



GMMP+30

NATIONAL REPORT
NORWAY



GMMP+30

Global Media
Monitoring
Project

2025



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NATIONAL CONTEXT

Gender equality

Norway is said to be one of the most gender equal countries in the world. Despite this, there is slow progress of women's representation in the media. There is still a 'gender divide' when it comes to what women and men are talking about, and in spite of women being steadily more educated than men, the male expertise dominates – although the number of women as expertise had increased somewhat during the last five years. Some stereotypes are challenged, albeit not much, but the proportion of female reporters has increased a little.

The proportion of women with higher education is higher than for men. 2023-figures indicate a difference of 10 percent points, with 41,9 percent of women having a degree, against 31,8 per cent of the men (Statistical census 2023). This should opt for a more equal representation among news subjects/sources regarding for example expertise. As far as we know, our country has been a participant in this project since the start, and the current team leader for 25 years.

The media situation

Norway is among the top countries when it comes to newspaper reading (print and digital), although the trend is a bit downwards. Thus, it is still meaningful to monitor print newspapers. (More below). As mentioned under TV, just two TV enterprises were found worthy of coding, due to others not providing news. Further, digital newspapers and social media have established themselves as the most important news sources among a large part of the population, especially among the younger generations.

In addition: differing from other (Nordic) countries, the leftist Klassekampen (Class Struggle) has in the last decade increased its circulation substantially and has a larger readership than the Labour-leaning Dagsavisen. Furthermore, Norway has a vital Christian-leaning newspaper, and several large regional newspapers. Out of two business papers, both with good circulation, we selected only the largest one. Thus our choices are guided both by circulation and diversity.

Newspapers: Norway still has a large number of newspapers, although less now (particularly print) than before. The total number is 246 newspapers published at least once a week. In 2024, 23 percent of the population read at least one print newspaper every day, compared to 27 per cent the previous year.

TV: Norway has three TV channels under the state funded Public Broadcasting System (NRK1, NRK2, NRK3: 35 percent of market share), and two news channels linked to the private TV2 (17 percent), which also has several sports outlets. Other nationwide TV-channels do not have regular news services and concentrate more on entertainment og sports (all less than seven percent market share). Several *local* TV channels also exist.

Radio: Norway has 24 countrywide radio channels, NRK provides 15 of these. Several private ones provide less news, while almost all the NRK channels have short news services.

Internet media: Practically all newspapers have Internet versions, and some, especially among the local ones, now only have digital versions, due to costs, and changes in the news reading publics. The public broadcasting (state funded), as well as the private dominant channel TV2, also have their Internet sites. The nrk.no website has been targeted by newspaper leaders as having a competitive advantage due to their financial situation, being fully financed from the Norwegian fiscal budget.

Gender and minority issues/recruitment

Norway has an almost equal number of male and female journalists, the female proportion slowly and steadily increasing, not least due to female students being in majority at all educational institutions providing journalism training. The number of female editors as well as editors-in-chiefs is also increasing. When it comes to journalists and anchors etc. with so-called “ethnic” minority background, the “FLERE” (MORE) project in the Norwegian Public Broadcasting has made a difference. Every year, 6-8 individuals with “foreign” background are admitted for a training program in NRK; and are distributed in different sectors. The gender balance is there, and after ended training, a large proportion of these trainees, continue to work within NRK, contributing to diversity among presenters and reporters. This

also means recruiting people with a larger variety of acquaintances, which may prove beneficial for the general content. When it comes to recruitment of people with other minority background, our impression is that persons with disability do not have the same positive options.

SELECTED MEDIA:

a) Newspapers, print.

Our criteria have been emphasis on national, dailies with a good circulation; as well as diversity. We also found it interesting to include the regional newspaper with the largest circulation, which is larger than many national dailies.

Aftenposten: Largest subscription newspaper. (Female editor-in chief)

Bergens Tidende: Largest regional newspaper

Dagsavisen: Newspaper with links to the Labour party

Dagens Næringsliv: Business newspaper

Klassekampen: Left-leaning newspaper (Female editor-in-chief)

Verdens Gang (VG): Largest tabloid, number one read on Internet

Vårt Land: Christian/religious-oriented newspaper

b) TV:

Only two Norwegian TV stations are of interest, the others do not present news, but entertainment, mostly serials and reality shows.

NRK TV: Public broadcasting, largest number of viewers (many newscasts). No commercials. We analyzed the main evening news aimed for the whole nation, as well as two different regional evening news (one from the north of Norway, and one from the east).

TV2: Second-largest TV station, commercials (many newscasts). We analyzed the main evening news and the morning news, both national news.

c) **Radio:**

The Norwegian Public Broadcasting is very dominant with its large variety of channels. Thus, newscasts from different times and programs are monitored.

d) **Internet news:**

Due to capacity we decided to code five major national websites:

VG.no – the largest newspaper online;

Dagbladet.no – a competitor, compared to VG not as relevant in print as online;

Nettavisen.no: A fully-fledged digital newspaper;

NRK.no: The webpage of our main public broadcaster;

TV2.no: the webpage of its main competitor

Monitoring team

Our team consisted of four monitors (all female), out of which three had been through one or several (EE) GMMP process(es) before. We met for a 1 ½ day “seminar”, where we sat coding together, and thus were able to consult each other concerning cases of doubt. We finished the main coding a few days later.

The division of labour:

Elisabeth Eide (team leader): Printed newspapers (5)

Tine Eide (radio), plus two printed newspapers

Birgitte Kjos Fonn: Internet news sites

Ingerid Salvesen: TV news

EXECUTIVE SUMMARY

On a globally selected day, monitoring Norwegian news media (print, radio, television and Internet media), showed a total of 34 per cent female news subjects. The largest proportion was found in radio news (44 per cent), while print newspapers had only 30 per cent. If we exclude the web-based versions, the overall percentage for legacy media is 33 per cent. Thus, the Norwegian media score higher than the global average, and almost the same as five years ago.

The global report shows that the gender of journalists may influence the proportion of male/female news subjects to a limited extent. In our material, 32 per cent of reporters in print newspapers were women, while the number was larger in radio (71%), TV (60%) and Internet media (46%).

When it comes to news topics, women and men were equally represented in the category "Science and Health" (F: 53 %) as well as "Social and Legal" matters (F:49%), while they were poorly represented in "Sports" (20%) and "Politics/government" (22%).

As in the overall global report, we register small steps towards more equal representation, particularly when it comes to the *roles* of the female subjects: The proportion of female *expertise* has risen significantly, probably partly due to the rising number of female academics/professors. The slow progress, however, compels us to ask whether there is still a glass ceiling to break through, although it may now be a bit higher. On the other hand, women who have come of age, are significantly less represented than men.

Why is the media still showing slow progress? The reasons why may have to do with (a) the prevalence of a gender conservative journalist culture; with (b) women being more reluctant to say "yes" to journalists, and (c) at times with the traditional choices and priorities journalists and editors make in their everyday news work, such as for example covering (male) sources in top positions within business and politics, or prioritizing male football over most other parts of the sports field.

We still also register that media still tend to emphasize women's age and looks more than men, in addition to women's role as home makers.

RESULTS: A DAY IN THE NEWS, NORWAY

OVERALL:

As partly mentioned in the contextual report, there are some recurring issues in our material from the monitoring day. One is the main Labour union congress, where there were some discussions about new leadership (the female candidate was elected after some deliberations). Second, there were the inevitable Trump stories, and third, some stories about an ongoing court case concerning a coach training several athletes having allegedly physically abused two of his children. It should also be added that 2025 was a year of parliamentary elections in Norway (9. September, four months after our monitoring day), and thus, a larger interest in politics than in a non-election year. There seems to have been more space for celebrity stories in online than legacy media, probably due to the click-bait factor.

Issues considered: In most news agency stories, there is no specific byline, thus gender status remains “not known”. Furthermore, coding minorities proved difficult. Sometimes we found open LGBTQ persons, or a person in a wheelchair where the disability is an issue. A case regarding minority status may be an item on the Houthis in Yemen, or a case representing a man ending in a wheelchair after an accident in the U.S. However, in these cases, they are not emphasized as minority, but as actors in judicial or violent conflicts. However, in many cases, it is impossible to identify people as belonging to a minority or a majority. Thus, there might have been several other minority individuals in our material (gays, Sami, people with disability challenges), but without reference to these parts of their identity. In a couple of cases, a more melanin-rich subject than the Norwegian majority appears, or a person with have so-called unusual names, both may be Norwegian-born with citizenship. This fact, we interpret positively, meaning that sources were interviewed as ordinary citizens, not as “representatives” of a group, be it based on “ethnicity”, disability or sexual preferences.

News agenda: Unlike ten years ago, when the plane crash in the French Alps was a dominant story, there was not a single story dominating the news agenda. Thus, we could call it a rather typical news day in Norway. President Trump was covered in all the channels,

though, as were the elections in Germany and the situation in Gaza in most channels. Nationally, the ongoing Norwegian major Labour union congress gained attention, not least due to some struggle concerning candidates for the presidency. In addition, we found a variety of sports and celebrity news (more on digital channels and in the one selected print tabloid).

As previously

The main results when it comes to news subjects are much the same as five years ago. If we merge the four media categories, the result is 34 per cent women, compared to 33 per cent for Radio, TV and Print in 2020. If we exclude the Internet media, the result is very much the same, in other words, slow or no progress.

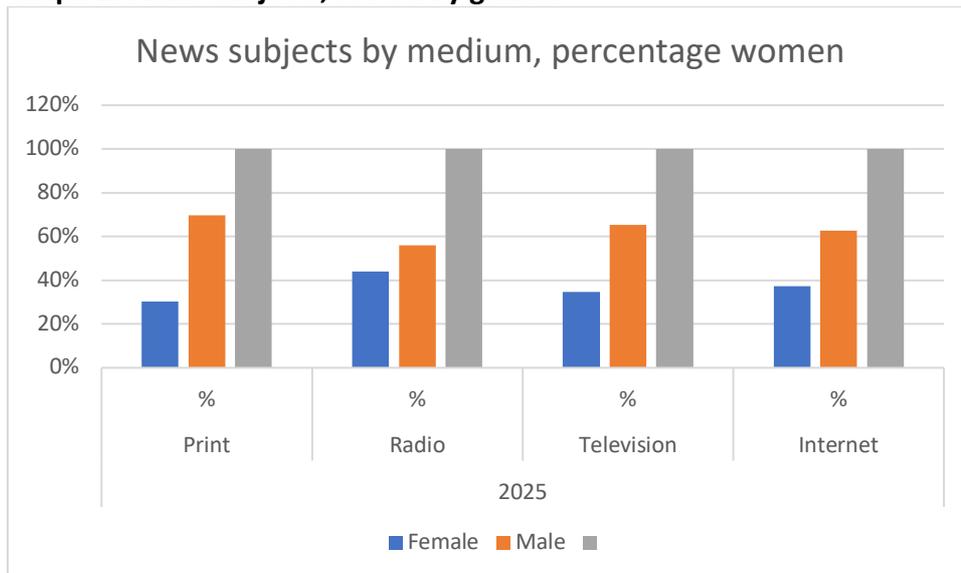
Table 1: News subjects, different media. N = 558

2025				
	Print	Radio	Television	Internet
	%	%	%	%
Female	30 %	44 %	35 %	37 %
Male	70 %	56 %	65 %	63 %
	100 %	100 %	100 %	100 %

Compared with previous results, the internet numbers in contribute in particular to a somewhat better total than in 2020, with 34 percent female news subjects, as compared to 25 percent in 2020. The percentage for print media is slightly higher in print newspapers (27 per cent in 2015 and 28 percent in 2020), Radio (small numbers) is significantly higher up from 36 percent in 2020 to 44 percent in 2025; while TV scores lower, down five percent from 40 in 2020.

The Internet media show a larger share, at 37 per cent. One may discuss whether this is caused by the “younger” media having a younger group of journalists at their disposal, perhaps also a larger proportion of female journalists. However, seen with results from 2020 as a backdrop, this hypothesis is weakened, since by then, the proportion of male sources was larger on the Internet news than in the other media (75 percent, as compared with print 72 percent, radio 64 percent and TV 60 per cent).

Graph 1: News subjects, sorted by gender



Over time, with the exception of 2020, print media remains the most conservative part of our sample, with the lowest percentage; while radio seems to be the most gender equal news medium, but due to the size of our material, we should not overrate the results at this level.

Media reports, four categories

Newspapers, print

In the sample containing seven different papers, we found a total of 96 men and 42 (30 per cent) women journalists. News actors/sources: 200 men and 95 women (33 per cent).

The dominance of male news actors/sources is still significant as is the distribution of bylines. We did not find any “ethnic” minority sources, but one example of sexual minority (two gay men getting married, partly a celebrity story). If inequality is addressed, it is more about social class, very little on gender. One story addresses the rights of refugees, with references to the Norwegian Constitution. Several news is found from an ongoing story about abuse in a family of athletes (father culprit, one son, one daughter abused). No actor is represented as Third gender. Sports reports are mostly about men. The existence of a controversial man in the U.S. White House makes an impact, thus Trump is found as a news subject in several stories. While the Christian newspaper (Vårt Land) has the most equal gender representation, the Business newspaper (Dagens Næringsliv) has the most dominant proportion of men.

When it comes to size of the news items, three topics are represented more full-page than others; i.e. Economy scores best with 28 percent of all issues in the category (perhaps due to

several papers having specialist reporters, and also due to the need to explain complicated issues), followed by politics/government and social/legal issues, both with 21 percent.

Cases, NEWSPAPERS

Plus: One story in the largest regional newspaper (*BT*) addresses the question of gender and board member representation in business enterprises/factories etc. The story is written by one female and one male reporter, and both sources are female experts.

Aftenposten, (no 3). A female reporter writes about economy, two out of three sources are women. Another story (13) has a male reporter, but the same proportion of sources.

Vårt Land, the Christian newspaper, features a majority of female news subjects. In a story (1, on religion and culture), a female reporter uses 5 female sources, one male.

We did not find any stories stereotyping or challenging stereotypes in the material. However, there were other concerns, mainly regarding the selection of sources, mostly “missed opportunity” cases.

Minus:

Mainly, these stories are type 4 – missed opportunities. Where it would have been (relatively) easy to address a gender-wise equal number of sources, this approach is not selected. Examples: A story from the largest tabloid (*VG*, story no 7) addresses electricity prices. This is a consumer story, which should opt for a variety of sources. However the male journalist cites only four male sources.

Aftenposten story 8: About views on President Trump, male reporter with five male, 2 female sources, a more equal proportion might have been possible.

TV news:

A general impression of the TV content is a relatively balanced gender representation. This is especially based on the distribution of male and female anchors and reporters. The most important evening news in the respective channels features one male and one female anchor, while the morning news has only one.

The TV2 News channel has far more male than female sources. A large part of the newscast is about sports, and mostly about male sportspersons. This corresponds with earlier Norwegian research documenting sports as a particularly male dominated field of coverage. Surprisingly few individuals of minority are represented among the sources. An exception is our national minority, the Sami, represented by some voices concerning industrial matters in the Northern Norway (where many Sami people live). Here, one may note, not surprisingly, that Sami voices get more space in the NRK regional news program than on the national news about the same issue.

Cases, TV:

Minus: Regarding sources, there is a majority of male sources in cases linked to issues such as defense, police, industry, where most sources are men who are in the positions which are – by traditional journalist standards – logic to address. However, we consider a more balanced group of sources to be possible.

Plus: An exception to this 'rule' is a news item from the NRK, which treats a large NATO military training in Northern Norway. Here, the relevant military leaders from both Norwegian and U.S. forces are interviewed (3 men), but the reporters have also found space for a Norwegian female soldier (no doubt representing a rather small minority among the soldiers) participating in the training.

Plus: Another story worth mentioning is the headliner (first case) on the regional news program (NRK Eastern Norway). It is about the need for better information about the importance of *consensus* when it comes to sexuality and sexual education for youth and children. That this topic is regarded as the most important item may perhaps contribute to the general impression of the Norwegian (liberal) society. In this item, all the sources are women, and in one sense, this is good. However, it would have been even better if the reporter had also interviewed one or several young males in the story (not only young women), to demonstrate that this is a case which is at least important for boys as for girls. Could it be that this reflects an old tendency to think more of women when it comes to responsibilities within the private parts of life (here defined as relations, sexuality, care issues etc.), and thus an underlying stereotypical approach?

Radio news

In the programs registered there is an almost equal number of both reporters, anchors and sources when it comes to gender. There are no stereotypical stories found. Thematically, no story addresses women in particular, or gender inequality/discrimination. There are no minority sources, and it is surprising to register that journalists are oftentimes used as sources instead of reporters lending ear to those who are directly involved in the cases (missed opportunities).

Internet platforms/news

NRK and TV2

The Norwegian Public Broadcasting, nrk.no looks professional and balanced. Many stories are about politics and social issues regarded in general as important. A couple of items are different, small feature stories about trivialities of life and some celebrity stories. In the two news feature stories, the "cases" are women, but this finding can of course not be generalized.

A celebrity item is a classic clickbait story, about lightly dressed (female) actors. A close-up reveals that one of them had a picture of Rosa Parks embroidered on her slip (why several actors wore a bikini-like outfit for the Met Gala is not explained). That this was meant as a protest, largely disappears in the sensationalized presentation of the story. Even if these pictures did close-ups on lightly clad women, we did not code them as victims, since these

actors are usually quite aware of what is needed to gain attention, also by way of sexualization. But it is legitimate to ask whether a male actor with a tight tanga would gain the same visual attention.

The photos used in these two Internet media are otherwise not remarkable, they mainly feature portraits/mugshots of people, as a rule in role-related contexts, politicians in their offices etc. In the two feature stories and other stories of artists, the photos show some more life and movement. In these stories, the photographed persons are women.

To sum up: Both nrk.no and its main competitor, tv2.no appear as sober newscasts. NRK has a more thorough Internet news representation than TV2. Both have a relatively large proportion of female sources, which are mainly presented by their societal role, not as mothers or wives, victims or sex objects. Both channels seem to follow Norwegian politics and social issues closely and not very differently. An explanation may be a long tradition of Norwegian equal rights policy, and the fact that the country has many women in different leading positions, in politics, bureaucracy (5 out of 9 party leaders in parliament are women), police, business and other organizations.

None of the items in these two digital outlets are examples challenging established gender stereotypes. One may of course ask whether the relatively high representation of women in leading positions in itself challenges those stereotypes, or, rather, they may appear to show that these established stereotypes are no longer so dominant/established. There are also no items problematizing gender roles; the content is mostly straight, sober news. Both these sites also have items on international politics, especially the U.S., and this may contribute to a larger proportion of men.

Nettavisen, and the tabloid newspapers' Internet versions

These digital channels are characterized by a slightly higher number of celebrity stories, but not significant enough to affect the gender issue, presuming that there is a larger number of female characters in these stories.

- The only nation-wide full-fledged digital newspaper *Nettavisen* (no print version), has a high proportion of (young) male reporters (15 male and 3 female), and a dominant number of male news subjects (30 vs 11). Among the examples, there are several missed opportunities, where more female sources could have been approached.

Minus: In a reportage on a demonstration from outside the White House, a female reporter harvests comments from seven men and only one woman. Was this a case in which (as is known from earlier research) women were less willing to speak to a reporter, or just a lack of gender priority/thinking from the reporter side (story 3)?

- As a contrast, *vg.no* – the most read digital newspaper in Norway, had a practically equal number of reporters on the chosen day (7 female, 6 male), and a rather equal number of news subjects (15 females, 18 males).

Plus: A positive example is a consumer story about rising housing prices, where a young male reporter interviews 3 female and 1 male source (case 2).

- Another competitor for digital readership is *Dagbladet*, with slightly more female reporters (11 female, 9 male). However, the male news subjects outnumber the female ones (22 vs 9). One story (no 10) is about the (then) ongoing court case against a sports coach (and father of some of those he was coaching) accused of abuse of two of his children. Two female reporters present five male and three female sources. This case is also reported on in several other news media.

A SPECIAL CASE:

Celebrity story. Stereotypical stories on women or of women as victims are hard to come across, but a typical celebrity story in *Dagbladet* (no 5), is that of a man in his 70s crashing into the estate of Hollywood star Jennifer Aniston (56). (Screenshot below.) Her security man stops the intruder and gets hold of the police, who subsequently arrests him. The story does not reveal the man's motive or any significant detail, but tells that the star was shocked, and is illustrated by a star portrait of Aniston clad in – we do not know. The photo reveals much naked skin but stops short of her breasts. This particular photo is hardly relevant for telling the story, but more relevant for GMMP research. It looks more like a portrait snapped from a film festival or perhaps from the *Friends* series, where Aniston is one of the main characters. The short but prominently placed story links to a couple of videos with other Aniston interviews.

The headline is typically sensational: “Man arrested at star’s home” And the lead elaborates by explaining that a “car crashed into the “*Friends*” star’s domicile in Los Angeles – *while she was at home*” (emphasis added). The last part – that the star was in the house – further dramatizes the story. The text is otherwise short and matter-of-factly written. The sources are several American media, furthermore with *Dagbladet*'s female reporter named. (See below)

Jennifer Aniston:

Mann pågrepet hjemme hos stjerna

En bil skal ha krasjet inn i «Friends»-stjernas bolig i Los Angeles - mens hun var hjemme.



DRAMATISK: Ifølge amerikanske medier skal en mann ha blitt pågrepet hjemme hos Jennifer Aniston mandag. Foto: John Salangang/Shutterstock... [Vis mer](#)

Marthe Karlson Nielsen



TOPICS IN THE NEWS

Politics and economy are dominating topics in the Norwegian news., while social and legal issues follow suit.

Table 2: Overview, news subjects, and topics

	2025					
	Print, Radio, Television			Internet		
	Female	Male	N	Female	Male	N
Politics and Government	22 %	78 %	105	23 %	77 %	52
Economy	37 %	63 %	78	47 %	53 %	34
Science and Health	53 %	47 %	17	83 %	17 %	12
Social and Legal	49 %	51 %	79	21 %	79 %	14
Crime and Violence (excluding gender-based violence)	13 %	87 %	54	37 %	63 %	19
Gender-based violence	80 %	20 %	5	0 %	0 %	0
Celebrity, arts, media	41 %	59 %	22	57 %	43 %	23
Sports	20 %	80 %	15	8 %	92 %	13
Other	0 %	100 %	1	50 %	50 %	2
Overall	33 %			37 %		

Table 2 further demonstrates that there are relatively significant differences when it comes to areas where news subjects express themselves. In politics, more than ¾ of the news subjects are men, despite the equal number of party leaders (five female, four male when it comes to parties represented in the parliament); while in the economic field the difference is less, especially in the Internet media. The difference is even larger in the Crime and violence category, but here, the numbers are smaller and thus, the results less reliable. The explanation as before is partly that men commit crimes to a much larger degree than women. A continuing tendency, however, is that women speak more on social and legal issues (particularly in print, radio and television), as well as within science and health (although a separation of the two latter ones, might opt for different results). This indicates a long-lasting trend where women are more likely to express themselves in so-called *relational* fields of life. This corresponds with earlier findings (Eide, ed. 2000).

In some areas the proportion of women is lower than in 2020: Politics in 2020: 31 per cent

women (2025: 22); economy 29 per cent (2025: 37); Science and Health in 2020: 39 per cent (2025 539. We here only mention the three most frequent topics.

Foreign news – few women

The women, then do also appear less in stories from the regional or global level, as demonstrated by Table 3. The low number of women represented on the global level, may well be due to the global scene covered being substantially more male-dominated than the Norwegian one.

Table 3: On what societal level do female news subjects occur the most?

	2025	
	Female	
	%	N
Local	41 %	49
National	46 %	156
Sub-Regional and Regional	18 %	38
Foreign/International	19 %	133

A presumption would be that the closer one comes to the local (grass roots), the more female sources/news subjects one would find. However, women are better represented in national news than in local, although the proportions are both above 40 per cent and the difference is not very significant. However, when it comes to the “foreign” field, i.e. international (regional or global) news, the proportion drops substantially to below 20 per cent as demonstrated by Table 3. In 2025, two wars dominated Norwegian foreign news, the war in Ukraine and Israel’s war on Gaza.

Table 4: Percentage of female presenters at the different news levels

	2025			
	Norway			
	Female		Male	
	%	N	%	N
Local	28 %	17	15 %	13
National	34 %	21	51 %	44
Sub-Regional and Regional	11 %	7	8 %	7
Foreign/International	26 %	16	26 %	22
	100 %		100 %	

Most of the politicians interviewed in these contexts, were men. Our prime minister, our Minister of Foreign Affairs, as well as his deputy, were all male, and so were most foreign actors represented from Israel, Palestine, Russia and Ukraine. The proportion regarding presenters for the different levels, though, shows a rather similar picture, as seen from Table 4.

When it comes to variables such as roles played by news subjects, we notice that women as expertise now are up to 30 percent, which is a clear improvement (N = 26, table 5) from previous research, with some of the same development can be seen for the spokespersons, where women now represent 37 per cent (N =50). As the numbers are small, the data may only serve as indicators of a positive trend.

Table 5: In what roles do female news actors occur?

	2025					
	Female			Male		
	%	N	%	N	N	
Do not know	100 %	1	0 %	0	1	
Subject	22 %	20	78 %	73	93	
Spokesperson	37 %	50	63 %	86	136	
Expert or commentator	30 %	26	70 %	60	86	
Personal Experience	61 %	22	39 %	14	36	
Eye Witness	0 %	0	100 %	1	1	
Popular Opinion	16 %	3	84 %	16	19	
Other	0 %	0	100 %	1	1	

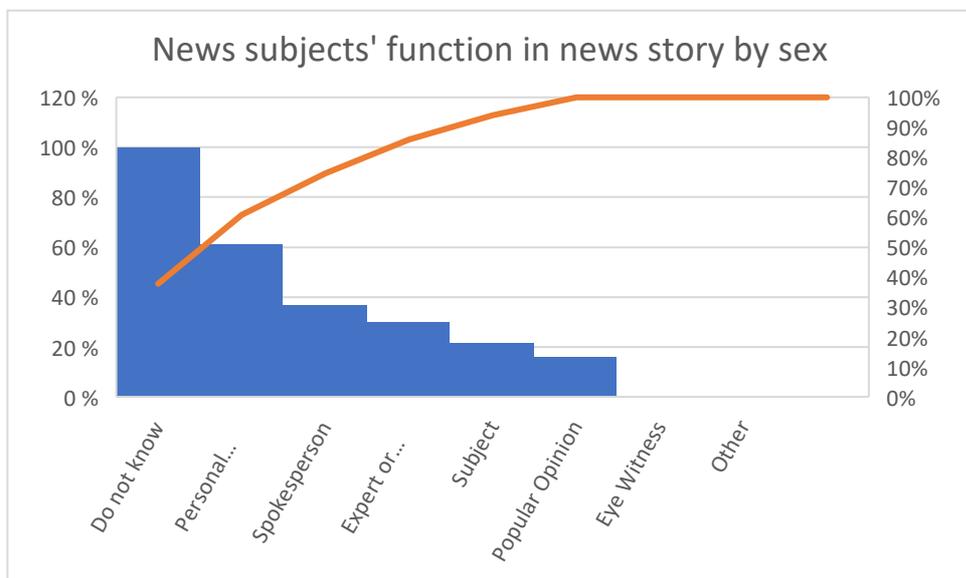
The 100 percent “Do not know” category; means the only undefined person is a woman (N = 1).

When it comes to expertise, it should be noted that media professionals, as well as business executives are among those who rather frequently occur in the role as expertise, as demonstrated below, partly due to the merger of expert/commentator (the later oftentimes being journalists with this particular role in their editorial staff. From the same table, it is notable to what extent politicians/MOPs dominate as spokespersons, compared to public servants, and here also with a female majority (Tables 5 and 6)

Table 6: Roles and professions, cross-tabled (excerpts from original table)

	2025							
	Do not know		Subject		Spokesperson		Expert or commentator	
	Female	Male	Female	Male	Female	Male	Female	Male
	%	%	%	%	%	%	%	%
Not stated	0 %	0 %	0 %	0 %	0 %	0 %	0 %	0 %
Royalty, monarch, deposed monarch, etc.	0 %	0 %	10 %	4 %	0 %	0 %	0 %	0 %
Politician/ member of parliament, ...	0 %	0 %	15 %	41 %	54 %	37 %	4 %	2 %
Government employee, public servant, spokesperson, etc.	0 %	0 %	0 %	0 %	10 %	14 %	8 %	3 %
Police, military, para-military, militia, fire officer	0 %	0 %	10 %	7 %	0 %	8 %	0 %	5 %
Academic expert, lecturer, teacher	0 %	0 %	0 %	3 %	0 %	0 %	27 %	38 %
Doctor, dentist, health specialist	0 %	0 %	0 %	0 %	0 %	0 %	4 %	3 %
Health worker, social worker, childcare worker	0 %	0 %	0 %	0 %	0 %	1 %	0 %	0 %
Science/ technology professional, engineer, etc.	0 %	0 %	0 %	0 %	0 %	0 %	8 %	2 %
Media professional, journalist, film-maker, etc.	0 %	0 %	5 %	0 %	0 %	1 %	15 %	17 %
Lawyer, judge, magistrate, legal advocate, etc.	0 %	0 %	0 %	0 %	2 %	5 %	0 %	0 %
Business person, exec, manager, stock broker...	0 %	0 %	10 %	10 %	10 %	15 %	23 %	20 %

Graph 2: Women as news subjects, categories



The largest categories are spokespersons (N = 136) and experts (86), which supports the selection of elite persons as a long tradition in news coverage. Compared to earlier research, the female percentage within these two categories increases slowly, but not significantly from 2020 to 2025.

Journalist practice, on women's centrality, gender stereotypes and rights-based reporting

The category *Women's centrality* in the news remains low, but the figures are a bit uncertain. Moreover, we did not find many cases of outright gender stereotypes in our material; it was much about mainstream news. (See above examples under the specific news genres, Radio, TV... etc.)

Furthermore, stories explicitly addressing gender/HR rights: only two cases were identified. Gender inequality, though, was raised in a few stories within politics, social and legal issues, and within crime reporting.

However, we find that stories where issues of gender equality/inequality are raised by sex of reporter, by region, by major topic, to an extent exist, and perhaps particularly within the field of finance/economy, traditionally a rather male-dominated field, however with an increasing number of female reporters positioning themselves. All-in-all 8 percent of the stories may be seen as at least partly qualifying. Additionally, very few of the news subjects are identified with family status, but slightly more women are so defined.

Where do we find women – and men?

When studying the various groups of sources/news subjects, we see that women are best represented in the following categories:

1. Activist/civil society: 44 per cent (N = 36)
2. Government official etc. 36 per cent (N = 22)
3. Politicians: 33 Per cent (N = 96)
4. Academics etc. 22 per cent (N = 32)

No 1: At the grass roots (where activists and civil society may be included), the number of men and women is rather equal in the real world, and this is relatively well reflected here and demonstrates that a journalistic orientation towards a less top-heavy approach seems to work. Regarding no 2, the official Norway has long pursued a politics of equal rights when it comes to employment. Thus, the number could potentially have been higher.

Regarding politicians, five out of nine party leaders are/were women; in the parliament there were 46 per cent women, but after the elections in 2025 (they occurred later than our monitoring day), the percentage was reduced to 41 per cent. The proportion of local female representatives was also a bit reduced in the 2023 municipal elections. The numbers are not significant enough to call this a backlash, but is still a concern. These findings indicate that women are more easily found as engaged/relevant persons at the grass roots level, even if some activists may be leaders. The finding of just more than 20 percent academics, may indicate a lost opportunity tendency, since it does not reflect the steady female advancement within the academic/expertise world.

Reporters and presenters

Table 8, Reporters, in different media, N = 337

		2025					
		Print		Radio		Television	
		Female	Male	Female	Male	Female	Male
		%	N	%	N	%	N
Norway		32	68	70	30	42	58
		%	33	%	70	%	35
				%	35	%	15
				%	35	%	49
Overall		32	70	42			
		%	%	%			

As observed previously, the percentage of female reporters is lower in print media (32 vs. 68%, N = 103), and lower than in 2020. It is also lower than in broadcast media (TV: 60 vs 40; N= 30; Radio: 71 vs 29; N = 14). The proportion in Internet media is quite balanced with 46 per cent females, and 54 per cent males (N = 77). The small, almost invisible proportions in the chart are the cases where gender was impossible to define. There are no identified trans reporters. The total percentage of women reporters is, however, steadily increasing, from 30 percent in 2010 via 35 percent in 2015 and 40 percent in 2020, and 43 percent in 2025. The latest results are mainly due to a considerably higher number of female radio reporters, while male reporters are still in majority in newspapers and TV. The increasing percentage may also reflect a significantly larger number of female students

at all journalism schools in Norway in at least the two last decades.

When it comes to *presenters* in radio and TV, we see a reverse picture: In radio, almost 70 percent of the presenters are female, while the same holds for male presenters in television. In other words, the two media differ, there are substantially more women presenters in radio programs (N =36), while the male presenters are more dominant in TV. (N = 54). However, this result should be taken with a pinch of salt, since the ones we see on a particular day (except when there are two anchors and balance) are subject to job rotation. The same goes for radio presenters. Thus, an overweight of male TV presenters this particular day is subject to such routines, since in general, the numbers appear more balanced. (See table 9).

Table 9: Numbers/percentage of radio and TV presenters.

2025									
Radio					Television				
Presenter					Presenter				
Female		Male			Female		Male		
%	N	%	N	%	N	%	N	%	N
Norway	69 %	25	31 %	11	31 %	17	69 %	37	

The general impression from our TV material is that by and large there is a rather good gender balance, particularly when it comes to male and female journalist and anchors (presenters). The largest news bulletins (evening news) have two anchors, one man and one woman (sometimes two women or two men, but that is the exception). The smaller bulletins (morning, regional) only have one anchor, and whether it was a man or woman that particular day, is purely coincidental, since they might have one of the opposite sex on the previous or following day. So a majority of male anchors on one day, is probably not an indicative result.

Who reports on what?

The material shows *small gender differences* when it comes to reporting on politics, as well as on health and social issues (47%F, 53%M). There seems to be a male dominance when reporting economic issues (29%F, 71%M), as well as sports (25%F, 75%M) and crime (17%F, 83%M). On the other hand, female reporters are in majority in covering celebrity issues (56%F, 44%M).

These figures indicate that there still is a subtle “division of labour” within editorial staffs, where women are better represented in “softer issues” than in for example economy/business. And sports remain a domain for a significant number of male reporters.

Older women – uninteresting?

Previous research (f ex Pedersen, 1996) has shown that older women are more marginalized than men, particularly in visualized media. This seems still to be an issue. In broadcast media, women older than 50 seems to attract much less attention than their male contemporaries. The group “older adults” (65-79) may be seen as composed by women and men who grew up with the feminist upheaval in the late 1960s and 1970s, an upheaval which happened at the same time as the education revolution, where both women and men flocked to universities, and women gradually became as educated as men. However, in this age group, the proportion of women is very low, as demonstrated by tables 10a and 10b.

Table 10a: Age of news subjects, print

	2025		N
	Female	Male	
	%	%	
Do not know	24 %	76 %	38
Child (12 and under)	0 %	100 %	2
Teenager (13-19)	67 %	33 %	3
Young adult (20-30)	53 %	47 %	17
Middle age (31-50)	33 %	67 %	99
Young old (51-64)	37 %	63 %	46
Older adult (65-79)	9 %	91 %	34
Elderly (80+)	0 %	100 %	2

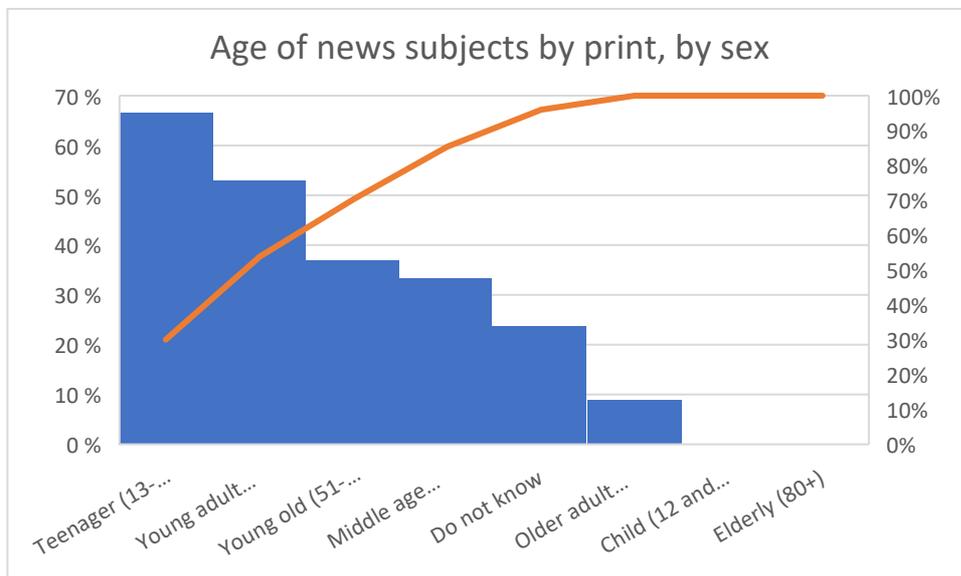
This fact, including a steadily growing of formal increased female “expertise” (higher proportion of female professors, for example), indicates that the media are dragging their feet instead of seeing the potential mature women as interesting sources/news subject. In earlier years, some editorial rooms had special lists containing names, contact details and areas of expertise of such prospective sources. It rests to be seen if the abandoning of such lists was perhaps premature. It seems TV is a special case here, since an old truism is that men just look more distinguished when they age, while there may be other more ageist factors playing a role when it comes to women, as Vibeke Pedersen (1996) registered three decades ago.

Table 10b: Women in TV, age groups

	2025		
	Television		N
	Female	Male	
	%	%	
Do not know	40 %	60 %	5
Child (12 and under)	0 %	0 %	0
Teenager (13-19)	100 %	0 %	5
Young adult (20-30)	31 %	69 %	13
Middle age (31-50)	44 %	56 %	41
Young old (51-64)	17 %	83 %	24
Older adult (65-79)	15 %	85 %	13
Elderly (80+)	0 %	0 %	0

When it comes to TV announcers/anchors, the picture is striking, most of the male ones are equally in the “middle age” and “young old category, while there are no women in the “young old” category on that particular day. This might be slightly misleading, though, since we know that two regular anchors in the NRK belong to the young old, or older adult categories, respectively. Thus, we believe the statistics for news subjects and reporters are more reliable than monitoring anchors for one day.

Graph 4: Women in print media, age groups



Gender and minority representation

In our whole material, we find only five items where the news subjects may be identified by their ethnicity or other minority cases. The methodology of identification is here problematic, though. However, the findings indicate that the news output is rather “white”,

although, again, it is hard to judge from one day, and it is a fact that there are more journalists with minority background than before in the Norwegian mainstream media – not least explained by a conscious and long-lasting recruitment campaign by the Norwegian Public Broadcasting (NRK). Among the items, at least one is about a gay (white) couple.

Photography

It is a widespread truism (often used in explanation for low female representation in MSM), that women are more reluctant to appear in the media, in other words, to say yes being photographed. It is thus interesting to notice that among the photographed human beings, a larger proportion of women appear on news photo (print, internet) than the male proportion (table 11). May that be due to women – when appearing – appear in larger news items?

Table 11: Women and men appearing in photographs

	2025	
	Female	Male
	%	%
Yes	49 %	38 %
No	51 %	62 %
Do not know	0 %	0 %
	100 %	100 %

Focus on gender-based violence – and victims

On this particular topic, the number of cases in Norwegian media is insignificant. The recurring story about the sports coach being a parent is much covered, but the focus is more on mistreatment of the son than the daughter (probably since the son is a world famous athlete).

However, NRK, the Public Broadcasting in its regional news, featured a reportage on the need for more information on consent in school education on sexuality among children and youth, and underlined the importance of improving such information. This was the number one news reportage, and tells something about priorities in the Norwegian society, where there has been discussion on law issues concerning consent, particularly when it comes to

sexual intercourse. In this story, all the sources quoted were women, which in a way is positive. Nevertheless, we also ask whether it would have been beneficial for the story to include a young boy, since they are the ones (usually expected) to ask for consent in cases of sex among youngsters: to demonstrate that this is a case concerning boys as much as girls. Thus, the victims registered occur mainly in foreign news, as victims of war and conflict, and not as victims of sexual violence on that particular day.

SUMMARY AND CONCLUSIONS

All in all, we analyzed 558 stories, with 337 reporters.

Compared to earlier years, the proportion of female news subjects is much the same, in other words, slow progress.

The numbers are sufficient to indicate some significance, and as stated in the contextual part, the percentage of women with higher education is still rising and is higher than for males. And perhaps more relevant, female professors in Norway 2024, were 38 percent of the total, which should contribute to the more gender-equal top-heavy choices in reporting, especially regarding expertise. It is good that the percentage of female expertise increases at the global level. At the Norwegian level, there is not a significant increase.

The proportion of middle-aged and older women seems small, and the relatively low representation may be seen as a “missed-opportunities” feature of journalist choices, albeit, as with other issues, monitoring one day only gives room for hypotheses or suggested tendencies.

The Internet media seem to be slightly more equality-friendly than the traditional media such as print, radio and television. When it comes to proportion of reporters, print media still seem to lag behind. There are also small differences regarding who covers what, particularly economy issues.

As partly mentioned in the contextual report, there are some recurring issues particular to Norway in our material from the monitoring day. One is the main Labour union congress, where there were some discussions about new leadership (the female candidate was elected after some deliberations). Second, there were the inevitable Trump stories, and third, some stories about an ongoing court case concerning a coach training several athletes

having allegedly physically abused two of his children. There seems to have been proportionally more space for celebrity stories in online media, probably due to the click-bait factor.

RECOMMENDATIONS AND ACTION PLAN 2026-2030

Relate more to other research, overview as a basis for the next Global monitoring (contextual part). Perhaps delve deeper into age groups and gender distribution among sources/news subjects (also theory). Inspire local research among students at graduate levels.

A discussion on what counts as news both within educational institutions and media outlets would help focus on the somewhat biased “taken-for-grantedness” in news priorities, where elites are favoured and areas where men are traditionally dominant, such as sports and business.

Perhaps introduce grants or awards for gender-sensitive reporting, with nomination processes etc. in cooperation with journalist unions etc.

Issues of gender in/equality should be included in the syllabus of journalism education and training courses.

Debate and discussion on the GMMP as well as other research and studies should be encouraged: it is obviously useful to engage women *and men* working in the media, in universities, unions and associations of civil society with the aim of promoting a pluri-vocal conversation, based on respect for different professional perspectives and competences, but focused on common objectives and concrete goals.

A gender policy for all media companies is recommendable, and gender quotas should be tried for the composition of teams who produce the news.

Investigate how AI can be a tool which facilitates complex monitoring, perhaps a course for monitoring teams (global, regional, national?), but also be aware of pitfalls regarding such tools.

The representation of female experts in the news may be further improved by using the expertise and database of existing organisations. Awareness of ageism – in particular when it comes to representation of women who have come of age – should be raised.

Media organisations should be more pro-active in sourcing male voices in non-traditional areas and roles. Men and women should be portrayed in a wide range of roles, both traditional and non-traditional, in paid work, social, family and leisure activities. Men and women should both be seen as taking decisions to support the family and in household tasks and home management.

As fundamentalist religious and other right wing political forces are strengthening their influence all over Europe and beyond, be aware of backlash tendencies in media content, whether it is “covering and discussing backlash” or symptoms of backlash in media representation and misogyny in opinion genres (when going unopposed).

After the Nordic conference (February 2026), strengthen networks, which can share experiences and creative ideas.

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