



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



Agencija za elektroničke medije  
Agency for Electronic Media

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## Introduction and background of the study

‘Women's sport is an expression of the right to equality and the freedom of all women to take control of their bodies and participate in sports publicly, regardless of nationality, age, disability, sexual orientation or religion.’

European Parliament resolution on women and sport (2003)

Sport can make a positive contribution to society : doing sports stimulates mutual respect, tolerance and understanding by connecting people of different genders, races, religions, ages and means. Sport activities, if properly conducted, may be a tool for fighting discrimination, prejudice and stereotypes. Assuming a positive contribution of sport to society, the environment in which women and girls are still less represented in sports or physical exercise is a serious problem. In other words, the society has still not utilized all the possibilities provided by sport (Stanislas Frossard, the Executive Secretary of the ‘Enlarged Partial Agreement on Sport’ (EPAS), Head of the Sport Division of the Council of Europe).

The historical medical document titled ‘*US Surgeon General's Report On Physical Activity And Health*’ provided a strong scientific proof of regular physical activity being of exceptional importance to health of both men and women, recommending active participation in all the forms of physical activity and sport<sup>1</sup>. However, physiological, anatomic, psychological as well as social and cultural specificities of the female gender require special considerations in all the areas of their doing sports (Greydanaus and Patel, 2002). Compared to the past when women were not allowed to do sports, today they can compete in all of them.

The first Olympic Games (776 BC) were the privilege and pleasure of men only. Women's need for sport was satisfied at the Heraean Games dedicated to goddess Hera, the protector of women of that time. The first modern Olympic Games held in 1896 also excluded women (Ponorac, 2008). The progress was seen in the early 20<sup>th</sup> century when women started taking part in an increasing number of sport activities. Twelve women participated in the second Olympic Games competing in tennis and golf, so-called upper class sports (Pfister, 2000). Female participation in sport significantly increased in the second half of the 20<sup>th</sup> century. 23 June 1972 is regarded as yet another Women's Day, although in terms of sport this time.

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<sup>1</sup> U.S Department of Health and Human Services, 1996.

According to Ponorac, Palija and Popović (2013), the U.S. President Nixon signed the well-known Title IX (the Education Amendment Act) stating that 'no person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance'. Said authors believe that the number of women receiving grants and actively engaging in sports increased by 700 percent from the signing of Title IX until the 1980s, only to rise by an additional 50 percent during the 1990s<sup>2</sup>. The Olympic Games held in London in 2012 marked a record-high number of female participants accounting for 46 percent out of over ten thousand competitors compared to the ratio of 53:1 in favour of men in 1908. Women accounted for 45 percent of all athletes at the Olympic Games in Rio de Janeiro in 2016, which shows a trend of retaining almost equal participation of female athletes. However, sexism on social networking and media was present during the whole event<sup>3</sup>.

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>4</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>5</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. Doing sport gives women many

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<sup>2</sup> Nenad Ponorac, Stanislav Palija and Mira Popović »Žena i sport« SportLogia 2013, 9(1), 1–7.

<sup>3</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 internet users 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>4</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>5</sup> Ver Melissa Plaza, Stéréotypes sexués explicites et implicites en contexte sportif. [www/tel.archives-ouvertes.fr](http://www.tel.archives-ouvertes.fr) (2017).

advantages. In conclusion, Ponorac and Associates (2013) stated the existence of evidence that girls who were actively engaged in sport were also better academically, less often faced with unwanted teenage pregnancy, possessed higher self-esteem and confidence, easier and more frequently enrolled in colleges and universities, and less often had issues related to narcotics abuse and additions. Weight training exercises proved to be invaluable in the development and retention of bone mass in all ages.

According to the European Institute for Gender Equality<sup>6</sup>, equality between women and men is a fundamental principle of the European Union. The European Commission expressed its commitment, in both the Women's Charter and the Strategy for Equality between Women and Men 2010–2015, to address and eliminate the gender gap in decision-making. Following the EU Conference on Gender Equality in Sport in 2013, the proposal for Strategic Actions on Gender Equality in Sport 2014–2020 was approved. Recognising that there is still a lot to do, the actions and recommendations contained in the proposal encourage sports governing bodies and non-governmental organisations to develop and implement national and international strategies for action on gender equality in sport, supported by coherent and concrete measures at EU level. The Council conclusions on Gender Equality in Sport encourage sports organisations to increase gender balance on executive boards and committees, and in management and coaching. They also support the removal of non-legislative obstacles which prevent women from taking up such functions (20 May 2014).

In 2003, the United Nations Assembly emphasised the importance of sport and physical exercise as a way to promote development and peace<sup>7</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>8</sup>.

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<sup>6</sup> <http://eige.europa.eu/rdc/eige-publications/gender-equality-sport>

<sup>7</sup> [https://www.un.org/sport2005/resources/task\\_force.pdf](https://www.un.org/sport2005/resources/task_force.pdf)

<sup>8</sup> <http://www.unwomen.org/es/news/in-focus/women-and-sport>

Despite the gradually increasing participation of women in sport, women remain underrepresented in the decision-making bodies of sporting institutions at local, national, European and global levels. Data from the report on women in power and decision-making, prepared by the European Institute for Gender Equality (EIGE) for the Luxembourgish Presidency of the Council of the EU<sup>9</sup>, shows that at European level, on average, women make up 14 % of decision-making positions in the continental confederations of Olympic sports in Europe. From the 28 confederations surveyed, there was only one woman president or chairperson and eight vice-presidents out of a total of 91. These figures reflect trends found in other areas of decision-making, where the more senior the position, the wider the gender gap. Sport is traditionally a male-dominated sector and progress in gender equality in this area is hindered by the social constructions of femininity and masculinity, which often associate sport with 'masculine' characteristics, such as physical strength and resilience, speed, and a highly competitive, sometimes confrontational spirit. Women who engage in sports may be perceived as 'masculine', while men who are not interested in sports could be considered 'unmanly'. Prevailing gender stereotypes affect not only women's participation in decision-making within sporting organisations, but also their participation in sporting activities. Traditional gender roles may dictate how many hours women spend on caring responsibilities, which can have a ripple effect on how much time is left over for sporting activities. The EIGE's Gender Equality Index clearly shows that while women spend more time on caring activities, compared with men, they participate less in other social activities, such as sporting, cultural or leisure activities.

## Croatia

'The role of the IOC is to encourage and support the promotion of women in sport at all levels and in all structures with a view to implementing the principle of equality of men and women'.

Olympic Charter, Rule 2, paragraph 7

As per the Report by the Commission of the Croatian Olympic Committee (HOO) for Women in Sport in 2013, Croatia had **280,790 registered** athletes in all age groups, of which only **17**

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<sup>9</sup> <http://eige.europa.eu/rdc/eige-publications/gender-equality-sport>

**percent or 47,734 were women.** Most female competitors were seniors - 18,646 accounting for only 14 percent of the overall number of senior competitors.

It has been estimated that **192,000** competitors are currently **registered** in national **team sports**, of which **26,800 are women**.

Out of 3,874 categorized athletes in 2013, 1,406 (36 percent) were women. In the support programme for young athletes, female athletes accounted for 46 percent, while their percentage in the individual programme of special care for the young amounted to 40. Women accounted for half among quality athletes. No women's team sport was listed in the development programme of the Croatian Olympic Committee, while only 8 percent of women are coaches whose work is co-funded by the HOO.

### **Biggest success of women's team sport in Croatia**

The question whether the media were really excluding women in sport arose during the study thus distorting the picture of female athletes' success and active participation or such success was simply not there i.e. no important competitions were held in the course of media reports included in the study. Although the second part of this question is difficult to answer, the fact remains that according to Josip Čop, the Secretary of the Croatian Olympic Committee, '17 percent of registered female athletes, compared to 83 percent of registered male athletes, accounted for 50 percent of successful results achieved by Croatian female athletes in Olympic sports. (5 October, Karlovac, 2017)'. Let us list only some successful results of female team sports: **Volleyball National Team** – silver medal at the 1995, 1997 and 1999 European Championships; **HAOK Mladost** – winners of the Women's Champions League in 1991; **OK Dubrovnik** – winners of the Women's Champions League in 1998; **RK Podravka** – winners of the Women's Champions League in 1996; Winners of the EHF Supercup in 1996 and winners of the Regional League in 2009; **ŽRK Lokomotiva** - winners of the EHF Cup in 1991.

In the last three years, the **women's handball club Lokomotiva** scored high in the women's team sport area – they were winners of the EHF Challenge Cup in 2017.

### **Comparison of women's and men's clubs funding**

The financing ratio between men's and women's clubs is best seen in the financial plan of the biggest and richest sports association in Croatia – the Sports Association of the City of Zagreb.

The 2017 data shows a stunning difference: **Men's hockey** with seven clubs has received a total grant of HRK 984,702.00 in comparison to only HRK 85,773.00 allocated to four women's hockey clubs. A similar situation occurs in ice hockey – three men's clubs have received funds of HRK 1,246,529.00 compared to zero allocated to only one women's ice hockey club.



Source:<http://telesport.telegram.hr/price/gricke-vjes-pardon-hokejasice>

Female **KHL Grič** ice hockey players do their training sessions on the Zagreb Fair ice rink from 11.00 pm until midnight. Parallely with working and studying, the girls have been autonomously managing the club since its establishment 15 years ago. Most of the so-called '*Gričkih*' (of Grič) are also members of the Croatian national team, which success at world championships cannot be neglected – in 2007 they won the gold medal in the lowest division (which promoted them to a higher rank), in 2008 the bronze in Hungary, and in 2014 again gold in the lowest division in Island. Many remember the erotic calendar that year featuring female ice hockey players, which was recognized as news by all media. This attempt was aimed at attracting sponsors and raising money for travelling costs as the Croatian Ice Hockey Association promised to cover only one part thereof.<sup>10</sup>

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<sup>10</sup> <http://telesport.telegram.hr/price/gricke-vjes-pardon-hokejasice/>; last change on 10 April 2017

The Sports Association of the City of Zagreb finances 18 men's basketball teams with HRK 10,969,568.00 and only 4 women's basketball clubs with a total of HRK 2,173,525.00. The gender gap is most visible by comparing the funds allocated to three men's and 8 women's volleyball clubs in a total of HRK 2,490,996.00 in relation to HRK 2,053,078.00, respectively.

The biggest difference is seen in football, not only in the number of clubs but also in the amount of allocated funding. The Sports Association of the City of Zagreb finances 42 men's football clubs with a total of HRK 33,175,030.00 compared to HRK 211,763.00 allocated to only one women's football club.

The Croatian Olympic Committee (HOO) as the key institution for sport in the country monitors the presence of women among registered and categorized athletes, at sport competitions, in professional sport-related business activities, HOO development programmes, staff education, and on leading positions in Croatian sport in line with three fundamental documents – the Olympic Charter (Rule 2, paragraph 5), the Sports Act (Article 1, paragraph 3), and the Gender Equality Act. HOO collects said data relating to the number of women athletes as well as women occupying managerial and other positions in the National Sports Association by conducting the annual survey on its strategic activities.

Despite a permanent activity by the Women's Commission within HOO, the issue of women's low presence, particularly on managerial positions in sport, continues to be visible (in 2013, women's presence in sport accounted for 41% compared to a mere 17 percent of women on managerial positions). Therefore, HOO is set to increase the percentage of women in sport in the following period.

The unequal treatment of the media covering women on sport news and TV programmes 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. 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 reaching inclusive and non-discriminatory standards and models that encourage and increase the wide variety of sporting activities that exist in a plural society. Given the above, the significant impact, the social

responsibility and the main role that media has in the fight against gender stereotypes and to ameliorate women visibility has been proven.

The regulatory authorities that carry out their competences over the audio-visual communication services are responsible for driving actions that may contribute to eradicating 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 MNRA is a very relevant step in the European and world strategy. This study is aimed at promoting the equality in the sport since it is the first conducted analysis of the situation of women in the sport-programming field, which has become a subject of relevance for many regulatory authorities of the Mediterranean area.

## **Historical review of the study within MNRA framework**

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 “Gender and Media” Working Group of MNRA. One of the main goals of both MNRA and the Working Group is to stress the existence of gender stereotypes and promote the 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>11</sup> which precisely concluded with said Declaration<sup>12</sup> adopted in the Plenary Session XIV of MNRA in November 2012 or, more recently, the “Study about gender stereotypes through adds in the Mediterranean area of MNRA”<sup>13</sup>.

During the 17th Plenary Assembly of MNRA celebrated in Split on 1st and 2nd of October 2015, MNRA members decided that the Gender and Media Working Group had to conduct a new

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<sup>11</sup> <http://www.rirm.org/medias/ documents/en/230.2.Brochure.pdf>

<sup>12</sup> [http://www.rirm.org/medias/ documents/en/209.2.Declaration%20on%20the%20fight%20against%20gender%20stereotypes\\_Lisbon\\_%2023%20November%202012.pdf](http://www.rirm.org/medias/ documents/en/209.2.Declaration%20on%20the%20fight%20against%20gender%20stereotypes_Lisbon_%2023%20November%202012.pdf)

<sup>13</sup> Presented in the Plenary Union in Barcelona in November 2016

study about how audiovisual media providers treated sport events depending on the gender of the participants.

The Audiovisual Authorities of Croatia (AEM, Agency for Electronic Media) and Spain (CNMC, Comisión Nacional de los Mercados y la Competencia) were supervising the Working Group activities. These two Authorities also assumed the MNRA presidency and vice-presidency respectively in 2016. CNMC assumed the presidency in 2017. This study has created a lot of interest among the MNRA members. In fact, only 5 members participated at the beginning of the elaboration process, whereas the number of participating members has increased to 8 now.

## Objectives of the study

The main objective was to present the reality of genders in the coverage of sport through a study of the most significant public and private televisions in the Mediterranean countries in order to promote the dialogue and the reflexion on the manner in which 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 answers set by 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 to which they belong, it is possible to obtain a more complete image of women in the sports in the Mediterranean countries.

### **Scope of the study**

In order to elaborate the current study, in the first Working Group meeting held in Madrid in January 2016, the participating members decided to opt for the CAA methodology, which had already been implemented in Andalusia by their regulator.

The methodology consists of sizing, on one hand, the time and the number of news of each sport differentiating the data analysed by sport and gender. On the other hand, it also analyses the speaking time on news and other sport programmes by gender.

The Agency for Electronic Media, sharing the presidency of the 'Media and Gender' Working Group established in 2016 as part of the Mediterranean Network of Regulatory Authorities (MNRA) with the Spanish regulator, conducted the research of the presence of female sport in central news broadcasts on the public TV network, RTL and Nova TV.

The objectives of analyzing the presence of women and female sport in central news broadcasts on the national TV networks were the following:

- To set the reality of sports competition coverage on public and commercial televisions in the Mediterranean countries
- To open discussions and careful considerations of the manner in which sport is presented in media aiming at the promotion of gender equality and pluralism in the context of auto- and co-regulation
- To promote instruments which might contribute to reducing the gender gap by encouraging media to pay more attention to female sport, women's competitions and female athletes thus contributing to the equality of men and women in sport.
- To promote the adoption of autoregulation and co-regulation agreements and guidelines addressed to professionals in order to eradicate the transmission of discriminatory stereotypes and encourage the use of an inclusive and non-sexist

language in sport journalism as well as discourage the use of the female athletes bodies as an advertising claim.

- To work together on encouraging journalism which will contribute to sports pluralism and to the concept of sport as an important factor in personal development, and conveying essential social, educational and cultural values and ideas when promoting sports.
- To encourage journalists to be more critical with inequality and discrimination in sport.

## **Methodology**

- Measure the length and the number of news items dedicated to each sport
- Break down the data by gender
- Measure the length and the number of speaking times and the number of speaking times for men and women by roles (male/female journalists, male/female TV presenters, male/female athletes)
- Cross-reference the speaking time database by gender and the type of sport.

### **Scope of the study**

TV content sample:

- Sport segment of the news broadcast
- First week of February, March and April 2016
- Providers: public and commercial free-to-air networks: HRT; RTL; NOVA TV

### **Objectives:**

- Measure the length and the 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 speaking times for men and women, including news professionals and talk show panellists.
- Cross-reference the speaking time data by gender and the type of sport.

**Analysis content:**

- Sport news as part of the central news broadcast

The media analysis sample was a week-long analysis for February, March and April 2016 (a total of three weeks per TV network). HRT (Croatian Radiotelevision) participated with a total of 2 hours and 49 minutes, Nova TV with 2 hours and 29 minutes, and RTL with 1 hour and 51 minutes of analysed sport news.

**Analysis results regarding the presence of women's sport on national TV networks in Croatia**

One of the main objectives of this analysis was to determine the presence of female sports in sport news.

The analysis focused on sport news broadcasted daily as part of central news programmes on three TV networks with the national concession and the highest ratings (HRT1, RTL Televizija, Nova TV).

**1. Number and percentage of sport broadcasts by gender**

For the purpose of this study, the analysis included sport broadcasts in the course of three weeks during three months of 2016. 63 sport news items were analysed with 370 sport broadcasts.

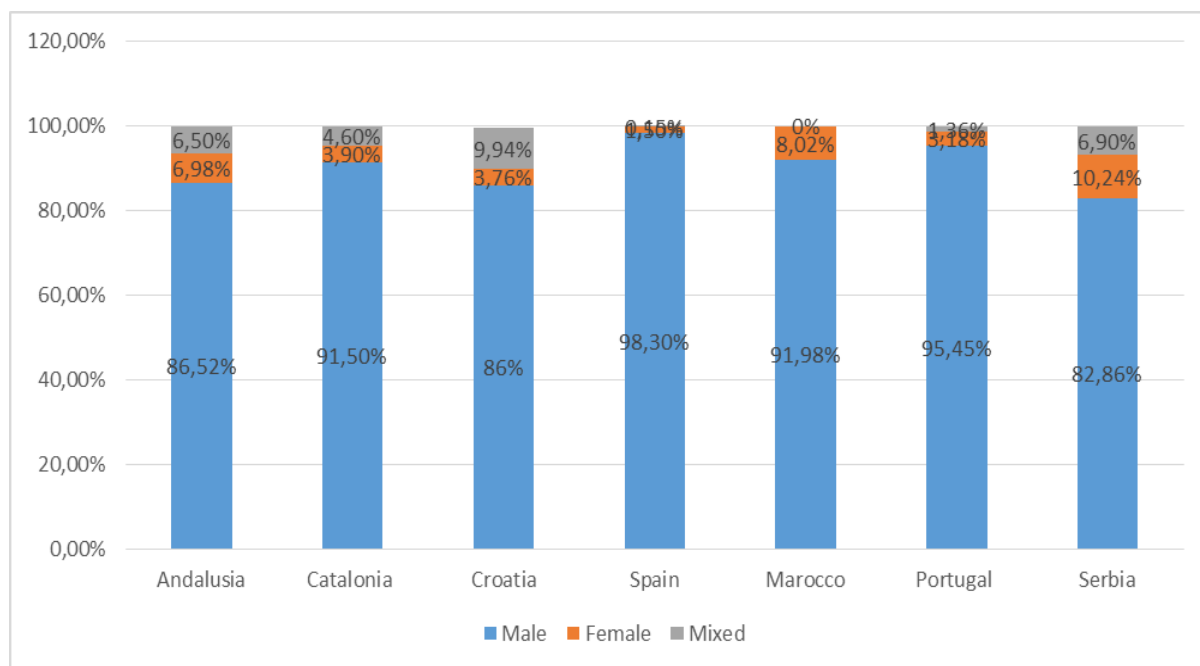
Out of 370 broadcasted sport segments, only 14 of them were dedicated to female sport making up less than 4 percent of the total number of said segments.

**Table 1** The number of analysed sport news on three national television networks with the highest TV ratings by gender (HTV1, RTL, Nova TV)

Gender	Number of sport news	%
Male	319	86
Female	14	3.76
Mixed	37	9.94

Data obtained from the analysis of sport news in central news broadcasts of Croatia's three TV networks with the highest ratings and the national concession licence does not show a significant difference compared to data obtained from other countries participating in the study.

**Chart 1** – Percentage of number/time of sport news by gender in the countries participating in the study



## 2. Classification of sport news by sport and participants' gender

### a) Presence of female sport in media

Along with quantifying the time dedicated to covering female sport, one of the objectives set by this analysis was to quantify the role of women in sport news and broadcasts as to define the manner in which women are presented in sport news.

We tried to define the above stated by determining the number of segments broadcasted in sport news dedicated to female sport and competitions and by determining the time of female presence in sport news.

**Table 2** The number of analysed news items by gender and type of sport (HTV1, RTL, Nova TV)

SPORT	NUMBER OF NEWS ITEMS		
	MALE	FEMALE	MIXED
FOOTBALL	168	/	1
BASKETBALL	57	2	/
MOTOR RACING	1/	/	/
TENNIS	26	3	1/
ROWING	2	/	1
VOLLEYBALL	2	1	/
GYMNASTICS	5	/	6
CYCLING	4	/	/
HANDBALL	18	/	2
WATER POLO	4	/	/
European Youth Games	/	/	3
Olympic Games	/	/	1
KARATE	/	/	1
SAILING	3	/	/
BOXING	7	/	/
HOCKEY	1	/	/
ARCHERY	1	2	1
SKIING	3	5	2
SKI JUMPING	5	/	/
ATHLETICS	/	1	1
RUNNING	/	/	2
FFC FIGHT	1	/	/
ARMWRESTLING	/	/	1
UFC fight	1	/	/
SURFING	1	/	/
PADEL	/	/	2
Something else	/	/	3

Table 2 clearly shows the dominance of football in sport news. It also shows that all football related news is dedicated primarily to men's football competitions and male football players.

Tennis and basketball follow football as best represented sports. Although in modest percentages, women athletes and their success is present in covering said sports.

Sport news covering some less frequently present sports in sport news such as gymnastics, skiing, archery or running report jointly on both the success of female and male athletes. Female athletes thus more often appear in sport news covering both sexes than being the main stars of a sport news item.

b) Speaking time and the presence of women in sport news

The quantification of speaking time in sport news aimed at determining the most frequent role of women in sport news and the manner in which women are presented in sport news.

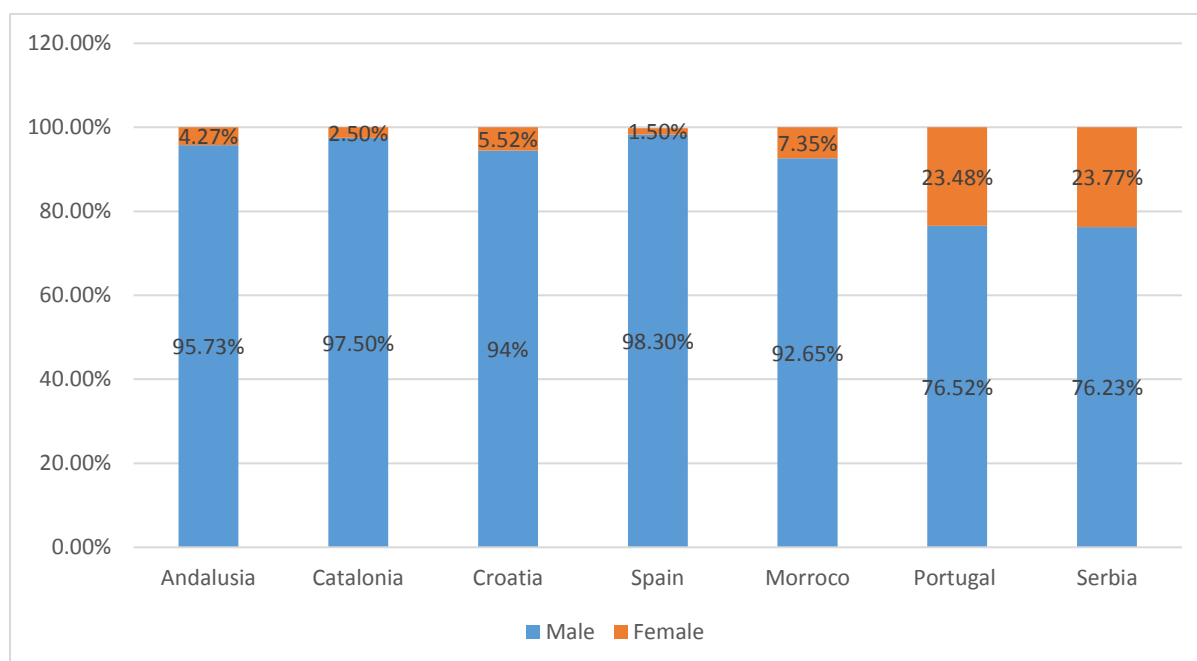
**Table 3** Speaking time in sport news by gender

Gender	Speaking time	
	Time (hh:mm:ss)	%
Male	6:02:22	87.22
Female	0:53:15	12.78

The above data shows a clear underrepresentation of women in sport news. Not only are broadcasts dedicated to women's sport rare in sport news but women in sport news are also significantly less present than men across the levels – as main news actors, authors or presenters.

The situation in Croatia is a true reflection of the condition existing in other Mediterranean countries which have decided to take part in this study.

**Chart 2** Comparison of speaking time in sport news by gender in participating countries



c) Distribution of speaking time by role and gender

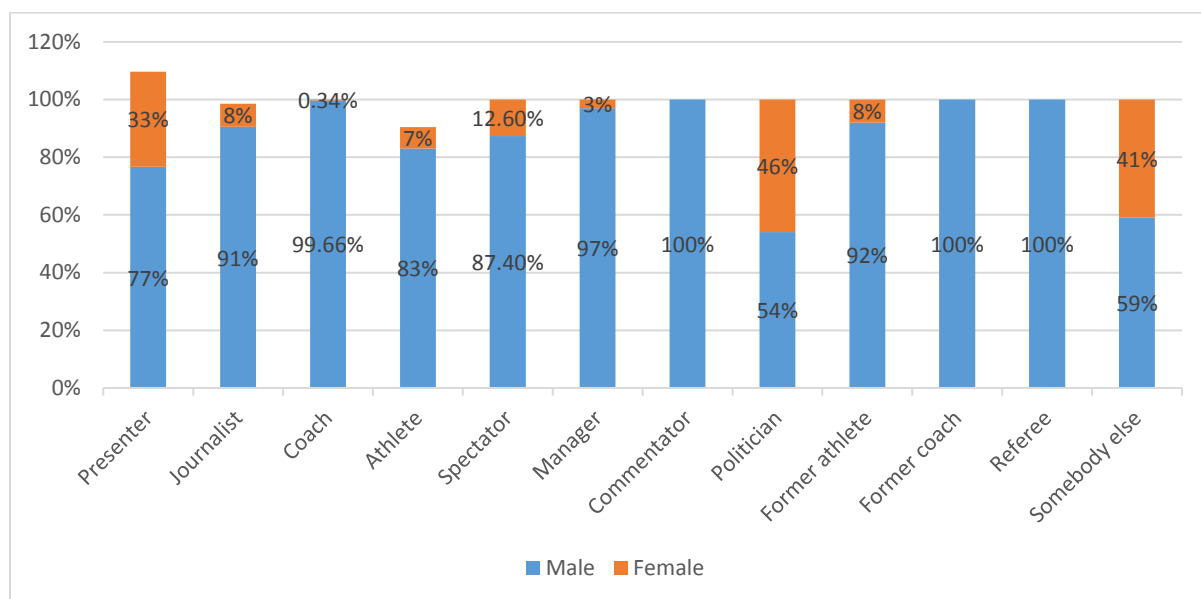
While the percentage of news dedicated to female sport is less than 4%, the percentage of speaking time dedicated to women in sport news, either as presenters, journalists or sports professional, is somewhat higher reaching 13 percent.

The most favourable man-woman ratio in sport news is shown in their roles of news presenters as well as journalists although even these ratios reflect absolute male domination in the media coverage of sport.

**Table 4** Speaking time by role and gender in sport news on all three TV networks (HTV1, RTL, Nova TV)

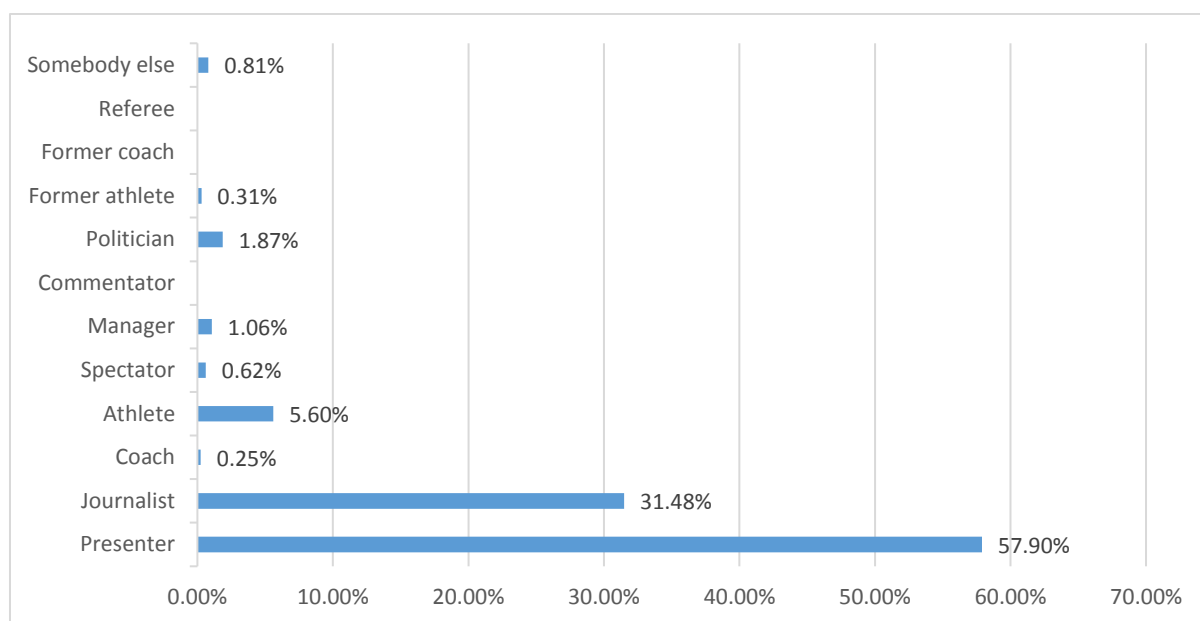
Role	Speaking time			
	Time	%	Time	%
	Men		Women	
Male/female presenter	1:31:38	22	0:30:50	12
Male/female journalist	02:43:39	39.3	0:16:46	4
Male/female coach	0:39:07	9.39	0:00:08	0.03
Male/female athlete	0:40:37	9.75	0:03:01	0.72
Male/female manager	0:17:51	4.28	0:00:34	0.14
Somebody else	0:08:21	2	0:02:18	0.5

**Chart 3** Percentage of speaking time in sport news by speaker's role and gender (HTV1, RTL, Nova TV)



If we concentrate on a female role within the overall speaking time dedicated to women in sport news, it can be concluded that they are primarily presenters and journalists. Only 5 percent of the total female presence in sport news is allocated to female athletes.

**Chart 4** The female role in sport news (HTV1, RTL, Nova TV)



## Conclusion

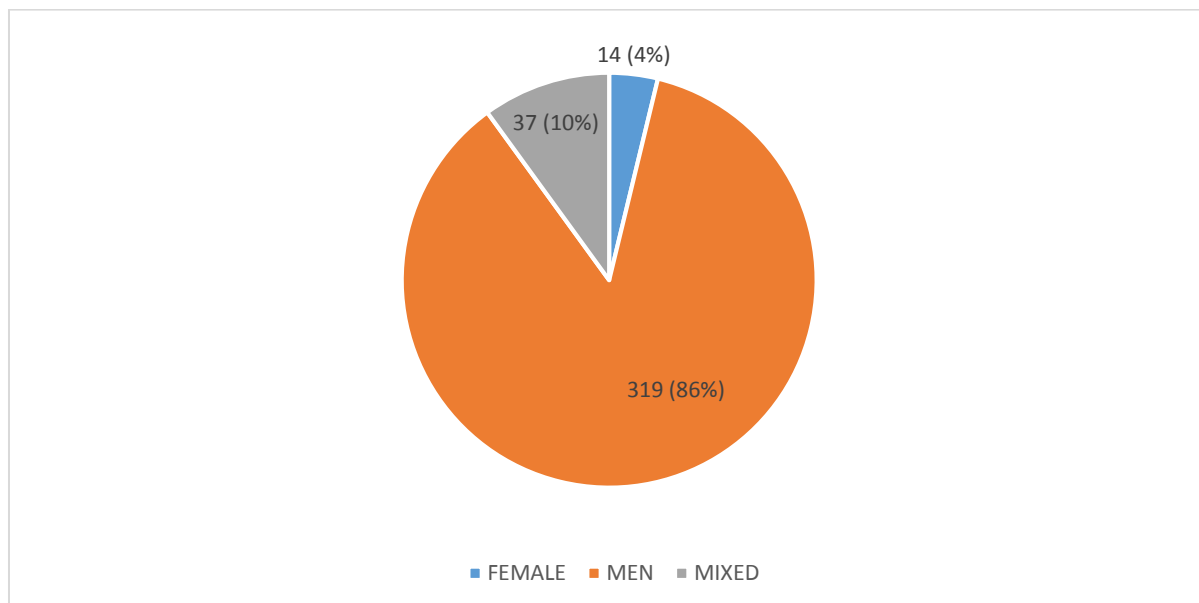
As initially emphasized, the objective of this analysis was to determine the presence of women in sport or more accurately, the presence of female sport in media.

By analysing sport news as part of daily central news broadcasts on TV networks possessing the national concession licence and the highest rating, we have tried to determine the volume of presence of female sport in media as well as how much women themselves are involved in the creation of sport news and programmes.

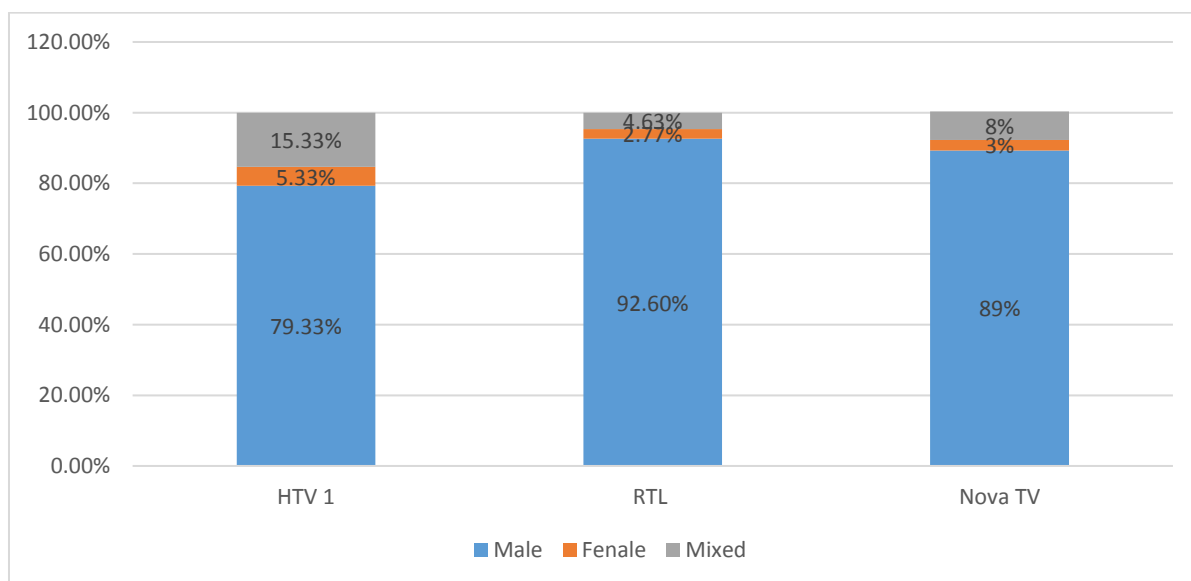
1) What is the percentage of news covering women's sport in sport news?

The analysis of sport news in central news broadcasts on HTV1, RTL Televizija and Nova TV has shown that the sport segments covering female sport account for only four percent of the total.

**Chart 5** The percentage of news dedicated to women's sport in sport news broadcasted by national TV networks



**Chart 6** The percentage of news dedicated to women's sport in sport news broadcasted by national TV networks by provider



Women's sport is somewhat better represented in sport news broadcasted on public television, although still at a modest share merely exceeding 5 percent.

Apart from allocating more time to women's sport, public television also has more both gender related sport broadcasts as well as the coverage of commercially less interesting sports.

Public television was the only network which covered the Eurobasket qualification attempt of the Croatian female basketball players in February 2016 as well as the success of Mirjana Lučić Baroni at the WTA Tournament in Acapulco. During the analysed week of February 2016, Sara Kolak set the Croatian record in javelin at the International Athletics Meeting in Ptuj thus qualifying for the European Championships. Tanja Perek (air rifle) and Marija Marović (air rifle) both qualified for the Olympics, while Snježana Pejčić and Petar Gorša won the bronze medal in air rifle at the European Shooting Championships – all the above was covered only by public television in its sport news broadcasts.

The percentage of sport news dedicated exclusively to men's sport on the Croatian Radiotelevision, despite the above listed positive examples, during the analysed period accounted for almost 80 percent (79.33%). At the same time, the number of sport news dedicated exclusively to men's sport in sport news broadcasted by RTL Televizija exceeded 90 percent (92.6%).

The situation in the Croatian media resembles the one in other observed countries. The percentage of women's sport barery makes up 10 percent of broadcasted sport news compared to a 90% share of sport news dedicated to men's sports in most countries participating in the study.

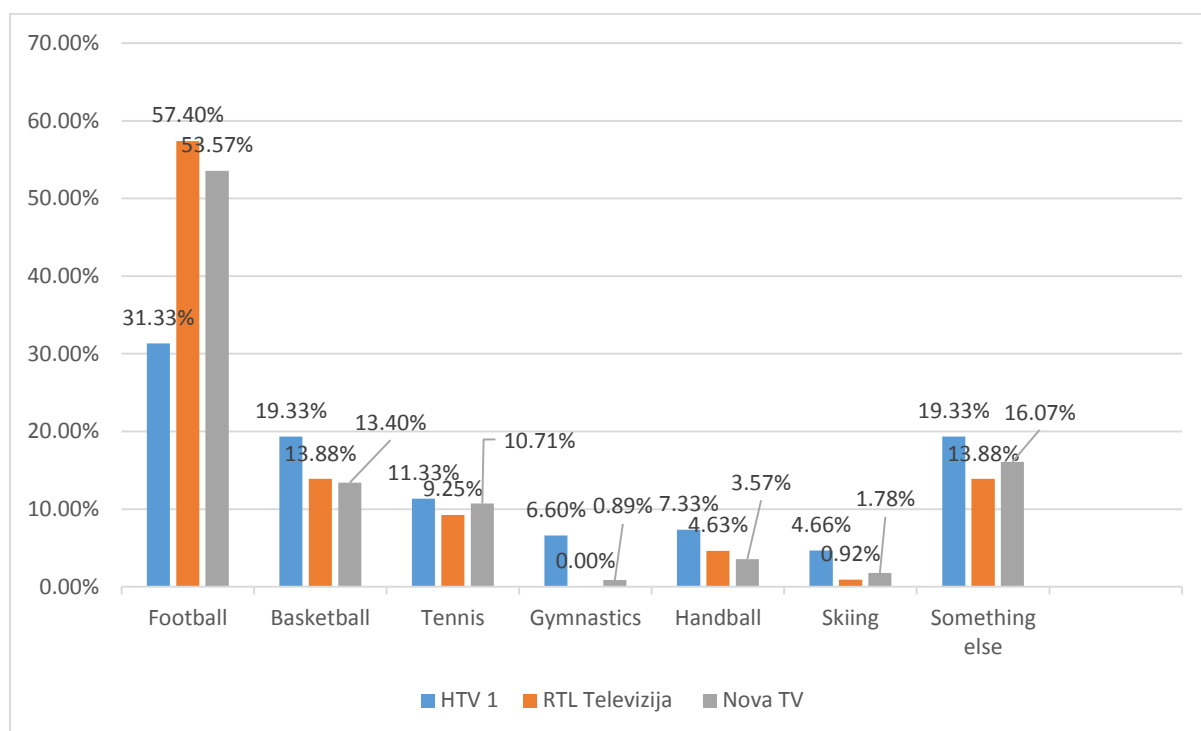
## 2) Which are the most broadcasted sports depending on their gender?

The earlier specified data shows that the biggest percentage of sport news is focused on predominantly men's sports, football in particular.

During the analysed period, 169 football-related news itemss were broadcasted on all three television networks accounting for 46 percent of all analysed news. Not even one news item of the above specified was about women's football.

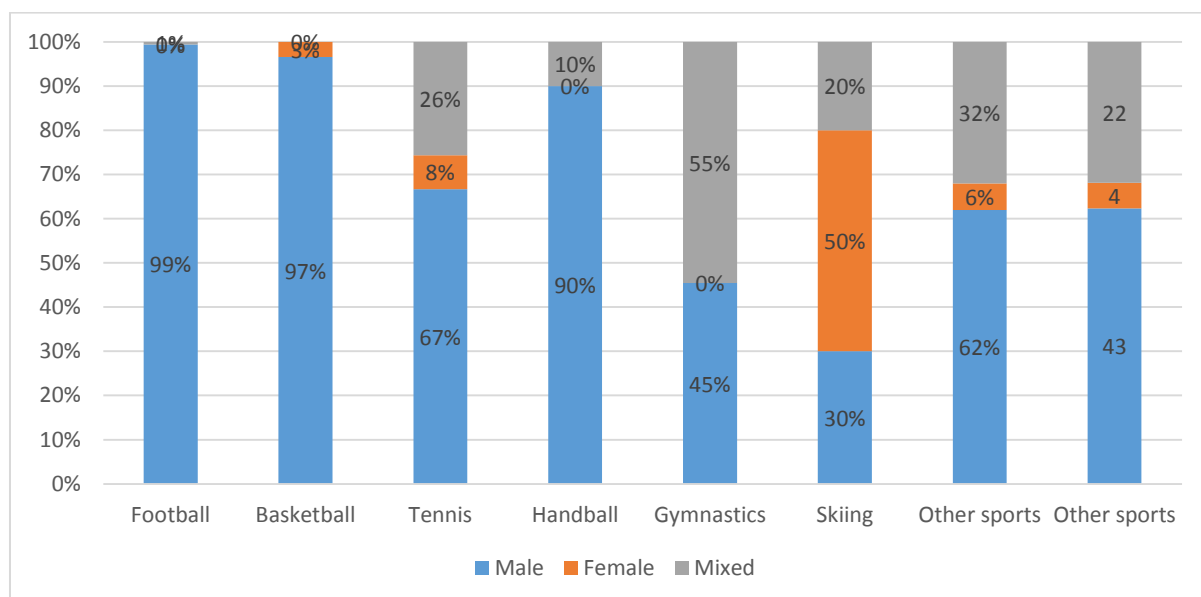
Data reveals a significantly stronger domination of football in sport news on commercial televisions than in the public media service. More than half of broadcasted sport news on RTL Televizija and Nova TV covered football, a predominantly male sport. Women, if by a chance present in football coverages, are there only as fans/spectators.

**Chart 7** Percentage of news items in sport news broadcasts by type of sport and provider



Although public television, as is its duty, allocates more time to sports which are not frequently in the public eye, women's sport as well as women in sport are still pushed in the background even on public television.

**Chart 8** Percentage of women in sport news by the type of sport in the most covered sport categories during the analysed period (HTV1, RTL, Nova TV)

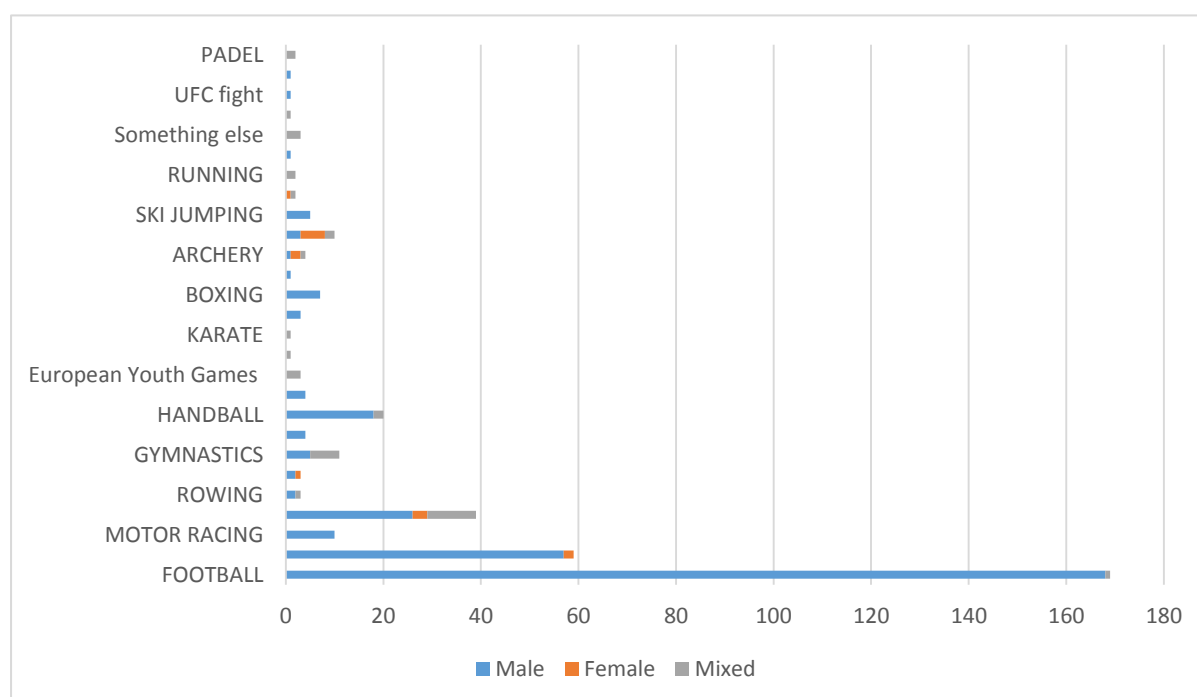


If we take a look at some of the best represented sport categories individually, data seems a bit better, but only at first glance.

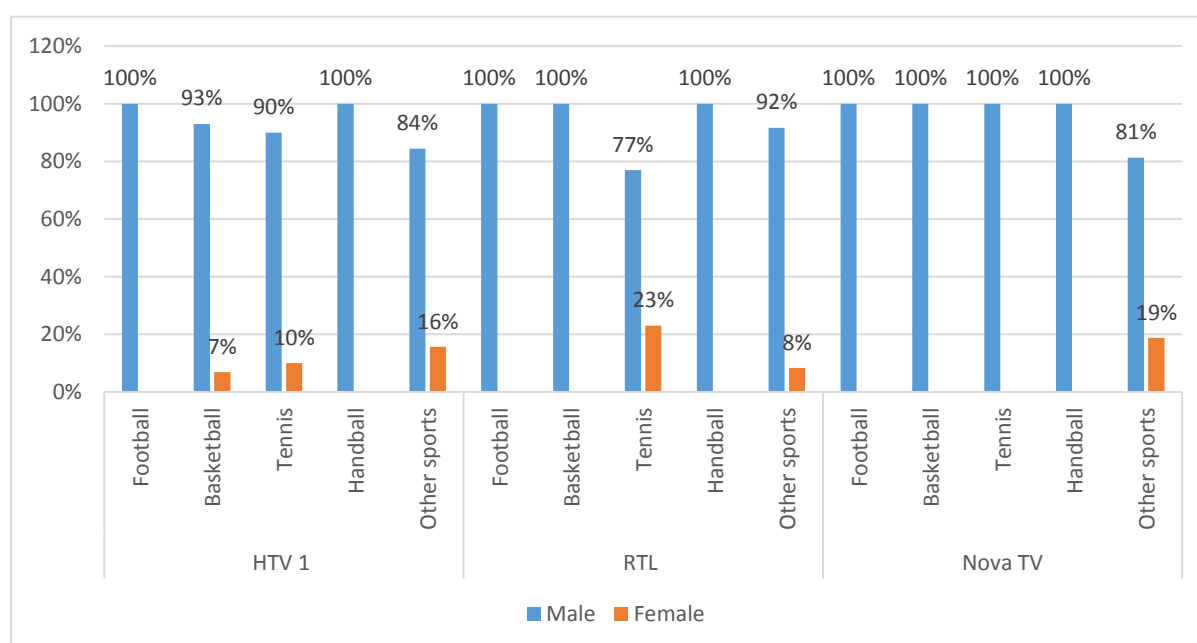
Women's domination in skiing news is the result of the Lindsay Vonn's fall during the Super-G race held in Andorra's Soldeu-El Tarter Ski Resort in February 2016. This event was covered by all three television networks in their sport news. While RTL Televizija and Nova TV focused on the famous skier's fall, the highest ranking in the World Cup at the time, public television emphasized the race itself.

The reason for a somewhat higher presence of female tennis players in sport news than female athletes doing other sports does not lie in their sport success and performance. In March 2016, following the statement by Novak Đoković of 'the figures which show that more people watch men's tennis matches' and that 'he thinks this should be the one of the reasons for awarding them with more', the discussion on evaluating men's and women's sport was initiated, and in particular after the statement made by the Director of the Indian Wells Tennis Tournament Raymond Moore that female tennis players 'should go down every night on their knees and thank God that Roger Federer and Rafa Nadal were born because they have carried this sport'.

**Chart 9** Data classified by gender and sport (all televisions)

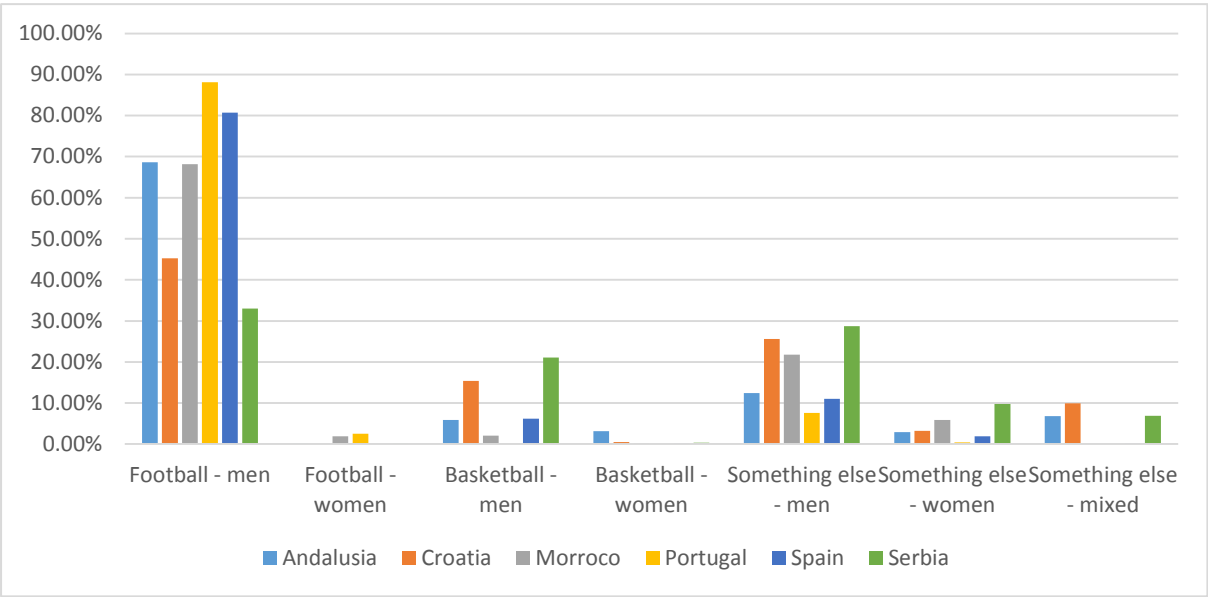


**Chart 10** Percentage of news broadcasted by provider, sport and gender (HTV1, RTL, Nova TV)



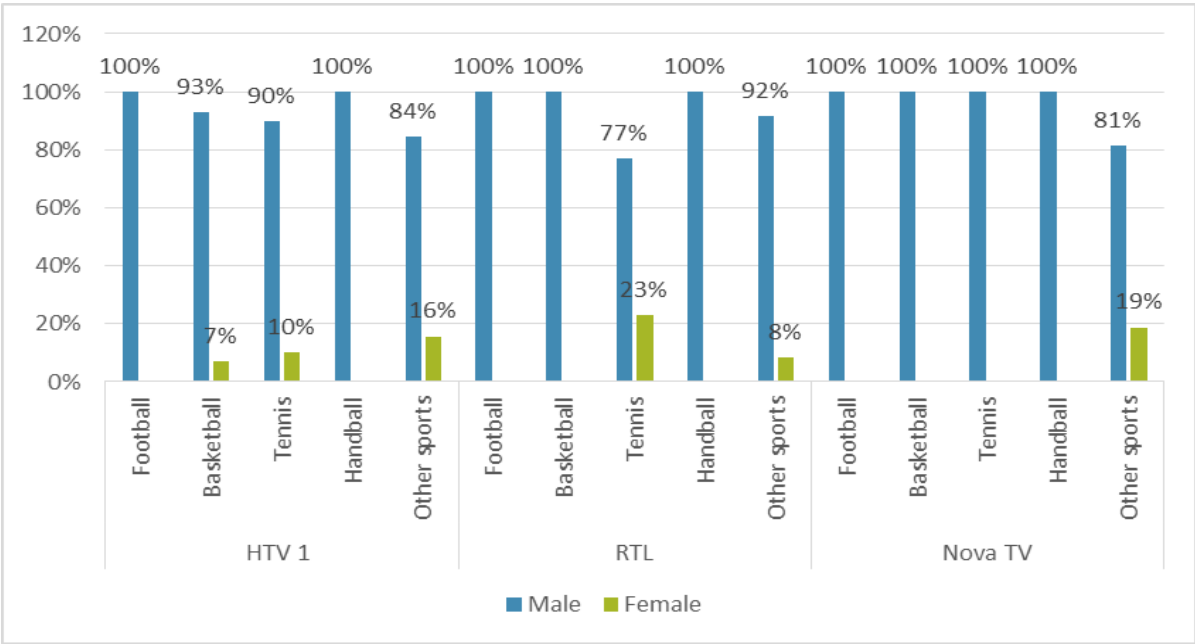
The almost identical situation is found in other countries participating in the study. Football dominates sport news, the very sport in which women are least present.

**Chart 11** The comparison of the percentage of sport news broadcasted by type of sport and gender among participating countries



Women are best visible in less represented sports which are in this analysis, due to their poor presence, categorized under 'other sports'.

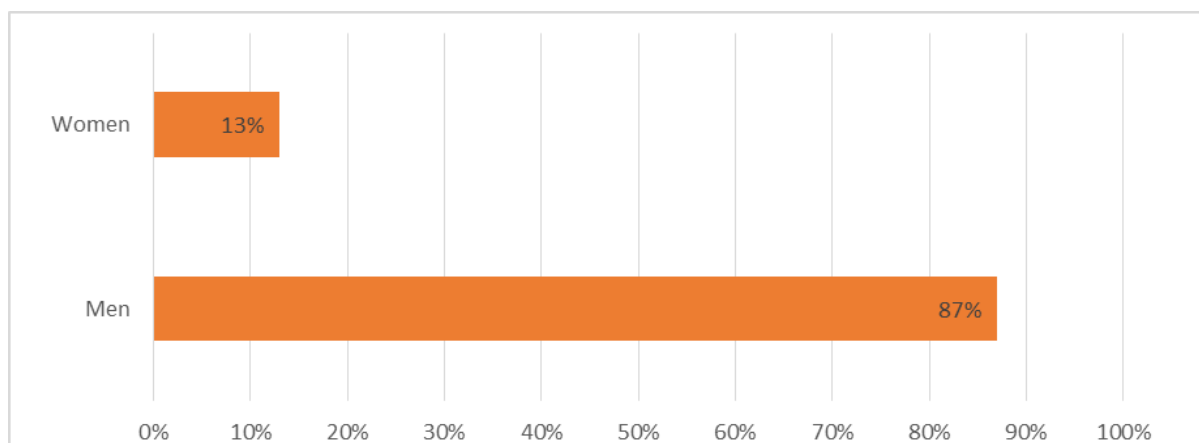
**Chart 12** Length of news by provider, sport and gender (HTV1, RTL, Nova TV)



### 3. Presence of women in sport news

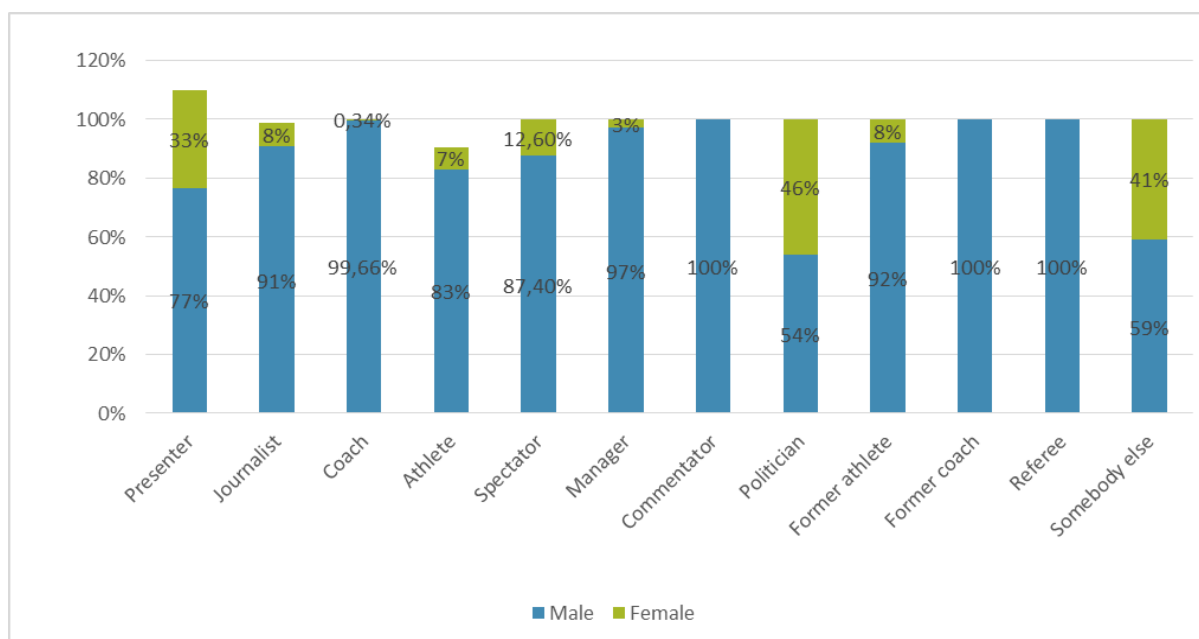
Data regarding a distribution of speaking time by gender in sport news also shows the underrepresentation of women in this area. Not only is women's sport poorly represented in sport news, but women are also less present as athletes, journalist and sport news presenters.

**Chart 13** The percentage of speaking time in sport news by gender on all analysed television networks



The percentage of women's speaking time in sport news barely reaches 13 percent. Women mainly appear as presenters in sport news, followed by journalists, and more rarely as athletes.

**Chart 14** Percentage of speaking time by speaker's gender and role (HTV1, RTL, Nova TV)

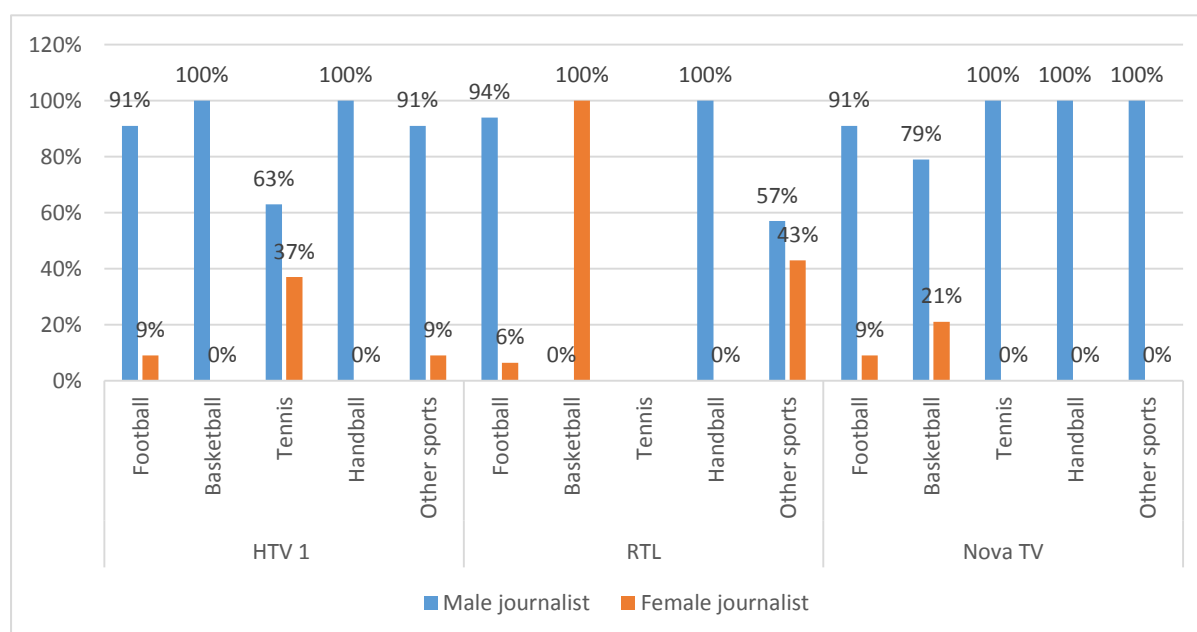


The best man-woman ratio in sport news is seen in the role of a female presenter. A third of sport news during the analysed period on all three national TV networks was presented by women.

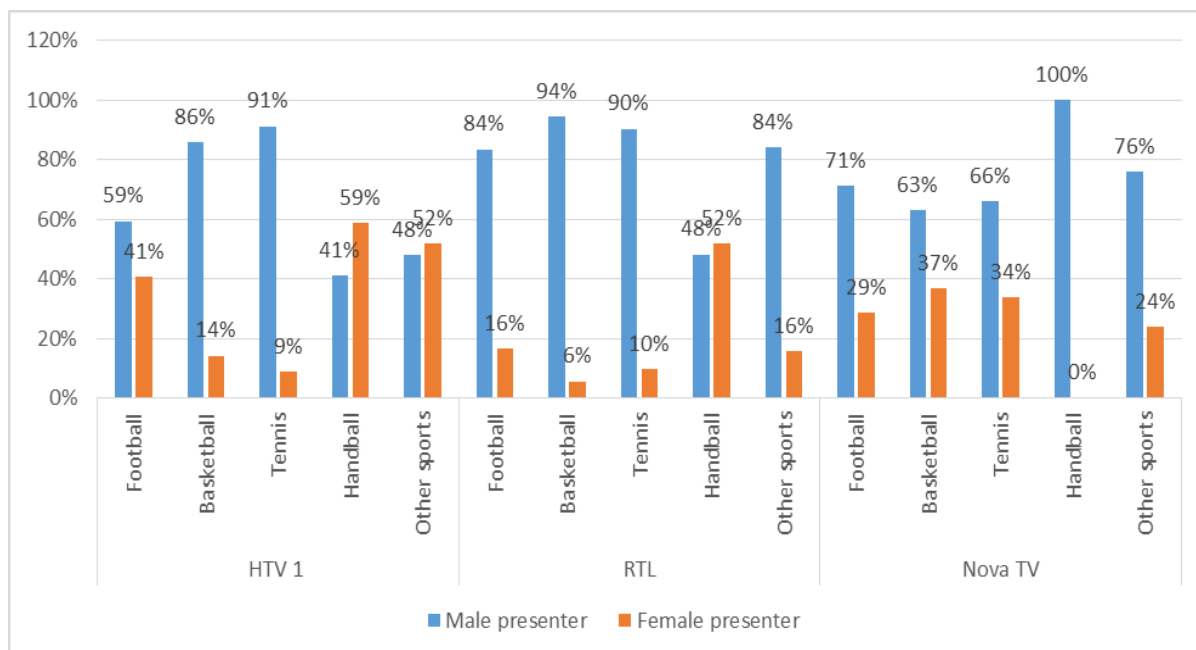
Data obtained during the analysed period shows that a high percentage of women present in sport news were politicians i.e. government officials. This seemingly positive trend is overshadowed by the fact which explains the main reason behind the presence of female politicians in sport news i.e. the appointment of Janica Kostelić the assistant minister of sport and her first appearance in this role.

The charts below give a clearer picture as to the roles women take in sport news.

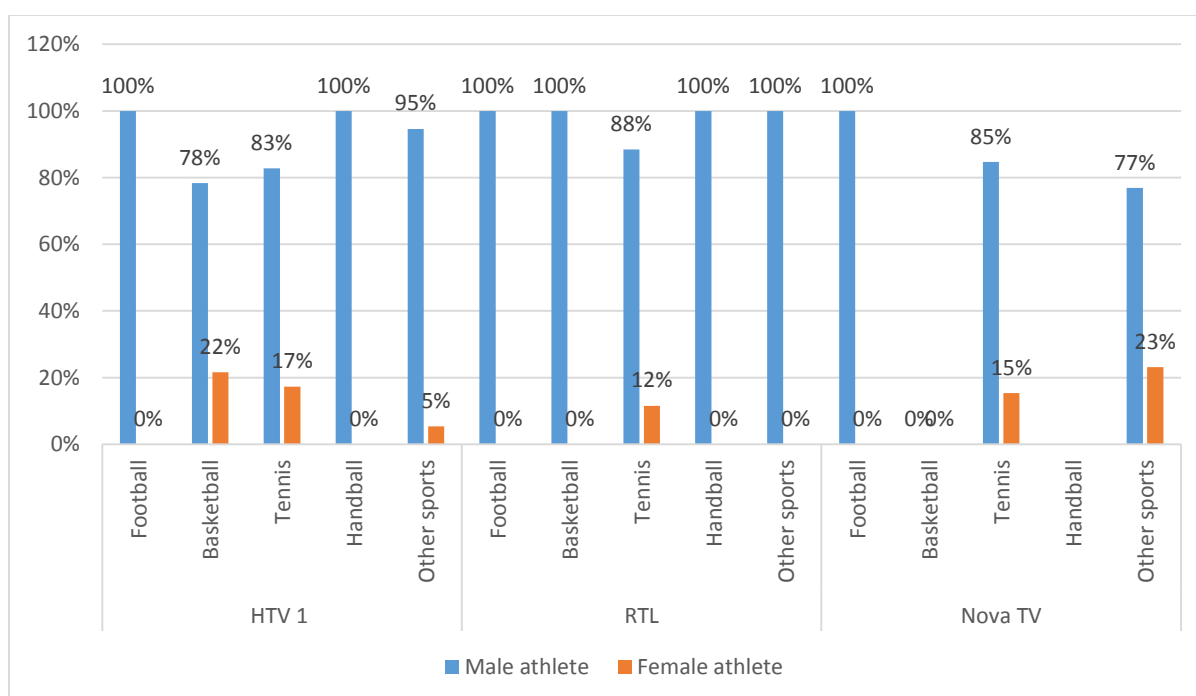
**Chart 15** The percentage of speaking time by provider, sport, role and gender (male/female journalist)



**Chart 16** The percentage of speaking time by provider, sport, role and gender (male/female TV presenter)



**Chart 17** The percentage of speaking time by provider, sport, role and gender (male/female athlete)



The percentages of speaking time clearly show that while women's presence as presenters and journalists is visible for a certain part in sport news, their role as athletes is marginalised as is the women's sport in general.

### **MNRA 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 MNRA members 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 eradicating prejudices and the transmission of stereotypes and finishing with gender language and the misrepresentation of women.
2. 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.
3. 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 due attention to the sport practised by women and fostering the equality between women and men in this area.
4. Should drive actions that, in the scope of autoregulation and co-regulation, may be convenient for promoting equality and pluralism in sport, eradicating stereotypes and discriminatory prejudices.
5. 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 should encourage the use of an inclusive and non-sexist language in sport journalism as well as discourage the use of the female athletes' bodies as an advertising claim.
6. Should work together on encouraging journalism to contribute to sports pluralism and to the concept of sport as an important factor in personal development, and conveying essential social, educational and cultural values and ideas when promoting sports.
7. 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.

8. Should try to encourage journalists to be more critical with inequality and discrimination in sport and to contribute to giving 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.

Further steps to be taken by the Agency for Electronic Media as an MNRA member and in line with the proposed Recommendations include the following: at its 40th meeting held in October 2014, the Council for Electronic Media adopted the action plan of the Women and Sport Working Group which should contribute to meeting the general objective: raising the awareness of media service providers of a higher visibility of successful women's team sports by delivering the following specific aims:

1. To initiate autoregulation with media service providers on a higher visibility of women's team sports
2. To adopt recommendations regarding the methods for reducing the gender gap in covering women's and men's team sports
3. To conduct the campaign on raising the awareness of women's team sports

Activities to be conducted by the AEM Women and Sport Working Group until end 2017 and during 2018 include the following:

No	Activities pursuant to adopted work programme for Q4 2017 and 2018
1	Presentation of the MNRA study results at the Electronic Media Days – the national study on the presence of female sport in news broadcasts of national TV networks
2	Signing the cooperation agreement with the Croatian Olympic Committee (HOO), the Committee for Gender Equality and the Office for Gender Equality of the Government of the Republic of Croatia – defining campaign budget and allocating responsibilities for specific campaign activities
3	Announcing the tender for campaign TV ads
4	Meeting with all providers in relation to the autoregulation process
5	4 meetings with individual providers' groups – Development of recommendation draft for all target groups
6	Development of final recommendations
7	Presentation of recommendations and the campaign (TV ads)
8	Ad distribution to media companies
9	Final campaign – the grand event
10	The analysis of the impact of adopted recommendations and the campaign in the media coverage of women's sport – the study