” such as football or boxing, associated to power and strength and, on the other hand, those sports requiring more flexibility and agility, such as gymnastics or swimming, therefore known as “female sports”.

Besides, the access of women to sports has been delayed and full of obstacles that, largely, remain unsolved even these days. Sport was created by men and for men as a way of transmitting certain values and physical capacities. Actually, there were no female athletes in the Olympic Games until 1900. For the first time, in the Olympic Games of London 2012 all countries had female representation and in Río de Janeiro 2016 the 45% of athletes were women. However, sexism on social networking and media was present during the whole event<sup>4</sup>.

In the “roadmap” established in 2015 to reach gender equality, the Agenda 2030 for Sustainable Development explicitly recognised that sport is a necessary tool to help women development and improve female empowerment<sup>5</sup>. Given the above, it has been proved the significant impact, the social responsibility and the main role that media has in the fight against gender stereotypes and to ameliorate women visibility. The unequal treatment that the media gives women on sport news and on TV programming is also a tangible and remarkable problem, especially in these days, when social improvements and new policies aimed to guarantee overall equality between men and women are increasingly adopted.

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<sup>1</sup> Link to the resolution of the United Nations Assembly

<sup>2</sup> F Fontayne et al, Effet du genre sur le choix et le rejet des activités physiques et sportives en Éducation Physique et Sportive [www.cairn.info/resume.php](http://www.cairn.info/resume.php) (2002).

<sup>3</sup> Ver Melissa Plaza, Stéréotypes sexués explicites et implicites en contexte sportif. [www/tel.archives-ouvertes.fr](http://tel.archives-ouvertes.fr) (2017).

<sup>4</sup> A study of the University of Cambridge reveals that media act differently when it comes to informing about men or women, and likewise, the response of the internauts is not the same depending on the gender of the subject involved in the news. After analyzing around 160 million words used in the media, blogs and social networking, the study concludes that not only the time dedicated to women is less than the time dedicated to men but also that women still receive denigrating and sexist qualifying.

<sup>5</sup> <http://www.unwomen.org/es/news/in-focus/women-and-sport>

Due to its influence on society, the media and their professionals have a special responsibility when it comes to removing stereotypes and any cause of discrimination and, in the case of sports, contribute to reach inclusive and non-discriminatory standards and models that encourage and increase the wide variety of the sporting activities that exist in a plural society.

The regulatory authorities that carry out their competences over the audio-visual communication services are responsible of driving actions that may contribute to eradicate the inequality, imbalance and stereotypes transmitted by audio-visual contents, especially in those areas that –like sport- have a great media and social impact.

In this regard, the study about “Equality between men and women in the sport programmes through audiovisual media services” conducted by the MNRA is a very relevant step in the world strategy. This study is aimed to promote the equality in the sport since it is the first analyse done about the situation of women in the sport-programming field, which has become a subject of relevance for many regulatory authorities of the Mediterranean area.

Without a doubt, the worrying results of said study should boost the debate and the reflexion about the sport information and programming models that communication service providers are developing under the scope of competence of MNRA authorities. This should lead MNRA members to undertake commitments that may eradicate the stereotypes, prejudices and the poor visibility women have in this area.

## **I.II Historical review**

The project of study about “Equality between men and women in the sport programmes through audio-visual means” is framed within the different initiatives and studies driven by the Group of Work of “Gender and Media” of MNRA. One of the main goals of both the MNRA and the Group of Work is to stress the existence of gender stereotypes and promoting equality between men and women in the audio-visual media services.

The MNRA has elaborated many papers in this regard. For instance, the document titled “To the implementation of the *Declaration of the RIRM for the promotion of gender equality and the fight against gender stereotypes*<sup>6</sup>” which precisely concluded with said Declaration<sup>7</sup> adopted in the Plenary Session XIV of MNRA in November 2012 or, more recently, the “Study about gender stereotypes though adds in the Mediterranean area MNRA<sup>8</sup>”.

With regard to the above, during the 17<sup>th</sup> Plenary Assembly of the MNRA celebrated in Split the 1<sup>st</sup> and 2<sup>nd</sup> of October 2015 the members of the MNRA decided that the Group of Work of Gender and Media had to conduct a new study about how audiovisual media providers treated sport events depending on the gender of the participants.

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<sup>6</sup> [http://www.rirm.org/medias/\\_documents/en/230.2.Brochure.pdf](http://www.rirm.org/medias/_documents/en/230.2.Brochure.pdf)

<sup>7</sup> [http://www.rirm.org/medias/\\_documents/en/209.2.Declaration%20on%20the%20fight%20against%20gender%20setreotypes\\_Lisbon\\_%2023%20November%202012.pdf](http://www.rirm.org/medias/_documents/en/209.2.Declaration%20on%20the%20fight%20against%20gender%20setreotypes_Lisbon_%2023%20November%202012.pdf)

<sup>8</sup> Presented in the Plenary Reunion in Barcelona on November 2016

The Audiovisual Authorities of Croatia (AEM, Agency for Electronic Media) and Spain (CNMC, Comisión Nacional de los Mercados y la Competencia) were in charge of the supervision of the Group of Work. These two Authorities also assumed the presidency and the vice-presidency respectively of the MNRA in 2016. CNMC assumed the presidency in 2017.

In this regard, it must be underlined that this study has created a lot of interest among the members of the MNRA. In fact, only 5 members participated at the beginning of the elaboration process, whereas the number of participating members has increase to 8 now.

### **I.III Objectives of the study**

The present study analyses the presence of women in the sport field. The main objective is to present the reality of genders in the sport information through a study of the most significant public and the private televisions in the Mediterranean countries, in order to promote the dialogue and the reflexion about how sport and gender discrimination are related on the media.

To this end, the study is conducted through a double approach:

- A) On the one hand, the first matter of analysis is the **presence of female sport** on the news and on sports broadcasts
- B) On the other hand, the second topic of analysis is the **presence of women in sports** attending to the speaking time dedicated to the latter in sports news, as well as the role that women have in this area.

The attainment of these two objectives will lead to answer the following questions:

Concerning the presence of female sport on the news:

- 1) Which is the magnitude of female sport when broadcasting a sport event?
- 2) Which is the impact of female sport in the sport news?
- 3) Which are the most broadcasted sports depending on their gender?
- 4) Which are the most relevant sports on the news attending to their gender?

In regard to the speaking time and the role women have on the news:

- 5) Which is the representativeness of women when they appear on the sport news?
- 6) Which is the role women usually have when they intervene actively on sport news?

With these two approaches and taking into account the different realities of the countries of the participating Authorities belong to, it is possible to obtain a more complete image of women in the sports in the Mediterranean countries.

## **Part II: Methodology to analyses pluralism and equality of genders in the sport**

## II.I Scope of the study

In order to elaborate the current study, in the first Working Group meeting hold in Madrid in January 2016, the participating members decided to opt for the CAA methodology, which had already implemented in Andalusia, with the adaptations needed to conduct the present study. The rest of the members accepted this methodology.

Basically, the methodology consist of sizing, on the one hand, the time and number of news of each sport differentiating the data analysed by sport and gender. On the other hand, it is also analysed the speaking time on news and other sport programs by gender.

The details of the methodology used, as well as the scope of the study, are presented in more detail below.

### Sample to be analysed:

- First week of the months of February, March and April 2016.
- Providers: Main general, public and private free-to-air channels. Each regulatory authority must adjust the sample to its possibilities and competences.

### Scope:

- Sport segment of news programmes.
- Sport programmes.

### Objectives:

- Measure the length and number of news items dedicated to each sport.
- Break down the data by men's and women's sports.
- Measure the speaking time and number of times speaking for men and women, including news professionals and talk show panellists.
- Cross-reference the speaking time data by the sex of the speaker and the type of sport.

## II.I Data model

The analysis will be performed at three levels: programme, news item and speaking time, each hierarchically dependent on the previous one.

### 1. Programme

The following fields will be included on this sheet, with one sheet for each programme:

- Channel: Name of the TV channel.
- Scope of the channel:
  - Regional
  - National
- Ownership of the channel:
  - Public
  - Private
- Title of the programme: name given to the programme by the channel.
- Type of programme, with two possible answers:
  - News (sports segment of newscasts)
  - Sports programme
- Start time: programme start time in format DD:MM:YYYY HH:MM:SS
- End time: programme end time in format DD:MM:YYYY HH:MM:SS
- Comments: free field.

#### 1.1. News item

Within each programme analysed, fill out as many sheets as necessary for each of the news items, with the following fields:



- Title of the news item: brief but sufficiently detailed description of the topic covered by the news item.
- Sport: Type of sport being reported on. If the news item refers to several sports, put “several”.
- Start time: news item start time in format DD:MM:YYYY HH:MM:SS
- End time: news item end time in format DD:MM:YYYY HH:MM:SS
- Gender of the players of the sport, with three possible values:
  - Male
  - Female
  - Mixed
- Comments: free field.

#### **1.1.1. Speaking time**

For each news item, fill in as many speaking time sheets as necessary, with the following fields:

- Name of the person: Name of the person speaking, if given by the provider; otherwise put “not available”.
- Sex of the person, with two possible values:
  - Male
  - Female
- Start time: speaking time start time in format DD:MM:YYYY HH:MM:SS.
- End time: speaking time end time in format DD:MM:YYYY HH:MM:SS.
- Role: role of the person speaking, including presenters, reporters, guests or panel members. The values are as follows:
  - Presenter/journalist
  - Guest/panel member
  - Athlete (specify sport/team)
  - Coach (specify sport/team)
  - Manager (specify sport/team)
  - Spectator/fan (specify sport/team)
  - Other (specify)
- Comments: free field.

### **Part III: Synthesis of the results obtained**

### III.I Background and evolution of the study

Following the order dictated by the MNRA in the XV Plenary meeting that took place in Split, the Working group of Gender and Media met in Madrid on January 2016 in order to define the subject of the study and concrete the points that should be analysed. The *Comisión Nacional de los Mercados y la Competencia (CNMC)* of Spain and the *Agency for Electronic Media (AEM)* of Croatia held and coordinated the first meeting and they met with the *Consejo Audiovisual de Andalucía (CAA)*, the *Consejo Audiovisual de Catalonia (CAC)*, and the *Haute Autorité de la Communication Audiovisuelle (HACA)* of Morocco.

In that meeting, the participating members decided to focus on the analysis of two matters: female sports and the role of women in the sport environment. To do so, the CAA proposed a methodology they had already implemented in Andalusia, with the adaptations needed to conduct the present study. The rest of the members accepted this methodology and they sent it to the Group of Work and to the rest of the members of the MNRA with an invitation to participate in the study.

The first Authorities that accepted the invitation were the *Entidade Reguladora para a Comunicação Social (ERC)* of Portugal, and the *Regulatory Authority of Electronic Media (REM)* of Serbia, later.

Subsequently, the *Conseil Supérieur de l'Audiovisuel (CSA)* of France showed its interest in participating in the debates of sport and gender. To do so, the CSA has supplied the main results of its study “*Quatre saisons du sport féminin 2017*” and “*Sport and Télévision: contributions croissées*”.

Taking into account the variety of circumstances that may affect the analyses conducted by said Authorities, it was elaborated a “Brief questionnaire about gender equity in the sport” in order to guarantee a more homogenous approach. This questionnaire synthetizes in eight sections the results of every individual study in order to respond all the issues raised at the beginning described in Section I.III of the present report. The questionnaire is attached as Annex I.

Nevertheless, to give a more accurate vision of the results obtained by each Authority, every Entity had to contribute with a summary of the results obtained under their scope of study. There is a description of these contributions in section IV of the present report under paragraph “Study of every area”.

Before exposing the data obtained, we must stress that the Authorities have presented the summary in different ways and, sometimes, they have treated the same data applying different approaches. However, the results obtained are comparable and the meaning of every one of them is detailed.

Given the above, we have to underline that seven members of the MNRA (CNMC, AEM, CAA, CAC, HACA, ERC and REM) have been closely involved and besides the CSA has participated providing a summary of its results.

As a result, the seven Authorities have altogether analysed **18 channels** and almost **200 hours of programming**. This is, without a doubt, a sample enough representative so that the data of the study can be considered an objective reality about the presence of women in the sport environment in the Mediterranean area.

**Table 01. Channels analysed and number of hours per month**

<b>Autoridad</b>	<b>Número de canales</b>	<b>Febrero</b>	<b>Marzo</b>	<b>Abril</b>	<b>Total</b>
<b>Andalucía</b>	<b>2</b>	<b>4:48:39</b>	<b>6:59:47</b>	<b>6:36:46</b>	<b>18:25:12</b>
<b>Cataluña</b>	<b>1*</b>	<b>1:54:52</b>	<b>1:57:47</b>	<b>2:11:00</b>	<b>6:03:39</b>
<b>Croacia</b>	<b>3</b>	<b>2:12:57</b>	<b>2:29:08</b>	<b>2:28:29</b>	<b>7:10:34</b>
<b>Marruecos</b>	<b>2</b>	<b>10:52:11</b>	<b>11:31:36</b>	<b>11:22:17</b>	<b>33:46:04</b>
<b>Portugal</b>	<b>4</b>	<b>24:09:28</b>	<b>24:48:00</b>	<b>22:22:56</b>	<b>71:20:24</b>
<b>España</b>	<b>5</b>	<b>15:52:57</b>	<b>15:53:42</b>	<b>15:38:16</b>	<b>47:24:55</b>
<b>Serbia</b>	<b>2</b>	<b>5:54:08</b>	<b>4:52:09</b>	<b>5:00:54</b>	<b>15:47:11</b>
<b>Total</b>	<b>18</b>	<b>59:51:04</b>	<b>63:40:00</b>	<b>60:39:44</b>	<b>199:57:59</b>

\* The CAC analysed the sport channel “Sport 3” and the generalist channel “TVE 3”. For the purposes of this comparison, we have only used the results concerning channel “TV3”. Nevertheless, the results about channel “Sport 3” can be found in the “Study of every area”, under section IV of this report.

### III.II Comparative analysis:

#### A) The presence of female sports on the media

In this section, we analyse the presence of female sports on the media taking into account the emissions of sport news and sport events in every area of the study classified by gender.

##### 1. Number / hours of sports broadcasted by gender

This table shows the sport events broadcasted in every area of the study classified by gender. The data is expressed in either number or hours of broadcast.

Authority	Male sports	Female sports	Mixed sports
Andalusia	0	0	0
Catalonia	2:44:51	0:00:00	0:00:00
Croatia	0	0	0
Morocco	4	0	0
Portugal	7	0	0
Spain	8	0	0
Serbia	12	6	0

##### 2. Number and percentage of sport news by gender

These tables show the percentage of the number of sport news and the time dedicated to the news in every area of the study depending on whether the sport in question is male or female.

**Andalusia.** Number and percentage of sport news depending on the gender

Sex	Number	%
Male	719	86,52
Female	58	6,98
Mixed	54	6,50

**Catalonia.** Number and percentage of sport news depending on the gender

Sex	Time (hh:mm:ss)	%
Male	5:22:01	91,5
Female	0:13:50	3,9
Mixed	0:16:11	4,6

**Croatia.** Number and percentage of sport news depending on the gender

Sex	Number	%
Male	320	86
Female	14	3,76
Mixed	37	9,94

**Spain.** Number and percentage of sport news depending on the gender

Sex	Number	%
Male	1.982	98,3
Female	31	1,5
Mixed	3	0,15

**Morocco.** Number and percentage of sport news depending on the gender

Sex	Number	%
Male	2.387	91.98
Female	208	8.02
Mixed	0	0

**Portugal.** Number and percentage of sport news depending on the gender

Sex	Number	%
Male	210	95,45
Female	7	3,18
Mixed	3	1,36

**Serbia.** Number and percentage of sport news depending on the gender

Sex	Number	%
Male	720	82,86
Female	89	10,24
Mixed	60	6,90

### ***3. Distribution of broadcasts classified by sport and gender of the athletes***

The following tables identify the sport broadcasts taking into account the type of sport and the gender of the athletes.

**Catalonia.** Percentage of broadcasts by sport and gender

Sport	%		
	Male	Female	Mixed
Football	100	0	0

**Spain.** Percentage of broadcasts by sport and gender

Sport	Number		
	Male	Female	Mixed
Football	4	0	0
Pelote basque	3	0	0
Motorcycling	1	0	0

**Morocco.** Percentage of broadcasts by sport and gender

Sport	Number		
	Male	Female	Mixed
Football	3	0	0
Box	1	0	0

**Portugal.** Percentage of broadcasts by sport and gender

Sport	Number		
	Male	Female	Mixed
Football	2	0	0
Futsal	2	0	0
Cicling	2	0	0
Kickboxing*	1	0	0

**Serbia.** Percentage of broadcasts by sport and gender

Sport	Number		
	Male	Female	Mixed
Football	2	0	0
Tennis	10	6	0

#### ***4. Distribution of the number of news about sport classified by the type of sport and gender***

This section shows the presence of female sport in the daily news based on the sport and on the gender (male, female or mixed).

**Andalusia.** Number of sport news based on the type of sport and the gender

Sport	Number		
	Male	Female	Mixed
Football	546	1	0
Basket	47	25	3
Golf	3	4	2
Athletics	3	0	17
Tenins	9	8	0
Miscellaneous	7	1	7
Cycling	11	1	0
Badminton	1	3	4
Skiing	0	0	7
Motocycling	7	0	0

Surfing	4	0	2
Handball	6	0	0
Other sports	48	6	12

**Catalonia.** Number of sport news based on the type of sport and the gender

<b>Catalonia</b>			
Sport	% sport news		
	Male	Female	Mixed
Football	99,4	0,6	
Basket	92,1	5,6	2,4
Motor sports	99,0		1,0
Water polo	52,0	48,0	
Athletics	42,7		57,3
Synchronized swimming	--	100	--
Handball	100	--	--
Rugby	100	--	--
Tennis	70,6	29,4	--
Cycling	70,1	11,8	18,2
Winter sports	27,6	12,4	60,0
Hockey	91,8	8,2	--
Indoor football	100	--	--
Golf	100	--	--
Archery	100	--	--
Skating	100	--	--
Equestrian sports	--	--	100
Different sports	--	--	100

**Croatia.** Number of sport news based on the type of sport and the gender

Sport	Number		
	Male	Female	Mixed
Football	168	0	0
Basket	57	2	0
Tennis	26	3	10
Handball	18	0	2
Other sports	51	9	25

**Spain.** Number of sport news based on the type of sport and the gender

<b>SPAIN</b>			
Sport	Number sport news		
	Male	Female	Mixed
American Football	9	0	0
Athletics	6	3	2
Basketball	125	2	0
Boxing	4	0	0
Cycling	9	0	0



Football	1627	1	0
Formula One	49	0	0
Golf	8	0	0
Gymnastics	1	1	0
Handball	12	1	0
Ice hockey	2	0	0
Ice skating	12	0	0
Indoor soccer	12	0	0
Motor racing / Rally	9	0	0
Motorcycling	63	0	0
Mountaineering	0	2	0
Rugby	4	0	0
Skateboarding	2	0	0
Ski	1	1	0
Snowboarding	2	0	0
Surf	3	0	1
Synchronized swimming	0	12	0
Tennis	3	8	0
Triathlon	6	0	0
Waterpolo	5	0	0
Others	8	0	0

**Morocco.** Number of sport news based on the type of sport and the gender

Sport	Number		
	Male	Female	Mixed
Football	1768	50	0
Cycling	114	14	0
Tennis	63	14	0
Basketball	53	6	0
Boxing	53	3	0
Athletics	42	9	0
Taekwondo	31	15	0
Car Race	21	0	0
Handball	21	0	0
Volleyball	11	3	0
Mountain sport	10	11	0
Wrestling	9	3	0
Horse Riding	9	1	0
Motorcycle	8	3	0
Rugby	7	4	0
Ice sports	6	4	0
Surf	5	1	0
Weightlifting	5	0	0
Golf	4	0	0
Kick boxing	2	0	0
Hockey	1	0	0
Canoeing Kayaking	1	0	0

Aviation	1	0	0
Bowling	1	0	0
Others (2)	141	67	0

**Portugal.** Number of sport news based on the type of sport and the gender

Sport	Number		
	Male	Female	Mixed
Football	192	6	0
Futsal	7	0	0
Formula 1	2	0	0
Athletics	2	0	1
American Football	2	0	0
Surf	1	0	0
Table Tennis	1	0	0
Cicling	1	0	0
GT	1	0	0
SBarre	0	1	0
Fitness	0	0	1
Trampoline	1	0	0
Several	0	0	1

**Serbia.** Number of sport news based on the type of sport and the gender

Sport	Number		
	Male	Female	Mixed
Football	287	1	0
Basketball	183	3	0
Tenis	102	56	2
Futsal	46	0	0
Water polo	20	0	0
Volleyball	13	7	0
Handball	12	3	0
Skiing	10	9	0
Formula 1	10	0	0
Athletics	1	5	16
Fencing	0	0	5
Several	36	5	37

##### **5. Distribution of the amount of news and broadcasts of male categories by sport**

**Andalusia.** Distribution of the amount of news and broadcasts of male categories by sport

In this case, Andalusia did not identify any piece of news or broadcasting within the scope of the study

Sport	Number	
	News	Broadcast
Football	546	0
Basket	47	0
Golf	3	0
Athletics	3	0
Tennis	9	0
Miscellaneous	7	0
Cycling	11	0
Badminton	1	0
Skiing	0	0
Motocycling	7	0
Surfing	4	0
Handball	6	0
Other sports	48	0

**Catalonia.** Distribution of the amount of news and broadcasts of male categories by sport

Sport	%	
	News	Broadcast
Football	76,8	100
Basket	8,2	0
Motor sports	7,1	0
Handball	1,4	0
Rugby	1,3	0
Water polo	1,0	0
Hockey	0,9	0
Tennis	0,8	0
Athletics	0,8	0
Cycling	0,7	0
Indoor football	0,3	0
Winter sports	0,3	0
Golf	0,2	0
Archery	0,2	0
Skating	0,2	0

**Croatia.** Distribution of the amount of news and broadcasts of male categories by sport

In this case, Croatia did not identify any piece of news or broadcasting within the scope of the study.

Sport	Number	
	News	Broadcast
Football	168	0
Basket	57	0
Tennis	26	0
Handball	18	0
Other sports	51	0

**Spain.** Distribution of the amount of news and broadcasts of male categories by sport

Sport	Number	
	News	Broadcast
American Football	9	0
Athletics	6	0
Basketball	125	0
Boxing	4	0
Cycling	9	0
Football	1627	4
Formula One	49	0
Golf	8	0
Gymnastics	1	0
Handball	12	0
Ice hockey	2	0
Ice skating	12	0
Indoor soccer	12	0
Motor racing / Rally	9	0
Motorcycling	63	1
Mountaineering	0	0
Rugby	4	0
Skateboarding	2	0
Ski	1	0
Snowboarding	2	0
Surf	3	0
Synchronized swimming	0	0
Tennis	3	0
Triatlon	6	0
Waterpolo	5	0
Others	8	3

**Morocco.** Distribution of the amount of news and broadcasts of male categories by sport

Sport	Number	
	News	Broadcast
Football	1768	3
Cycling	114	0
Tennis	63	0
Basketball	53	0
Boxing	53	1
Athletics	42	0
Taekwondo	31	0
Car Race	21	0
Handball	21	0
Volleyball	11	0
Mountain sport	10	0
Wrestling	9	0
Horse Riding	9	0

Motorcycle	8	0
Rugby	7	0
Ice sports	6	0
Surf	5	0
Weightlifting	5	0
Golf	4	0
Kick boxing	2	0
Hockey	1	0
Canoeing Kayaking	1	0
Aviation	1	0
Bowling	1	0
Others (2)	141	0

**Portugal.** Distribution of the amount of news and broadcasts of male categories by sport

Sport	Number	
	News	Broadcast
Football	192	2
Futsal	7	2
Formula 1	2	0
Athletics	2	0
American Football	2	0
Surf	1	0
Table Tennis	1	0
Cicling	1	2
GT	1	0
Trampoline	1	0

**Serbia.** Distribution of the amount of news and broadcasts of male categories by sport

Sport	Number	
	News	Broadcast
Football	287	2
Basketball	183	0
Tennis	102	10
Futsal	46	0
Water polo	20	0
Volleyball	13	0
Handball	12	0
Skiing	10	0
Formula 1	10	0
Other sports	37	0

**6. Distribution of the amount of news and broadcasts of female categories by sport**

**Andalusia.** Distribution of the amount of news and broadcasts of female categories by sport

Sport	Number	
	News	Broadcast
Basket	25	0
Football	10	0
Tennis	8	0
Golf	4	0
Badminton	3	0
Ice skating	1	0
Shooting	1	0
Cycling	1	0
Mountain climbing	1	0
Water polo	1	0
Miscellaneous	1	0
Synchronized swimming	1	0
Swimming	1	0

**Catalonia.** Distribution of the amount of news and broadcasts of female categories by sport

Sport	%	
	News	Broadcast
Synchronized swimming	40,7	0
Water polo	22,0	0
Basket	11,6	0
Football	10,6	0
Tennis	7,8	0
Winter sports	2,8	0
Cycling	2,7	0
Hockey	1,8	0

**Croatia.** Distribution of the amount of news and broadcasts of female categories by sport

Sport	Number	
	News	Broadcast
Basket	2	0
Tenis	3	0
Other sports	9	0

**Spain.** Distribution of the amount of news and broadcasts of female categories by sport

Sport	Number	
	Female	Broadcast
Athletics	3	0
Basketball	2	0
Football	1	0

Gymnastics	1	0
Handball	1	0
Mountaineering	2	0
Ski	1	0
Synchronized swimming	12	0
Tennis	8	0

**Morocco.** Distribution of the amount of news and broadcasts of female categories by sport

Sport	Number	
	News	Broadcast
Football	50	0
Taekwondo	15	0
Tennis	14	0
Cycling	14	0
Mountain sport	11	0
Athletics	9	0
Basketball	6	0
Rugby	4	0
Ice sports	4	0
Wrestling	3	0
Motorcycle	3	0
Volleyball	3	0
Boxing	3	0
Horse Riding	1	0
Surf	1	0
Others (2)	67	0

**Portugal.** Distribution of the amount of news and broadcasts of female categories by sport

Sport	Number	
	News	Broadcast
Football	6	0
S.Barre	1	0

**Serbia.** Distribution of the amount of news and broadcasts of female categories by sport

Sport	Number	
	News	Broadcast
Tennis	56	6
Skiing	9	0
Volleyball	7	0
Athletics	5	0
Basketball	3	0
Handball	3	0
Other sports	6	0

## B). Presence of women in the sports in the media

This section analyses the presence of women in the sport through a double approach: firstly, by quantifying the speaking time dedicated to women in the sport news and, secondly, by quantifying the role women have in those interventions.

### 7. Distribution of speaking time or presence in sport news by gender

**Andalusia.** Speaking time in the sport news by gender

Gender	Speaking time	
	Time (hh:mm:ss)	%
Male	16:19:57	95,73
Female	0:43:41	4,27

**Catalonia.** Speaking time in the sport news by gender

Gender	Speaking time	
	Time (hh:mm:ss)	%
Male	1:03:03	97,5
Female	0:01:36	2,5

**Croatia.** Speaking time in the sport news by gender

Gender	Speaking time	
	Time (hh:mm:ss)	%
Male	5:28:11	94,48
Female	0:19:11	5,52

**Spain.** Speaking time in the sport news by gender

Gender	Speaking time	
	Time (hh:mm:ss)	%
Male	12:13:41	98,3
Female	0:57:27	1,5

**Morocco.** Speaking time in the sport news by gender

Gender	Speaking time	
	Time (hh:mm:ss)	%
Male	26:47:05	92.65
Female	02:07:33	7.35



**Portugal.** Speaking time in the sport news by gender

Gender	Speaking time	
	Time (hh:mm:ss)	%
Male	01:17:39	76,52%
Female	00:23:50	23,48%

**Serbia.** Speaking time in the sport news by gender

Gender	Speaking time	
	Time (hh:mm:ss)	%
Male	12:00:25	76,23
Female	3:44:38	23,77

**8. Distribution by role and gender of the speaking time dedicated to the person involved.**

**Andalusia.** Speaking time on the sport news by role and sex

Role	Speaking time			
	Time	%	Time	%
	Male		Female	
Presenter/journalist	11:15:01	95,56	0:31:22	4,44
Coach	2:08:50	99,77	0:00:18	0,23
Athlete	1:09:06	94,42	0:04:05	5,58
Manager	0:11:04	68,10	0:05:11	31,90
Doctors	0:09:42	100,00	0	0
Spectator/fan	0:00:33	44,00	0:00:42	56,00
Others	1:25:27	98,09	0:01:40	1,91

**Catalonia.** Speaking time on the sport news by role and sex

Role	Speaking time			
	Time	%	Time	%
	Male		Female	
Coach	0:27:52	99,3	0:00:11	0,7
Athlete	0:22:58	97,9	0:00:29	2,1
Spectator/fan	0:04:58	85,9	0:00:49	14,1
Manager	0:03:30	100	0	0
Economic role	0:01:16	100	0	0
Experts	0:01:02	100	0	0
Journalist	0:00:47	87,0	0:00:07	13,0
Medical assistant	0:00:39	100	0	0
Politician	0:00:01	100	0	0

**Croatia.** Speaking time on the sport news by role and sex

Role	Speaking time			
	Time	%	Time	%
	Male		Female	
Presenter/journalist	4:16:49	61,77	0:48:19	11,62
Coach	0:38:59	9,38	0:00:08	0,03
Athlete	0:40:37	9,77	0:03:01	0,73
Manager	0:16:40	4,01	0:00:34	0,14
Others	0:08:21	2,01	0:02:18	0,55

**Spain.** Speaking time on the sport news by role and sex

Role	Speaking time			
	Time	%	Time	%
	Male		Female	
Presenter/journalist	05:02:08	41,2	0:04:22	7,3
Coach	0:46:54	6,4	0:00:00	0
Athlete	2:44:29	22,4	0:02:55	5,2
Manager	0:17:20	2,4	0:00:00	0
Doctors	0:01:52	0,2	0:01:26	2,1
Spectator/fan	00:27:11	3,7	0:04:16	7,3
Others	0:32:54	4,5	0:00:49	1

**Morocco.** Speaking time on the sport news by role and sex

Role	Speaking time			
	Time	%	Time	%
	Male		Female	
Presenter/journalist	17:12:35	64,25	1:08:40	53,83
Coach	1:08:32	4,26	00:00:00	0
Retired sportsman or sportswoman	0:59:29	3,70	00:00:00	0
Manager	0:39:42	2,47	0:15:26	12,10
Athlete	0:38:19	2,38	0:34:24	26,97
Political personality	0:15:46	0,99	00:00:00	0
Supporter	0:06:07	0,38	0:00:16	0,21
Referee	0:00:15	0,02	0:02:10	1,70
Others	5:46:20	21,55	0:06:37	5,19

**Portugal.** Speaking time on the sport news by role and sex

Role	Speaking time			
	Time	%	Time	%
	Male		Female	
Presenter/journalist	00:53:25	71,97	00:20:48	28,03
Guest/panel member	00:00:59	100	0	0
Coach	00:14:56	93,63	00:01:01	6,37
Athlete	00:03:24	72,08	00:01:19	27,92
Manager	00:02:26	100	0	0
Doctors	0	0	0	0

Spectator/fan	00:01:26	87,76	00:00:12	12,24
Others	00:01:04	68,09	00:00:30	31,91

**Serbia.** Speaking time on the sport news by role and sex

Role	Speaking time			
	Time	%	Time	%
	Male		Female	
Presenter/ journalist	9:30:22	73,06	3:30:17	26,94
Coach	0:53:42	95,33	0:02:38	4,67
Athlete	1:09:08	86,11	0:11:09	13,89
Manager	0:12:52	100	0	0
Politician	0:09:57	100	0	0
Former player	0:02:58	88,12	0:00:24	11,88
Spectator/fan	0	0	0:00:10	100
Others	0:01:26	100	0	0

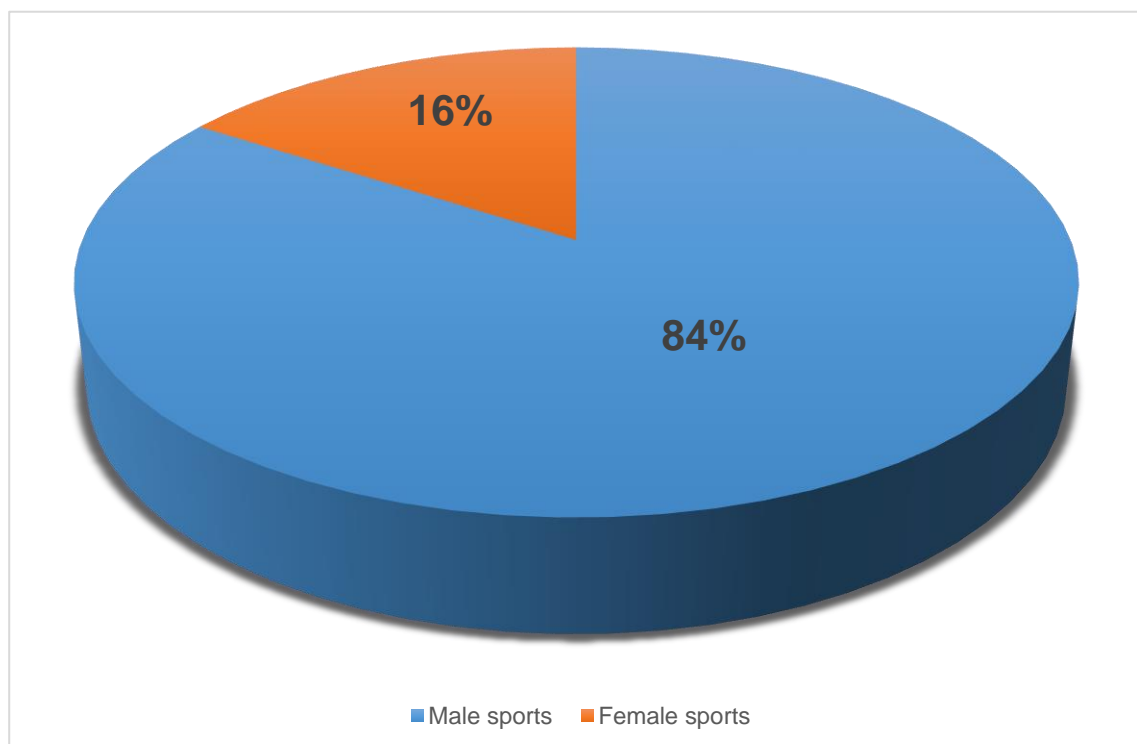
### III.III Synthesis of the study

As we stressed at the beginning of this Report, the objective of the study is to analyse, in general terms, the presence of women in the sport and, more specifically, the presence of female sport on the media. To this end, we raised several questions at the beginning to which we will respond in the following paragraphs.

#### 1) Which is the magnitude of female sport when broadcasting a sport event?

According to the data obtained by the authorities participating in this study, we can observe that the proportion of female sport events broadcasted reached the 16% of the total whilst male sport events reached the 84%. Hence, there is a high contrast between both results.

Chart 1. Distribution of the sport events broadcasted by gender

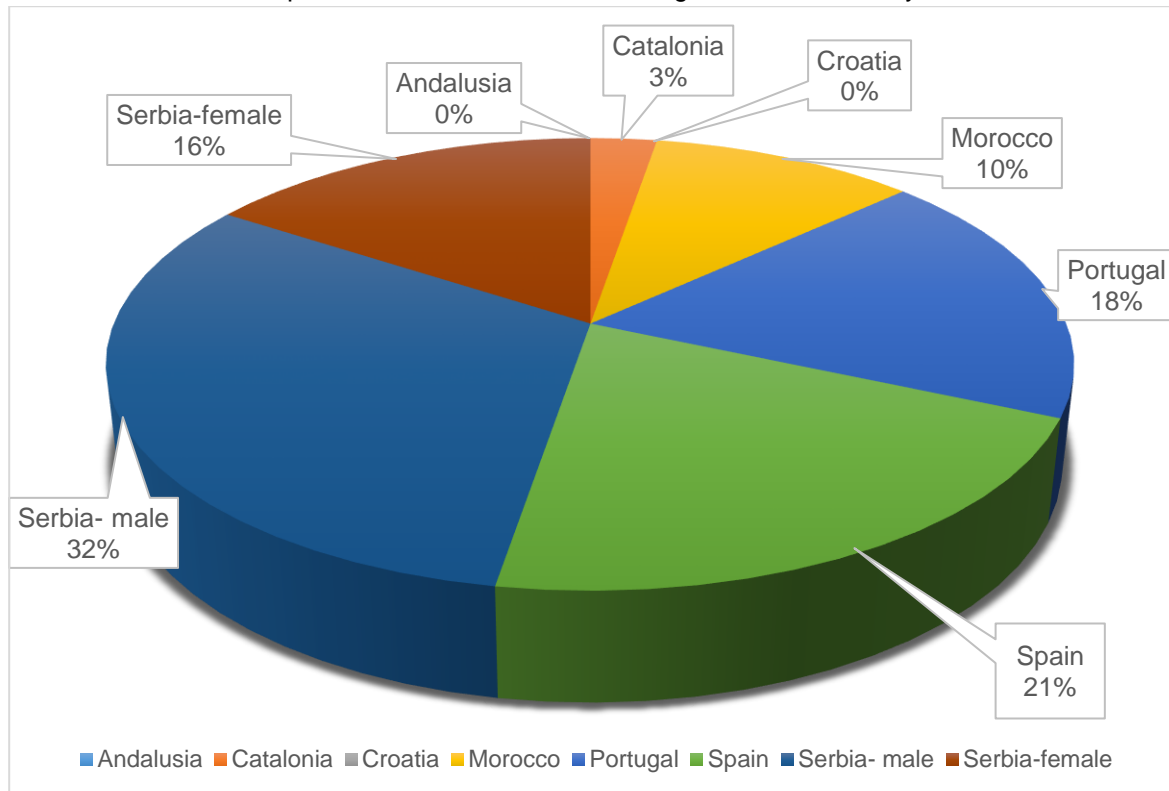


These percentages are not homogeneous because the broadcasting of female sport events is concentrated in a sole area of study, in Serbia, while there were no more female sport events broadcasts in any other area during the elaboration of the study.

Serbia was the country that broadcasted the highest number of sport events. More specifically, this category of events constituted the 48% of the total, which in turn, is subdivided in the 32% which correspond to the male sports, and the 16% corresponding to the female sports. On the second place, we have Spain with the 21% and, on the third place, Morocco with the 18%.

Finally, it must be underlined that the Authorities of Andalusia and Croatia did not identify any broadcast about any kind of sport event (neither female nor male).

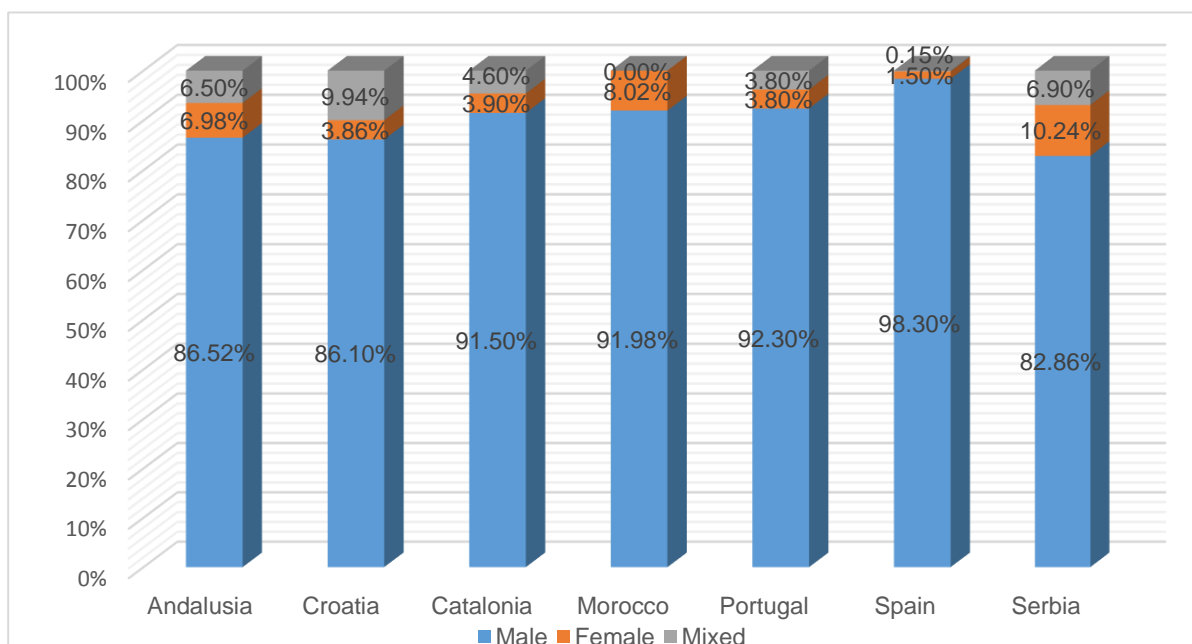
Chart 2. Distribution of sport events broadcasts based of gender and authority



## 2) Which is the impact of female sport in the sport news?

According to the sport news broadcasted in the scope of the study, we can observe the presence of female sport is minimal. The fact that, regardless of the field of study, female sports do not exceed 11% of the sports news broadcasted is very significant. Needless to stress that there is a clear preponderance of male sports in this area, which reaches the 82%.

Chart 3. Percentage of number/time of sport news by gender



The scope of analysis where female sport news are less relevant is Spain, with a 1.50%, followed by Portugal, with a 3.80% and Croatia, with a 3.86%.

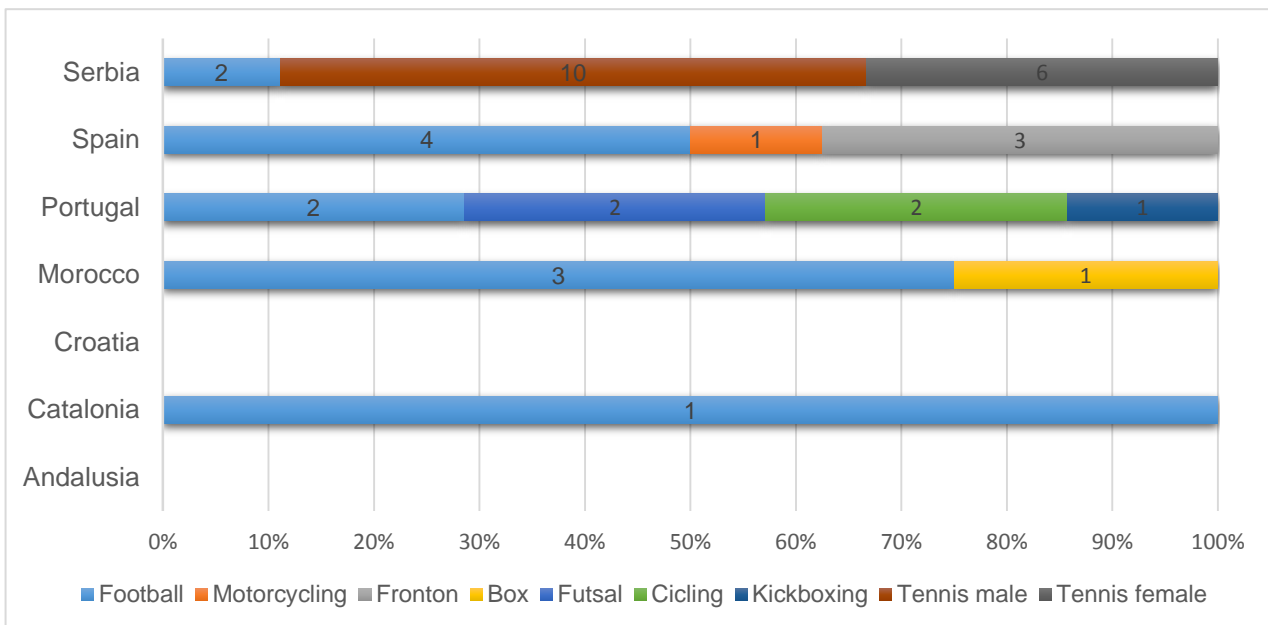
Conversely, female sport news have a higher relevance in Serbia, Morocco and Andalusia, with a 10.24%, 8.02% and 6.98%, respectively.

### 3) Which are the most broadcasted sports depending on their gender?

The analysis of the sport events depending on the gender has revealed very different results because only Serbia broadcasted some female sport event. Thus, female sport events broadcasted reached the 30% of the total of broadcasts in that field. Nevertheless, in general terms, it only represents the 15.78% of the total number of sport events broadcasted within the period of analysis for all the participating members.

In terms of pluralism, Portugal broadcasted four different disciplines of sport and, thus, became the scope of the study with the highest variety of sport categories. Spain followed Portugal with three different categories of sports broadcasted although all of them were about male sports.

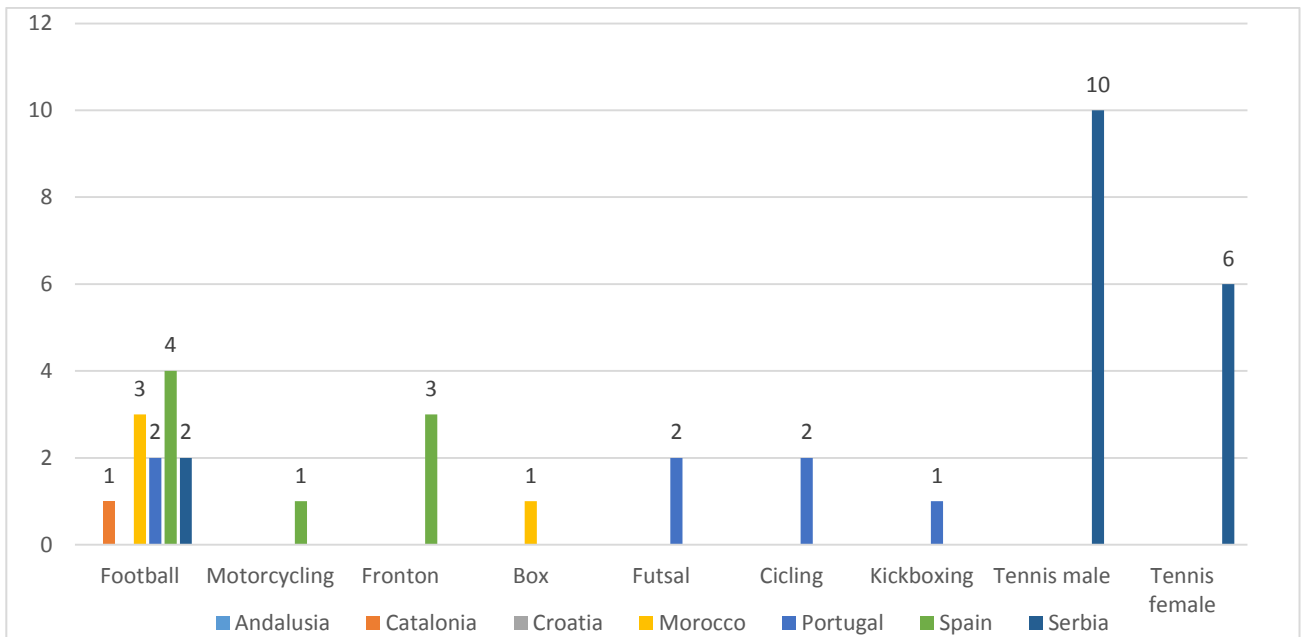
Chart 4. Distribution of sports broadcasted classified by Authority and gender



In general, the most broadcasted sport during the period of analysis was tennis, with 16 broadcasts of which 10 were about male categories and 6 were about female categories. However, this sport was only broadcasted in one field of the study, Serbia.

Regarding both gender and category of sport, football in its male category is the most broadcasted sport. In total, twelve events of this type were broadcasted in the set of fields of study.

Chart 5. Distribution of broadcasted sport events attending the gender and the category of sport



#### 4) Which are the most relevant sports on the news attending to their gender?

In comparison, attending to the gender of those sports with more relevance in the media, we observe that female sport has a very low presence. Sports in this gender category normally have a low rate of broadcastings and they are usually included in the residual category of “Others”.

Conversely, the main part of sport news focus on male sports, especially on football, which is the most broadcasted sport in all the fields of study.

Chart 6. Distribution of sport news attending to the type of sport and the gender category

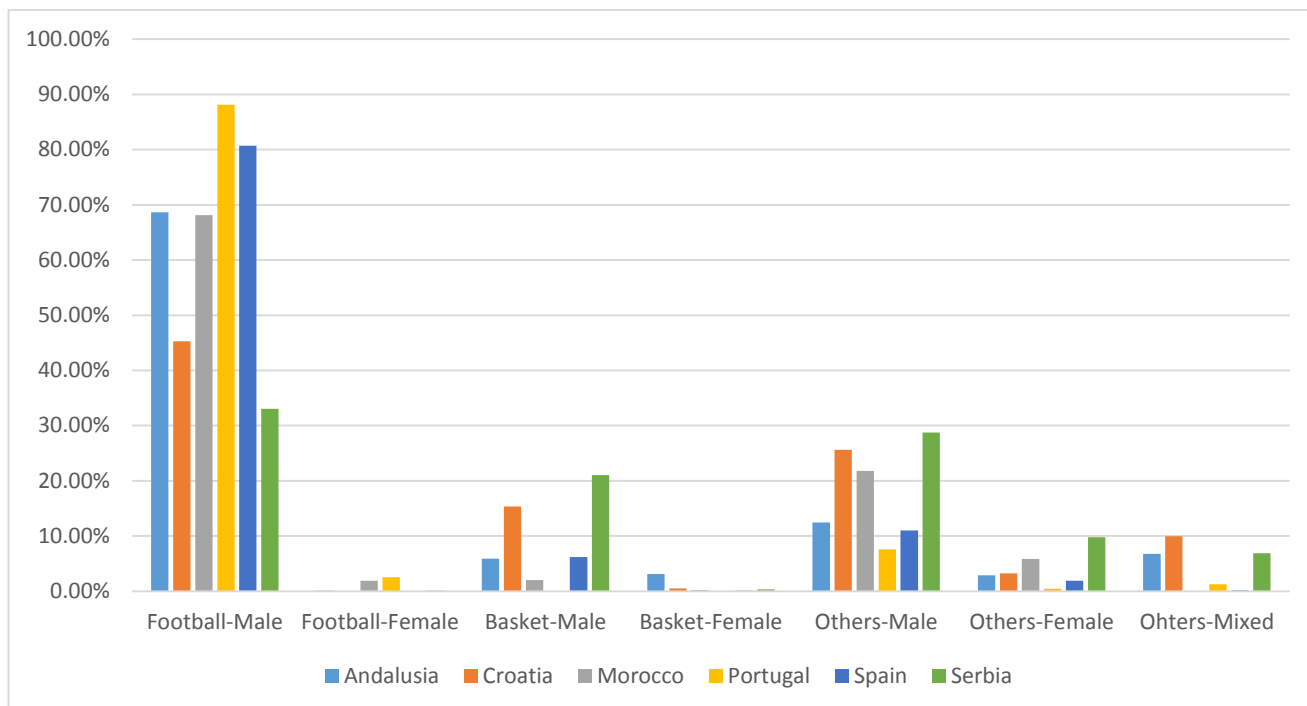


Table 1. Percentage of sport news added by each member of the MNRA by type of sport and gender category.

Sport/gender	Andalusia	Croatia	Morocco	Portugal	Spain	Serbia
Football-Male	68,67%	45,28%	68,13%	88,13%	80,70%	33,02%
Football-Female	0,12%	0,00%	1,92%	2,54%	0,00%	0,11%
Basket-Male	5,91%	15,36%	2,04%	0,00%	6,20%	21,05%
Basket-Female	3,14%	0,53%	0,23%	0,00%	0,09%	0,34%
Others-Male	12,45%	25,60%	21,81%	7,6%	11,00%	28,76%
Others-Female	2,89%	3,23%	5,85%	0,42%	1,87%	9,78%
Others-Mixed	6,79%	9,97%	0,00%	1.27%	0,14%	6,90%

The following table shows the representability of each sport depending on the gender in each one of the fields of study.



Chart 7. **Andalusia.** Data classified by sport and gender of the sport news

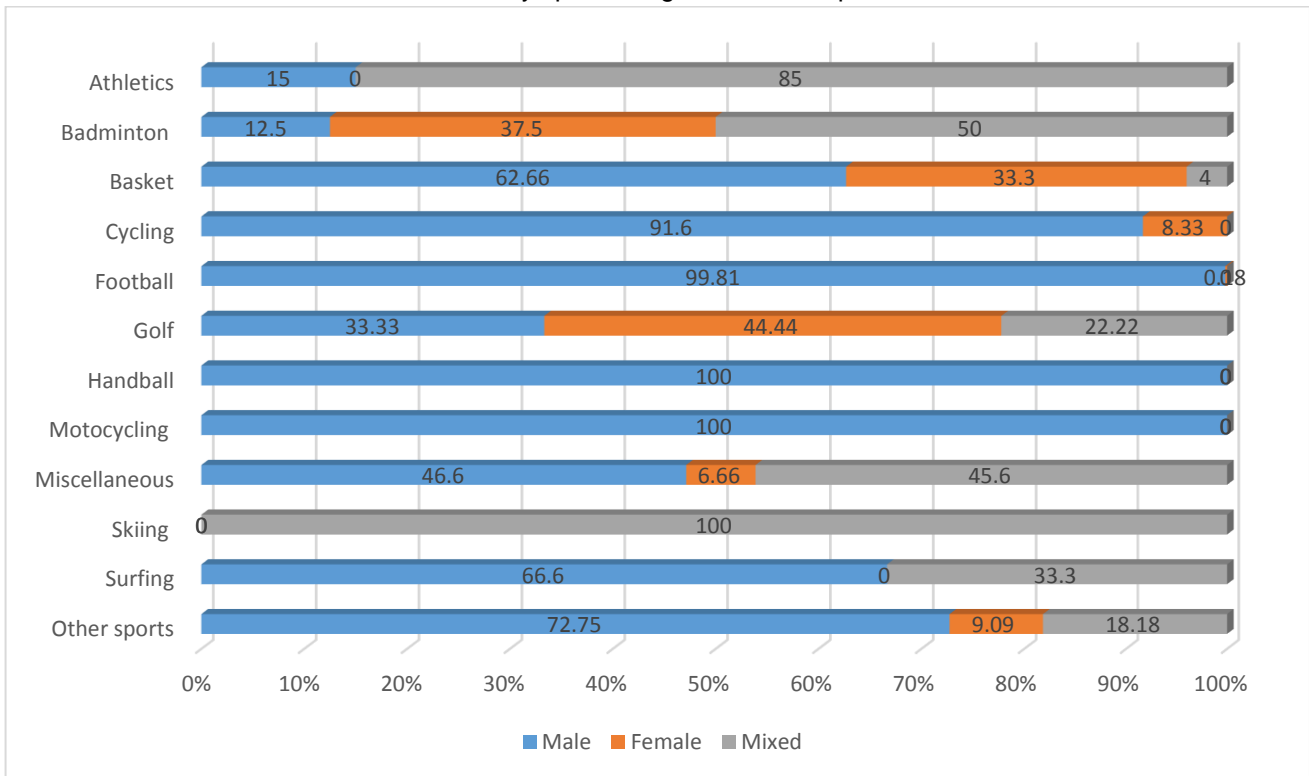


Chart 8. **Catalonia.** Data classified by sport and gender of the sport news

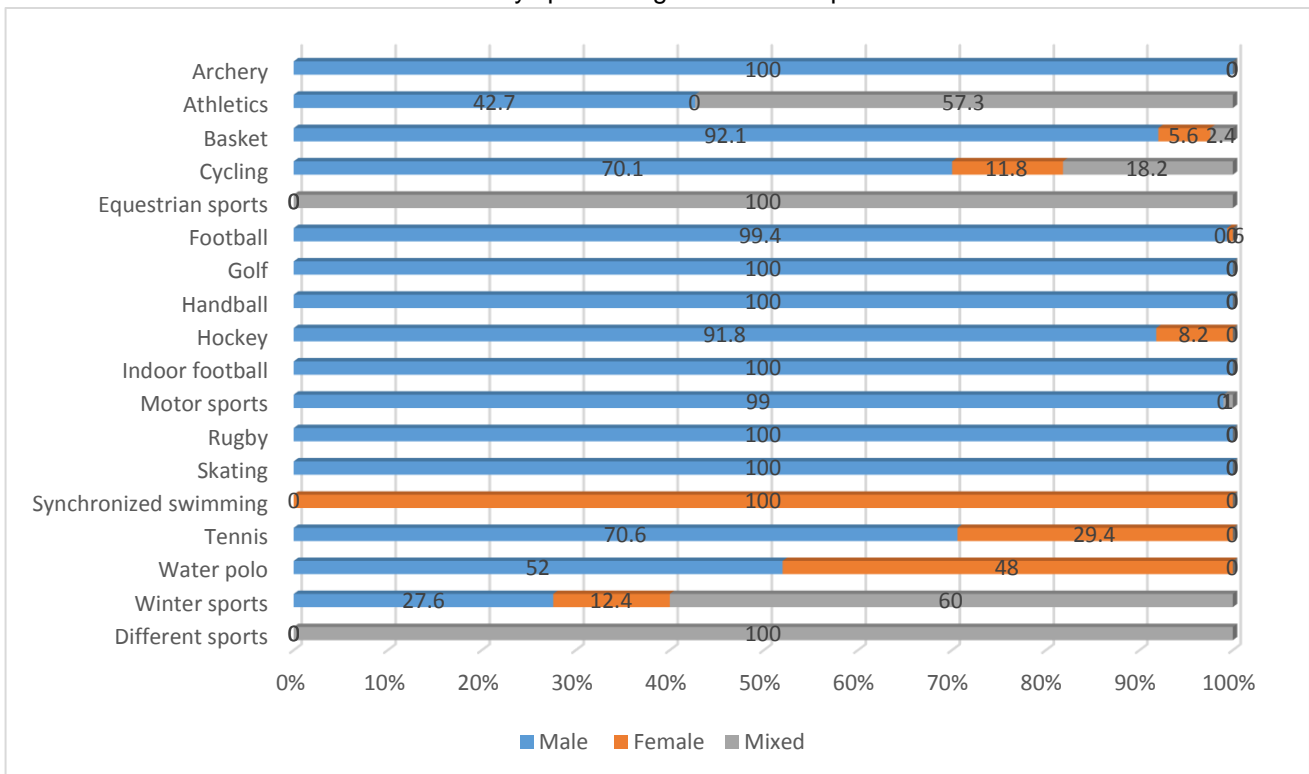


Chart 9. **Croatia.** Data classified by sport and gender of the sport news

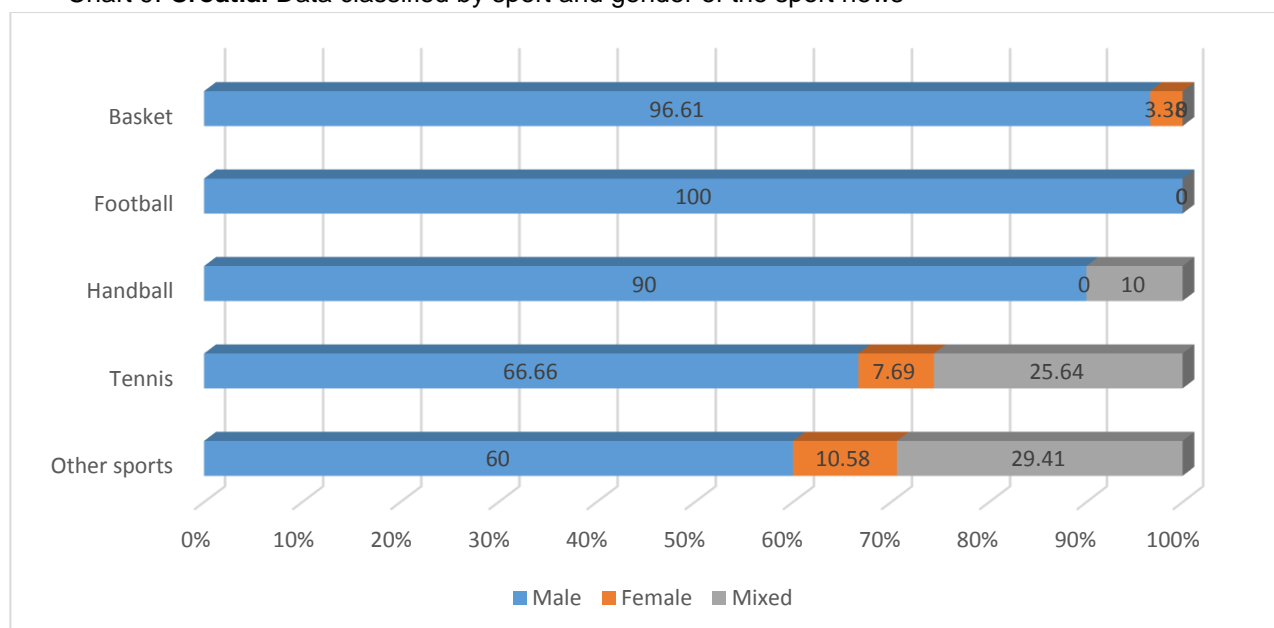


Chart 10. **Spain.** Data classified by sport and gender of the sport news

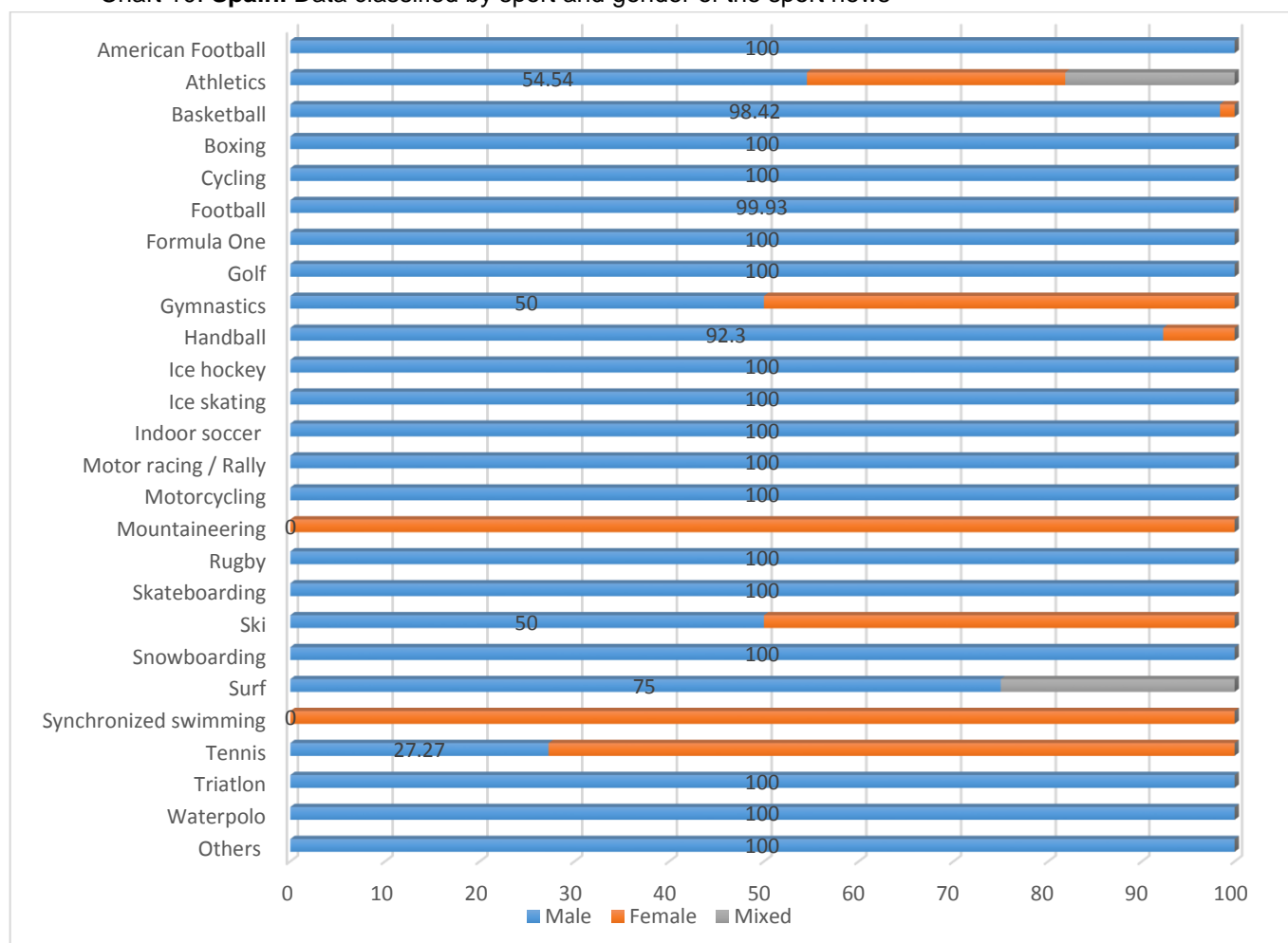


Chart 11. **Morocco.** Data classified by sport and gender of the sport news

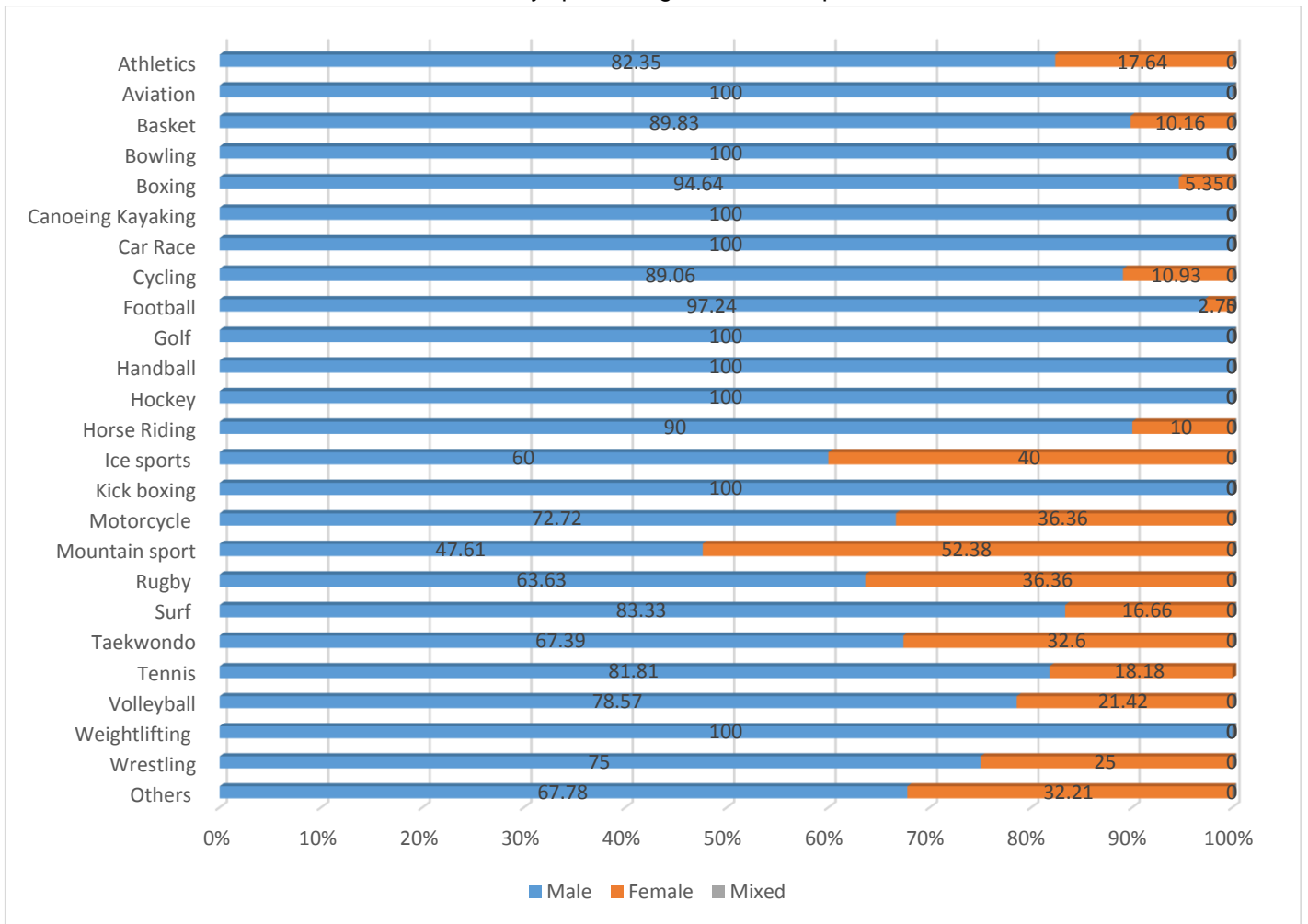


Chart 12. **Portugal.** Data classified by sport and gender of the sport news

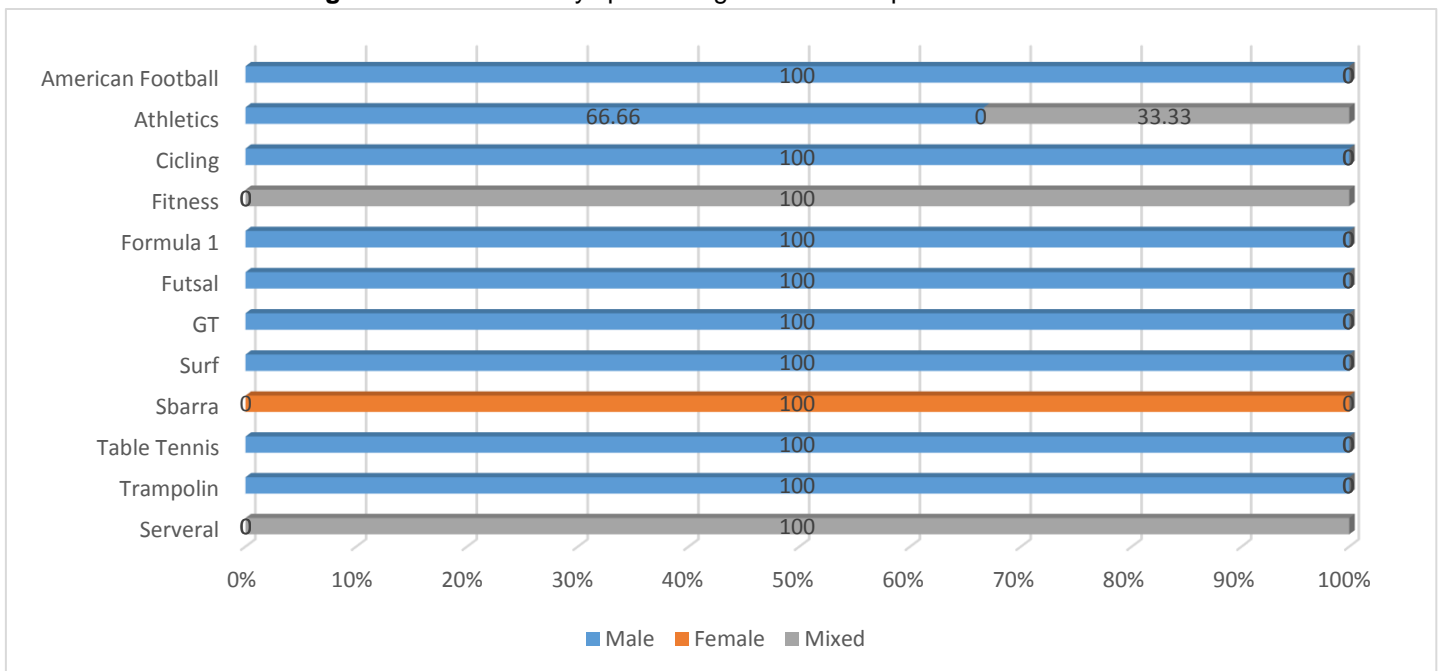
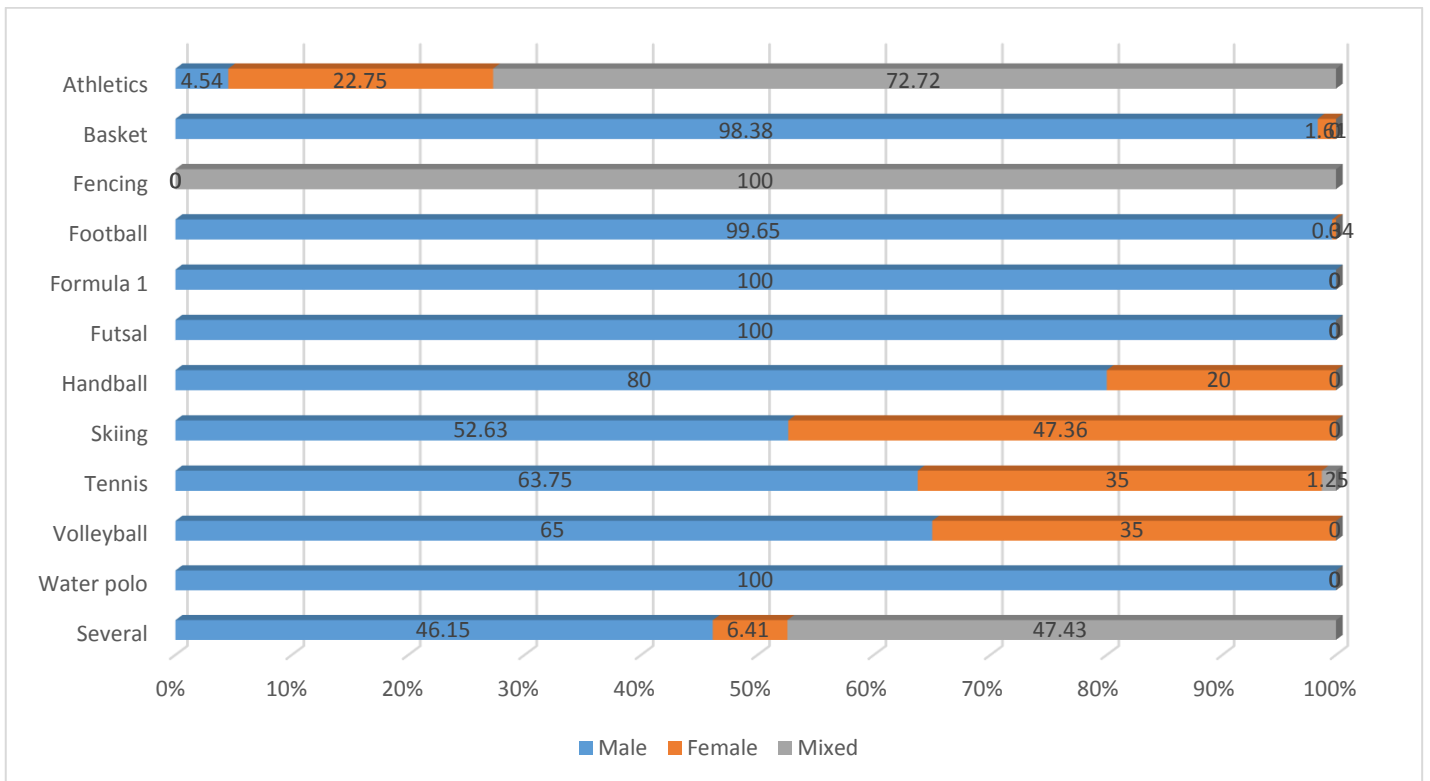


Chart 13. **Serbia.** Data classified by sport and gender of the sport news

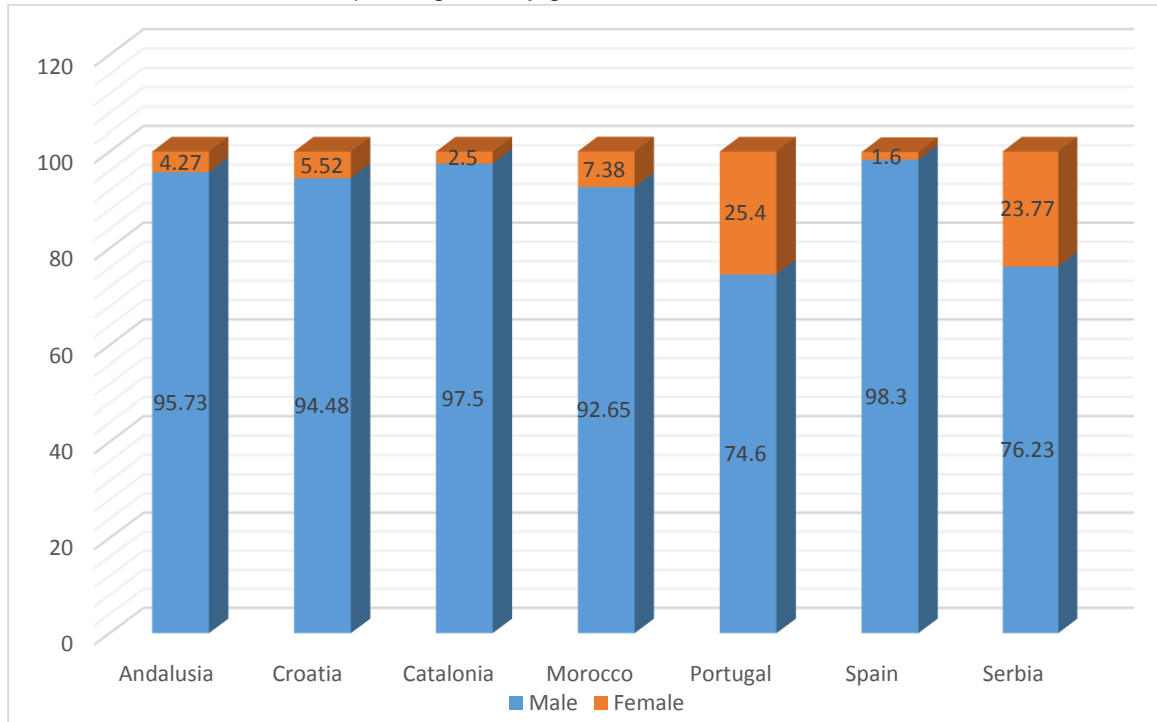


##### 5) Which is the representativeness of women when they appear on the sport news?

In relation with the distribution of the speaking time of the sport news by gender, we observe the low presence of women in this field. However, Portugal and Serbia should be excluded of this affirmation as in these two fields of study the presence of women is around the 25%.

As for the rest of fields, the presence of women as an active subject in sport information is about the 10%.

Chart 14. Distribution of the speaking time by gender



#### 6) Which is the role women usually have when they intervene actively on sport news?

Finally, as for the distribution of speaking time attending to the role and the gender of the person intervening in the sport news, the analysis of the data supplied with the different Authorities has been done through a triple approach. To this end, we take into account the main roles of the study (Host/Journalist, Coach, Athlete and Spectator/Fan).

Thus, on the one hand, certain Authorities such as Andalusia, Catalonia, Portugal and Serbia have analysed each category/role first, distinguishing the total speaking time by gender secondly.

This way, as we can observe in figure 15, the speaking time of women on the sport news is very low and is mainly focus on the role of spectators and fans, followed by the role of journalist. On the contrary, the speaking time of men is majoritarian in all the roles of the study, in the role of couch and athlete, for instance.

The following figures show the analysis of the speaking time of each category by gender.

Chart 15. Distribution of the speaking time of each category by gender

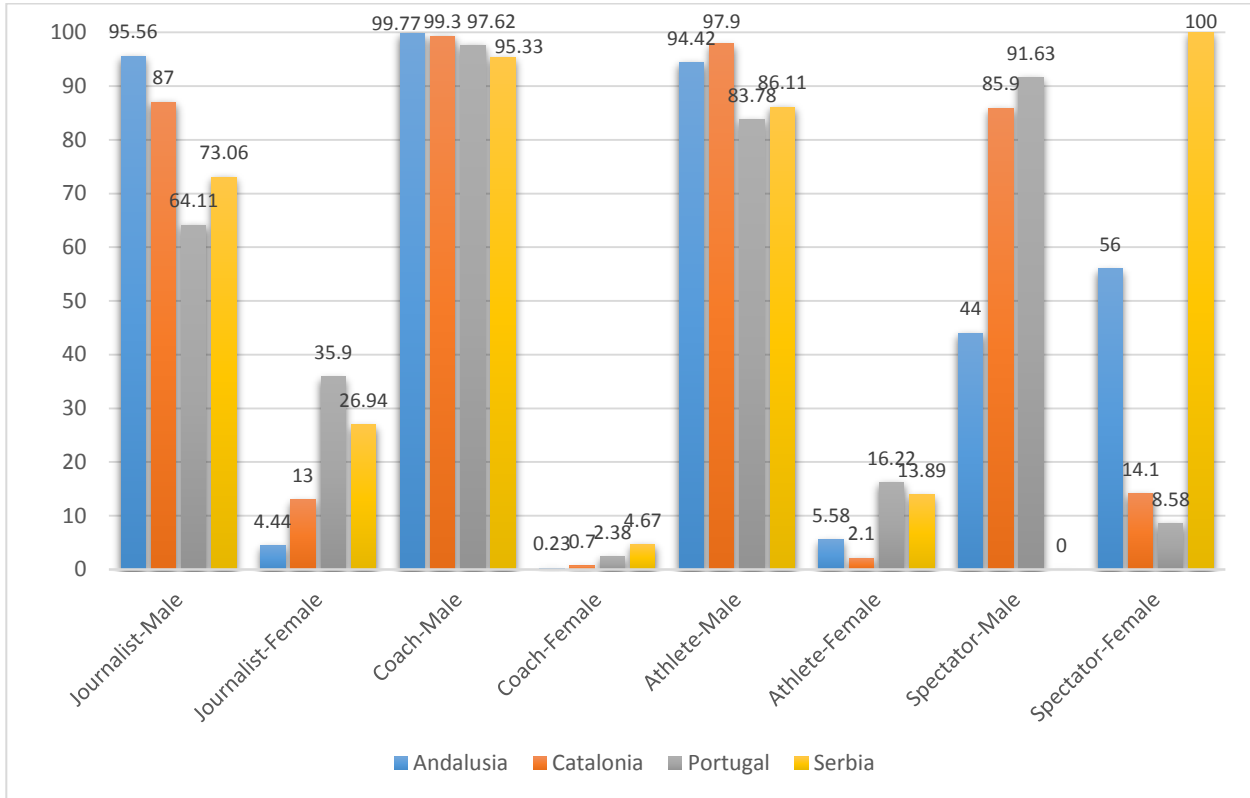


Table 2. Distribution of the speaking time of each category by gender

Nº hours	ANDALUSIA		CATALONIA		PORTUGAL		SERBIA	
	Male	Female	Male	Female	Male	Female	Male	Female
<b>Presenter /Journalist</b>	11:15:01	0:31:22	0:00:47	0:00:07	02:56:15	01:38:40	09:30:22	03:30:17
<b>Coach</b>	2:08:50	0:00:18	0:27:52	0:00:11	0:56:06	0:01:22	0:53:42	0:02:38
<b>Athlete</b>	1:09:06	0:04:05	0:22:58	0:00:29	0:14:59	0:02:54	1:09:08	0:11:09
<b>Spectator/Fan</b>	0:00:33	0:00:42	0:04:58	0:00:49	0:07:07	0:00:40	0	0:00:10

On the other hand, other Authorities such as Croatia and Spain CNMC have analysed how the speaking time total is distributed by category/role and then, within each category/role, which part corresponds to men and women.

We observe that both in Croatia and in Spain, “journalism” is the role with the highest presence of women with an 11.62% and a 7.3%, respectively. The second most relevant role for women in Croatia, with a 0.73% is “athletes” and, in the case of Spain, female “spectators/fans”.

These data are well below the male presence on sport news, whose highest rates are for the role of journalists with a 61% in Croatia and a 41% in Spain.

“Spectators” is the only role where the presence of women was higher than the presence of men. It only appears in Spain.

Chart 16. Distribution of the speaking time total by role and gender.

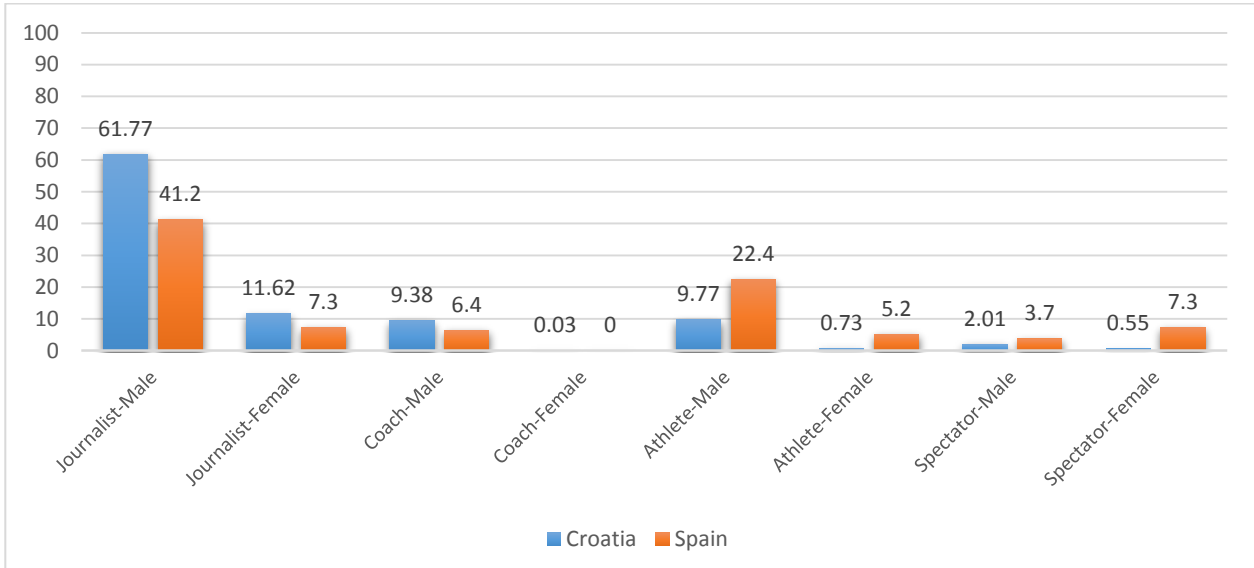
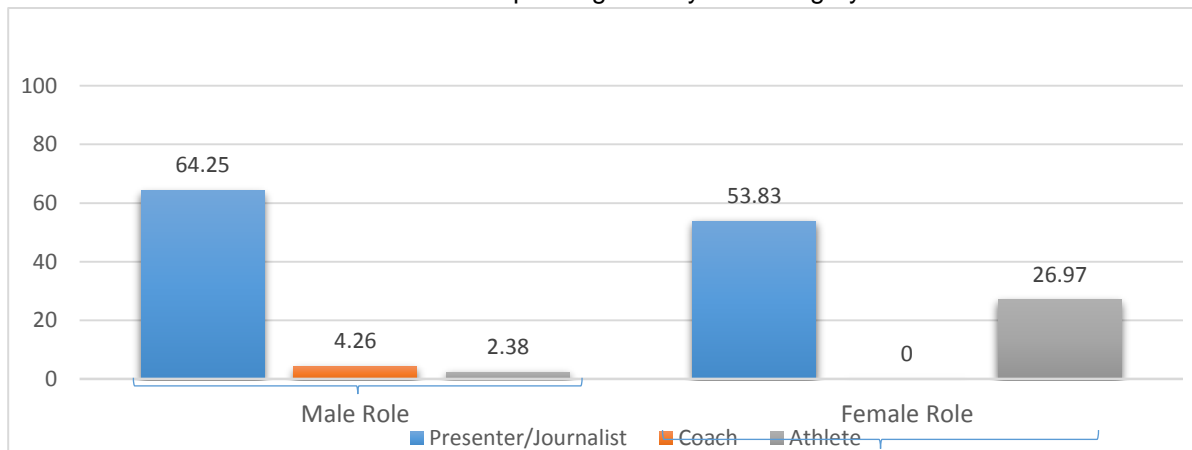


Table 3. Distribution of the speaking time total by role and gender

Nº hours	CROATIA		SPAIN	
	Male	Female	Male	Female
<b>Presenter/Journalist</b>	4:16:49	0:48:19	05:02:08	0:04:22
<b>Coach</b>	0:38:59	0:00:08	0:46:54	0:00:00
<b>Athlete</b>	0:40:37	0:03:01	2:44:29	0:02:55
<b>Spectator/Fan</b>	0:08:21	0:02:18	0:27:11	0:04:16

Finally, the Authority of Morocco have analysed how the male speaking time and the female speaking time are distributed by role/category.

Chart 17. Distribution of male and female speaking time by role/category



As we can observe in figure 17, the 54% of female speaking time in the sport news in Morocco concerns the journalists, followed by the 27% that corresponds to athletes.

Given all the information above, we can conclude that even when the data are treated from three different approaches, all the results show that the presence of women in the sport news is mainly referred to the role of “journalists” and “spectators”.

### **III.IV Recommendations**

Given the number of Audiovisual Authorities members of the MNRA that have participated in this study, the results obtained can be transferred to the rest of the members of the MNRA as well as the recommendations resulting from the study in relation to the gender and sport in the media.

Taking into account all the information above, we propose the following:

#### **RECOMMENDATIONS**

1. The Audiovisual Authorities should promote the discussion and reflexion about the reflex of sport on the media by elaborating studies and suggesting specific actions that may improve equality and pluralism, which may lead to eradicate prejudices and the transmission of stereotypes and finish with gender language and the misrepresentation of women.

To do so, the Authorities of the MNRA should propose, under their own scope of competence, the signature of an “Agreement about sport” with media, journalists, institutions and relevant agents in the field of sport, in order to improve equality and pluralism.

2. Should contribute to the adoption of dialogue tools in order to eradicate the large gender gap existing in the sport by encouraging the media to pay the due attention to the sport practised by women and fostering equity between women and men in this area.
3. Should drive actions that, in the scope of autoregulation and co-regulation, may be convenient to promote equality and pluralism in sport, eradicating stereotypes and discriminatory prejudices.
4. Should promote the adoption of autoregulation and co-regulation agreements and guidelines addressed to professionals in order to eradicate the transmission of discriminatory stereotypes. Besides, they shall encourage the use of an inclusive and non-sexist language in the sport journalism, as well as not using the body of the female athletes as an advertising claim.
5. Should work together to encourage journalism to contribute to sports pluralism and to the concept of sport as an important factor in personal development, and to convey essential social, educational and cultural values and ideas when promoting sports.
6. Should promote non-discriminatory roles in sport area. To this end, they should avoid classifying sports as “female” or “male”, enabling women to choose freely to practice sports traditionally linked to men.
7. Should try to encourage journalists to be more critical with inequality and discrimination in the sport and to contribute to give women a more active and proportionate presence in the sports programming consistent with the social reality. Media should recognise women as athletes, sport experts, trainers, coaches, sport journalists, referees and/or sport enthusiasts, among others.



## **Part IV: Study of every area**



## **Part V: Annex**

## Annex I

“Brief questionnaire about gender equity in the sport”

[Country]							
<b>1</b>	<b>Number and percentage of sport news by gender</b>	<b>Sex</b>		<b>Number</b>		<b>%</b>	
		Male					
		Female					
		Mixed					
<b>2</b>	<b>Number and percentage of sport events broadcasted by gender</b>	<b>Sex</b>		<b>Number</b>		<b>%</b>	
		Male					
		Female					
		Mixed					
<b>3</b>	<b>Distribution by sport and gender of the number of sport news</b>	<b>Sport</b>		<b>Number</b>			
				<b>Male</b>	<b>Female</b>	<b>Mixed</b>	
		Football					
		Basket					
		Etc.					
<b>4</b>	<b>Distribution by sport and gender of the number of sport events broadcasted</b>	<b>Sport</b>		<b>Number</b>			
				<b>Male</b>	<b>Female</b>	<b>Mixed</b>	
		Football					
		Basket					
		Etc.					
<b>5</b>	<b>Distribution by sport of the number of sport news and sport events broadcasted (male disciplines)</b>	<b>Sport</b>	<b>Number</b>				
			<b>News</b>	<b>Broadcast</b>			
<b>6</b>	<b>Distribution by sport of the number of sport news and sport events broadcasted (female disciplines)</b>	<b>Sport</b>	<b>Number</b>				
			<b>News</b>	<b>Broadcast</b>			
<b>7</b>	<b>Distribution of speaking time in sport news by gender</b>	<b>Gender</b>	<b>Speaking time</b>				
			<b>Time (hh:mm:ss)</b>			<b>%</b>	
		Male					
		Female					
<b>8</b>	<b>Distribution of speaking time in sport news by role and gender of the person that appears in the news</b>	<b>Role</b>		<b>Speaking time</b>			
				<b>Time</b>	<b>%</b>	<b>Time</b>	<b>%</b>
				<b>Male</b>		<b>Female</b>	
		Presenter/journalist					
		Coach					
		Athlete					
		Manager					
		Doctors					
		Spectator/fan					
		Others					
<b>9</b>	<b>Other data or comments:</b>						

