

**WHO
MAKES THE
NEWS?**

PROGRESS ON A PLATEAU

GMMP SPECIAL EDITION:

30-year Findings On Change
In Gender Equality In and Through
the World News Media



GMMP+30

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Sincere gratitude to the GMMP 1995, 2000, 2005, 2010, 2015, and 2020 monitoring teams without whom the longitudinal perspective in this report would not be possible.

The GMMP is indebted to participants of the Women Empowering Communication conference convened by WACC, ISIS Manila and the New York Tribune Centre in Bangkok, in 1994. The idea of a global monitoring day agreed at the conference gave life to this project.

The GMMP is largely self-financed by the volunteer teams in participating countries.

Additional support from local donors, WACC and UN Women with European Union co-funding.



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Published by WACC in Toronto, Canada. December 2025.

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ISBN: 1 903862 06 X

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Foreword

Thirty years ago, at the Fourth World Conference on Women in Beijing in 1995, governments recognized that media is not just a mirror of society but a powerful engine for change. The Beijing Platform for Action called for women's equal participation in and through the media and for an end to gender stereotypes. Three decades and seven rounds of the Global Media Monitoring Project (GMMP) later, this report shows how urgent, and unfinished, that promise remains.

The 2025 GMMP finds that women are still only one in four people seen, heard or read about in traditional news media, a rise of just nine percentage points in thirty years. The findings on violence against women and girls are especially alarming: two out of a hundred stories cover gender-based violence, even though violence affects one in every three women globally. And only 9 per cent of these stories focus on technology-facilitated violence against women despite the rapid escalation of digital violence over the last five years. Only three of every hundred stories clearly challenge stereotypes - the same proportion recorded two decades ago. Journalism that could disrupt harmful norms too often reinforces them instead.

GMMP has always been more than a research exercise. It is a global accountability tool and a collective act of feminist movement building. For thirty years, volunteers, journalists, academics and civil society groups have come together every five years to hold a mirror up to the news industry and call for higher standards.

UN Women is proud to partner once again with the World Association for Christian Communication and the GMMP network on this special 30-year edition. For the first time, the research also includes a chapter on gender-based violence in the news supported through our EU-funded ACT to End Violence against Women and Girls programme. We see this report as a warning: a warning that, in an era of digitalization, artificial intelligence and backlash against women's rights, progress has stalled. At the same time, the report also illustrates how change is already underway in the newsrooms. The report can also serve as a roadmap to inspire more transformative change - through gender-responsive policies, journalism that centres survivors and challenges impunity, and media ecosystems that treat women as experts, leaders and protagonists of their own stories.

UN Women calls on media leaders and digital platforms to take action: set time-bound targets for parity in content, staffing and leadership; invest in training and standards that eliminate stereotypes and uphold ethical and survivor-centred approaches to violence against women; and ensure that digital platforms close, rather than widen, the gap in whose voices are heard. All women and girls must be visible, valued and vocal in the stories that shape our world. Without women's voices, there is no full story, no fair democracy, and no shared future.

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Preface

As an international non-governmental organization that promotes communication rights and the democratization of communication, WACC has been privileged to implement the Global Media Monitoring Project (GMMP). That work has not been done alone, and we must first and foremost acknowledge the collaboration of women's groups, researchers, students, journalists, and civil society groups around the world who have made the GMMP possible over the past three decades. We dedicate this report to the countless women and girls who, year after year face the societal challenges posed by cultural inequalities, political biases, and misogyny.

Today, the GMMP must be seen against the backdrop of several United Nations processes that over the past five years have benefited from the critical intervention and imagination of civil society. The UN Summit of the Future, its Global Digital Compact, and its Declaration for Future Generations set out a blueprint for the next few decades. Strikingly, the news media and their key role in upholding liberal democracy and the rule of law are given short shrift. And while all three documents touch on gender issues, they do not directly address gender (in)equality in the news media as a factor in social progress.

However, all is not lost. The Pact for the Future, finalized in September 2024, pledges to “Address gender-related risks and challenges emerging from the use of technologies, including all forms of violence, including sexual and gender-based violence, trafficking in persons, harassment, bias and discrimination against all women and girls that occur through or are amplified by the use of technology, including against women migrant workers” (p. 22).

The Pact's annexed “Global Digital Compact” is more specific. “We must urgently counter and address all forms of violence, including sexual and gender-based violence, which occurs through or is amplified by the use of technology, all forms of hate speech and discrimination, misinformation and disinformation, cyberbullying and child sexual exploitation and abuse. We will establish and maintain robust risk mitigation and redress measures that also protect privacy and freedom of expression” (p. 44).

Similarly, the Pact’s annexed “Declaration on Future Generations” calls for “policies and programmes to achieve gender equality and the empowerment of all women and girls, eliminate all forms of discrimination and violence, harassment and abuse against women and girls, including sexual and gender-based violence, and ensure women’s full, equal and meaningful participation and equal opportunities for leadership at all levels of decision-making in all spheres of society” (p. 54).

Yet, as the GMMP 2025 makes clear, news media at the local, national, and global levels – now increasingly digital and unregulated – have been remiss in addressing obstacles to bringing about gender parity. Only when the concept of information integrity includes awareness of gender bias in news sources – and, crucially, measures to eradicate it – will we achieve the goal of “women’s empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power.”

Philip Lee. WACC General Secretary

Image: GMMP Monitoring Team, Tunisia. (cc) Center of Arab Women for Training (CAWTAR)



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Executive summary

The Beijing Declaration and Platform for Action premised that “Women’s empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for the achievement of equality, development and peace” (United Nations, 1995). Specifically, the Declaration in its Section “J” established the following objectives related to women and media: Strategic objective J1. “Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. Strategic Objective J2. Promote a balanced and nonstereotyped portrayal of women in the media” (United Nations, 1995). The first global monitoring was sparked by a need for empirical evidence on women’s place, role, and participation in the news.

“In the lead up to Beijing, feminist media activists, scholars and communicators meeting in Bangkok in 1994 resolved to organize one day at the start of 1995 for the monitoring of all media and to use the data as the basis for analysis of where women were and were not, a decision born from frustration with the widespread lack of respect for the dignity of women in the mainstream news media. Media monitoring was identified as one among several strategies with potential to democratize and decentralize media, as well as assist in promoting communication forms that could challenge the patriarchal nature of media.”(Macharia, 2023)¹.

The Beijing Platform for Action thereafter enshrined media monitoring as a strategy to achieve strategic objective J1. Non-governmental organizations and media professional associations were encouraged to establish “media watch groups that can monitor the media and consult with the media to ensure that women’s needs and concerns are properly reflected” (para 242a).

The GMMP evolved into the largest and longest-running research and advocacy initiative for gender equality in and through the news media. In five-year spurts since 1995, the GMMP takes a snapshot of key gender equality dimensions in the news. Across thirty years to date, the GMMP has built the data from over 160 countries.

The global news media landscape has changed profoundly, yet women’s place within it has not. Technological advancements, shifts in audience behavior, and evolving business models have driven change in how news are produced, disseminated, and consumed. Legacy media dominant in 1995 have ceded ground to digital forms, while professional production in media houses has no option but to compete with alternative and social media for audience attention. In 2025, the increased proliferation of artificial intelligence (AI) finds the news industry in a particularly fragile moment, as legacy media faces a sustainability crisis along with professional journalism. The expanded analytical capacity of computers, the expansion of digital platforms, and AI have introduced a new breed of news analysts that work at the meeting point of software development, analytics, and storytelling (Kosterich, 2020).

Three decades ago, governments regulated the sector with some minimal international oversight, unlike the current considerably more complex regulatory environment. Data privacy laws, content moderation, and government reach are stricter. Audiences are transnational and international collaborations on content production are the norm, unlike three decades ago.

¹ Read more in the full text of the Bangkok Declaration, outcome of the 1994 “Women Empowering Communication” conference at which the idea of a GMMP was birthed. <https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf>

The evolution of women's encounters with the sector across the period has not been as dramatic. The GMMP reveals that, in many ways, the status quo of gross underrepresentation and misrepresentation in content has persisted. This report presents the findings of the seventh iteration of the GMMP global snapshot, based on 30,049 news articles containing 58,563 people and 26,708 news personnel in 94 countries on the 7th global monitoring day, May 6, 2025.

Key Findings

1. Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not only has the hierarchy of “hard news” in legacy media persisted across time, it has also crossed over into digital outlets.
2. Digitalization did not bring a radical break from the patriarchal norms of traditional journalism. Instead, it continues to reinforce and amplify a news hierarchy that privileges spheres and issues centred on power, namely, those dominated by men. The challenge is threefold. First, to dismantle the “hard news” bias, second, to integrate more intentionally spaces and issues of greater concern to women, and third, to enable visibility and voice to women present in traditionally male-dominated spaces.
3. After a period of slow but steady improvement, progress toward gender parity in the news has flatlined since around 2010, failing to reach 50% in any media type.

Thirty years after Beijing, women are 26% of those seen, heard, or spoken about in legacy news (29% on news websites). The needle has shifted 9 points in legacy media since 1995, and 4 points in online news during the past 10 years.

Minority groups are five points more likely to be present in digital news than in legacy media. The probability of minority women being featured in the news as the main protagonists or as interviewees is two in a hundred in traditional media (3% for men) and 4% on news websites (5% for men).

4. Women's visibility in political and economic news beats has increased significantly – by 15 points each – over the past three decades.

The severe underrepresentation noted in 1995 (7% in political news, 10% in economic news) has improved. Women's presence in sports news is abysmal, at only 15% of news subjects and sources.

5. The proportion of women providing expert testimony has grown remarkably over the decades, showing the highest increase (+7 points) in digital news since 2015.

In legacy media, the gender gap in authoritative roles as experts and spokespersons has closed at a slower pace than for persons providing testimony based on popular opinion and personal experience – ordinary roles that require no specialized knowledge.

6. Patterns of gender-biased portrayal endure despite decades of change in women's roles in the real world.

Women have remained about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with “other crime” and “domestic violence” (by intimate partners and family members) becoming the top victim categories.

Women depicted as survivors in legacy media were most likely to have survived “accidents, natural disasters, poverty, and disease” in previous GMMP studies. In 2025, they are most frequently portrayed as domestic violence survivors in equal proportion to accident/disaster survivors.

The over-representation of women as homemakers/parents decreased from 81% in 2000 to 73% in 2025, indicating some progress, albeit a persistent journalistic bias toward defining women by domestic roles, despite women’s current unprecedented engagement in work outside the home. Underrepresentation in occupations and in positions of power has remained consistent.

The tendency to describe women by their age and physical attributes has also persisted. They have been photographed more often than men (a 7–9-point difference) over the past two decades, with qualitative analysis continuing to show patterns of sexualized portrayal.

7. Gender inequality in the news is much more acute than in the lived experience.

Statistical analyses indicate that between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

8. Women’s share as reporters in stories published in newspapers and aired on television and radio has risen and stagnated in spurts since 1995.

Globally, the proportion of women as reporters in legacy media rose six points from 2000 to 2005, then stagnated at 37% for 10 years. From 2015 to 2020, the proportion rose three points, but gained only two points in the past five years. The regions approach and consistently fail to achieve parity, except for the Pacific and the Caribbean, exactly at equality, and North America just a single point below. The findings suggest most news systems are willing to absorb a certain proportion of female labor in the reporter role, but not to cede to full numerical gender equality.

In legacy news media, the gender gap in political reporting has narrowed the fastest (+13 points in 25 years) – outside the sports beat – yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health reporters. The new tracking of sports news reveals a severely low proportion of female reporters (17%).

Women’s share as reporters in national and international stories has seen significant long-term growth (+18 and +16 points, respectively).

9. The sex of the journalist influences the gender lens in stories.

The gender lens has historically been found to be sharper in articles by women reporters. Across three decades, a consistent 5–6-point gender gap has existed in source selection, where

female reporters feature more female sources than their male colleagues. This gap is even wider (9 points) in digital news. The gender-lens gap between female and male journalists is largest on the indicator regarding women's centrality in the news. The difference is just 1-2 points on other indicators measuring news quality from a gender perspective, but that it exists is an important finding.

10. Gender-based violence is a blind spot in the news. When GBV makes the news, however, the gender lens in reporting is sharper than in stories on all other topics.

Less than 2% of stories cover gender-based violence. This low count is at odds with the serious nature of GBV affecting one in three women and girls worldwide.

Stories on gender-based violence produced by female journalists are more likely to raise gender (in)equality issues than those by men.

While the gender lens is sharper in GBV stories compared to other major topics, there remains enormous room for improvement if news media are to participate in creating a society in which GBV is understood as deviant, criminal, and a violation of fundamental human rights.

11. The quality of journalism from a gender perspective remains abysmal in the bulk of the news.

The proportion of news stories that clearly challenge gender stereotypes rose from 3% (2005) to 6% (2010) but declined and has remained stagnant at 3-4% since 2015. This indicates an entrenchment of stereotypes in reporting and a consistent journalistic failure to produce content that disrupts stereotypical narratives.

The regional comparisons show significant variations. North American news is exceptional, clearly challenging gender stereotypes in 19% of stories, in sharp contrast to Middle Eastern news, where only 1% overturn simplistic narratives about the roles, attributes, and capabilities of people based on gender.

Gender stereotypes are most prevalent in stories about politics and the economy, both spheres where men are the majority power holders. Over time, challenging stereotypes remains largely confined to topics in which it is safer to challenge the skewed gender power relations status quo. These are celebrity/arts/media, and social/legal news. GBV stories challenge gender stereotypes more than any other news, at 17%. While commendable, this level is insufficient to transform the harmful norms that perpetuate such violence.

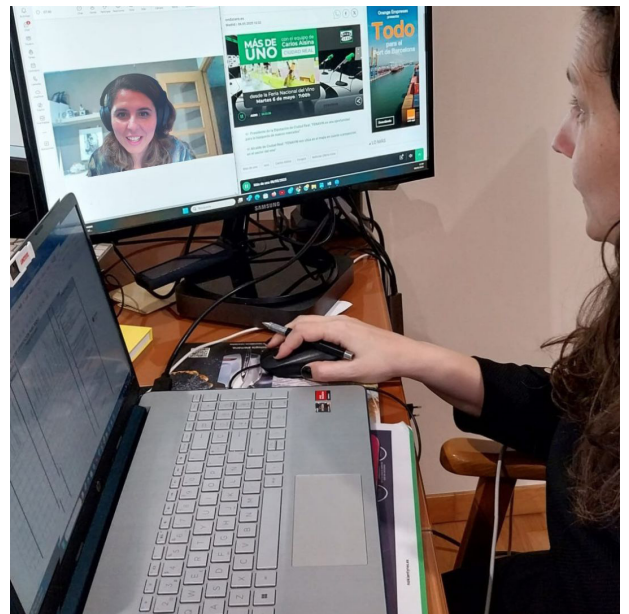
The likelihood of news stories to cite human rights or gender equality frameworks has fluctuated modestly, hovering between 7% and 11% over the 15 years that this indicator has been measured. A human rights lens is absent in approximately 9 out of 10 stories.

Online stories are less likely to integrate a human rights lens than those published in legacy media, but the probability of women being the central protagonists in a news story is higher in digital news (15%, compared to 10% in traditional news).

12. In all story topics except for GBV news, the sex of the reporter matters slightly for the integration of a gender lens. 3% of stories by women clearly challenge gender stereotypes, compared to 2% of those by men. 12% of stories by women highlight gender (in)equality issues, compared to 10%

for men. 8% of articles by women adopt a human rights framing, compared to 7% of those by men. In the case of GBV stories, those by female reporters are more than 10 points more likely to call attention to gender inequality than those by men.

The GMMP message in 2025, thirty years post-Beijing, is a global news industry whose progress towards gender equality has reached a crossroads. The almost standstill pace of change in the past 15 years points to a need for a radical shift in strategies by all actors in the news ecosystem to break the inertia. Under the current conditions and with the current tools, remarkable change towards gender equality is unlikely. The negative impacts of digitalization on the news industry and gender relations online as a whole will undoubtedly make the task of securing women's rights in and through digital news more complex.



GMMP media monitors in action. Clockwise from top left: In Japan, Spain, Sweden and Argentina. (cc) GMMP2025



Table 1. Key Findings



	1995		2000		2005		2010		2015		2020		2025		Change
	%F	%M	%F	%M	%F	%M	%F	%M	%F	%M	%F	%M	%F	%M	
A. People in the news by Medium															Δ30 yrs
Newspaper, Television, Radio	17	83	18	82	21	79	24	76	24	76	25	75	26	74	9
Newspapers	16	84	17	83	21	79	24	76	26	74	26	74	26	74	10
Television	21	79	22	78	22	78	24	76	24	76	26	74	28	72	7
Radio	15	85	13	87	17	83	22	78	21	79	23	77	22	78	7
<i>(Minorities (religious, ethnic, racial...))</i>													2	3	
															Δ10yrs
News websites									25	75	28	72	29	71	4
<i>(Minorities (religious, ethnic, racial...))</i>													4	5	
															Δ30 yrs
by Scope of Story. Newspaper, Television, Radio															
Local	22	78	23	77	27	73	26	74	27	73	29	71	30	70	8
National	14	86	17	83	19	81	23	77	23	77	25	75	27	73	13
National/other	17	83	15	85	18	82	20	80							
Sub-regional/regional (1)									24	76	24	76	23	77	
International / Foreign	17	83	14	86	20	80	26	74	24	76	21	79	20	80	3
by Major topic. Newspaper, Television, Radio															
Social & Legal	19	81	21	79	28	72	30	70	28	72	32	68	27	73	8
Crime & Violence (excl. Gender-Based Violence)											24	76	21	79	
Gender-Based Violence													50	50	
Science & Health	27	73	21	79	22	78	32	68	35	65	30	70	36	64	9
Economy															15
Politics & Government	7	93	12	88	14	86	19	81	16	84	20	80	22	78	15
Celebrity, Arts & Media													43	57	
Sports													15	85	
Crime & Violence*	21	79	18	82	22	78	24	76	28	72					
Celebrity, Arts, Media & Sports*	24	76	23	77	28	72	26	74	23	77	25	75			
															Δ10 yrs
By Major topic. News websites															
Social & Legal									28	72	32	68	27	73	-1
Crime & Violence (excl. Gender-Based Violence)											27	73	21	79	
Gender-Based Violence													50	50	
Science & Health									41	59	31	69	36	64	-5
Economy									23	77	23	77	27	73	4
Politics & Government									19	81	21	79	24	76	5
Celebrity, Arts & Media													54	46	
Sports													14	86	
Crime & Violence*									27	73					
Celebrity, Arts, Media & Sports*									26	74	33	67			

	1995		2000		2005		2010		2015		2020		2025		Change	
by Function in Story. Newspapers, Television,	Δ20 yrs															
Personal Experience					31	69	36	64	38	62	42	58	42	58	11	
Popular Opinion					34	66	44	56	37	63	38	62	45	55	11	
Eyewitness					30	70	29	71	30	70	30	70	35	65	5	
Subject					23	77	23	77	26	74	24	76	24	76	1	
Spokesperson					14	86	19	81	20	80	22	78	23	77	9	
Expert					17	83	20	80	19	81	24	76	23	77	6	
by Function in Story. News websites	Δ10 yrs															
Personal Experience									38	62	41	59	39	61	1	
Popular Opinion									42	58	39	61	40	60	-2	
Eyewitness									27	73	30	70	34	66	7	
Subject									26	74	28	72	29	71	3	
Spokesperson									18	82	25	75	25	75	7	
Expert									21	79	25	75	28	72	7	
by Occupation. Newspapers, Television, Radio	Δ20 yrs															
Homemaker, parent (no other occupation is given)	81	19	75	25	72	28	67	33	68	32	73	27	-2			
Health worker, social worker, childcare worker	n/a		n/a		n/a		47	53	47	53	61	39				
Office or service worker, non-management worker	35	65	40	60	45	55	35	65	42	58	40	60	0			
Unemployed no other occupation is given	33	67	19	81	35	65	34	66	42	58	46	54	27			
Activist or worker in civil society org., NGO, trade	24	76	23	77	34	66	33	67	35	65	37	63	14			
Doctor, dentist, health specialist	n/a		n/a		n/a		30	70	29	71	32	68				
Academic expert, lecturer, teacher	n/a		n/a		n/a		23	77	29	71	30	70				
Lawyer, judge, magistrate, legal advocate, etc.	n/a		18	82	17	83	22	78	25	75	25	75	7			
Media professional, journalist, film maker, etc.	n/a		36	64	29	71	21	79	29	71	32	68	-4			
Tradesperson, artisan, labourer, truck driver, etc.	15	85	23	77	22	78	21	79	21	79	26	74	3			
Government employee, public servant, etc.	12	88	17	83	17	83	20	80	22	78	24	76	7			
Government, politician, minister, spokesperson...	10	90	12	88	17	83	18	82	18	82	19	81	7			
Businessperson, exec, manager, stockbroker...			12	88	14	86	16	84	20	80	21	79	9			
Agriculture, mining, fishing, forestry	15	85	13	87	13	87	14	86	24	76	14	86	1			
Science/ technology professional, engineer, etc.	12	88	10	90	10	90	10	90	20	80	22	78	12			
Police, military, paramilitary, militia, fire officer	4	96	5	95	7	93	8	92	12	88	9	91	4			
Sportsperson, athlete, player, coach, referee	9	91	16	84	11	89	7	93	14	86	13	87	-3			
% Portrayed as Victim. NRT	29	10	19	7	19	8	18	8	16	8	14	15	10	5	-9	-3
% Portrayed as Survivor. NRT			4	8	6	3	8	3	6	7	4	3	0			
% Identified by Family Status. NRT			21	4	17	5	18	5	19	5	14	5	16	5	-1	0
% In Newspaper Photographs			25	11	23	16	26	17	30	23	27	24	31	23	8	7
% Quoted. NRT			33	35	50	50	52	50	61	61	57	55	53	50	3	0

	1995		2000		2005		2010		2015		2020		2025		Change
B. Reporting and Presenting the News															Δ25 yrs (%F)
% Stories presented	51	49	49	51	53	47	49	51	49	51	51	49	50	50	1
Television			56	44	57	43	52	48	57	43	55	45	55	45	-1
Radio			41	59	49	51	45	55	41	59	46	54	44	56	3
% Stories reported	28	72	31	69	37	63	37	63	37	63	40	60	42	58	11
Television			36	64	42	58	44	56	38	62	45	55	45	55	9
Radio			28	72	45	55	37	63	41	59	37	63	42	58	14
Newspapers			26	74	29	71	33	67	35	65	37	63	38	62	12
% Stories reported on news websites									42	58	42	58	43	57	(%F) 1
% Stories reported, by scope, by sex of reporter. Newspapers, Television, Radio															(%F)
Local	33	67	34	66	44	56	40	60	38	62	40	60	41	59	8
National	24	76	30	70	34	66	38	62	38	62	41	59	42	58	18
National/other	28	72	33	67	32	68	32	68							
Sub-regional/regional									37	63	40	60	36	64	
Foreign / International	28	72	29	71	36	64	37	63	35	65	38	62	43	57	15
% Stories Reported, by Major Topic Newspapers, Television, Radio															Δ25 yrs (%F)
Social & Legal			39	61	40	60	43	57	39	61	44	56	42	58	3
Crime & Violence (excl. Gender-Based Violence)											33	67	42	58	
Gender-Based Violence													44	56	
Science & Health			46	54	38	62	44	56	50	50	49	51	52	48	6
Economy			35	65	43	57	40	60	39	61	41	59	44	56	9
Politics & Government			26	74	32	68	33	67	31	69	35	65	39	61	13
Celebrity, Arts & Media													53	47	
Sports													17	83	
Crime & Violence*			29	71	33	67	35	65	33	67					
Celebrity, Arts, Media & Sports*			27	73	35	65	38	62	33	67	40	60			
% Stories Reported, by Major Topic News websites															Δ10 yrs
Social & Legal									43	57	47	53	46	54	3
Crime & Violence (excl. Gender-Based Violence)													42	58	
Gender-Based Violence													51	49	

	1995		2000		2005		2010		2015		2020		2025		Change
Science & Health									51	49	48	52	45	55	-6
Economy									43	57	44	56	38	62	-5
Politics & Government									36	64	35	65	40	60	4
Celebrity, Arts & Media													66	34	
Sports													19	81	
Crime & Violence*									44	56	42	58			
Celebrity, Arts, Media & Sports*									44	56	37	63			
															Δ25 yrs
															F M
% Female news subjects and sources, by sex of reporter. Newspapers, Radio and Television	24	18	25	20	28	22	29	26	31	24	29	24	29	24	5 6
															Δ25yrs
% Stories with Women as a Central Focus. Newspapers, Radio and Television	10		10		13		10		9		10		0		
Social & Legal	19		17		17		8		12		9		-10		
Crime & Violence (excl. Gender-Based Violence)											14		11		
Gender-Based Violence													78		
Science & Health	11		6		11		14		4		8		-3		
Economy	4		3		4		5		4		4		0		
Politics & Government	7		8		13		7		7		9		2		
Celebrity, Arts & Media													22		
Sports													8		
Crime & Violence	10		16		16		17		14		14				
Celebrity, Arts, Media & Sports*	16		17		16		14		13						
															Δ20 yrs
Newspapers, Radio and Television															
% Stories that Challenge Gender Stereotypes			3		6		4		3		3		0		
% Stories that Highlight Gender (In)Equality			4		6		9		7		8		4		
															Δ15 yrs
% Stories that mention gender equality policies or human/women's rights instruments.					10		9		7		11		1		
															Δ10 yrs
News websites															
% Stories that Challenge Gender Stereotypes							7		4		3		-4		
% Stories that Highlight Gender (In)Equality							10		8		8		-2		
% Stories that mention gender equality policies or human/women's rights instruments							10		8		8		-2		

Notes

1. “Gender-Based Violence” was introduced as a new major topic in GMMP 2025. Stories coded under this topic are those on sexual harassment against women, rape, sexual assault, intimate partner violence against women, intimate partner violence against men, intimate partner violence against gender diverse persons, technology-facilitated GBV and other forms of gender violence such as femicide, trafficking of girls and women and female genital mutilation.
2. “Celebrity, Arts, Media & Sports” was substituted with two new major topics in 2025: (i) Celebrity, Arts & Media; (ii) Sports.
3. “Gender & Related” introduced in 2020 captured stories on gender-based violence against women, gender pay gap and similar gender-specific news. This topic was dropped in 2025.
4. Sub-regional/regional' category replaced 'national and other' in 2015.
5. Empty cells mean the indicator was not monitored in the respective GMMP year.



Section 1. Literature review

GMMP studies series 1995-2020

The introduction to the 1995 GMMP report—the first in the series of monitoring studies—marked the salience of unbalanced portrayal of women in media to affirm then, that the situation was changing (Seydegart & Spears, 1995, p. 12). The subsequent six studies carried out every five years have grappled with the frustration of evaluating this sluggish change. Each of the reports has engaged with the issues of quantitative and qualitative changes, or lack thereof, in the inequalities and inequities between women and men in the news.

In its recommendations, the 1995 report called for action in four interrelated areas: 1. Shift in coverage to go beyond the realms of political and economic power, fields traditionally dominated by men; 2. Increase access to power for women in government, the economy and media organizations; 3. Address policies and regulations to strengthen fairer portrayals of women; 4. Continue research on the topic of women in the news (p. 31).

The conclusions in the 2000 GMMP report (Seydegart et al., 2020) posed a concern: the difficulty of establishing the degree to which monitoring and advocacy initiatives had contributed to bringing about change in women in the news inequities (p. 74). Nevertheless, it recognized the value of the monitoring findings, particularly for efforts to foster “interpretations and insights that can help media professionals and media audiences to recognize the subtle ways in which gender representation is constructed” (p. 74). The recommendations of the 2000 GMMP report emphasized utilizing the findings to focus on the varied decisions and choices in the production of news programs, including the policy context. It also proposed the continuation of constructive dialogues with media professionals, media literacy initiatives, and the extension of media monitoring research to other genres of media programming. The internet was mentioned as an emerging area of media action.

The introduction to the 2005 GMMP report (Gallagher, 2005) expanded on the recognition of the value of the preparation and realization of the monitoring process itself, particularly for the strengthening of national, regional, and international networks of media activists. Consequently, the 2005 monitoring day was recognized as “a wonderful day of global solidarity” (p. 12). The report also underlined that significant change towards justice in gender representation of women requires “a wide-scale social and political transformation, in which women’s rights—and particularly women’s communication rights—are truly understood, respected and implemented both in society at large and by the media” (p. 13). In its recommendations, the report recognized that changing the inequities of women in the news “is an uphill struggle, and no single strategy on its own will accomplish a great deal” (p. 104). It, therefore, called for the articulation of efforts of advocacy and lobbying related to media policies and practices, monitoring of organizational policies, training of journalists, extension of media literacy and strengthening of media monitoring research. It recognized the need to include the internet as a source of news in future monitoring research.

The introduction to the 2010 GMMP report (Macharia et al., 2010) took note of the significance of the findings of the preceding three monitoring studies for demonstrating the systematic nature of women’s exclusion in the news, its consistency and persistence across the broad diversity of the world’s cultures and across the different types of media (including the internet for the first time in a GMMP). Like the 2005 report, the 2010 report spotlighted the merit of the research process itself:

“A powerful symbolic statement is made when hundreds of groups around the world come together to monitor their media on the same day every five years” (p. iii).

In its recommendations, the 2010 report demonstrated the maturity of the international network that had flourished around the GMMP research and advocacy. The recommendations were produced by the network in a series of six meetings held in Africa, Oceania, the Caribbean, and Latin America. They emphasized dialogue and collaboration with editors, media regulatory bodies, journalist associations, training institutions, governments, communication and information organizations, and civil society. Further, the fourteen recommendations were tied to the two strategic objectives of the Beijing Declaration and were worded in specific terms to facilitate the evaluation of their progress: “1. Compile and promote the use of regional directories of Women Experts. 2. Create ‘gender and media’ curricula and modules in schools, journalism training institutes and centers. 3. Equip managers and instructors with skills to apply the modules to train gender sensitive media professionals. 4. Train media owners, publishing directors, director generals of radio and television, chief editors, program directors, producers, and animators on gender issues and gender balanced reporting. 5. Adopt and apply policies on gender parity in the media. 6. Promote women’s leadership in the media. 7. Carry out gender and media sensitization initiatives. 8. Build a new social imagination of gender-fair, gender-balanced media as women’s human rights. 9. Undertake gender and media monitoring initiatives. 10. Forge positive partnerships, networks, and coalitions with media councils, media associations, and other organizations. 11. Develop national and regional action plans on ‘gender & media. 12. Support women’s media as an alternative at the same time as they work to transform mainstream media. 13. Undertake advocacy campaigns for policies upholding freedom of expression. 14. Establish gender sensitive media codes of practice” (pp. 57-58).

The 2015 GMMP marked the first instance of stagnation in the slow growth of representation of women in the news. While previous monitoring exercises had revealed small increments in the percentage of women in the news—from 17% in 1995 to 24% in 2010—, between 2010 and 2015 the percentage stayed the same. The 2015 GMMP report thus tends to accentuate the recognition of the symbolic power of the media as “both powerful institutions and power-defining mechanisms” (p. 1).

The 2015 GMMP report is also the first to include a separate chapter on the conceptual framework that accompanies the monitoring and the implementation of its findings. This was perhaps a recognition of the need to further buttress activists’ perspectives with theoretical understandings of economic, political and cultural dimensions of gender inequities in news reporting. In this chapter of the report, the expansion of neoliberalism and globalization are noted as structural, economic and political factors shaping media practices related to women in the news.

Also in this conceptual framework chapter, accountability is presented as a central concept for the exploration of women in the news. Conceptualized as the social and ethical obligations of news organizations and journalists to their audiences (p. 13), accountability thus guides explorations of the interrelationships of freedom of expression, ethics of journalism and rights-based practices. It is this third component—rights-based practices—that allows for a more incisive framework for research and advocacy, since it foregrounds issues of inequality, exclusion, democracy and justice in the context of “an increasingly capitalistic, militaristic and violent world” (p. 14). The recognition of this intensification of neoliberalism—supremacy of profit and the concomitant escalation of symbolic and physical violence against women—further clarifies the challenges to undermining current neoliberal ideology and practices: “Women’s encounters in and with the media industry are marked by the simultaneous exploitative quest for profit and, subordination to male control rooted in gender power asymmetries” (p. 16). With this framework, the chapter offers several examples of how the structures of current neoliberal power in news reporting have been challenged through the agency of activists and journalists, as well as through theoretical perspectives such as peace journalism.

As a final contribution, the chapter expounds on the latest trends and their interrelations in the mediascape: consolidation of large media organizations and deregulation of telecommunication industries across the globe have led to larger corporations and strengthening of oligopolies in media industries. Globalization has added to this expansion by strengthening international organizations at the expense of local and national ones. Digitalization—the ever-increasing integration of computer technologies into production, distribution and consumption of news—has facilitated the other trends.

The action plan proposed in the 2015 GMMP report builds on the one proposed in the 2010 report and restructures it by identifying a goal—ending sexism in news media by 2020—, five specific objectives and—in keeping with the salience of agency established in the conceptual framework chapter—six types of agents (e.g., media organizations, civil society, training centers) and the concrete actions they will promote toward the achievement of the goal and objectives.

The context for the 2020 GMMP was largely defined by the COVID-19 pandemic and the related rise in gender-based violence. The sixth monitoring experience thus offered an opportunity to reveal and analyze the representation of women in the news during “an unprecedented health crisis and the intensified gender and socio-economic inequalities accompanying the crisis” (Macharia, 2021, p. 8). The small rise—from 24% to 25%—in the percentage of women in the news offered space for some optimism, since it marked the first increase since the 2010 GMMP. Nevertheless, much of the tone of the 2020 report is on mining deeper into the analysis of the trends identified by the previous five monitoring studies, as well as on recognizing the achievements of the global network that enables the GMMP and the uses of its findings in lobbying, advocacy and educational endeavors. A scholar is cited to summarize this tone: “To quote Wright (2011), to look for ‘revolution’ is to overlook the significance of incremental change” (p. 20).

The greater part of the literature reviewed and quoted in the analysis of the GMMP 2020 data refers to studies of journalistic representations of health crises and gender-based violence. “The underrepresentation of girls and women in stories about sexual harassment, rape and sexual assault, particularly now, during Covid-19 times when such acts have reached pandemic proportions, signals the news media’s lack of accountability to and respect for women” (p. 26). A dominant aspect of the analysis offered on these two topics is the intersection of the dimensions of gender, gender identity, age, class, ethnicity, and differently abled in the underrepresentation and misrepresentation of women in the news.

In keeping with the tone of delving deeper into the data produced by the six studies, the 2020 GMMP report also considers the relevance of their findings to broader issues of human rights, civil rights and democracy. The question raised here is does equality in the representation of women in the news “matter for societal development and the quality of other social, economic, and political institutions” (p. 42). The response is a resounding “yes!”. Looking at countries across the globe, Djerf-Pierre in the report identifies “a positive relationship between the level of gender equality in the news media and the level of democracy as well as the freedom of the press” (p. 42).

The action plan proposed in the GMMP 2020 report builds on the foundations of the 2015 action plan. Particularly, the objectives are elaborated according to which social actors should act towards their achievement.

The cumbersome progress towards equality in the representation of women gleaned from the six GMMP reports provides a useful context for an appraisal of current trends and research on gender inequity in news reporting. Prominent contributions of these reports include their recognition of the obstacles to achieving gender equity in the news, as well as their constant refinement of strategies towards their achievement. Their detailed identification of the intractable obstacles to gender equality in news reporting is related to the obstacles’ consistency and persistence throughout the world’s cultures

and across the different types of mass and digital news media. It is also related to the intensification since 1995 of neoliberalism in thought and practice, that is in the prepotency of profit as a rationale for the world's elites and the concomitant escalation of symbolic and physical violence against women and other marginalized sectors. The intractability is further related to the consolidation and deregulation of traditional and digital media, as well as to the digitalization (integration of computer technologies into news production and consumption) and globalization (increased international flows of capital, goods, services, and people) of news media.

The refinement of strategies to overcome these obstacles includes constant elucidations of the ways in which women are underrepresented and misrepresented in the world's news programs. Besides the insights provided by the in-depth analyses of the data produced through the monitoring projects, the reports suggest conceptual perspectives for strengthening the understanding of the inequities of women in the news. Within these perspectives, the concepts of accountability (conceptualized as incorporating freedom of expression, ethics of journalism and rights-based practices), structure, and agency are salient.

Other literature

Earlier GMMP reports review the academic literature and industry reports issued up until 2020. The discussion below updates the review based on works published between 2020 to the present.

Analyses of trends and research on gender inequity in news production, distribution, and consumption may be classified according to the dimensions of inequality that are emphasized. Broadly, these can be identified as the dimensions of political economy, gender in news production, gender in news content, and gender-based violence. Political economy usually refers to issues of ownership and executive decision-making in media institutions as well as the legal/regulatory context in which media operate. Gender in news production traditionally refers to how cultural significations influence the role of women in journalistic practice. Gender in news content commonly relates to how cultural significations both reflect and strengthen existing stereotypes and prejudices in the quantity and quality of the representation of women in the news. The gender-based violence dimension generally refers to how the three other dimensions relate to the symbolic and physical violence perpetrated against women. In many studies, these dimensions are treated as logically overlapping in each of the areas of production, distribution, and consumption. In more recent research, there is an emergent dimension: that of the integration of digital technologies into the areas of news production, distribution, and consumption.

Given this complexity and the conceptual perspectives proposed in the GMMP reports, a useful way to organize reviews of trends and research on women in the news is provided by the “Hierarchy of influences” model (Shoemaker & Reese, 1995), particularly as it was modified by Reese (2011) for the analysis of globalized journalism. To the questions of what and how media content is produced, this model poses the interaction of five levels of influence:

- Individual—journalists’ socialization and attitudes.
- Routines—the forms in which news is produced.
- Organizational—the internal dynamics within the news media.
- Extra-Institutional—the cultural, political and economic forces (including technological) that affect both news organizations and individual journalists.

- Ideological—significations and forces that support (hegemonic) or resist (anti-hegemonic) the different power relations in globalized societies.

This model “takes into account the multiple forces that impinge on media simultaneously and suggests how influence at one level may interact with that at another” (Reese 2011, p.30). The model also foregrounds “the interplay between structure and agency, between actions people take, but not under conditions of their own making” (p.36-37). The model is also well-suited for comparing trends and research across national boundaries. “Globalization means that journalism research cannot remain isolated within respective national settings” (p.41). The classification of research and trends utilizing the model’s categories should be thought of as a method for stimulating thought, dialogue and fostering insights, rather than as a form of pigeonholing studies and trends. In the next section, the parenthetical suggestions accompanying the research cited should, consequently, be taken as suggestions rather than as final verdicts.

What follows is a survey of academic and industry research and reflection from 2020 to 2025 on the interplay of the dimensions and areas of women in the news. Following Meeks (2024), the phrase “women in the news” is used here as a shorthand form of referring to the various dimensions and areas of gender inequity in the news.

A point of departure is offered by research that reviews the history of studies on gender inequities in the news. Beckers et al. (2023), for example, conclude that studies dating as far back as the 1970s reveal that both economic inequalities (level 4 of the hierarchy of influences model) and media practices (levels 2 and 3 of the hierarchy of influences model) contribute to the under-representation of women in news as well as to their stereotypical representation. This under- and misrepresentation of women is not limited to any geographical region, as these are embedded practices in all corners of the world, with cultural particularities in each region and country. Meeks (2024) reviews studies done in Chile, the Czech Republic, Austria, the United States, Norway, Belgium and South Korea to conclude that cultural significations and practices (levels 4 and 5 of the model) are a major obstacle in progress towards equality for women in the news. In the context of Namibia, Zviyita & Mare (2024) point to an emergent cultural practice, online gender-based abuse of female journalists (level 4). In addition to the absence of public and private safeguards to protect female journalists from this form of violence, they focus on how female reporters resort to self-censorship and withdrawal from the public sphere as defense mechanisms (levels 1 and 4). Withdrawal and self-censorship by female journalists are also highlighted by a sexism in journalism survey of 150 people in 120 countries. Almost three-quarters of respondents indicated that the consequences of this type of violence were usually self-censorship (Reporters Without Borders, 2020) (levels 1 and 4).

Research by Riedl et al. (2022) sheds light on the nuanced relationships between general cultural significations, their integration into journalistic culture, and the representation of women in the news. Their study, realized in Austria, included a content analysis of 3,539 political news items from television, print, radio and digital sources; an online survey completed by 208 journalists who authored 789 of the codified news items; and an in-depth interview with 24 of those journalists (12 women and 12 men). The authors identify significations attributed to journalistic culture as a factor that may contribute to the under- and misrepresentation of women in the news (levels 2 and 3). As an example, they cite the frequent normative concept of objectivity or neutrality in journalism as an element that can contribute to strengthening existing gender inequalities and their representation in the news, since socialization of gender roles emphasizes rationality and remoteness as common masculine traits, while caring and sentiment are identified with feminine traits. Their argument is reinforced by the fact that their research could not find evidence

that existing guidelines for gender sensitivity in news production had any effect on the representation of women in the news. Cultural significations and practices thus seem to be unresponsive to legal or organizational guidelines (levels 3 and 4). This does not diminish the need for legal and regulatory measures—as far back as the 2000 GMMP, the lack of such legal frameworks on fair gender portrayal was identified as common to all regions of the world—but adds impetus to the need for articulating the different efforts for gender justice in the news.

The imperviousness of cultural significations and practices to legal and regulatory measures is apparently double, since international covenants seem to have little impact on national policies. Research by Macharia & Barata (2022) found that national media policies are rarely affected by international agreements to advance gender equality (levels 3 and 4). Citing the intractability of gender inequities in women in the news across the globe, Macharia et al. (2024) propose a systemic approach, one that encompasses the international and national realms, governments, private sector and civil society. They further propose a perspective that simultaneously focuses on the micro level—individuals and particular media organizations—, the meso level—national media settings—, and the macro level—sociocultural and regulatory environments of media (levels 1 through 5).

Newman et al.'s (2025) study on news consumption in 48 countries brings together many of the issues addressed so far. The study consisted of online surveys to samples—stratified for age, gender, and geographic regions in each country—of around 2,000 people in each country (representing roughly half of the world's population). In about a third of the countries, stratification also included political preferences in recent elections. The survey covered respondents' preferred sources for news as well as their use of these sources, including opinions related to use of specific media (e.g., smartphones, television, radio or print media), misinformation, disinformation, value of media literacy, trust or belief in news sources, control of content in digital platforms and use of artificial intelligence in news production and distribution. The findings in this study that are relevant to analyses of gender inequity in news production and distribution, but particularly in consumption are:

- Digital media, video platforms and online aggregators continue to win preference over traditional media—tv, radio, print and websites—as sources for news consumption (level 4).
- Celebrities and influencers play a significant role in culture debates in many countries (levels 4 and 5).
- Consumption of online news is increasingly fragmented. For example, a third of the countries surveyed this fragmentation was led by use of Facebook, YouTube, Instagram, WhatsApp, TikTok (exhibiting the fastest growth) and X (formerly Tweeter) (level 4).
- Preference for video as a news format continues to grow, adding to the increasing trend for celebrity influence in cultural debates (levels 4 and 5).
- Podcasts—both video and audio—also continue to grow in preference, particularly among younger audiences (level 4).
- Most of those surveyed expressed concerns about their ability to distinguish false or misleading information in online news. Almost half of those surveyed identified online celebrities and national politicians as the main sources of misleading or false news (level 4).
- The respondents were almost evenly divided regarding opinions on the removal of false or harmful information in digital media platforms (levels 4 and 5).
- The use of generative artificial intelligence as news source is a small but growing trend. Respondents expressed favorable opinions related to savings in the cost of news access and increasing the timeliness. Yet they expressed negative opinions related to transparency, accuracy, and trustworthiness of news generated by AI (level 4).

- Preference for payment of online news is still a small but stable trend (level 4).
- Only 40% of respondents expressed overall trust in the news (level 4).

The transformations of news production, distribution and consumption illustrated by the study findings and the other articles cited refer to the trends indicated in the 2015 GMMP report: consolidation of large media organizations, deregulation of telecommunication industries across the globe, globalization and digitalization. Of these trends, digitalization is the most salient as it has enabled the other three.

Analyses of these trends have led to various characterizations of the period in which we live as qualitatively different from the political economic structures of the end of the 20th century. Saampedro (2023) coins the term pseudocracy to designate the overabundance of information and communication in the digitalized world and how it has transformed public opinion, particularly the prevalence of misinformation and disinformation. Zuboff (2019) writes of surveillance capitalism as a new world economic and political order, parasitic in logic, with unprecedented levels of concentration of wealth, power and knowledge, that results in the sequestration of fundamental human rights.

Huberman (2022) points to digitalization as central to capitalist accumulation and domination, with the result of an unprecedented reinforcement of power elites. Morales (2024) summarizes the prevalent analyses of how digitalization has transformed global social reality. He emphasizes the radical modifications in the way people communicate, particularly the forms in which they access information and interact in social and political realms. He argues that central to this process is the commercialization of diverse human activities into data to be mined and exploited. Much of this occurs through digital media which organize social life and establish the boundaries of what is possible in the public sphere. Specifically, digital platforms such as Google, Meta (Facebook, WhatsApp and Instagram), TikTok, and X (formerly Twitter) “have built infrastructures that allow them to monitor, classify, and manipulate users’ behavior so as to convert their daily interactions into merchandise that feeds the cycles of accumulation” (pp. 275-276).

The complexity of the challenges faced by efforts to redress gender inequalities and inequities may then be summarized by the notion of intersectionality, the complex and diverse forms in which the historical, cultural and economic marginalization of women interact to produce their oppression. One way of analyzing these interactions is offered by the model proposed by Shoemaker & Reese (1995) and Reese (2011) for the analysis of globalized journalism.

In this context, Djerf-Pierre & Edström (2020) pioneered a method to explore intersectionality in the construction of women’s inequality and inequity. They created the Gender Equality in the News Media Index (GEM-I), utilizing six indicators from the GMMP on the “presence of women and men as news subjects and as reporters, as well as the representation in gender-sensitive roles and topics” (p. 60). The creation of this index facilitates the exploration of intersectionality—the interlinkage of ideological, political and cultural influences—in the creation and maintenance of gender inequality and inequity. Macharia & Barata (2022) followed up on this pioneering work by comparing the GEM-Index with the Global Gender Gap Index—created by the World Economic Forum—which measures the gap between women and men in economic and political participation, educational and health levels. Other indices that may offer useful insights into the complexities of women’s inequality and inequity when compared to the GEM-Index include:

- International Telecommunication Union (2025) Measuring Digital Development - ICT Development Index
- Institute for Economics & Peace (2025) Global Peace Index 2025: Identifying and Measuring the Factors that Drive Peace, a study that measures the level of peacefulness in countries.

- United Nations Development Program UNDP (2023) Gender Inequality Index (GII) that measures gender inequality in reproductive health, empowerment and participation in the labor market.
- United Nations Development Program (2023) Gender Social Norms Index (GSNI) that measures people's attitudes on women's roles in four areas: political, educational, economic and physical integrity.

Given the consolidation of tendencies and structures that currently fetter efforts for gender equality as well as other endeavors for justice and peace, these recent advances in scholarship (including the GMMP) offer a rare but essential source for hope.



Section 2. The sample

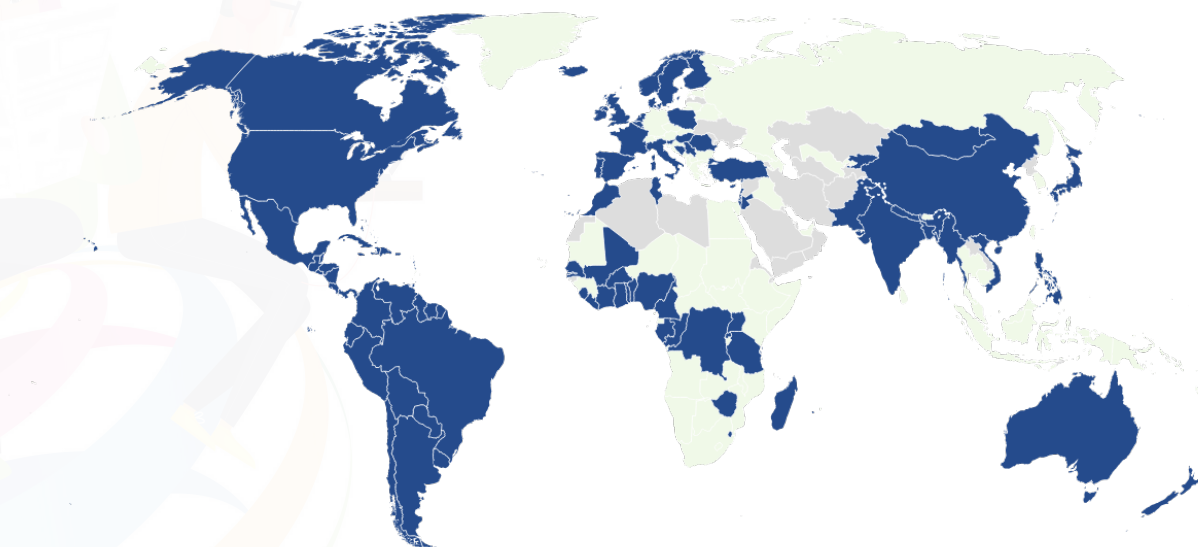
On May 6, 2025, teams of media monitors in 94 nations coded 30,049 news stories distributed across newspapers (28%), radio (21%), television (27%), and news websites (24%). The stories featured 58,563 people in the news, and 26,708 news personnel.

Up until 2020, the GMMP had experienced growth in its breadth and scope, in the number of participating countries, and in the media sample size. In 2025, however, the participating countries fell by 19% due to a lack of funding to subsidize the national volunteer monitoring teams. Only those teams that succeeded in mobilizing resources locally were able to participate. Platform “X” (formerly Twitter) was dropped from the GMMP because of the corporation’s policy shifts that resulted in a loss of appeal for news media and news audiences. The net effect was a reduction in the sample size, specifically as regards the number of news stories and the people in the news. The core methodology and observation of longitudinal research principles ensure that the findings remain robust and comparable to those from the GMMP studies series. (See discussion in the methodological notes chapter)

Events dominating the news in 2025 up until the Global Monitoring Day included (in Asia) the 7.1

GMMP Participating Nations. 7th Edition (2025)

1995-2020 +/or 2025



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 1. GMMP Participating Nations

magnitude earthquake in Tibet, the impeachment of South Korean President Yoon Suk Yul and India's Operation Sindoor in Pakistan, the Sudanese civil war (Africa), the war in Ukraine and elections in Germany (Europe), the war in Palestine (Middle East), elections in Australia (Pacific), and in North America, Donald Trump's re-election, deportations, and tariffs, and the Canadian elections.

News agendas on the Global Monitoring Day reflect shared global themes as well as distinct local concerns. Dominant narratives revolved around political instability, governance, economic struggles, and the election of a new Pope – the major story of the day covered across numerous countries, particularly those with large catholic populations, such as across Latin America.

The GMMP offers a lens through which to compare change over time in the historically gendered architecture of the news. (Figure 2) Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not only has the hierarchy of “hard news” – or patriarchal notions of public importance – in legacy media persisted across time, it has also continued into digital outlets.

For the 2025 GMMP, stories were clustered under 8 major topics. These are: Politics and Government; Economy; Science and Health; Social and Legal; Crime and Violence (excluding gender-based violence); Gender-Based Violence (GBV); Celebrity, Arts, Media, and; Sports. Under each major topic is a list of the relevant minor topics (see Annex 2), 65 in total. Each successive GMMP updates the minor topics while holding stable the major topics. At the same time, decisions to tweak the major categories are taken if seeking a particular insight. Earlier GMMPs included GBV within the “Crime and Violence” major topic. In 2025, GBV stories were grouped separately. Previous GMMPs considered sports within a broader category, “Celebrity, Arts, Media and Sports”. In 2025, sports stories were clustered in their own category. Each major topic has an “other” minor topic under which stories specific to the topic but not reflected in the specified minor topics are coded. A final “other” cluster with only one code, No. 66, holds stories that the monitors deem not to fit under the specified major topics. This code is applied as a last resort, with explanations.

In 2025, political news remains the most important story of the day, as revealed in the distribution of stories analyzed on the global monitoring day in both legacy (print, radio, and television) and digital (web-published) news. (Figure 3) In second place is social and legal news, largely due to the Pope's conclave (coded under the “religion” minor topic) scheduled for the day following the global monitoring. Economic stories, as well as those about crime and violence, are also prominent in print, broadcast, and digital news. The sum of these four major topics represents a little over three-quarters of the news monitored.

There were common patterns in topics dominating at the national level. In Mali, the move to reduce the number of political parties and outlaw protests was top on the news agenda, at the same time as, paradoxically, coverage of events marking the World Press Freedom Day three days prior. Surinamese news was saturated with election campaign messaging, while stories about ethnic tensions and unresolved post-war political issues dominated in Bosnia & Herzegovina. Australia's news covered the election fallout, leadership struggles and cabinet reshuffles, as New Zealand media focused on parliamentary debates and policy announcements. Icelandic news reported a mix of political corruption and housing eviction stories.

The economy, as usual, was prominent in national news agendas. From stories about fuel shortages, corruption at fuel stations, and electricity cuts in Congo Brazzaville, to the national transport strike in Argen

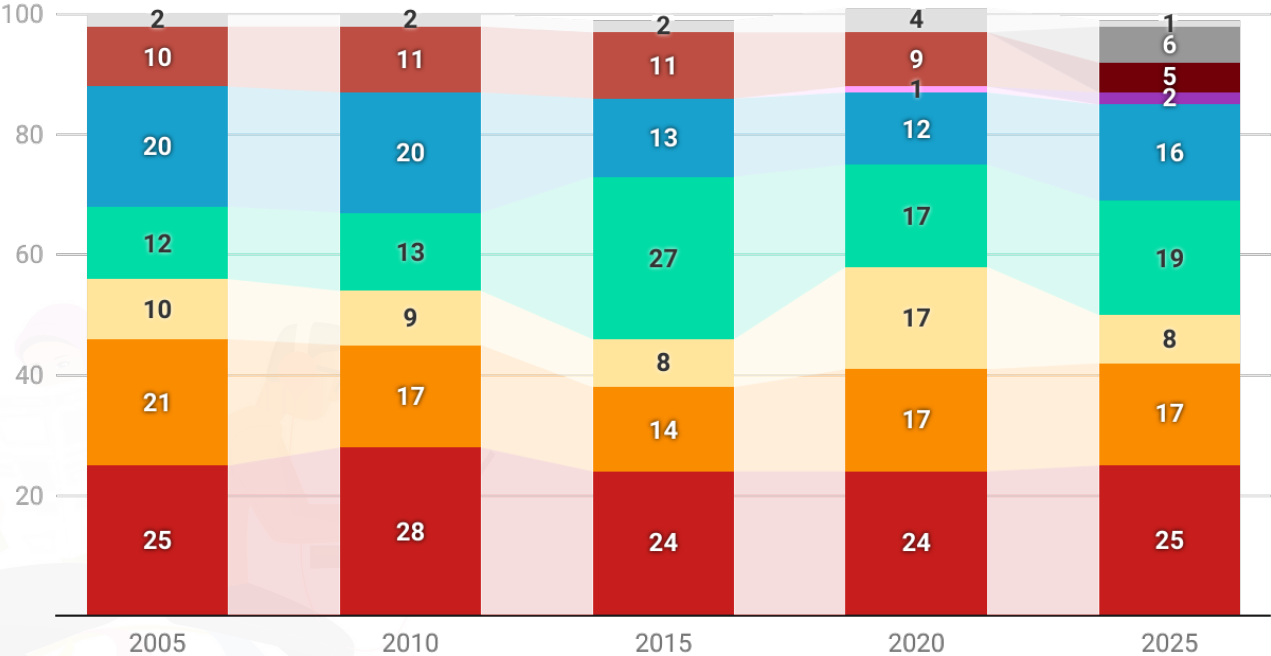
tina. Guatemalan news reported the immigration deportations related to the Trump administration's policy shifts. In the Bahamas, the news focused on the slow government responses to fires across New Providence and Abaco, while Puerto Rican media highlighted road damage resulting from heavy rains and energy policy changes under Governor González Colón. In New Zealand, a surprise mid-day government announcement about pay equity was widely covered on the evening news, and several stories about a proposed government bill banning social media for under-16-year-olds.

Gender-based violence made the news a small extent. In Australia, multiple high-profile family violence cases were reported. Guatemalan news approached the violent deaths of two women – a psychologist and a TikToker – in different ways, either as suicide or murder. News about other forms of routine crime was, as usual, prominent across the world. Jamaican news covered the announcement of the technology-facilitated crime prevention “Jamaica Eye” surveillance system.

In other words, the global monitoring day was just another “ordinary” news day.

GMMP 2005-2020. Major topics in Print, Radio & TV news

■ Politics and Government
 ■ Economy
 ■ Science and Health
 ■ Social and Legal
 ■ Crime and Violence
 ■ Gender & related
 ■ Gender-based violence
 ■ Celebrity, Arts and Media, Sports
 ■ Celebrity, Arts and Media
 ■ Sports
 ■ Other



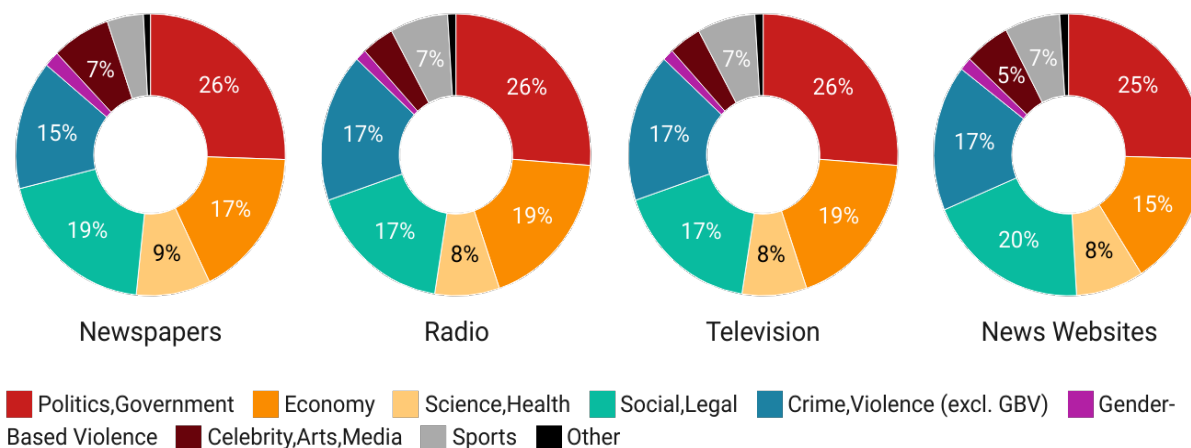
Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 2. GMMP 2005-2025. Major topics in print, radio and television news

Regional comparisons

Politics & Government is the largest or almost the largest major topic in nearly every region, often constituting around a quarter of all coverage. The economy is also a consistently prominent major topic.

GMMP 2025. Major topics distribution, by medium type

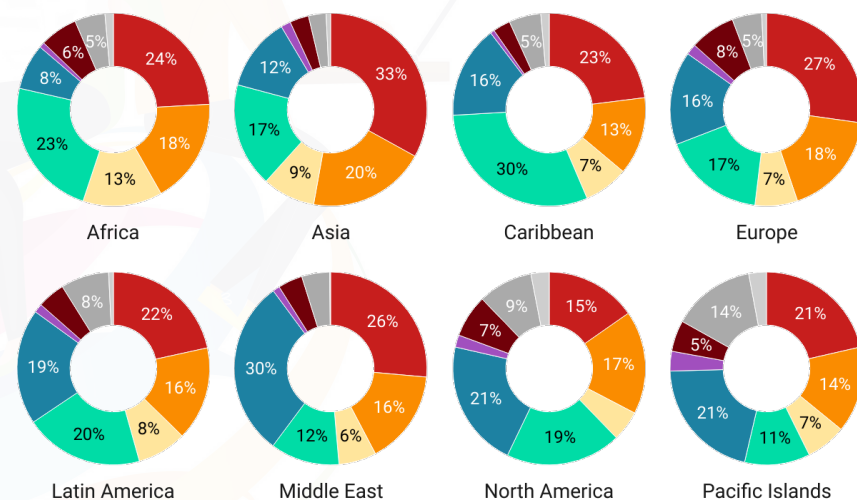


Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 3. GMMP 2025. Major topics distribution, by medium type

GMMP 2025. Major topics in newspapers, radio and television news, by Region

Legend: Politics, Government; Economy; Science, Health; Social, Legal; Crime, Violence (excl. GBV); Gender-Based Violence; Celebrity, Arts, Media; Sports; Other

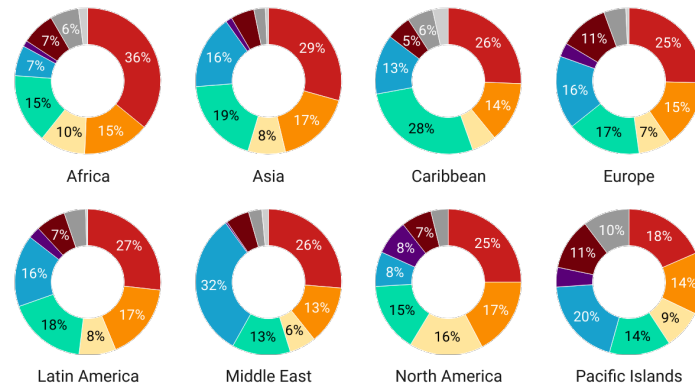


Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 4. GMMP 2025. Major topics in newspapers, radio and television news, by region

GMMP 2025. Major topics on news websites, by Region

■ Politics, Government
 ■ Economy
 ■ Science, Health
 ■ Social, Legal
 ■ Crime, Violence (excl. GBV)
 ■ Gender-Based Violence
 ■ Celebrity, Arts, Media
 ■ Sports
 ■ Other



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 5. GMMP 2025. Major topics on news websites, by region

In Africa and North America, Politics/Government on news websites claims an even larger share than in traditional media. Since women are underrepresented as sources and subjects in news about politics and the economy, their invisibility is baked into the largest segments of the news agenda across all news delivery formats.

Negligible attention is given to gender-based violence, particularly in Global South news media. GMMP 2025’s separation of gender-based violence (GBV) from the general “Crime and Violence” major topic makes clear just how ghettoized this issue of primary importance to half of the world’s population is. Its relative invisibility points to a news media framing of GBV as a private concern rather than a serious political and social problem, ignoring local and national regulatory frameworks that have attempted to shine light and draw public attention to it.

“By leaving out or minimizing coverage of sexist violence, the media condition not only what society thinks, but also what issues it considers relevant and thus making invisible problems that require public and political attention.”

– Servicio de Noticias de la Mujer de Latinoamérica y el Caribe (SEMLAC), Cuba.

Digital platforms replicate this marginalization and the journalistic biases that determine what issues are newsworthy. Digitalization has not brought about a radical break from the patriarchal norms of traditional journalism. Instead, it continues to reinforce and amplify a news hierarchy that privileges male-dominated topics. The challenge remains a human and editorial one, that is, to dismantle the “hard news” bias and stop treating issues of greater concern to women as peripheral.

Table 2. Top 10 news topics on the global monitoring day 6 May 2025

Rank	Minor topics cluster
1	Other domestic politics/government (local, regional, national), elections, speeches...
2	Economic policies, strategies, modules, indicators, stock markets, taxes, etc.
3	Foreign/international politics, UN, peacekeeping
4	Violent crime, murder, abduction, assault, etc. (NOT GENDER-RELATED)
5	Religion, culture, tradition, controversies ...
6	Team sports (soccer, football, basketball, handball, hockey, etc.): events, players, facilities, training, funding
7	Disaster, accident, famine, flood, plane crash, etc.
8	Non-violent crime, bribery, theft, drugs, corruption
9	War in the Middle East including Gaza...
10	Transport, traffic, roads...

Section 3. People in the news

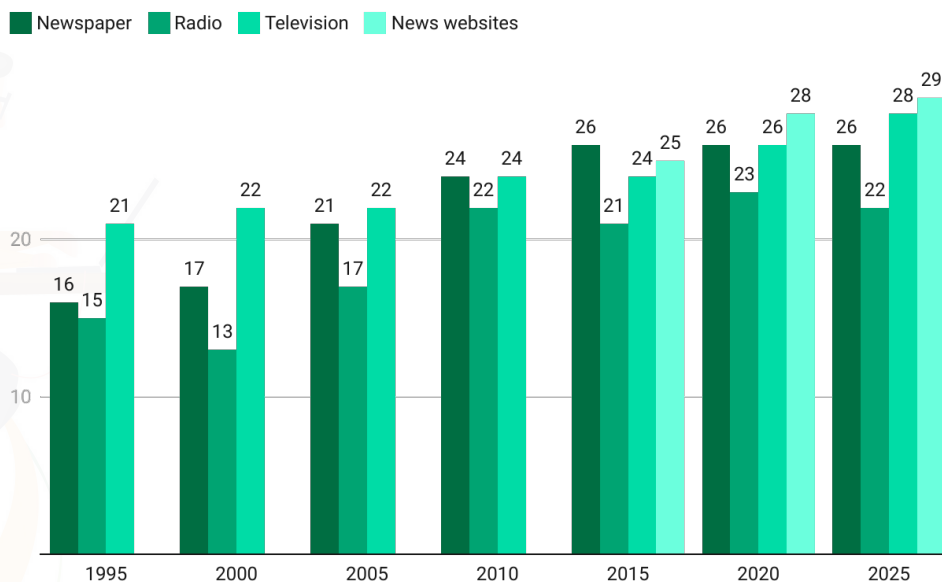
Overview

Figure 6 depicts the 30-year story of women's share of subjects and sources in print, radio, television, and web-published news. Slow but steady improvement in women's presence overall up until 2010 may have been due to global feminist activism, gender policy adoption in media organizations, and a conventions-based commitment to gender equality. All four media types have converged and flatlined at a level far short of parity and signaling a glass ceiling. Once a baseline of visibility was achieved, the motivation for deeper structural change appears to have dissipated.

Of the persons seen, heard, or spoken about in legacy news, ethnic, racial, religious, and other minorities in the specific national contexts are 5% global aggregate (2% women and 3% men) in legacy media. (Figure 7) The statistics for web-published articles are 9% (4% women, 5% men), implying that minorities are minimally more likely to be featured in digital than in traditional news.

In sum, perhaps the news industry treated inclusion in a tokenistic manner rather than fundamentally rethinking news values. That digital newsrooms have not catalyzed progress to gender equality points to patriarchy in news culture as a key driver of media inequality, reproduced by journalists and algorithms alike. That persons from minority groups are severely underrepresented in offline and online newsrooms points to a prevailing culture of identity-based discrimination in contravention of industry codes and standards on journalistic professionalism.

GMMP 1995-2025. People in the news, % women, by medium



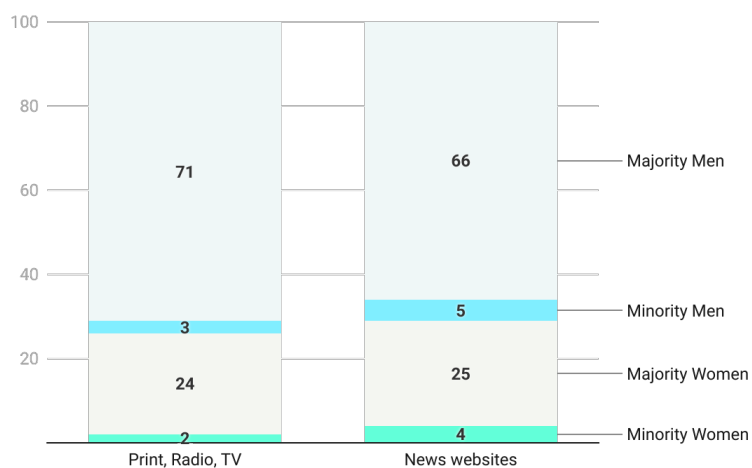
Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 6. GMMP 1995-2025. People in the news, % women, by medium

Women’s visibility in legacy news has increased overall in all regions with rises and dips in the past three decades. The rises are by 13-11 points in North America (now at 40% women), the Pacific (32%), Latin America (27%) and Europe (27%), and 5-1 points in the Middle East (now at 19%), Asia (19%), the Caribbean (25%), and Africa (23%).

On websites dedicated to the news, the presence of women has dipped or only slightly increased (+1-+4 points) in all regions except for two: Europe has seen a dramatic rise of +7 points in 10 years and +15 points in the Pacific region, of women as a proportion of all people in online stories. (Figure 9) In Asia, the decade-long proportion decreased by 5 points and -6 points in Latin America. North American digital stories show the largest drop, by 13 points in 10 years.

Ethnic, racial, religious and other minorities. % share of subjects and sources

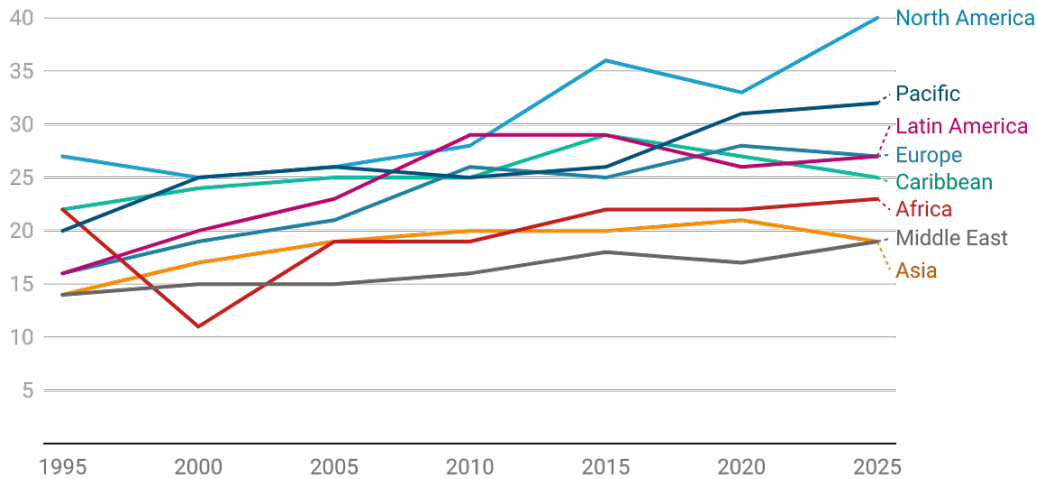


Source: Global Media Monitoring Project 2025 - Created with Datawrapper

Figure 7. Ethnic, racial, religious and other minorities. % share of subjects and sources



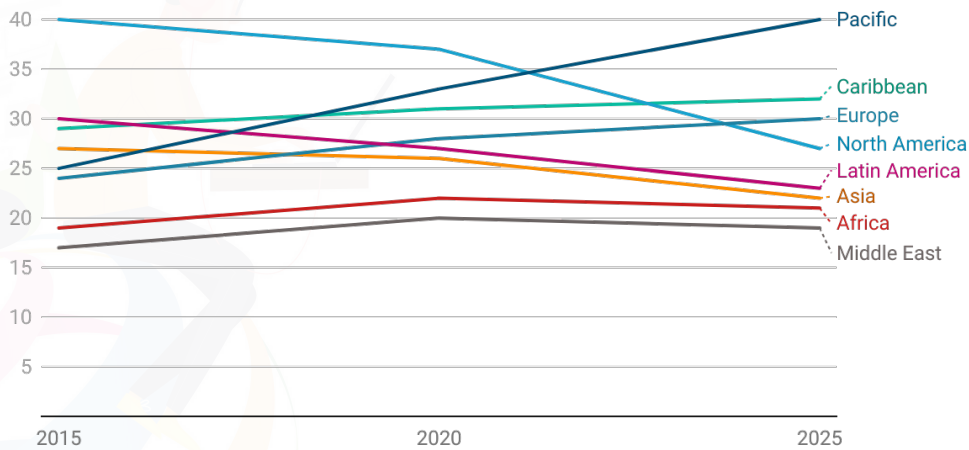
GMMP 1995-2025. People in print, TV & radio news, % women, by region



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 8. GMMP 1995-2025. People in print, radio and television news, % women, by region

GMMP 2015-2025. People in online news, % women, by region



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 9. People in online news, % women, by region

People in different story topics

Outside “gender-based violence”, women are currently most featured in science & health news in legacy media (Figure 10) (36%), followed by social & legal stories (27%) and the economy (25%). Comparing the variation in these major topics along the three-decade span reveals that the highest increase in the presence of women is in political and economic news, with a 15-point increase for both major topics. Women had the highest presence in science/health in 2025 (36%), “Social & Legal” (31%) in 2020, “Economy” in 2025 (25%) and “Politics & government” (22%) in 2025.

Women’s share of subjects and sources is highest in gender-based violence (50%) and celebrity, arts, & media (43%) news. Both major topics, however, have the lowest volume of stories in the news across all platforms. Women are most severely underrepresented in sports news, at only 15% of subjects and sources.

Concerning news websites, the major topics with the highest presence of women (outside GBV) are similar to legacy media, these are: Science/health (36%), 27% in social/legal and economic news, and political stories (24%) (Figure 11) The major topics of “Gender-Based Violence” (49%) and “Celebrity, arts, media” (54%) have the highest proportion of women. The topic with the lowest proportion of women is “Sports” (14%).

The graphs (Figures 12 & 13) below depict the presence of women by major topic, by region, and by media type. Mimicking the global findings, the regional results reveal science/health (except for GBV and celebrity news) to be the major topic in which women are most visible, heard, or spoken about in all regions, except for the Middle East, North America, and the Pacific. For these three regions, the themes (outside GBV and celebrity news) in which women are most present are the economy, sports, and politics, respectively.

There are significant variations in the presence of women in legacy media between regions in sports news. The regions with the highest presence of women are North America (49%), the Caribbean (28%), and Asia (27%).

GMMP 1995-2025. Overall presence of women in print, radio & television news, by major topic



Source: Global Media Monitoring Project 2025 · Created with Datawrapper

Figure 10. GMMP 1995-2025. Overall presence of women in print, radio and television news, by major topic

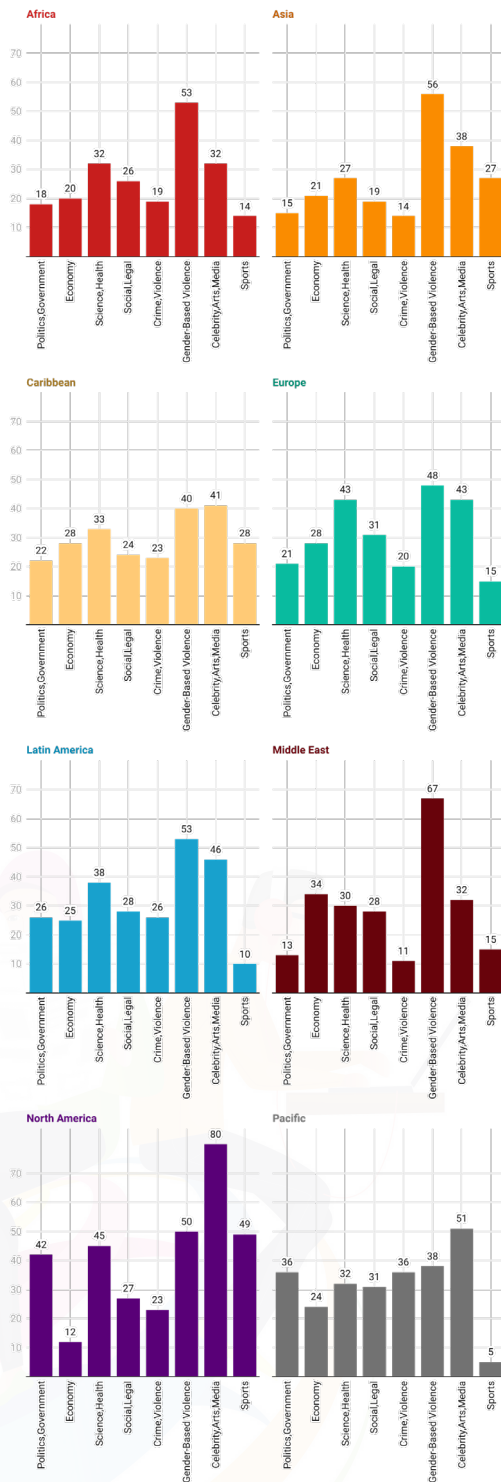
GMMP 2015-2025. Overall presence of women in online news, by major topic



Source: Global Media Monitoring Project 2025 · Created with Datawrapper

Figure 11. GMMP 2015-2025. Overall presence of women in online news, by major topic

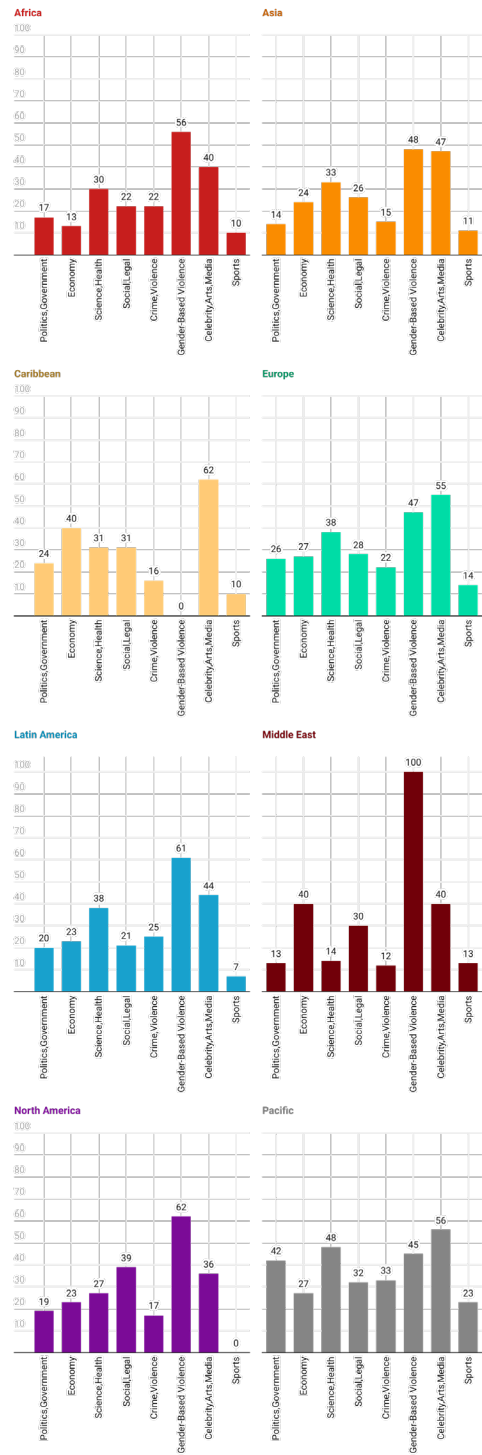
GMMP 2025. Women in Print, Radio and Television news, by Major Topic, by Region



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 12. GMMP 2025. Women in print, radio and television news, by major topic, by region

GMMP 2025. Women in Online News, by Major Topic, by Region



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 13. GMMP 2025. Women in online news, by major topic, by region

Table 3 lists the topics in which women exceed men as subjects and sources in the stories. These are topics most likely to contain stereotypical portrayals or to be centered on women's caring roles in the home and community. Gender-based violence, outside of sexual harassment, rape, intimate partner violence, and technology-facilitated GBV, also makes the list.

Table 3. Topics* in which women are over-represented in print, radio and television news. 2025

Rank	Topic	% Women
1	Women's movement, gender-related demonstrations, feminist activism offline and online incl. #MeToo ...	70%
2	Beauty contests, models, fashion, cosmetic surgery	68%
3	Family relations, inter-generational conflict, parents	57%
4	Other gender violence such as femicide, trafficking of girls and women, FGM...	52%

*Topics with less than 30 cases are omitted from this list

Women are most severely underrepresented in stories to do with the military, defense, and surprisingly, war – despite being disproportionately affected by conflicts (Table 4). Interestingly, they are also least likely to be featured in stories on the rural economy and agriculture, despite their prominent roles in these sectors.

Table 4. Topics in which less than 1 in 5 persons are women, in print, radio and television news. 2025

Rank	Topic	% Women
1	National defense, military spending, internal security, etc.	9%
2	War, civil war, terrorism, other state-based violence EXCEPT IN THE MIDDLE EAST	11%
3	Team sports (soccer, football, basketball, handball, hockey, etc.): events, players, facilities, training, funding	11%
4	War in the Middle East including Gaza...	12%
5	Economic crisis, state bailouts of companies, company takeovers and mergers, etc.	15%
6	Foreign/international politics, UN, peacekeeping	15%
7	Rural economy, agriculture, farming, land rights	18%
8	Economic policies, strategies, modules, indicators, stock markets, taxes, etc.	19%

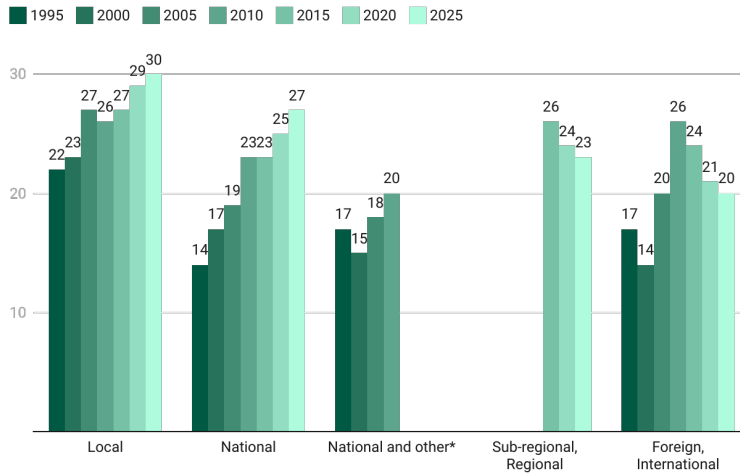
Table 5. Spotlight: Women in selected topics

Topics	% Women subjects & sources	N*
War in the Middle East including Gaza...	12%	1296
War, civil war, terrorism, other state-based violence (except in the Middle East)	11%	444
Technology-facilitated GBV incl. revenge porn, online stalking, online misogyny, online harassment, trolling,...	68%	28
Migration, refugees, xenophobia, ethnic conflict ...	27%	446
Team sports (soccer, football, basketball, handball, hockey, etc.): events, players, facilities, training, funding	11%	1777

*Weighted N

Gender and scope of the story

GMMP 1995-2025. Women in Print, TV & Radio news, by scope of story



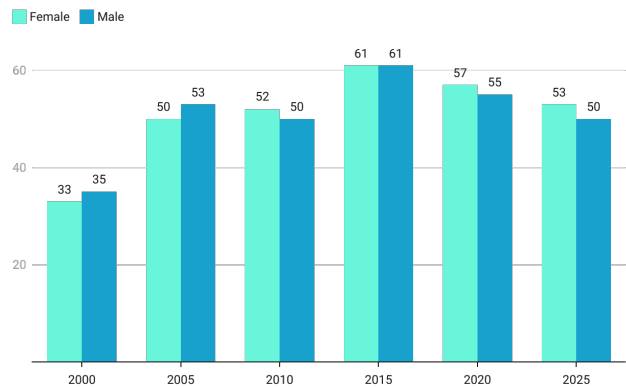
*Subsumed into the 'sub-regional / regional' grouping since 2015
 Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 14. GMMP 1995-2025. Women in print, radio and television news, by scope of story

People directly quoted

Over 50% of female and male sources in print news have been directly quoted since 2005, in nearly identical proportions. (Figure 15) The practice of including direct quotes peaked in 2015 to 61%, declining thereafter to rest at or just above the 50% mark. That the percentages for women and men converged and are decreasing in tandem indicates perhaps a nature of sourcing that is changing in ways that diminish all voices. The statistics are lower for articles published on news websites. Online, only 46% of women and 45% men are directly quoted, a 9-point drop for both since 2020.

GMMP 2000-2025. People who are directly quoted in newspapers



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 15. GMMP 2000-2025. People who are directly quoted in newspapers, by sex

Functions of the people in the news

The concentration of women’s voices in unremarkable roles continues to be a hallmark of mainstream news journalism. The media has normalized the male voice of authority— seen in the experts and spokespersons function - while devaluing women’s specialized knowledge – who are heard most providing testimony based on personal experience and popular opinion. The proportion of women performing either of these roles in legacy news has grown remarkably across the decades (Figure 16), representing double-digit rises for both function types. At the same time, the gender gap in experts and spokespersons has closed at a slower pace. This suggests a system that has learnt to incorporate women’s voices without redistributing authority.

The GMMP timeline for digital media is shorter, having fully integrated monitoring of news websites (and Twitter/X which was abandoned for the current iteration) in 2015. Women’s voice as experts and as spokespersons rose seven points each across 10 years. (Figure 17) A similar pace of change is observed for women’s presence as persons interviewed as eyewitnesses in online stories.

GMMP 2005-2025. Functions in the story, % Women. Print, Radio and Television news

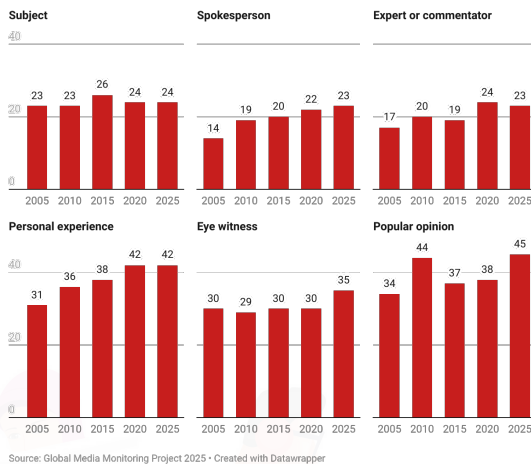


Figure 16. GMMP 2005-2025. Function in the story, % women. Print, radio and television news

on news websites

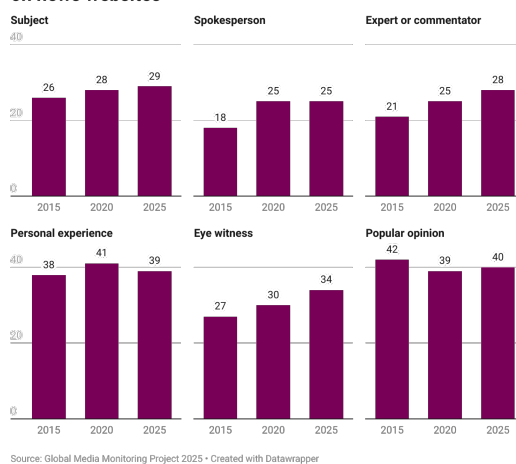


Figure 17. GMMP 2015-2025. Function in the story, % women. Stories on news websites

Notes

Subject: the story is about this person, or about something the person has done, said etc.

Spokesperson: the person represents, or speaks on behalf of another person, a group or an organization

Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise

Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group

Eyewitness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)

Popular opinion: the person’s opinion is assumed to reflect that of the ‘ordinary citizen’ (e.g., in a street interview, vox populi, etc.); it is implied that the person’s point of view is shared by a wider group of people.

Figure 17 depicts the role of women in digital news over the last ten years (2015-2025). The most common function that women have in the news is as “popular opinion” providers, with 40% in 2025, down from 42% a decade ago. The second most common function for women is as persons speaking based on personal experience (39% in 2025, 41% in 2020, and 38% in 2015). Both roles provide unremarkable information on the news topic, in contrast to the expert and spokesperson functions. In third place is the eyewitness role, 34% women in 2025 and the highest proportion since 2015. Online, women remain least likely to participate as expert and spokesperson sources, albeit appreciable progress in the expert role across the decade.

Gender and occupations of the people in the news

The GMMP tracks the proportion of women among people in the news identified by specific occupations. Most glaring across the 2000 to 2025 period is the consistent over-representation of women in work linked to the home, in caregiving, and low authority roles.

Homemaker/parent – with no other occupation given – remains the highest “job type” for women, peaking at 81% in 2000 and still at 73% in 2025. (Table 6) The 2025 finding is within +/-2 points of the 2005 and 2010 statistics, and several points higher than in the past 10 years. When a woman’s professional identity is ambiguous, journalists default to defining her through her domestic and reproductive roles. This framing is much more rarely applied to men. Women are underrepresented in every occupation coded by the GMMP except for three – as homemakers, students (50%), and in social work/childcare/health support roles (59%).

Table 6. Women’s share of occupations according to the news. 2000-2025.

	2000	2005	2010	2015	2020	2025
Homemaker, parent (male or female)) only if no other occupation is given	81%	75%	72%	67%	68%	73%
Health worker, social worker, childcare worker	n/a	n/a	n/a	47%	47%	59%
Student, pupil, schoolchild	46%	51%	54%	59%	46%	50%
Child, young person no other occupation given	n/a	44%	46%	34%	54%	48%
Villager or resident no other occupation given	n/a	39%	39%	39%	42%	46%
Unemployed no other occupation given	33%	19%	35%	34%	42%	44%
Retired person, pensioner no other occupation given	35%	33%	35%	35%	40%	44%
Celebrity, artist, actor, writer, singer, TV personality	45%	42%	41%	33%	41%	44%
Other	44%	42%	41%	38%	39%	40%
Office or service worker, non-management worker	35%	40%	45%	35%	42%	38%
Activist or worker in civil society org., NGO, trade union	24%	23%	34%	33%	35%	37%
Media Professional, journalist, film maker, etc.	n/a	36%	29%	21%	29%	32%
Doctor, dentist, health specialist	n/a	n/a	n/a	30%	29%	32%
Academic expert, lecturer, teacher	n/a	n/a	n/a	23%	29%	29%
Royalty, monarch, deposed monarch, etc.	n/a	33%	31%	22%	16%	28%
Tradesperson, artisan, laborer, truck driver, etc.	15%	23%	22%	21%	21%	25%
Lawyer, judge, magistrate, legal advocate, etc.	n/a	18%	17%	22%	25%	25%
Government employee, public servant, etc.	12%	17%	17%	20%	22%	24%
Science/ technology professional, engineer, etc.	12%	10%	10%	10%	20%	22%
Businessperson, exec, manager, stockbroker...	n/a	12%	14%	16%	20%	21%
Government, politician, minister, spokesperson...	10%	12%	17%	18%	18%	19%
Agriculture, mining, fishing, forestry	15%	13%	13%	14%	24%	13%
Sportsperson, athlete, player, coach, referee	9%	16%	11%	7%	14%	13%
Criminal, suspect no other occupation given	7%	9%	8%	12%	11%	10%
Police, military, paramilitary, militia, fire officer	4%	5%	7%	8%	12%	9%
Religious figure, priest, monk, rabbi, mullah, nun	9%	21%	13%	5%	7%	2%

The underrepresentation of women in positions of public authority, expertise, and power persists. Media representation of the gender distribution of occupations does not reflect reality. In the news, women make up less than 30% of educators. 25% of legal professionals and 21% of businesspersons. Women are over-represented in the teaching workforce - 94% in pre-primary education, 68% in primary, 58% in lower secondary, 52% in upper secondary, and 43% in tertiary education (UNESCO, 2023). Research in 2024 by the International Bar Association (2024) in 11 countries around the world found women to be 47% of lawyers and 38% of senior lawyers. Women’s employment in the Global South is concentrated in micro enterprises in the informal sector; however, these occupations are still not accorded worth as legitimate businesses, neither by governments nor by the media.

In Table 7 is a list of the top 5 most common occupations of news subjects and sources. In first place for women and men is “politician/member of parliament”. In second place for both sexes is the “government employee, public servant” role. The top occupations diverge in the next three occupations: women as celebrities, civil society/community workers, and academicians, while for men, sportspersons, military, and religious leaders.

Table 7. Top 5 occupations for women and men according to the news. 2025

	Women	Men
1	Politician/ member of parliament, ...	Politician/ member of parliament, ...
2	Government employee, public servant, spokesperson, etc.	Government employee, public servant, spokesperson, etc.
3	Celebrity, artist, actor, writer, singer, TV personality	Sportsperson, athlete, player, coach, referee
4	Activist or worker in civil society org., NGO, trade union	Police, military, paramilitary, militia, fire officer
5	Academic expert, lecturer, teacher	Religious figure, priest, monk, rabbi, mullah, nun

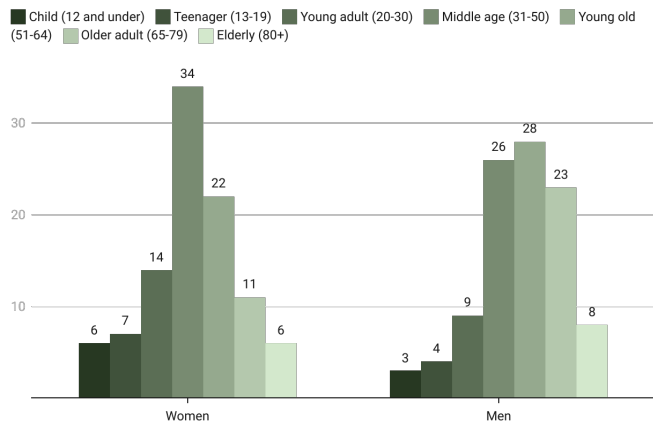
Gender and age of the people in the news

The tendency in news journalism to describe women using their personal physical attributes has persisted across the period, even when the traits are not central to the story. Behind the descriptions is a motive to objectify women, trivialize them, and/or add emotional or aesthetic appeal unrelated to the story’s substance. Journalistic practice consistently pulls audience attention away from what women have to say or why they are present in the story, to how they look.

Newspapers

In sync with the findings to date, women are still much more likely to be described by age in print news compared to men. Age is mentioned for 37% women and 31% of men. Just under three in ten (27%) women whose ages are mentioned fall in the 30 years and below age brackets, compared to 16% of the men. (Figure 18) When the next age group, 31-50 is included, the number rises to 61% for women and 42% for men.

GMMP 2025. People whose age is mentioned in newspapers. Age distribution, by sex



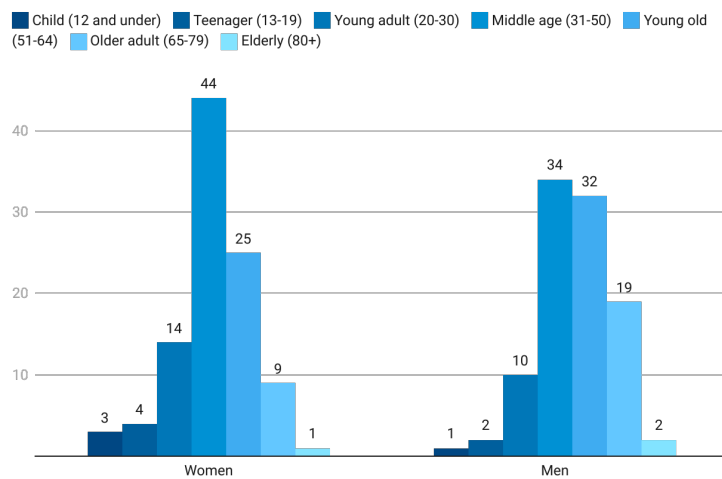
Source: Global Media Monitoring Project 2025 - Created with Datawrapper

Figure 18. GMMP 2025. People whose age is mentioned in newspapers. Age distribution, by sex

Television newscasts

Age was coded for 88% of women featured in television news and 84% of men. For those whose age could be determined, 21% of women were 30 years and younger, compared to 13% of men. (Figure 19) Adding the 31-50 age bracket shifts this count to 65% for women, and 47% for men. Considering that age was coded for almost 9 out of 10 women and just over 8 out of 10 men, the findings are a reliable indicator of who appears on television. They tell us at what stage in women’s lives they are permitted to be seen and heard. This is different for men, for whom news value does not fall as dramatically as they age. 53% of male subjects and sources are above 50 years old, in contrast to just 35% of women.

GMMP 2025. People who appear in television news. Age distribution, by sex



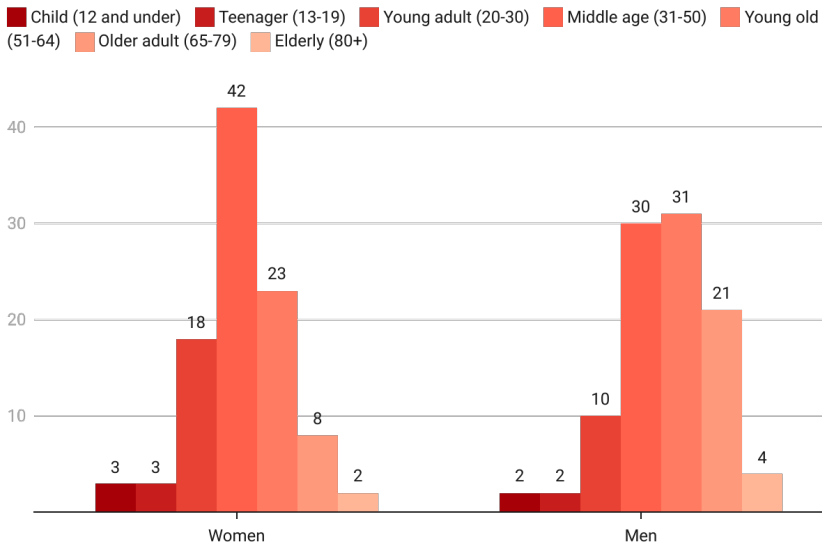
Source: Global Media Monitoring Project 2025 - Created with Datawrapper

Figure 19. GMMP 2025. People who appear in television news. Age distribution, by sex

News websites

Online stories allow us to glean the shape of gendered portrayal when the written text, video, and audio intersect. Age was coded for 55% of women in web-published articles and 50% of men. The code is applied if age can be determined, either because it is explicitly stated, or it is discernible in images or videos accompanying the story. The highest-represented age bracket for women is 31-50 years old, similar to print and television news. Almost two i ten women are between 20-30 years old, double the statistic for males. 34% of the women are over 50 years old, in contrast to 56% of the men.

GMMP 2025. People whose age is mentioned in news website articles. Age distribution, by sex



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

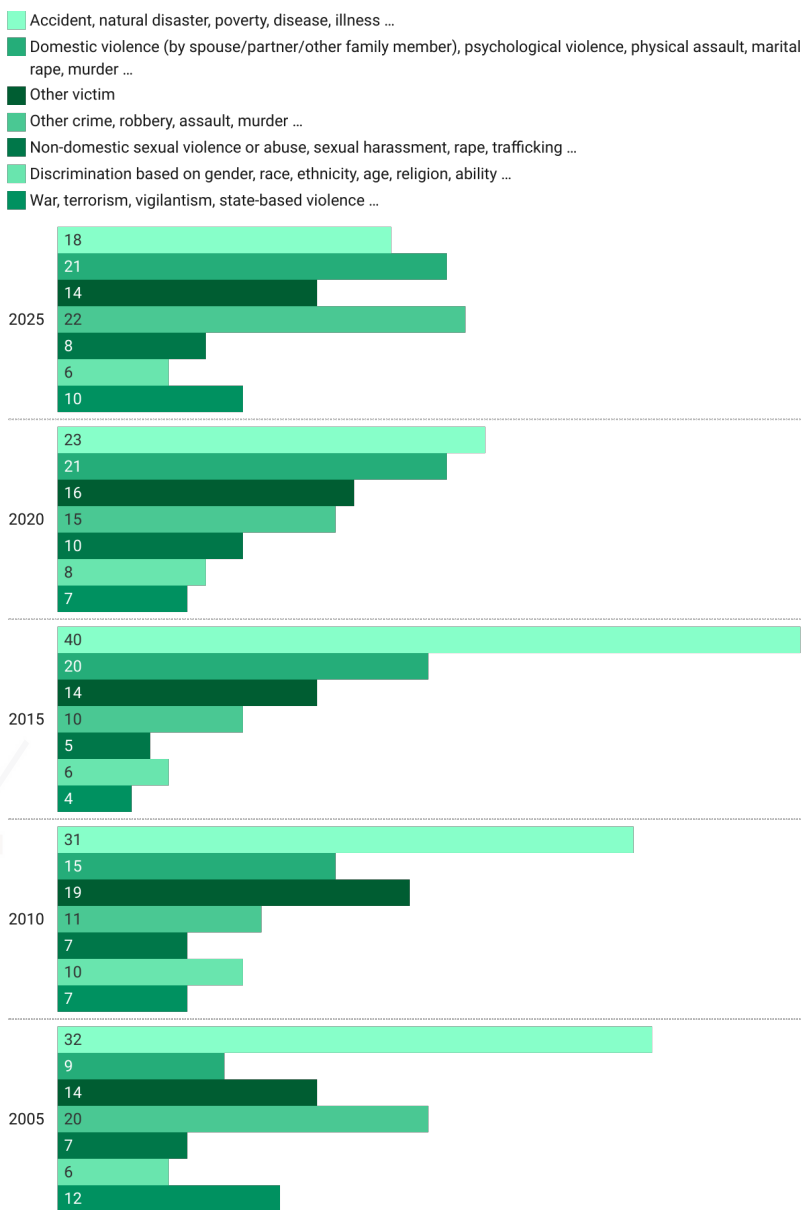
Figure 20. GMMP 2025. People who appear in articles published on news websites. Age distribution, by sex

Portrayal as victims and/or survivors

10% of women in the news are portrayed as victims, compared to 5% of men, meaning that women are twice as likely as men to be depicted as persons without agency, to whom things happen.

For women, the most prevalent victim category has historically been “accident, natural disaster, poverty, disease, illness” (Figure 21). The victim type is first in four iterations (23% in 2020, 40% in 2015%, 31% in 2010, 32% in 2005) and appears in third place in 2025 (18%). The category “other crime, robbery, assault, and murder” overturns this pattern in 2025, closely followed by domestic violence (by intimate partners and family members). Women have remained about twice as likely as men to be portrayed as domestic violence victims since 2010, except for 2015. Far fewer women and girls are depicted as victims of sexual violence outside the home, coded under the category “nondomestic sexual violence or abuse, sexual harassment” (8% of female “victims” in 2025, 10% in 2020, and between 5%-7% in the earlier editions).

GMMP 2005-2025. Portrayal as victims. Women in Print, TV and Radio news, by victim type, by year



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 21. GMMP 2005-2025. Women portrayed as victims in print, radio and television news. Victim type, by year

For men, the category “victim of accident, natural disaster, poverty, disease, illness” is top in four studies – 30% in 2020, 35% in 2015, 32% in 2010, 36% in 2005. (Figure 22). Men also tend to appear as victims of “other crime, robbery, assault, murder” (29% in 2025, 19% in 2020, 11% in 2015, 16% in 2010, 22% in 2005) and as victims of “war, terrorism” (19% in 2025, 15% in 2020, 13% in 2015, 17% in 2010, 21% in 2005). Thus, they are depicted as victims of nature, criminal violence, and/or war. One of the lowest, if not the lowest victim type for men is “nondomestic sexual violence” (between 1% to 2% of male victims historically).

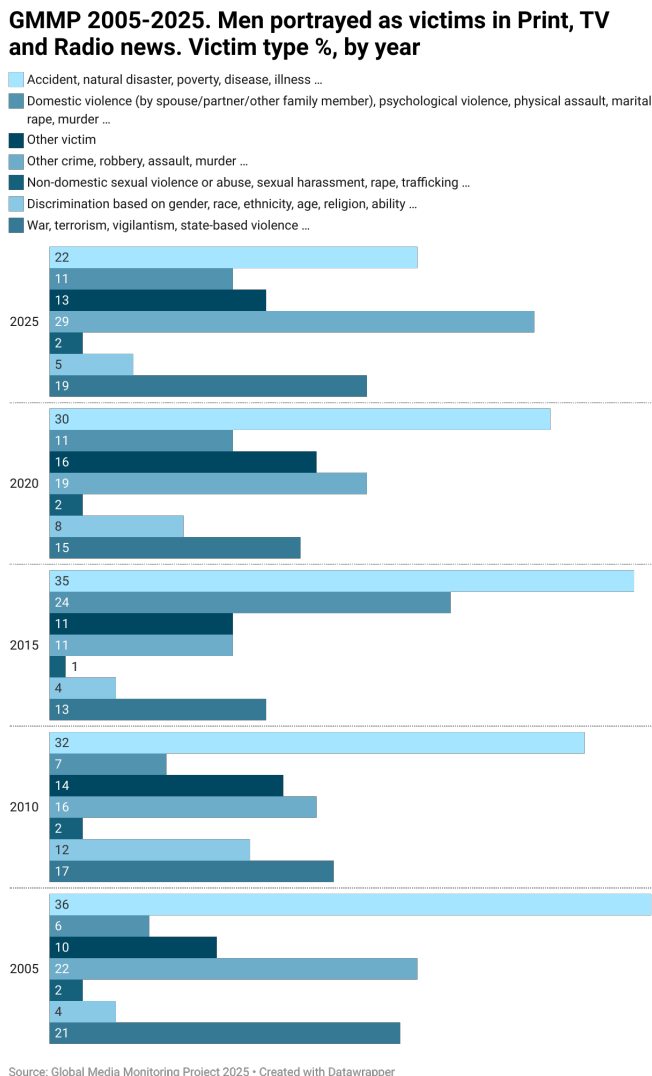
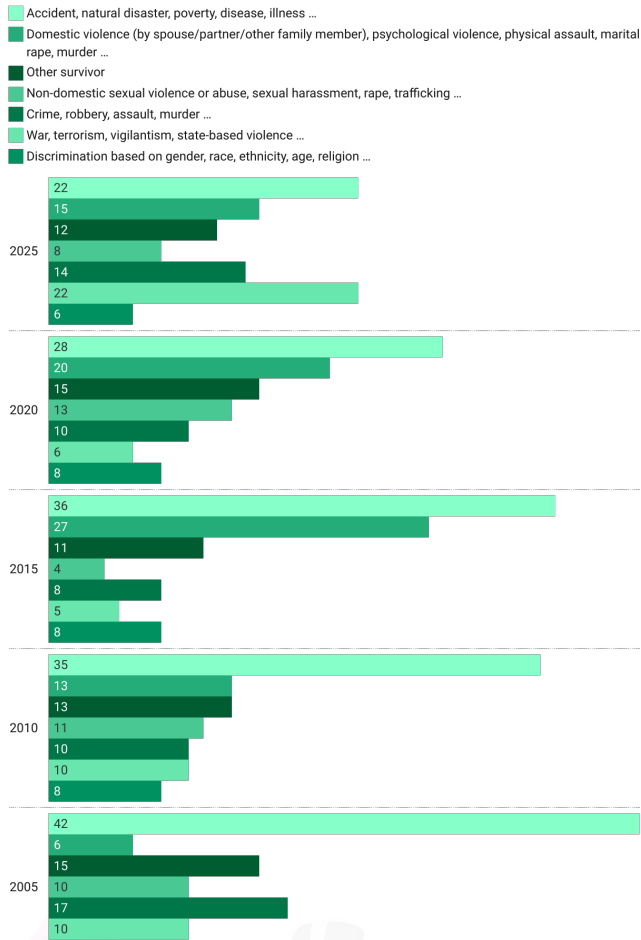


Figure 22. GMMP 2005-2025. Men portrayed as victims in print, radio and television news. Victim type, by year

In earlier GMMPs, women described or depicted as survivors in legacy media were most likely to have survived accidents, natural disasters, poverty and disease. (Figure 23). In 2025, women are portrayed as domestic violence (by intimate partners and family members) survivors in equal proportion as survivors of “accidents, natural disasters, poverty, disease” events cluster.

For men, the main survivor category is “accident, natural disaster, poverty, disease”; either first or second place in all GMMPs (23% 2025, 35% 2020, 24% 2015, 38% 2010, 52% 2005) (Figure 24). The highest survivor type in 2025 is of “war, terrorism, vigilantism, state-based violence” with 38% in 2025, double the same in 2020 (19%) and far greater than in previous years, at 13% in 2015, 18% in 2010, and 16% in 2005.

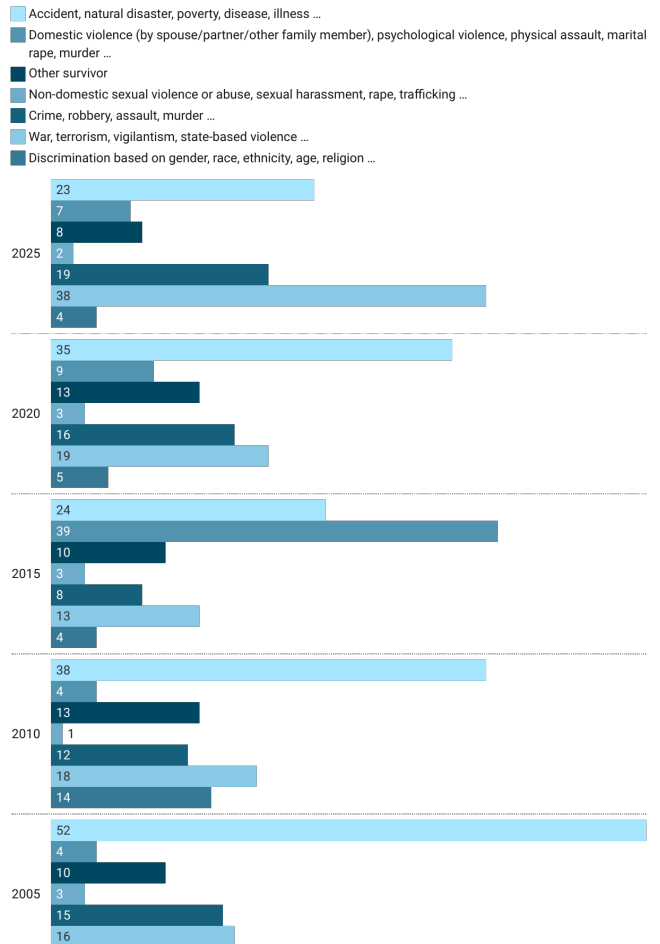
GMMP 2005-2025. Women portrayed as survivors in Print, TV and Radio news. Survivor type %, by year



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 23. GMMP 2005-2025. Women portrayed as survivors in print, radio and television news. Survivor type, by year

GMMP 2005-2025. Men portrayed as survivors in Print, TV and Radio news. Survivor type %, by year



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

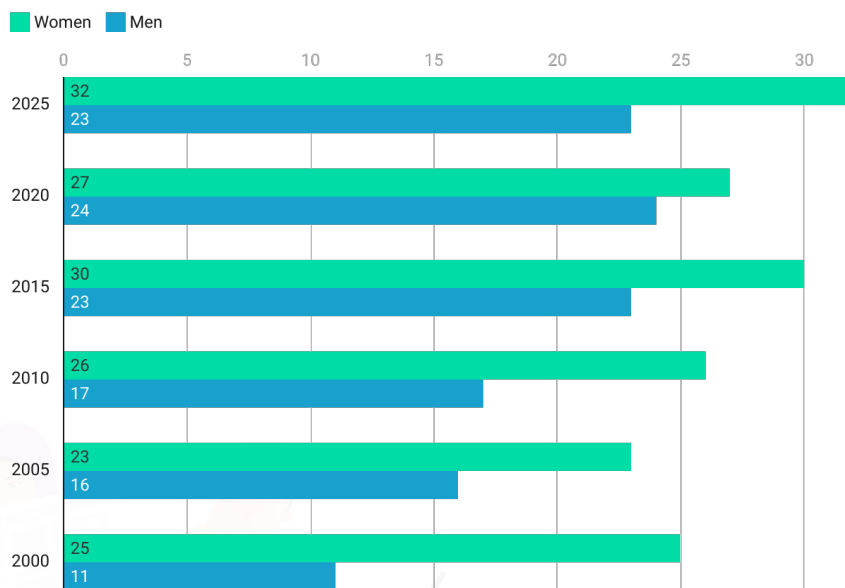
Figure 24. GMMP 2005-2025. Men portrayed as survivors in print, radio and television news. Survivor type, by year

People in newspaper photographs

Women have historically appeared and remain more likely to appear in newspaper photographs than men. (Figure 25). Except for the global health crisis year (2020) when the gap was 5 points, the 7-9-point difference has existed for the past two decades. Qualitative analysis of images reveals that while men appear in headshots, women tend to be depicted in full-body photographs and in various stages of undress.

41% of women, in contrast to 34% men, appear in multimedia components in web-published articles. The age-old problem of sexualization and objectification of women persists thirty years post-Beijing, offline and online.

GMMP 2000-2025. Subjects & sources in newspaper photos, by sex



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 25. Subjects & sources in newspaper photos, by sex. 2000-2025

The news as amplifiers of gender inequality

Following the 2015 GMMP, the GEM-Index was developed as a unitary measure of the level of gender equality in news media content. It is constructed to be theoretically informed, easy to apply and rate, broadly applicable to all forms of news media, unidimensional, and reliable in statistical terms. (Djerf-Pierre & Edström, 2020)

The index includes six indicators from the GMMP and considers the overall presence of women and men in the news, as well as their visibility and voice in specific roles and topics.

The GEM-Index calculates the average gender gap in the news (percentage of women – percentage of men) for the following six indicators: (1) all news subjects or sources (“people in the news”), (2) reporters, (3) news subjects or sources in economy and business news, (4) news subjects or sources in news about politics and government, (5) spokespersons and (6) experts. The GEM-I can vary between -100 (only men in the news) and + 100 (only women in the news. Zero (0) represents full gender equality and a 50/50 distribution of men and women for all six indicators.

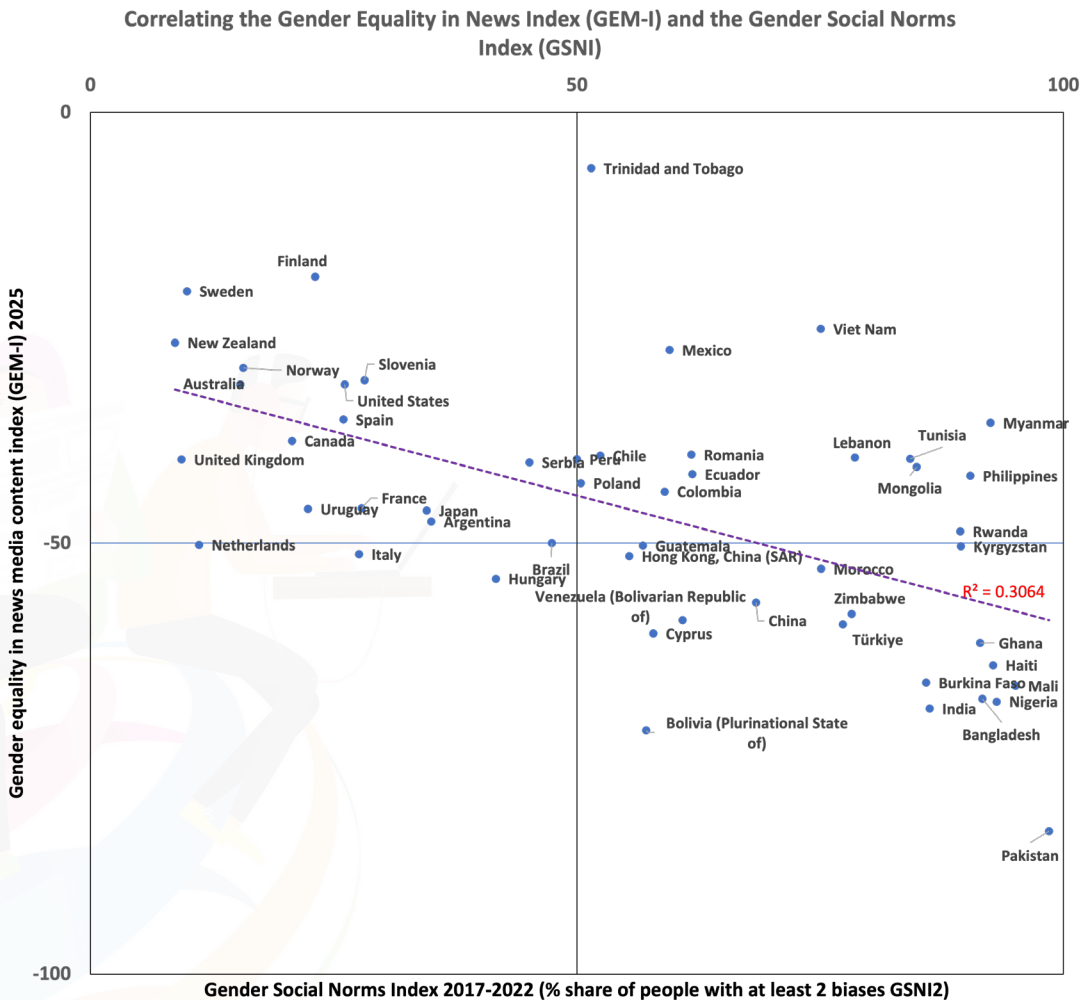


Figure 26. Correlating the Gender Equality in News Index (GEM-I) and the Gender Social Norms Index (GSNI)

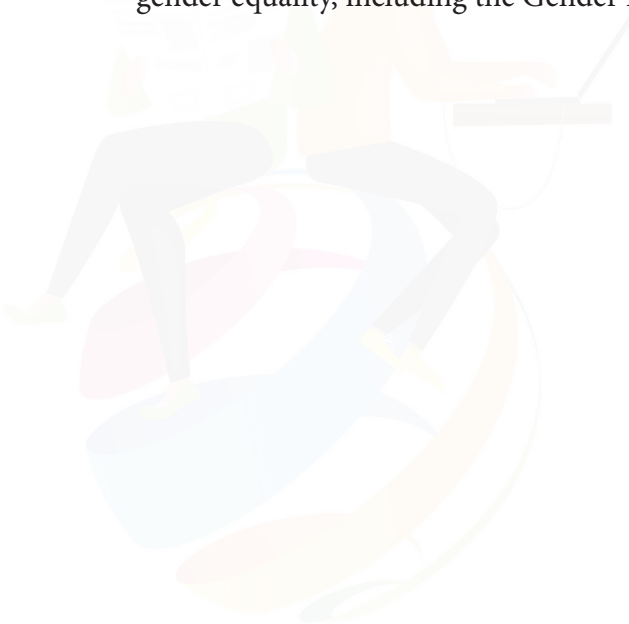
Figure 26 plots the relationship between the 2025 GEM-I values and the most recent Gender Social Norms Index values (GSNI2 - share of people with at least 2 biases against women). For both indices, '0' represents full gender equality. Minus 100 (-100) on the GEM-I represents total gender inequality, that is, all people in the news and journalists in the stories are men. Plus 100 (+100) in the case of the GSNI2 means 100% of the population holds two or more gender biases against women, as defined by the index.

Nations in the upper left quadrant perform better than the others on the measure of gender equality in the news and have a smaller segment of the population holding two or more biases against women's roles in the four dimensions measured by the GSNI - political, educational, economic, and physical integrity (beliefs that can lead to violence against women). The lower left quadrant indicates lower scores on news gender equality, combined with fewer people with 2+ biases against women.

The upper right-hand quadrant also indicates better results on news gender equality, combined however with a larger proportion of the population with 2+ biases against women. While the lower right quadrant leans towards greater news gender inequality and larger segments of the population with 2+ negative views on women.

Sweden's position on the graph, for instance, indicates better results on both indices; past the three-quarter mark to news gender equality and a low proportion of the population holds two or more biases against women's roles in education, politics, the economy, and physical integrity. Trinidad and Tobago news show exceptional performance on the gender equality measures, but half of the population holds biases against women. Pakistan's scores are poor on both indices, indicating high news gender inequality and close to 100% of the population with 2+ gender biases against women. At the intersection of both axes in Brazil, with almost 50% of the population holding gender biases against women, and at the halfway mark to media gender equality.

The regression line (purple-dotted) indicates that 30% of gender (in)equality in the news is related to gender social norms in society, and vice versa. 70% of this relationship is explained by factors that are not clear, given the similar results when other gender metrics are analyzed alongside the GEM-I. In fact, statistical tests reveal that 65-75% of the variation in news gender inequality cannot be explained by the lived experience as measured by non-media gender indices on multiple dimensions of gender equality, including the Gender Inequality Index and the Gender Development Index.



SUMMARY

1. After a period of slow but steady improvement, progress toward gender parity in the news has flatlined since around 2010, failing to reach 50% in any media type. Thirty years after Beijing, women are 26% of those seen, heard, or spoken about in legacy news (28% on news websites), a 9-point change since the first data point in 1995.
2. Minority groups are five points more likely to be represented in digital news (9% of subjects and sources) than in legacy media (5%). Overall, the probability of minority women to be featured in the news as the main protagonists or as interviewees is less than one in ten in traditional news media and just under 1.5 in 10 on news websites.
3. Women's visibility in political and economic news beats in print, radio, and television combined has increased significantly – by 15 points each – over the past three decades. The underrepresentation noted in 1995 (7% in political news, 10% in economic news) has become less severe. Women's presence in sports news is abysmal, at only 15% in legacy media and 14% in online news.
4. The proportion of women providing expert testimony has grown remarkably over the decades, showing the highest increase (+7 points) in digital news since 2015. However, the gender gap in authoritative roles like experts and spokespersons has closed at a slower pace than for persons providing testimony based on popular opinion and personal experience – ordinary roles that require no specialized knowledge.
5. The over-representation of women as homemakers/parents decreased from 81% in 2000 to 73% in 2025, indicating a persistent journalistic bias toward defining women by domestic roles, despite their current unprecedented engagement in work outside the home. Underrepresentation in occupations and in positions of power has remained a constant.
6. Women are still about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with “other crime” and “domestic violence” (by intimate partners and family members) becoming the top categories. Women depicted as survivors in legacy media were most likely to have survived “accidents, natural disasters, poverty, and disease” in previous GMMP studies. In 2025, they are most frequently portrayed as domestic violence survivors in equal proportion to accident/disaster survivors.
7. The tendency to describe women by their age and physical attributes has also persisted across the entire period. They have been photographed more often than men (a 7–9-point difference) over the past two decades, with qualitative analysis continuing to show patterns of sexualized portrayal.
8. Gender equality in the news, measured by the GEM Index, is moderately correlated with gender indices in other development sectors. The news does not mirror reality; news gender inequality is much more acute than in the lived experience. Between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

Section 4. News personnel

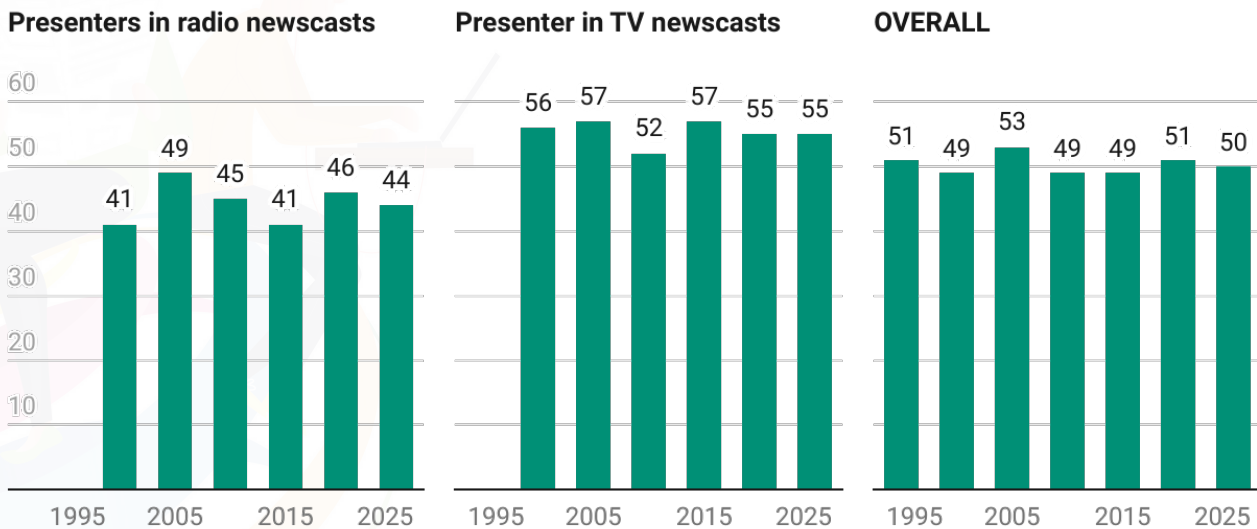
Presenters

Women have characteristically been over-represented as news presenters on television and under-represented in radio newscasts. (Figure 27) Radio is purely an audio medium, while television incorporates the visual.

Women's continued higher presence on screen in comparison to men, in a role that is more about looks (for women – as discussed later in the section about gender/age disparity) and performance for the audience, may be interpreted as a concession to the male gaze, where women are included when they conform to certain standards of physical appearance.

For radio, without the visual component, the presenter's authority is vested in the quality of the

GMMP 1995-2025. Presenters in radio and television newscasts, % Women



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 27. GMMP 1995-2025. Presenters in radio and television newscasts. % women

voice. The relatively consistent gender gap across three decades suggests an association of the disembodied voice of authority with masculinity. The gender gap in radio news presentation is widest in Latin America, where just a third of journalists in this role are women. (Figure 28) For Australia and New Zealand combined, out of every 10 presenters, 7 are women.

Reporters

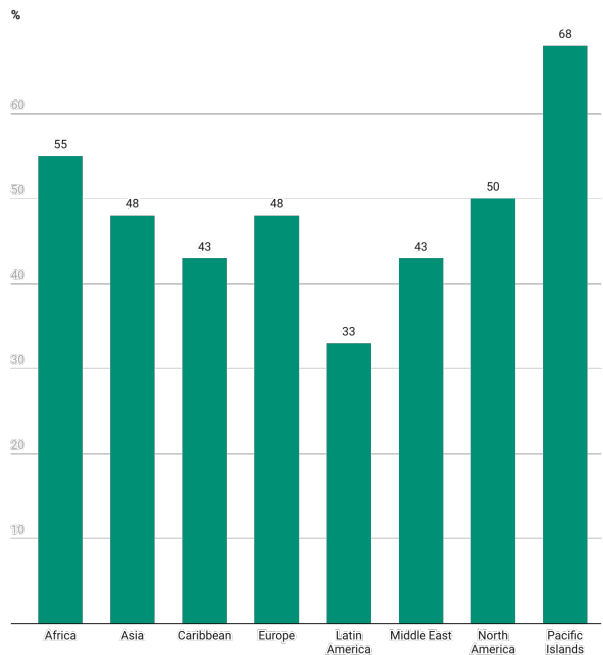
The gender gap in reporters in the news is narrower today than when it was first tracked for print and broadcast news. (Figure 29) In newspapers, there has been a steady rise across thirty years, while for newscasts, the increase was dramatic between 2000 and 2005 before levelling out until 2025 with oscillations during this period. The plateau signals a glass ceiling of factors that work together (including newsroom culture) to resist progress to parity.

The issues have hopped online into digital newsrooms. That the statistic has risen a mere one point indicates that the challenge is not the medium but lies in the underbelly of the news system.

The graphs in Figures 30 & 31 show the paths of inclusion of women as reporters across regions over the period.

There's a general uptick across the globe in legacy news but flatlines and regressions in online news. For legacy news, there is widespread stagnation as most regions approach and consistently fail to

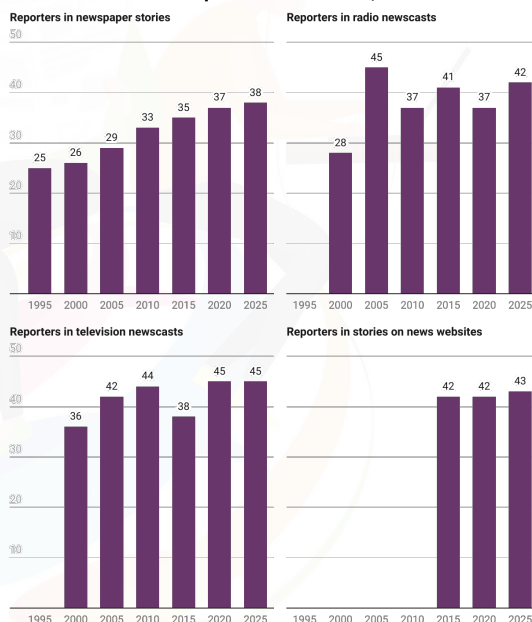
GMMP 2025. Radio news presenters by region, % Women



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 28. GMMP 2025. Radio news presenters by region. % women

GMMP 1995-2025. Reporters in the news, % Women

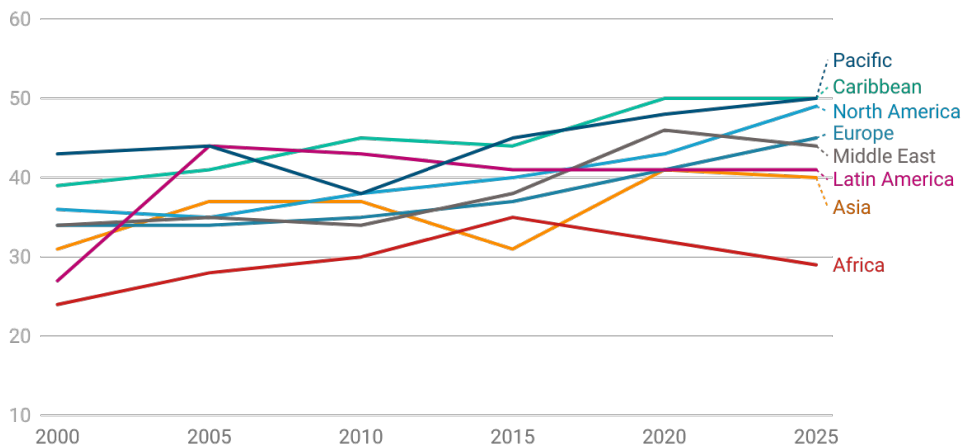


Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 29. GMMP 1995-2025. Reporters in the news. % women.

achieve parity. The exceptions are the Pacific and the Caribbean, exactly at equality, with North America just a single point below. The other regions are clustered in the 40%-44% range (45% in Europe). The performance in Latin America shot up to 44% in 2005, followed by a complete halt at 41% for 15 years. The findings suggest a system willing to absorb a certain proportion of female labor in the reporter role but not ceding to full numerical gender equality. Africa is an exception; the results declined from a peak of 35% in 2015 to 29% in 2025.

GMMP 2000-2025. Reporters in Print, TV & Radio news, % Women, by Region

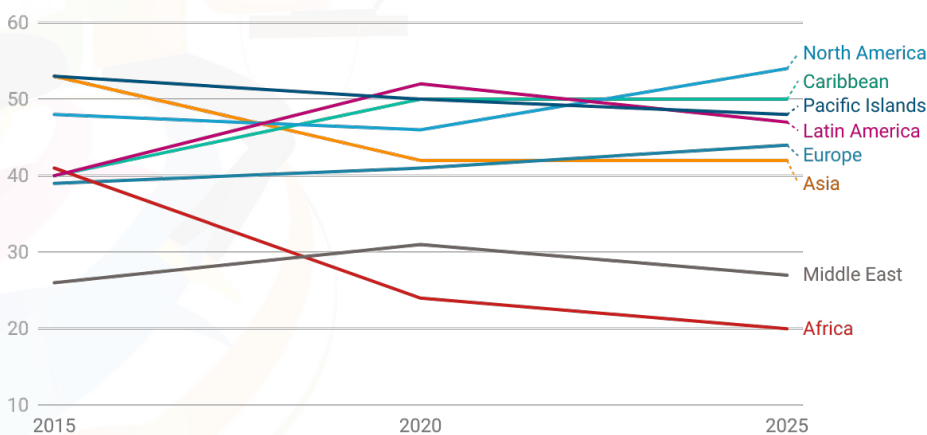


Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 30. GMMP 2000-2025. Reporters in print, radio and television news. % women, by region

Online newsrooms appear to be more inclusive of women. Stories by women dominate in North America, at 54%. The Caribbean sits at the equal (50%) mark, followed by the Pacific (48%) and Latin America (47%). The most unequal newsrooms are African (20% of stories by women), seven points worse than in the Middle East (27%). In Latin America, parity achieved in 2020 was not sustained by 2025.

GMMP 2015-2025. Reporters in Stories on News Websites, % Women, by Region



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 31. GMMP 2015-2025. Reporters in stories on news websites, % women, region

Reporters in major topics

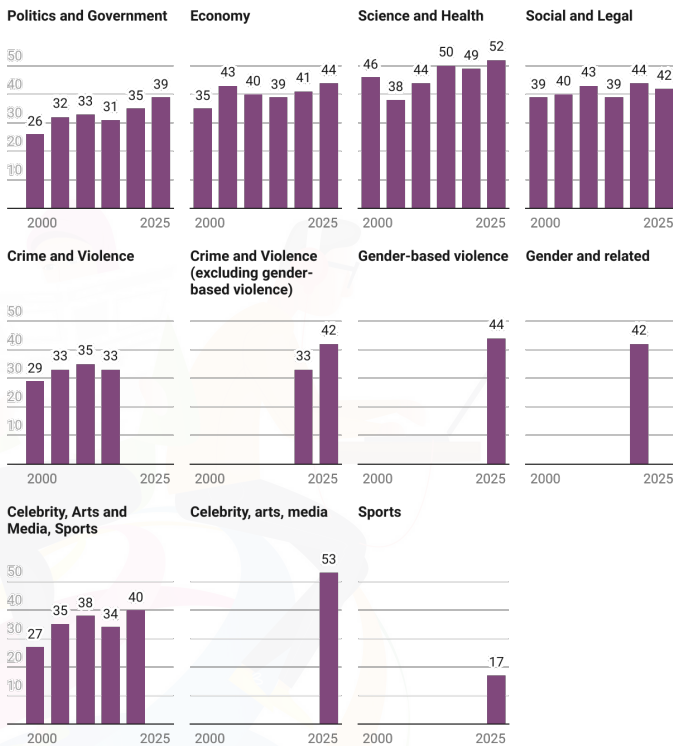
The most prominent story in the news is a political one, a narrative about power, governance, international relations, national defence, war and peace. Across time, this story has been packaged and brought to news audiences overwhelmingly through the male reporter lens. The pace of change to narrow the gender gap in reporting politics has been the fastest (+13 points in 25 years) compared to the other news topics however, it remains the most under-reported by women. (Figure 32)

The proportion of women reporters in stories about the economy has risen 9 points across the period, to 44%. This is only one point higher than 20 years ago.

For the first time in 25 years, the proportion of women reporters of science and health news has surpassed that of men, at 52%. This major topic covers stories such as those on disease, reproductive health, environment, research, and technology. This set of stories is only 8% of legacy and digital news alike; therefore, at the periphery of the news agenda, where it has historically been.

The GMMP 2025 methodological decision to separate sports news from the broader cluster of “celebrity, arts, media and sports” has led to an insight into the shockingly low proportion of female reporters covering sports. 6% of print and broadcast news, and 5% on news websites, are on sports. 8%.

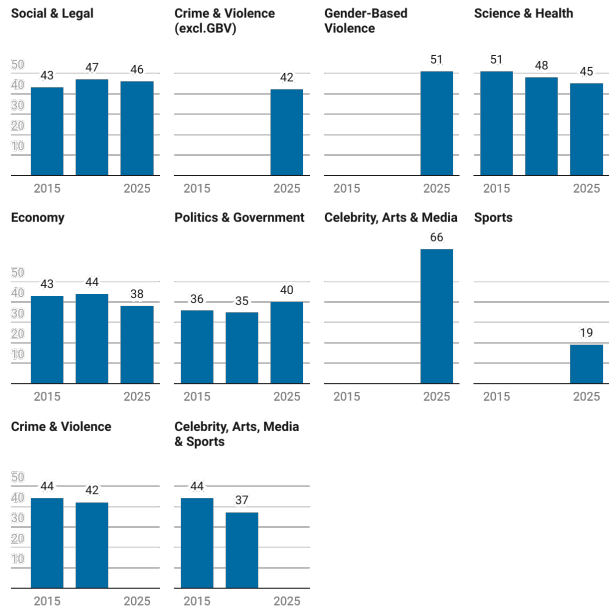
GMMP 2000-2025. Female reporters in print, radio & television news, by major topic



Source: Global Media Monitoring Project 2025 · Created with Datawrapper

Figure 32. GMMP 2000-2025. Female reporters in print, radio and television news, by major topic

GMMP 2015-2025. Female reporters in online news, by major topic

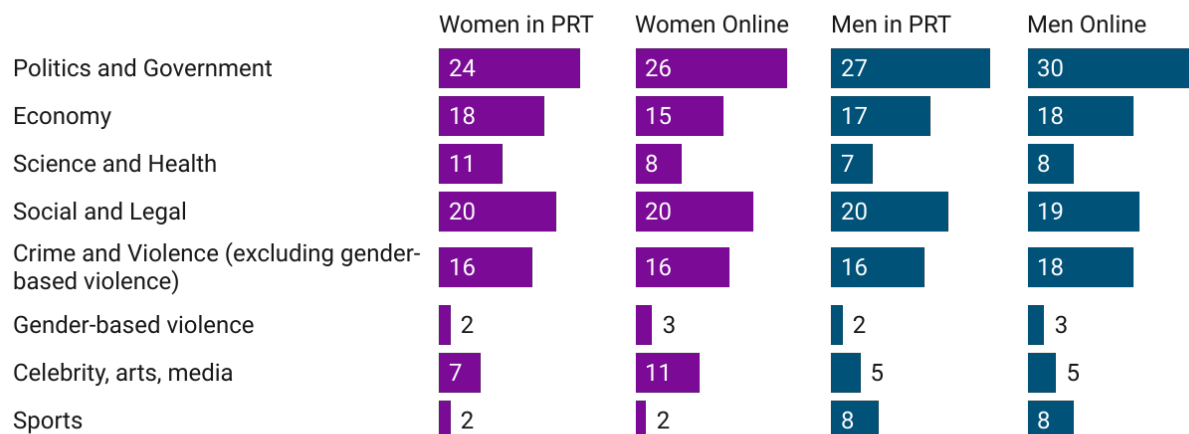


Source: Global Media Monitoring Project 2025 · Created with Datawrapper

Figure 33. GMMP 2015-2025. Female reporters in online news, by major topic

of male reporters in stories issued by offline as well as online outlets cover sports, compared to only 2% of their female colleagues (Figure 34).

GMMP 2025. Reporters, distribution across major topics



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 34. GMMP 2025. Reporters, distribution across major topics

Table 8. Top 5 online news stories most likely to be reported by women and by men

Top 5 online news stories most likely to be reported by women	Top 5 online news stories most likely to be reported by men
Other domestic politics/government (local, regional, national), elections, speeches...	Other domestic politics/government (local, regional, national), elections, speeches...
Violent crime, murder, abduction, assault, etc. (NOT GENDER-RELATED)	Economic policies, strategies, modules, indicators, stock markets, taxes, etc.
Foreign/international politics, UN, peacekeeping	Foreign/international politics, UN, peacekeeping
Disaster, accident, famine, flood, plane crash, etc.	Team sports (soccer, football, basketball, handball, hockey, etc.): events, players, facilities, training, funding
Celebrity news, births, marriages, royalty, etc.	Disaster, accident, famine, flood, plane crash, etc.

*Excludes topics that had fewer than 30 stories captured during the global monitoring day

Table 9. Top 5 online news stories least likely to be reported by women and by men

Online news stories least likely to be reported by women	Online news stories least likely to be reported by men
Women’s participation in economic processes	Fake news, mis-information, dis-information, mal-information...
Other crime/violence	Technology-facilitated GBV incl. revenge porn, online stalking, online misogyny, online harassment, trolling,...
Fake news, mis-information, dis-information, mal-information...	Women’s participation in economic processes.
Artificial intelligence, technology innovation ...	Beauty contests, models, fashion, cosmetic surgery
Climate change, climate action, climate finance, carbon credits, global warming	Other stories on economy

*Excludes topics that had fewer than 30 stories captured during the global monitoring day

Table 10. Spotlight. Women reporters in selected topics

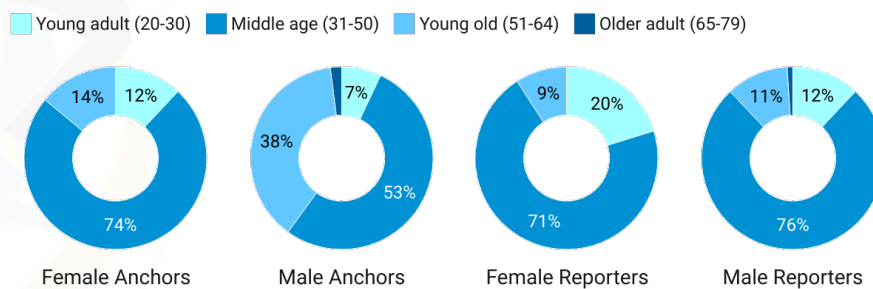
Topic	% Women reporters	N*
War in the Middle East including Gaza...	39%	372
War, civil war, terrorism, other state-based violence EXCEPT IN THE MIDDLE EAST	40%	130
Team sports (soccer, football, basketball, handball, hockey, etc): events, players, facilities, training, funding	14%	418
Migration, refugees, xenophobia, ethnic conflict ...	39%	139

*Weighted

Age of television journalists

More female television anchors and reporters are between 20-30 years old than males (+5 and +8 points respectively) (Figure 35). Almost three out of four female anchors are between 31-50 years, compared to just over one-half of the men. Two percent (2%) of male anchors – and no women – are 65 and above. The complete absence of older women in this age bracket confirms an observation made in previous studies of sexist ageism in the industry.

GMMP 2025. Journalists on television, by sex, by age



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 35. GMMP 2025. Journalists on television, by sex, by age

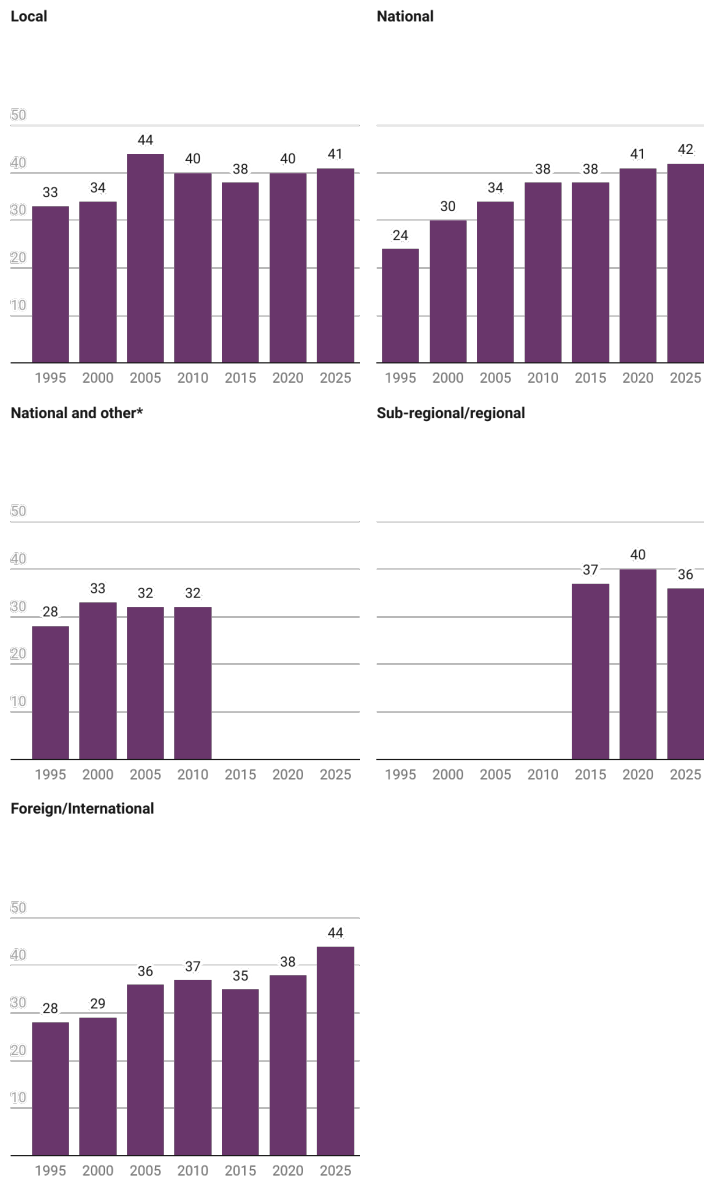
Reporters by scope of the story

The GMMP tracks where women reporters are in terms of the geographic scope of the stories. Appreciable strides have been made in the proportion of women reporting national and international stories. (Figure 36) The proportions have risen by +18 points and +16 points, respectively, in 30 years. Progress has been less dramatic in women's local and regional news reporting, both increasing by 8 points across the three decades. Certain periods of time are marked by plateaus, complete standstills, or declines. In local news, for instance, the change between 2010 and 2025 is a single point rise.

The proportion of women reporters in international news jumped 7 points between 2000 to 2005, followed by a 15-year plateau, and a 6-point rise in the post-COVID period.

The rises, falls, stagnations and plateaus indicate that progress is fragile and the system's resistance to gender parity continues. It remains to be seen whether the stability recorded in 2025 will be maintained.

GMMP 1995-2025. Reporters in the news by scope of the story, % Women



*Subsumed into the 'sub-regional / regional' grouping since 2015
Source: Global Media Monitoring Project 2025 • Created with Datawrapper

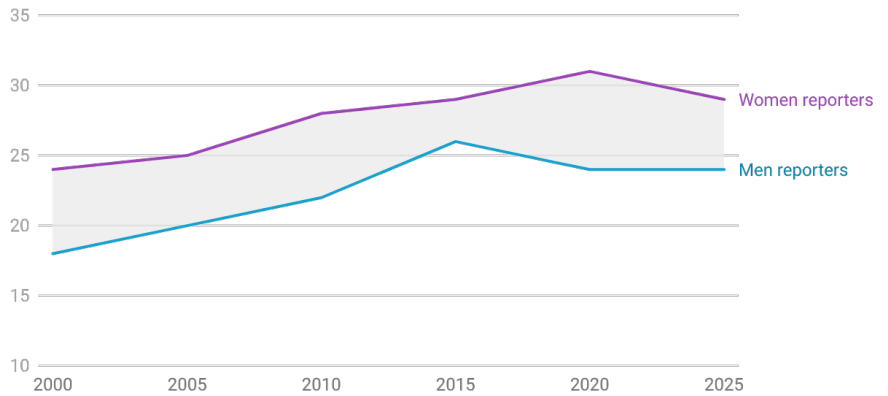
Figure 36. GMMP 1995-2025. Reporters in the news by the scope of the story. % women

Reporters and source selection

Reporter gender difference in source selection in legacy media has ranged between 5 to 6 points across the 30 years, except in 2015 when it was only 3 points. (Figure 37)

The gap was exceptionally wide during the COVID-19 pandemic news season. 2025 marks a return to a 5-point gap; 29% of those who appear, are heard, interviewed, or discussed in stories by women journalists are women, compared to 24% in stories written by men.

GMMP 2000-2025. Female subjects and sources in news stories, by sex of reporter. Print, TV & Radio

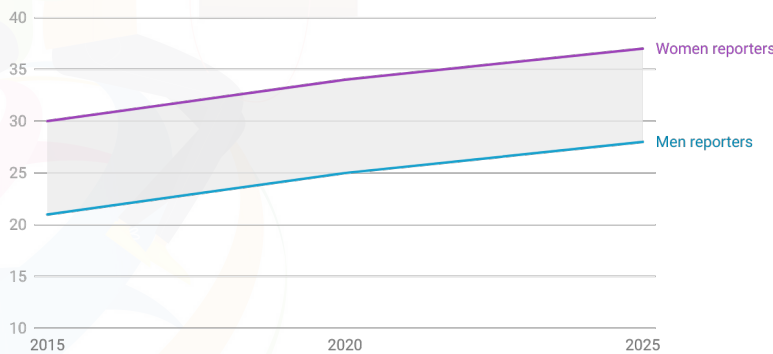


Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 37. GMMP 2000-2025. Female subjects and sources in news stories, by sex of reporter. Print, radio and television

Across a decade of monitoring digital news, women online reporters consistently select nine points more female subjects and sources than their male colleagues. (Figure 38)

GMMP 2015-2025. Female subjects and sources, by sex of reporter. News websites



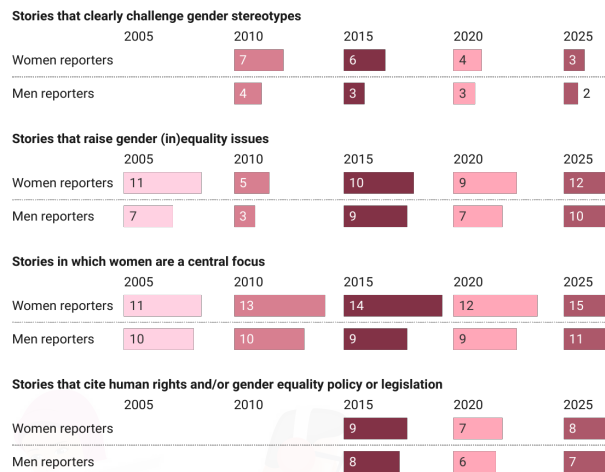
Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 38. GMMP 2015-2025. Female subjects and sources, by sex of reporter. News websites

Gender difference in reporting

Section 6 in this report discusses the news quality dimensions measured by the GMMP. The gender lens is consistently sharper in stories by women reporters (Figure 39). The gender-lens gap between female and male journalists is widest on the indicator “stories in which women are a central focus” (a four-point difference). On the other three indicators, namely, stories that clearly challenge gender stereotypes, stories that raise gender(in)equality issues, and stories that cite human rights and/or gender equality frameworks, the gap is 1-2 points (except for GBV news) (Figures 39 & 40). That the difference exists is an important finding. In GBV reporting, the quality of journalism from a gender perspective is markedly higher in stories by women compared to those by men.

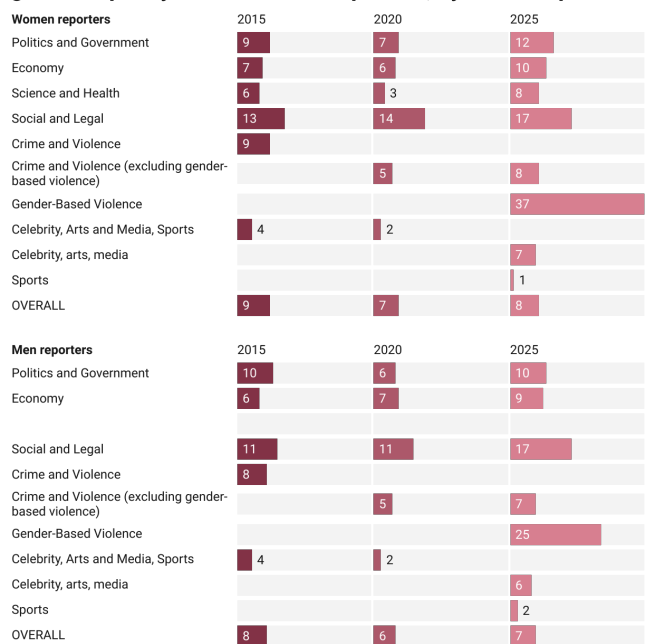
GMMP 2015-2025. Gender difference in journalism. Comparing stories by women and men reporters



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 39. Gender difference in journalism. Comparing stories by women and men reporters

GMMP 2015-2025. Stories that cite human rights and/or gender equality frameworks. Proportion, by sex of reporter



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 40. Gender difference in reporting, by major topic. Proportion of stories that cite human rights and/or gender equality frameworks. 2015-2025

Leadership. Other studies show some progress in gender in news media leadership. A vague optimism is offered by the findings of the (Women in News (WIN) WAN-IFRA, 2024) report on journalistic leadership in 19 countries from the Middle East, South Asia, and Africa. The study surveyed 207 media institutions (public and private) in those countries to identify the number of women in decision-making positions—chief executive officer of the institution and editor-in-chief. It covered both economic and editorial decision-making powers. The key finding was that women hold 24% of business and editorial leadership positions, a slight increase from the 21% revealed by a similar study in 2022 (levels 1 and 2). The survey’s results regarding the Philippines are interesting. The specific chapter’s authors point to an important reorientation in patriarchal culture: 60% of “editorial leadership” is female and while they fail to mention that in their previous study (in Siciliano, 2022) this percentage was 78%, they credit this country’s important shifts in cultural significations as concerns female leadership in politics, business and civil society.

SUMMARY

1. Since 1995 at least, news on radio has predominantly been presented by men, symbolically, the disembodied male voice of authority. In visual news, however, women’s over-representation as TV presenters has persisted, an observation that indicates a concession to the male gaze. 44% of presenters on radio, and 55% on television, are women.
2. Women’s share as reporters in stories published in newspapers and aired on television and radio has risen and stagnated in spurts since 1995. Globally, the proportion rose 6 points from 2000 to 2005, stalling at 37% for 10 years until 2015, rising 3 points again between 2015 to 2020, and gaining only 1 point in the past five years. The regions approach and consistently fail to achieve parity, except for the Pacific and the Caribbean, exactly at equality, and North America just a single point below. The findings suggest that most news systems are willing to absorb a certain proportion of female labor in the reporter role, but not to cede to full numerical gender equality.
3. The gender gap in political reporting in legacy media has narrowed the fastest (+13 points in 25 years), yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health reporters. The new tracking of sports stories reveals a severely low proportion of female reporters (17%).
4. Women’s share as reporters in national and international stories has seen significant long-term growth (+18 and +16 points, respectively), though progress has been marked by plateaus, particularly in international news between 2005 and 2020.
5. Over three decades, a consistent 5–6-point gender gap has existed in source selection, where female reporters feature more female sources than their male colleagues. This gap is even wider (9 points) in digital news.
6. The gender lens is consistently sharper in stories by women reporters. The gender-lens gap between female and male journalists is widest on the indicator “stories in which women are a central focus”. The gap is only 1-2 points on other indicators measuring news quality from a gender perspective, but that it is present is an important finding.

Section 5. Journalism on gender-based violence

Violence against women (VAW) has been a silent pandemic for many years throughout the globe. In 2025, the World Health Organization published a global empirical overview of intimate partner violence and non-partner sexual violence faced by women.

The report estimates the prevalence of violence against women on a global scale to be 25.8% of ever-married/partnered women aged 15-49 years. This is the proportion of women who have been subjected to physical and/or sexual intimate partner violence at least once in their lifetime. When this percentage is cast against 2023 population data, it reveals that an estimated 682 million women have been targets of physical and/or sexual intimate partner violence. In the twelve months preceding the report's publication, the prevalence of intimate partner violence was 13.7% for women aged 15-49 years. The report further states that the lifetime prevalence of intimate partner violence is highest for women between 20 and 44 years old. At a slightly lower rate are teenage girls (23.3% 15-19 years old) and women between 50 and 54 years old (23.5%). Intimate partner violence (IPV) prevalence by global region data indicate that low-income countries have a higher prevalence (34.9%) compared to high-income countries (19.9%). The report provides significant evidence and regional data on how violence against women is a global problem affecting over half of the world's population.

As regards non-partner sexual violence against women, the lifetime prevalence of women aged 15 and higher is 8.4%, while the prevalence is 2.7% for women aged 25 to 49 years old, and 2.4% for women aged 15 and older. The regions with the highest incidence of non-partner sexual violence are Oceania (18.0%), Latin America and the Caribbean (13.5%), Europe and North America (12.0%), Eastern and Southeastern Asia (9.1%), Central and Southern Asia (4.6%), Northern Africa and Western Asia (4.0%).

When intimate partner violence is aggregated with non-partner sexual violence, the global estimates indicate that 31.6% of women aged 15 to 49 years old have been subjected to physical and/or sexual violence. The data attest to the global scale of the problem, affecting women across the world and across all age groups.

It is with this general background that the Global Media Monitoring Project (GMMP) 2025 set out to understand the extent to which the news media take gender-based violence seriously. In the previous GMMP studies, GBV stories were captured and analysed within the major topic "Crime & Violence". The 2025 GMMP marks a departure from earlier editions by separating out GBV stories from general crime articles, hence enabling a clearer analysis.

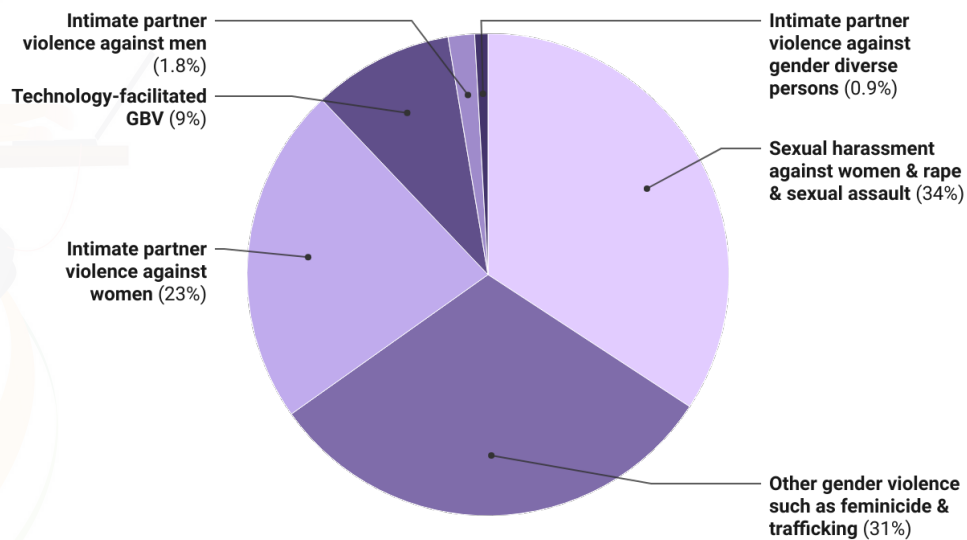
GBV news sample

On the global monitoring day, the stories coded under the “gender-based violence” major topic were under two percent, the lowest volume of the total sample. (Figure 3) Yet GBV is a prominent and urgent social problem in the lives of half of the world’s population. One reason behind this relative invisibility is cultural tropes that tend to normalize and minimize its importance both in institutional data and in the media. Various studies on GBV reporting are instructive. Mowri & Bailey’s (2022) study of Bangladeshi print news found a systematic use of cultural and legal terms to condone acts of gender-based violence in public transportation. They allude to the infrequency of journalistic coverage of sexual harassment in public transportation that contextualizes these cultural (and legal) practices as manifestations of broader gender inequality. Mardikantoro et al.’s (2022) study of Indonesian news media found a presentation of women in GBV stories in relation to their place in the legal system, for example, as victims or detainees (e.g., victim, detainee, etc.), and a discursive representation that is influenced by institutional networks and the sociocultural contexts.

Visibility of GBV in the news has been found to increase help-seeking behavior. Colagrossi et al. (2023) investigated the effect of femicide news on survivors of intimate partner violence. They combined five (pre-COVID) data sources with information on femicide, calls to the 1522 helpline, police reports of domestic abuse, Google searches for femicide victims, and news coverage on violence against women. The results revealed that femicide news increases helpline calls on average by 11% and police reports by 5% a month later. The researchers suggest that the perceived similarity in experiences of violence and the news story may have led survivors to act. The study’s value is in making a case for equal news coverage in order to encourage survivors to seek help and reduce GBV. At the same time, GBV stories are more likely to make it to online news than to print, radio, and TV news combined.

The most reported form is “sexual assault against women, rape & sexual assault” with 34% followed by “other gender violence such as femicide & trafficking” with 31%. (Figure 41) In third place is “intimate partner violence” with 23%. These three forms of violence represent almost nine out of ten news stories on gender-based violence. The first two categories tend to represent the most violent types of GBV, and the third category can include a wide range of types of violence, including the first two types. “Intimate partner violence” is a category that underlines the interpersonal relationship out of which this violence emerges. Perpetrators tend to be individuals who are socially and emotionally close to the target of violence.

GMMP 2025. Story focus within GBV news (<2% of sample)



Source: Global Media Monitoring Project 2025 - Created with Datawrapper

Figure 41. Forms of GBV. Distribution in the news

The low percentage of stories on technology-facilitated gender-based violence (TFGBV, 9%) is striking, given the omnipresence of information technologies in the daily lives of most people, particularly youth. One of the specific ways in which TFGBV is manifested is revealed by Jankowicz et al. (2021) in a study that analyzed over 336,000 items of digital content on six digital platforms (Twitter, Reddit, Gab, 4chan, 8kun, and Parler) shared by 190,000 users in two months during 2020. The authors conclude that gender misinformation—defined as the product of “falsity, malign intent, and coordination” (p. 7)—is part of the online gendered abuse “aimed at deterring women from participating in the public sphere” (p. 1) (levels 1, 2, and 4). A 2020 survey of journalists revealed that 73% of the female respondents had experienced online violence (Posetti et al., 2020). Of these, 30% had resorted to self-censorship on digital media as a result, withdrawal from online activities (20%), and avoidance of engagement with audiences (18%). 38% stated that they had made themselves less visible, missed work (11%), resigned (4%), or abandoned journalism altogether (2%) (pp. 2-3). Real-world data thus reveal that this type of violence is highly prominent and significantly under-reported. How TFGBV becomes newsworthy and how it is reported are interesting questions to explore to understand how news outlets could become more sensitive to this growing form of GBV.

The final two categories refer explicitly to targets other than women, that is, men and gender diverse persons. Articles on gender-based violence against men are 1.8% of the total GBV stories sample, and intimate partner violence against gender diverse people is under one percent.

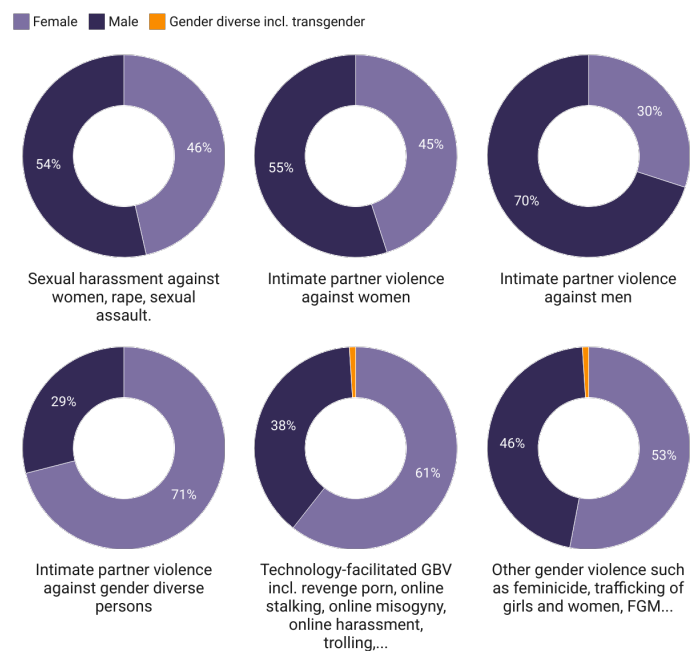
The regional breakdown of GBV stories in legacy news by medium varies between 1% to 4%. The similarity of results indicates that news media in all regions and at all levels of society have not yet given gender-based violence the level of prominence it deserves, considering its wide-reaching effects and importance.

People in GBV news

Figure 42 depicts the sex of subjects and sources in GBV stories by form of violence. In stories about sexual harassment against women, rape, sexual assault and intimate partner violence against women, men dominate as subjects and sources by 4-5 points. In stories about other forms of GBV such as feminicide, female genital mutilation, and trafficking of girls and women, it is women who dominate. Gender-diverse individuals (0.4% of overall subjects and sources) appear in stories regarding technology-facilitated gender-based violence and other forms of gender violence.

There is a clear predominance of women in TFGBV news, perhaps correlated to real world evidence that this form of violence targets women most.

GMMP 2025. People in GBV news, all mediums



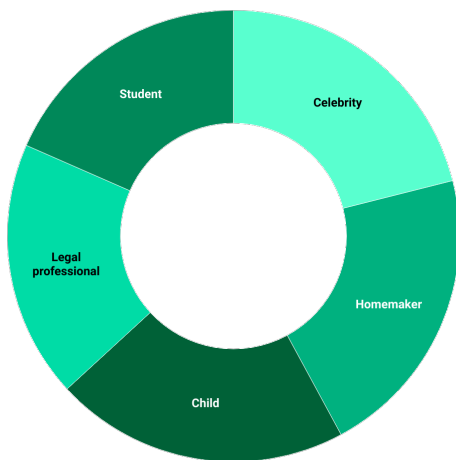
Source: Global Media Monitoring Project 2025 - Created with Datawrapper

Figure 42. GMMP 2025. People in GBV news, all mediums

Subjects and sources in “intimate partner violence against men” stories are majority men, at 70%. In “intimate partner violence against gender diverse people”, men also dominate as subjects and sources.

A little over 50% of persons in GBV stories are men. The occupations of 16% of them (and 31% of women) is not stated. For people whose vocations are given, females are most likely to be celebrities, homemakers, children, legal professionals and students (Figure 43). Males are most likely to be criminals, legal professionals, celebrities, in law enforcement and politics (Figure 44). Thus, a significant proportion of male individuals in the stories are portrayed as independent “working men” associated with a profession. Unlike female subjects and sources who appear more as dependents - homemakers, children and students. One can also infer that an important amount of GBV incidents occur when women are in the child-rearing and at-home caring stages of life. This is consistent with global data that the age brackets with higher levels of intimate partner violence are between 20 to 40 years old.

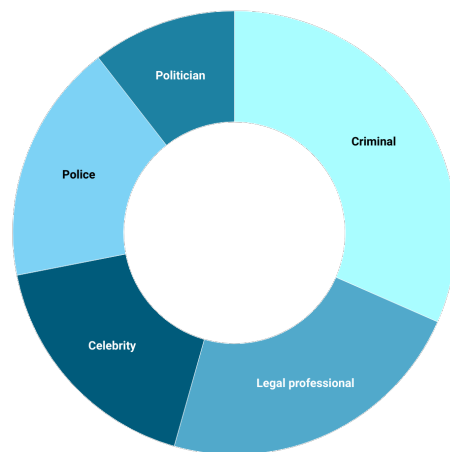
MMP 2025. GBV News. Top 5 occupations of female subjects & sources



Source: Global Media Monitoring Project 2025 - Created with Datawrapper

Figure 43. GBV news. Top five occupations of female subjects and sources

GMMP 2025. GBV News. Top 5 occupations of male subjects & sources



Source: Global Media Monitoring Project 2025 - Created with Datawrapper

Figure 44. GBV news. Top five occupations of male subjects and sources

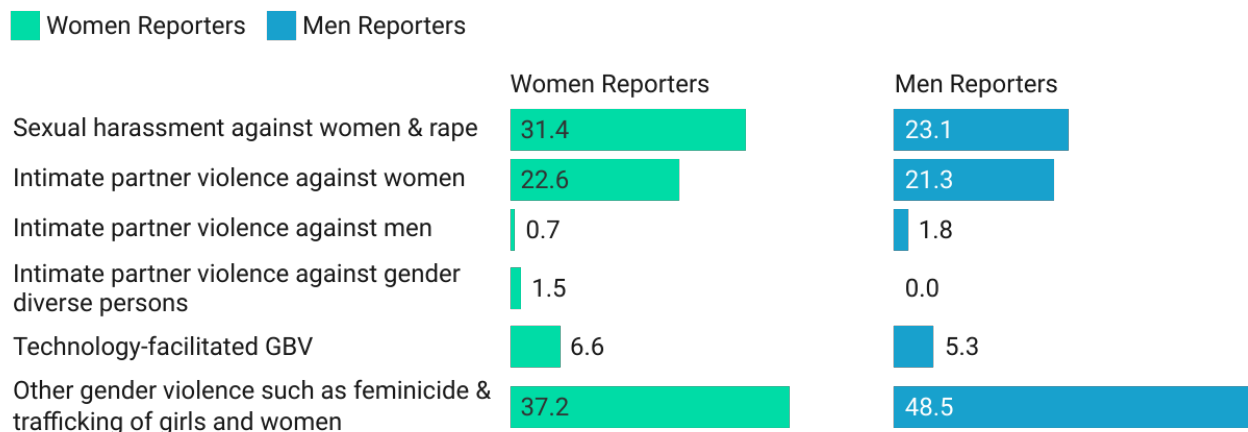
Men are far more likely to be voices of authority in GBV stories (24% are experts and spokespersons) compared to women (17%). While women appear more as ordinary people giving eyewitness accounts, personal testimonies and popular opinion (13%) compared to 9% of the men in the articles. More or less equal proportions (70% women and 68% men) are subjects of the stories.

Reporters in GBV news

In GBV stories, nearly one-half of male reporters focus on crimes by non-intimate partners outside sexual harassment (clustered under “other gender violence such as femicide & trafficking”) (49%, Figure 45). The proportion of women journalists in “other gender violence” is more than 10 points lower. The women have a higher focus on the most prominent form of GBV – “sexual harassment, rape, sexual assault” and intimate partner violence against women compared to their male counterparts. Male reporters predominantly produce the low number of articles on intimate partner violence against men. Stories on technology-facilitated gender-based violence (TFGBV) and intimate

partner violence against gender diverse people are reported more by female journalists. 50% of TFGBV stories (constituting 9 % of GBV news) are reported by women. This is important given that women are underrepresented as reporters across all the news.

GMMP 2025. GBV News. Reporters by story focus



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 45. GMMP 2025. Reporters in GBV news by story focus

Quality of GBV news reporting

Stories that deal with gender-based violence tend to address issues of gender equality/inequality more than other stories that deal with other topics. GBV stories by female reporters are more than 10 points more likely to call attention to gender inequality than those by men.

38% of GBV articles cite human rights and/or gender equality policy or legislative frameworks. GBV reporting clearly challenges gender stereotypes at far higher rates than all other story topics. (Figure 47) This is the case for 17% of GBV news, more than two times higher than the second-ranking major topics on this indicator – social/legal news, and celebrity stories, both at 7%.

Nevertheless, at least four in five GBV stories either reinforce or do nothing to defy gender stereotypes.

Case study. Gender-based violence news reporting in Cuba

by Servicio de Noticias de la Mujer de América Latina y el Caribe-SEMLAC, Cuba

Motivated by the need to challenge problematic media narratives, the study aimed to equip Cuban journalists with tools to improve the coverage and prevention of gender-based violence (GBV). From November 2024 to March 2025, four diverse digital media outlets were monitored using a methodology adapted from the Global Media Monitoring Project. The goal was to generate an updated diagnosis and share best practices for reporting on gender violence.

The selected outlets reflect a range of formats and geographic scopes:

- Cubadebate, a widely read national digital-native platform
- Juventud Rebelde, the country's second official newspaper, targets youth
- Girón, a provincial newspaper from Matanzas
- Newspaper 26, from Las Tunas in eastern Cuba

A striking initial finding was the extremely low coverage of gender-based violence in the media analyzed, especially considering the social relevance of the phenomenon and the period monitored. Of all the articles retrieved, only 17 addressed this serious problem, representing a mere 0.86 percent of the sample.

Cubadebate: Sensationalism without depth

Cubadebate published only two articles on GBV, both focused on high-profile international cases: the sexual assault allegations against Sean “P. Diddy” Combs and the verdict against Donald Trump for abuse and defamation of E. Jean Carroll. While newsworthy, the coverage leaned heavily on sensationalism, centering the male aggressors and sidelining structural dimensions of violence.

Both articles lacked analytical depth. The P. Diddy story emphasized the setting of “black parties” without exploring the power dynamics that enable celebrity impunity. The Trump article listed accusations but failed to examine the institutional protections that sustained his impunity or the gender stereotypes that obstruct justice for survivors.

Neither article included expert voices—no academics or feminist organizations were cited—and both relied solely on court documents and foreign media. Ethical shortcomings were also evident: the targets of violence were fully identified, which risked revictimization and violated best practices that recommend anonymity. Visuals reinforced the aggressor-centric narrative, portraying the accused in neutral poses that distanced them from the violence.

Crucially, the articles omitted practical resources for survivors and lacked an intersectional lens. In the case of LaTroya Grayson, an African-American woman, the absence of any discussion on how race may have shaped her experience was a missed opportunity to address structural racism.

Aside from the lack of analysis of gender-based violence in Cuba, the two news reports from Cubadebate, despite addressing relevant cases, end up reproducing many of the problems that characterize the conventional and inadequate media coverage of gender violence. By focusing on the sensationalism of the aggressors, omitting structural analyses, and neglecting basic ethical considerations, they miss the opportunity to contribute to a deeper understanding of the phenomenon and its eventual eradication.

Juventud Rebelde: Progress amid contradictions

Juventud Rebelde stood out for its more analytical approach, publishing seven articles on GBV—four of which addressed the Cuban context. The article “Transcending slogans in the face of gender violence” identified culture as a root cause and cited officials calling for decisive action. While this marked progress, the piece lacked a deeper exploration of how power imbalances manifest in Cuba.

The article “Come and fight like a girl” written by a journalist with gender expertise, used a sports event to challenge stereotypes of female weakness. The narrative and accompanying image of girls boxing conveyed a message of empowerment and broke with traditional portrayals.

However, other articles showed persistent gaps. Mentions of support services, such as national helplines lacked essential details, including addresses or phone numbers, which limited their usefulness. The “Sexo Sentido” supplement contained brief announcements about initiatives but failed to contextualize them within the broader GBV landscape.

Survivor protection was inconsistently applied—some articles preserved anonymity, others did not. While omitting images may have avoided objectification, it also missed opportunities to reinforce critical arguments visually. Some texts, like one on female objectification in entertainment, offered nuanced perspectives, but others lacked consistency in ethical and analytical rigor.

As a general trend, Juventud Rebelde demonstrates a greater capacity than other media outlets studied to address gender violence with analytical depth, especially when it incorporates arts and culture or academic perspectives.

However, it still faces significant challenges: greater systematic provision of practical resources, more intersectional approaches, and a more consistent policy on the use of images and the protection of identities.

Girón: Informative but superficial

Girón published four articles on GBV, most of which followed a superficial, descriptive format. Three were brief news items, two of them reprints from national outlets (Granma and ACN), with only cursory mentions of GBV. These pieces acknowledged the need for change but avoided discussing the institutional dynamics that perpetuate inequality.

One article covering a CCRD-FMC meeting alluded to power imbalances in the sexual division of labor but failed to explore systemic causes. The commentary “Cutting the spiral of violence” was the only first-person piece and offered a critique of patriarchal norms, though it lacked an intersectional perspective.

Sources varied in quality and depth. Informational pieces cited psychologists and officials but lacked theoretical grounding. Only one article referenced local actors like the University of Matanzas and the Dragonfly Network, without citing local studies or frameworks.

Ethical and practical dimensions were weak. No articles provided concrete support re sources or measures for victim protection. Visuals were sparse and uninformative. The absence of intersectional analysis and structural critique limited the outlet’s contribution to public understanding.

Newspaper 26: research-based exception

The Las Tunas outlet adopted a mostly descriptive approach, with one standout report on child sexual abuse. All four articles focused on Cuban cases, which was a strength, but analytical depth varied.

The “No More” project was mentioned without elaborating on patriarchy or specific power structures. A commentary on cyberbullying pathologized the issue, ignoring its roots in patriarchal domination. In contrast, the child abuse report was rigorous, featuring voices from prosecutors, psychologists, and victims, supported by official data. This allowed for strong contextualization at both provincial and national levels.

Ethically, all texts protected victim identities. Only the abuse report challenged stereotypes, debunking the myth of the “unknown aggressor”. Other articles failed to problematize gender roles, and the cyberbullying article subtly blamed victims for being “too trusting”.

Only one article provided concrete information on mental health services. Visuals ranged from generic to misleading, with one graphic wrongly linking violence to alcohol. Intersectional analysis was mostly absent, though the child abuse report noted higher incidence in rural areas.

In conclusion

Across the four outlets, GBV coverage was limited and fragmented, hindering its integration into the editorial agenda and public discourse. Most articles appeared in November and December, coinciding with the 16 Days of Activism campaign, while January saw no coverage—indicating a seasonal, rather than sustained, approach.

Most articles were authored by women, which may influence sensitivity and framing. However, this also suggests thematic segregation, where issues that impact women predominantly are treated as “women’s topics” and marginalized from mainstream coverage. In three outlets, the same female journalists authored multiple stories, indicating some specialization—e.g., Mileyda Menéndez (Juventud Rebelde), Ana Cristina Rodríguez Pérez (Girón), and Yuset Puig (Newspaper 26).

Lack of journalistic specialization was cited by 46.3% of survey respondents as the second biggest challenge in covering GBV, after material constraints (54%). Other barriers to coverage included limited access to data (51%), lack of expert sources (37%), and low editorial interest (37%).

Read the full report at <https://www.redsemblac-cuba.net/download/violencia-de-genero-relato-des-de-los-medios/> and the Executive Summary and Reporting Guidelines at <https://www.redsemblac-cuba.net/download/comunicar-las-violencias-de-genero-guia-para-un-periodismo-etico-y-transformador/>

SUMMARY

1. Less than 2% of news articles cover gender-based violence. This low count is at odds with the serious nature of GBV affecting one in three women and girls worldwide.
2. It is the male voice of authority that prevails in GBV news. Men are far more likely to be voices of authority in the articles (24% are experts and spokespersons) compared to women (17%). Women appear more as ordinary people giving eyewitness accounts, personal testimonies and popular opinion (13%) compared to 9% of all men in the stories.
3. The sex of the reporter influences a GBV article's likelihood to raise gender (in)equality issues. Female reporters tend to produce stories that raise gender equality issues more than male reporters.
4. Most news stories are deficient in the dimensions of news quality from a gender perspective measured by the GMMP. While the gender lens is sharper in GBV stories compared to other major topics, there remains enormous room for improvement for news media to participate in creating a society in which GBV is understood as unacceptable, criminal, and a violation of fundamental human rights.



Section 6. News quality

“The media have a great potential to promote the advancement of women and the equality of women and men by portraying women and men in a non-stereotypical, diverse and balanced manner, and by respecting the dignity and worth of the human person”.

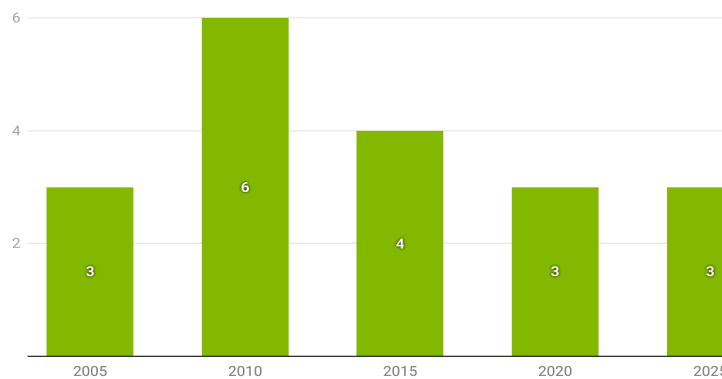
Global framework, Para. 33, Beijing Platform for Action, 1995.

Gender stereotypes

The GMMP tracks the extent to which news articles clearly challenge gender stereotypes or simplistic and exaggerated portrayals of femininity and masculinity. Gender stereotypes are prescriptive and context-specific, varying across cultures, limiting individual agency, legitimizing gender inequality, and normalizing discrimination based on gender. Throughout time, only a meagre proportion of news stories have been found to clearly challenge gender stereotypes.

The initial three-point rise from 3% (in 2005) to 6% (in 2010) in stories that defy gender stereotypes was temporary, settling back down to 4% in 2015 and stabilizing at 3% for the following two studies in 2020 and presently. (Figure 46)

GMMP 2005-2025. % Stories that clearly challenge gender stereotypes in print, radio and television news



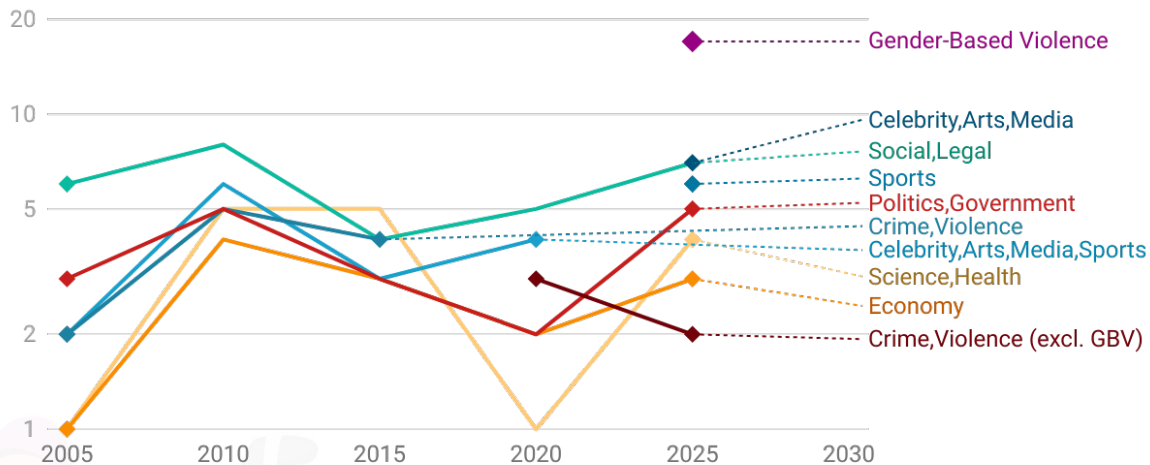
Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 46. GMMP 2005-2025. Stories that clearly challenge gender stereotypes in print, radio and television news

The rest of the stories either clearly reinforce such stereotypes or do nothing to deny or confirm oversimplified beliefs about the roles, characteristics, or attributes of women and men. The two-decade findings confirm the news media’s consistent failure to produce narratives that disrupt the status quo.

The data reveal that mainstream news media consistently fall short on engaging stereotypes across all topics, particularly those that are central to power. (Figure 47) The data suggest that the “safe” beats in which gender stereotypes can be defied are celebrity and social/legal news. It is less controversial to challenge stereotypes in cultural representation or social news than to do the same in domains in which power is overwhelmingly male – the economy and politics. The patterns are similar in content published on news websites. The structural commitment in editorial leadership, policies, and journalists’ capacity is not demonstrated.

GMMP 2005-2025. Stories that clearly challenge gender stereotypes in print, radio & television news, by major topic

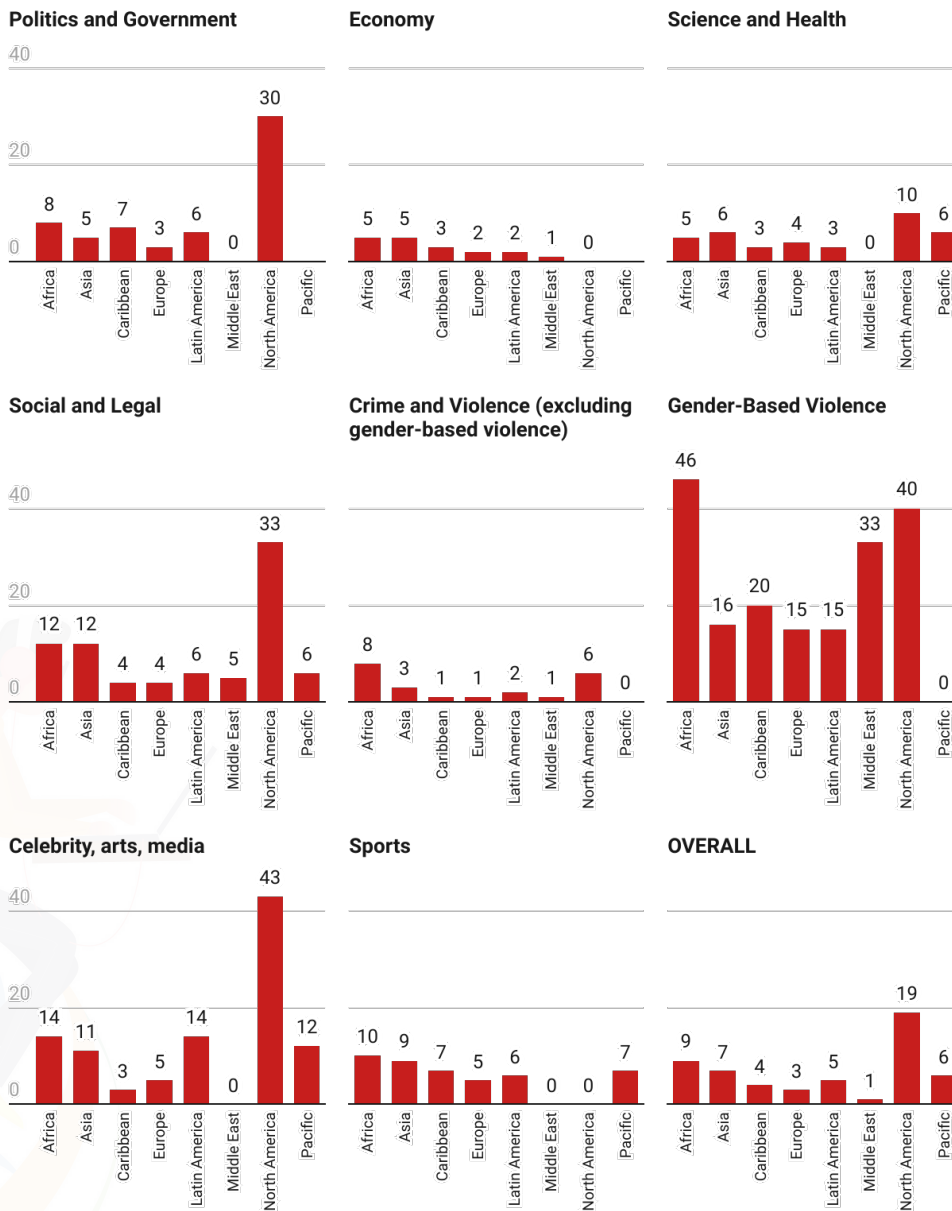


Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 47. GMMP 2005-2025. Stories that clearly challenge gender stereotypes in print, radio and television news, by major topic

GBV news is an outlier, at 17% of stories that clearly challenge gender stereotypes, but even so, this is not sufficient. Using stereotypical frames to report on GBV does tremendous harm, while challenging them can transform the culture that normalizes and perpetuates such violence. Stereotypical coverage of GBV places attention and blame on the victims and survivors, most of whom are women. Focusing on the perpetrator and the systems – cultural, social, legal – lays responsibility where it belongs. GBV journalism that clearly challenges gender stereotypes frames the issue as a political and social one, not a private issue between individuals. Such reporting validates and empowers survivors, and promotes accountability.

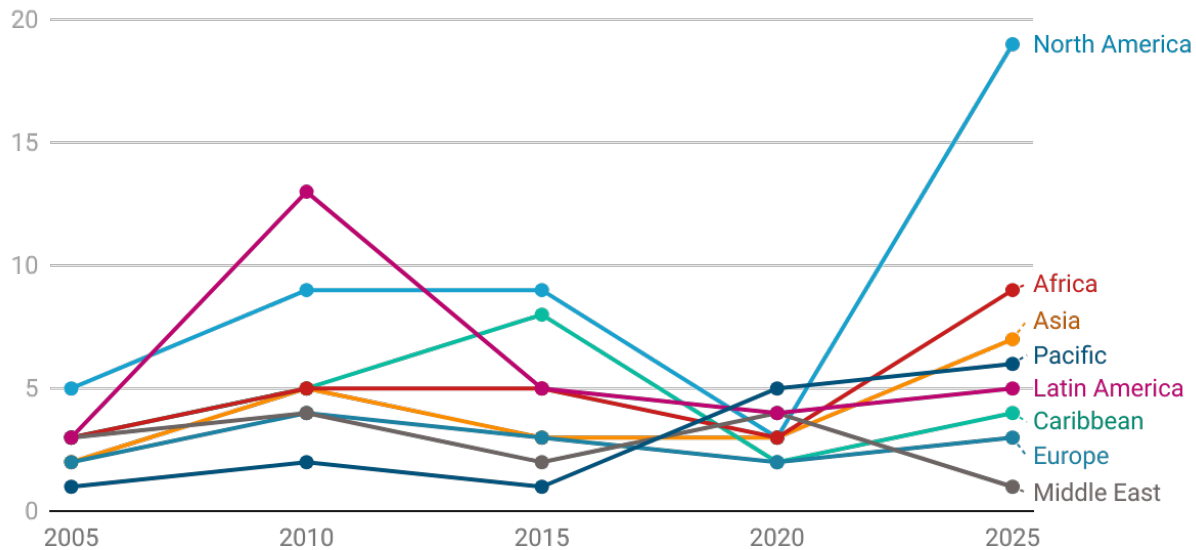
GMMP 2025. % Stories that clearly challenge gender stereotypes, by major topic, by region



Source: Global Media Monitoring Project 2025 - Created with Datawrapper

Figure 48. Stories that clearly challenge gender stereotypes, by region, by major topic. 2025

GMMP 2005-2025. Stories that clearly challenge gender stereotypes, by Region



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

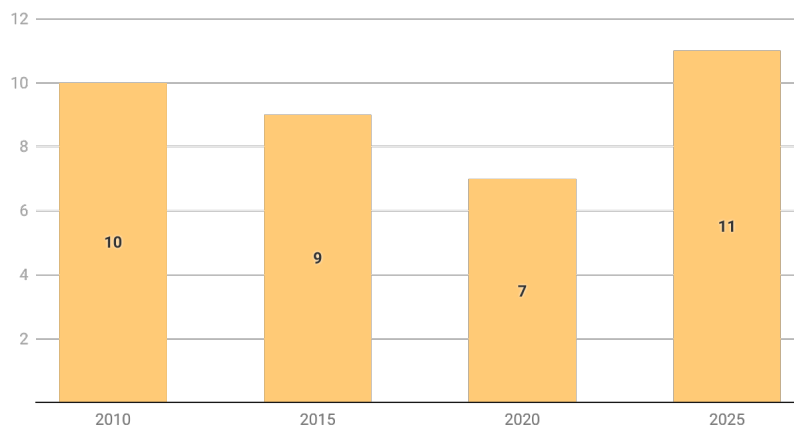
Figure 49. GMMP 2005-2025. Stories that clearly challenge gender stereotypes, by region

Rights-based journalism

The likelihood that news stories will cite, reference, or evoke human rights and/or gender equality frameworks has fluctuated modestly across 15 years of following this indicator. The question was first included in the GMMP in 2010 in response to an observation that women and human rights lenses appeared to be missing in mainstream news content and a need to explore this empirically. The study was particularly interested in understanding the extent to which journalists exploited opportunities in the news to raise awareness about policy and legislative instruments in place to protect human and women's rights. Referencing "Rights" frames the issues covered as matters of public justice rather than concerning only the individuals in the article. A story about intimate partner violence against a woman then becomes not a "crime of passion" but one of a violation of rights enshrined in international conventions and national laws. A human rights framing holds power to account and educates audiences. A news report about an incident of denial of service to a minority group takes on a new meaning when expressed as a violation of constitutional guarantees on equality and freedom from discrimination on any basis. While the opportunity for a rights-based angle may not be present across all stories, it is possible for the various topics covered in the news.

The statistic has hovered between 7% and 11%, implying that the human rights' lens is missing in up to approximately 9 out of 10 stories (Figure 51). The types of stories that are more likely to be crafted with a human rights' lens follow patterns similar to the gender stereotypes findings discussed earlier. About one third of stories about gender-based violence – 2% of the news – refer to the relevant frameworks, followed by 17% of social and legal news.

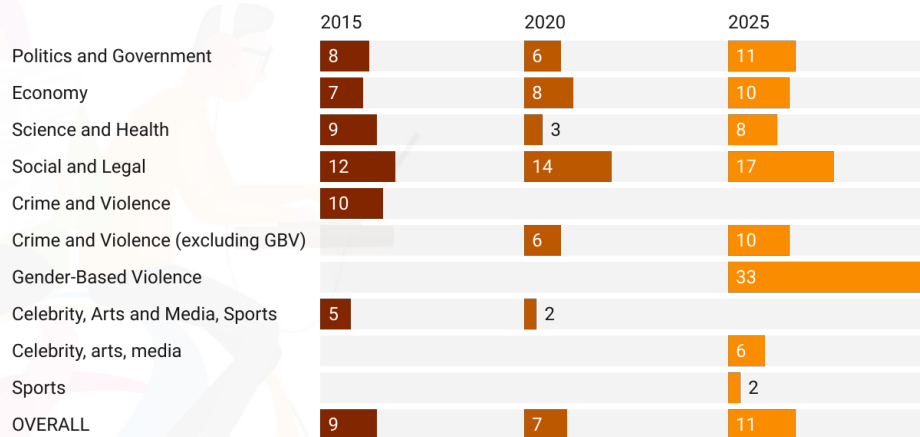
GMMP 2010-2025. % Stories that make reference to gender equality and/or human rights policy or frameworks



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 50. GMMP 2010-2025. Stories that make reference to gender equality and/or human rights policy or frameworks

GMMP 2015-2025. Stories that make reference to gender equality/human rights/policy, percent, by major topic



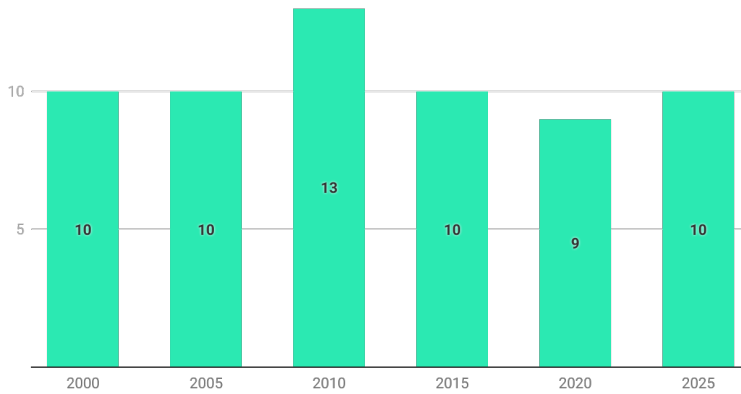
Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 51. GMMP 2015-2025. Stories that make reference to gender equality and/or human rights policy or frameworks, by major topic

Women's centrality in the news

The proportion of stories focusing on women rose one point in the past five years to 10% in legacy news, and to 15% online.

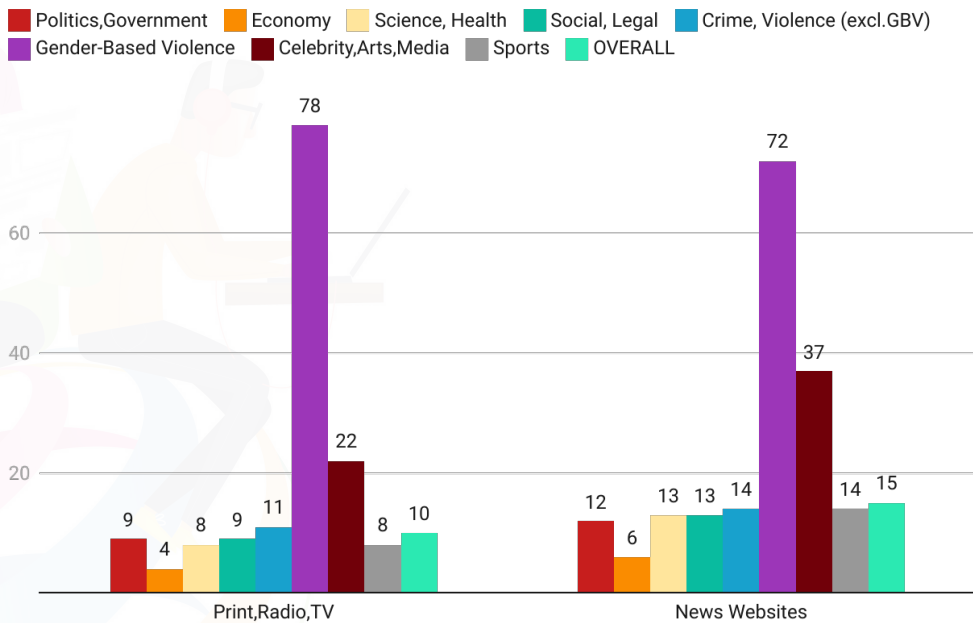
GMMP 2000-2025. % Stories in which women are central



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 52. GMMP 2000-2025. Stories in which women are central in print, radio and television news

GMMP 2025. % Stories in which women are central, by major topic



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 53. GMMP 2025. Stories in which women are central, by major topic

Table 11. Top 10* topics in which women are most likely to be central. 2025

Rank	Topic
1	Women's participation in economic processes.
2	Other gender violence such as femicide, trafficking of girls and women, FGM...
3	Technology-facilitated GBV incl. revenge porn, online stalking, online misogyny, online harassment, trolling,...
4	Intimate partner violence against women
5	Sexual harassment against women, rape, sexual assault.
6	Women politicians, women electoral candidates...
7	Family relations, inter-generational conflict, parents
8	Birth control, fertility, abortion, sterilization, termination ...
9	Beauty contests, models, fashion, cosmetic surgery
10	Celebrity news, births, marriages, royalty, etc.

*Excludes topics with small samples (<30 stories coded)

Table 12. Women's centrality...the bottom 10 stories. 2025

Rank	Topic
1	Artificial intelligence, technology innovation ...
2	Economic policies, strategies, modules, indicators, stock markets, taxes, etc
3	War, civil war, terrorism, other state-based violence EXCEPT IN THE MIDDLE EAST
4	Other stories on economy (specify in 'comments)
5	Economic crisis, state bailouts of companies, company takeovers and mergers, etc.
6	War in the Middle East including Gaza...
7	Environment, pollution, tourism
8	National defense, military spending, internal security, etc.
9	Transport, traffic, roads...
10	Foreign/international politics, UN, peacekeeping

SUMMARY

1. The proportion of news stories that clearly challenge gender stereotypes rose from 3% (2005) to 6% (2010) but declined and has remained stagnant at 3-4% since 2015. This indicates an entrenchment of stereotypes in news journalism and a consistent shortcoming in the news industry to produce content that disrupts stereotypical narratives.
2. Gender stereotypes are most prevalent in stories about politics and the economy, both spheres with men as the majority powerholders. Over time, challenging stereotypes remains largely confined to topics in which it is safer to question the status quo of unequal gender relations. These are celebrity/arts/media and social/legal news.
3. The likelihood of news stories to cite human rights or gender equality frameworks has fluctuated modestly, hovering between 7% and 11% over the 15 years that this indicator has been measured. A human rights lens is absent in approximately 9 out of 10 stories.
4. Online stories are less likely to integrate a human rights lens than those published in legacy media, but the probability of women being the central protagonists in a news story is higher in digital news (15%, compared to 10% in traditional news).
5. Gender-based violence stories clearly challenge gender stereotypes more than any other news, at 17%. While commendable, this level is insufficient to transform the harmful norms that perpetuate such violence.



Section 7. Recommendations

Three decades of hard data gathered by the largest and longest study on gender in the news attest to a global news industry whose progress towards gender equality has reached a crossroads. Strategic objectives J.1 (Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication) and J.2 (promote a balanced and non-stereotyped portrayal of women in the media) remain unfinished business. Structural transformation of the news remains out of reach. To reiterate, the global news media landscape has changed profoundly, yet women's place within it has not.

The ecosystem has changed in various ways: Approaches to regulation by government and industry are more complex than in 1995, technological progress has impacted how news are produced, disseminated, and accessed, the behavior of audiences has shifted, and news business models have evolved. In all these changes, women remain severely underrepresented and misrepresented in news content. Women's overall presence as reporters has improved but newsrooms are still not equal. Women are still concentrated in certain story topics, as are men. The data indicate that gender stereotyped portrayals are as acute as they were three decades ago. Women are still objectified, sexualized, and presented in narratives that downplay their agency and roles in the public sphere. The findings are true of news in legacy (in print, radio, and television) as well as digital (on news websites) media.

The structural supports of gender inequality remain firmly rooted. There are growing crises in gender equality and women's rights in the broader environment in which news organizations are embedded to contend with. The almost standstill pace of change in the past 15 years points to a need for a reset, a radical shift in strategies by all actors in the ecosystem to break an inertia that has persisted in most of the "gender in news" dimensions studied by the GMMP.

It is vital to:

- Impress upon policymakers in government to take gender equality in the media seriously. It is an issue of national security, economic stability, and democracy.
- Move the burden of change from those outside the sector into news organizations themselves.
- Develop a water-tight business case for gender equality in the news industry. This is important for most news organisations struggling to survive at a time of economic uncertainty for the industry.
- Encourage supporters in civil society and media development agencies to pivot from building alternative news systems centered on women to opening pathways for women's participation in the mainstream news sector, where the bulk of their audiences are found.

- Implement all the recommendations of the UN Pact for the Future and its Digital Compact that touch on gender equality and gender justice. Transnational, multilateral action is vital, particularly concerning the digital sphere, in which anti-women sexism and toxicity know no bounds.

In Section 1 of this report, the factors that shape news agendas and processes, as informed by the literature, were revisited. In particular, the “hierarchy of influences” model (Shoemaker & Reese, 1995; Reese, 2011) that points to the interaction of five levels of influence. To reiterate, the level of individual journalists, of newsroom routines, of internal dynamics in news organizations, of cultural, political, and economic forces in the environment, and at the level of ideology. To maximize the possibility of change, new tools for transformation have to be brought to bear, and all the levels of influence have to be addressed.

While it has been almost three years since the public appearance of ChatGPT, important artificial intelligence (AI) initiatives were launched in 2023, such as Cursor, Speak, OpenEvidence, Writer, DeepSeek and Claude. The expansion of AI throughout society and within the news industry triggers polarized reactions. Optimists underline the potential for economic efficiency and innovation, improvements in healthcare, education, and public safety. Pessimists express fears of the impact of AI on employment, the displacement of human discernment, and the automation of the decision-making processes, authoritarian and unethical tendencies like mis- and disinformation, polarization, growing distrust of public trust in institutions, disenfranchisement of social groups, among other grave concerns. Some authors like Spyridou & Ioannou (2025) warn that AI may be seen as a “silver bullet” to a business model in crisis, and that this social context may provide the conditions for an overemphasis on the productivity and profitability aspects of AI over issues related to how this technology can strengthen aspects of journalism’s commitment to democratic values. The spectre of automated news stands alongside the potential for significant loss of jobs in the news industry, the ethical and political implications of a newsroom responding to unidimensional command (Zhan, 2024).

With these cautions and contestations in mind, artificial intelligence is potentially a new tool for change towards gender equality. Up until now, some newsrooms have used tools that apply Natural Language Processing for real-time measurement of the gender distribution of sources in their output. More recently, generative AI has found acceptance in some newsrooms, applied to support research, transcription, headlines, and story-writing. Publishers employ generative AI to increase the reach of their news stories, to personalize news, or to create summaries and aggregate multiple sources.

More sophisticated use of AI to sharpen the gender lens in news output has so far been constrained by various issues that make the task of creating rigorous and scalable solutions complex. Going forward, collaboration between subject matter experts, feminist technologists, and willing media professionals, newsrooms, as well as news organisations, will be critical.

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Section 8. Annexes



Annex 1. Methodology expanded discussion

Over a full 24-hour cycle, thousands of volunteers from the Pacific to the Caribbean monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. Marking a first for the GMMP, 2025 relied entirely on electronic data capture, with no handwritten forms used; coding sheets were submitted to the technical team either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that the majority of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level and in six of the eight regions, reflecting the ongoing shift toward digital news sources.

Despite these evolutions, the fundamental GMMP methodology has remained consistent over the decades, preserving the comparability of findings across survey rounds. In this section, we discuss the technical developments, alongside longstanding methodological principles, and how data were collected and analyzed.

How the monitoring took place

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, how is gender portrayed on an ordinary news day? The GMMP country networks, ranging from university research teams to media advocacy groups, brought with them deep expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage across the world. In some regions, collaboration crossed borders; teams in Latin America and Asia supported neighbouring countries with data entry, ensuring that knowledge and effort were shared wherever needed.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received refresher training on the sampling methodology and monitoring procedures, along with an introduction to the updated topic breakdowns. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender representation across news media, or short monitoring, which captured only the key GMMP indicators.

The training sessions also covered the use of the GMMP's custom data capture platform, which has been used since 2015. Available in English, French, and Spanish, the platform serves as the central system for consolidating responses from country teams after the monitoring day. On the monitoring day itself, teams carry out the initial data capture offline, as discussion and reflection are a key part of the monitoring process. These collaborative sessions allow teams to review findings, compare interpretations and ensure consistency. To maintain accuracy, radio and television bulletins were recorded, and copies of digital and print media were collected for reference.

The GMMP questions capture quantitative data on four key dimensions of each news item: i) About the story: the topic, story placement and scope; ii) About the people in the story - subjects and sources; iii) About the news personnel - announcers, presenters and reporters - in the story; and, iv) The quality of the story from a gender perspectives - gender stereotypes, women's centrality, rights- and gender equality angles. Country teams can also include up to three additional questions about the

people in the story, to explore concerns of specific national interest. Additionally, teams provide qualitative context to aid interpretation, describing the news agenda on the monitoring day, their reasons for selecting particular media outlets, and key features of their national media system. Teams also conduct a structured qualitative analysis following the GMMP's standard framework, complementing the quantitative data with insights that help explain patterns and trends in gender representation in the media.

While teams were not limited in the number of outlets they could monitor, guidance was provided on the recommended minimum through the GMMP media bands chart. The media bands system, first introduced in 2005, was designed to promote a more balanced distribution of data and to provide each country with guidance on the minimum number of media outlets to monitor. The bands were determined by the overall number of each type of media in each country. Over the years, desktop research has formed the basis for compiling these numbers, which were then validated with country teams. For this edition, many of the media research databases previously relied upon were outdated, prompting us to turn inward and draw on historical GMMP databases as a reference for nationally relevant outlets. This list was reviewed and confirmed by country and regional coordinators.

In several countries, the number of media outlets relevant to this study has declined since 2020, reflecting shifts in the media landscape. Subsequently, the number of media bands was reduced; for instance, broadcast media bands were scaled down from five to three. For internet news, countries were ranked according to internet usage rates published by the International Telecommunication Union (ITU) and grouped into corresponding media bands.

Survey Weighting

While the GMMP measures gender representation in news media worldwide, differences in media access and dissemination across countries mean that some countries would be over- or under-represented in the results. Countries with more media outlets or greater media coverage could disproportionately shape the global results, while smaller or less widely circulated outlets would have a reduced impact, masking the experiences of their audiences. For example, some countries may have prime-time news broadcasts lasting only 15 minutes, while others run up to an hour. These variations in media presence and dissemination make it necessary to weight the data to produce a balanced and representative global picture of gender representation in the news.

Since 2005, GMMP has employed a square root weighting system, which accounts for each country's population and media density. This methodological choice means that the unit of analysis is not the country itself, but the weighted contribution of each country's data to the overall findings. The overall weights are composed of three elements:

- i. Population weight: Adjusts for each country's share of the global population, ensuring that larger countries contribute proportionally more to the results, so the findings reflect people rather than just countries.
- ii. Media density weight: Accounts for the number of media outlets in each country, correcting for differences in the media landscape so that countries with more outlets do not disproportionately influence the overall results.
- iii. Circulation weight: Adjusts for the reach of each media type. For print and internet media, weights are based on circulation figures and internet access rates, while for radio and television, it is understood that these are accessible to the majority of the population.

Sample Size and Longitudinal Comparability

Over the three decades of GMMP's history, the sample of participating countries has expanded, from 71 in 1995 to a peak of 116 in 2020. The 2025 edition, however, features a reduced sample of 92 countries. Nevertheless, the findings from the 2025 sample remain robust and directly comparable to those from earlier editions, ensuring the integrity of the longitudinal analysis. The justification rests on two pillars: the core methodology of the study and established principles in longitudinal research methodology.

The Insulation of Analysis through Square Root Weighting

Under the GMMP methodology, the focus is on each country's weighted contribution, rather than treating all countries equally in the analysis. This weighting structure inherently mitigates the impact of losing a subset of countries, helping to maintain the reliability and balance of the overall findings despite differences in country participation. The departure of certain nations in 2025 would therefore not invalidate the overall trends, provided that the sample continues to represent a substantial proportion of the global population and media landscape. The key question is not the raw number of countries, but whether the weighted sample in 2025 still captures the core dynamics of the global system under study. Our assessment confirms that it does, as the 92 participating countries account for a dominant share of the global population and media output.

Methodological Precedent: Focus on Representativeness over Census

The field of longitudinal research acknowledges that panel attrition—the loss of participants over time—is a common challenge. As discussed by Lynn (2018), attrition can reduce the effective sample size, compromising precision, and can also introduce bias if participants who drop out differ systematically from those who remain. To mitigate this risk, survey methodology emphasises combining data collection with statistical adjustments, notably through sample weighting.

The existing GMMP square root weighting can be seen as a sophisticated form of this corrective measure, applied proactively. This approach ensures that even results from a smaller sample of participating countries accurately reflect the diversity of the larger population of nations on critical dimensions.

Data Validation

Building on this foundation of methodological rigour, we enhanced procedures for data validation to safeguard the accuracy and integrity of the study. Data validation was strengthened through a combination of technical enhancements and procedural improvements, based on three guiding principles: automation, visibility, and verification.

Automation

To manage data entry across multiple countries and accelerate the generation of results, automation is essential. Automated processes streamline the flow of data, reduce manual errors, and ensure consistency across diverse contexts. The technical team piloted an automated spreadsheet data transfer system, which allowed coding sheets to be uploaded quickly, significantly reducing processing time

and workload. The system also includes row-level validations, flagging entries that fall outside expected parameters and enabling prompt correction of errors and more importantly, develop a common understanding of the results as they arose.

Visibility

To maintain oversight of incoming data in real time, internal dashboards were used to track submissions from all participating countries. This transparency allowed the technical team to monitor progress, identify unusual patterns or missing data, and respond quickly to potential issues.

Verification

Ensuring the accuracy and plausibility of data was achieved through built-in platform checks and human review. Flagged anomalies were reviewed in consultation with country teams, creating a two-tiered system that combined automated validation with local expertise. This approach allowed inconsistencies to be detected and corrected, safeguarding the integrity of the final dataset.

Country teams were empowered as the first line of defense for data quality, a role they carried out with diligence. Extensive training equipped them to use the platform effectively, monitor submissions and resolve flagged issues. Together, these measures created a robust, multilayered system for maintaining data integrity, combining technological innovation with active participation from local teams to safeguard the reliability and accuracy of the 2025 GMMP.

Limitations

As with previous GMMP rounds, certain limitations are inherent to a study of this scale. The 2025 round included fewer participating countries, which may slightly reduce regional granularity, though the use of square root weighting ensures that findings remain globally representative. The changes to national media landscapes, particularly the contraction of legacy media, also shape the data's coverage over time. However, the methodology's adaptability and consistent performance across changing media contexts offer confidence that the GMMP can continue to evolve, expanding its scope to newer media forms as the media ecosystem transforms.

While it is not possible to measure error precisely due to the study's scale. While conventional error assessment – having multiple researchers code the same story and compare results – was not feasible, best-practice procedures were followed throughout data capture and analysis to minimise errors.

Conclusion

While the decrease in the number of participating countries in 2025 is noted, the square root weighting methodology ensures that the analysis remains anchored in the proportional significance of each country's data. Therefore, the trends and findings reported for the 2025 edition are directly comparable to those from previous waves, allowing for a consistent analysis of evolution over the 30-year period of this research program. The robustness of the methodology, even in the face of a changing media ecosystem, gives confidence that this study can continue to be conducted reliably as patterns of media consumption evolve.

From classrooms and offices to shared virtual spaces, the GMMP network turned a single ordinary news day into a globally representative snapshot of gender in the media. This achievement would not have been possible without the dedication of thousands of volunteers, whose careful and diligent monitoring of media outlets worldwide sustains this important tradition of media monitoring.

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Annex 2. List of story topics



Politics and Government

1. Women politicians, women electoral candidates,...
2. Peace, peace negotiations, peace treaties...
3. Other domestic politics/government (local, regional, national), elections, speeches ...
4. Global partnerships (transnational trade and finance systems, e.g. WTO, IMF, World Bank, EU, United States-Mexico-Canada Agreement (USMCA), SADC, EAC, ECOWAS, Community of Latin American and Caribbean States (CELAC) ...
5. Foreign/international politics, UN peacekeeping ...
6. National defense, military spending, internal security, etc. ...
7. Other stories on politics and government (specify the topic in 'Comments')

Economy

8. Economic policies, strategies, modules, indicators, stock markets, taxes, etc.
9. Economic crisis, state bailouts of companies, company takeovers and mergers ...
10. Poverty, housing, social welfare, aid, etc.
11. Women's participation in economic processes
12. Employment
13. Informal work, street vending, etc.
14. Other labour issues (strikes, trade unions, etc.)
15. Rural economy, agriculture, farming, land rights
16. Consumer issues, consumer protection ...
17. Transport, traffic, roads ...
18. Income inequality between women and men
19. Other stories on the economy (specify the topic in 'Comments' section of coding sheet)

Science and Health

20. Science, technology, research, discoveries, ...
21. Medicine, health, hygiene, safety, (not Cancer, Polio, or HIV-AIDS)
22. Cancer treatment, policy...
23. Polio vaccine, polio vaccination, polio outbreak, treatment, ...
24. HIV and AIDS, policy, therapies, treatment, program funding, etc.
25. Other epidemics, viruses, contagions, influenza, BSE, SARS, Ebola, Covid.
26. Birth control, fertility, abortion, sterilization, termination ...
27. Climate change, climate action, climate finance, carbon credits, global warning
28. Environment, pollution, tourism.
29. Artificial intelligence, AI risks/opportunities, AI regulation. technology innovation ...
30. Other stories on science or health (specify the topic in 'Comments' section of coding sheet)

Social and Legal

31. Post 2015 agenda, Agenda 2030, UN Pact for the Future.
32. Family relations, inter-generational conflict, parents
33. Human rights, women's rights, rights of sexual minorities, rights of religious minorities, etc.
34. Religion, culture, tradition, controversies, ...
35. Migration, refugees, xenophobia, ethnic conflict ...
36. Other development issues, sustainability, etc.
37. Education, childcare, nursery, university, literacy.
38. Women's movement, gender related demonstrations, feminist activism offline and online incl. #MeToo ...
39. Changing gender relations (outside the home), gender inequality (except income related)
40. Legal system, Judiciary, legislation, Family law, family codes, property law, inheritance law...
41. Disaster, accident, famine, flood, plane crash, etc.
42. Riots, demonstrations, public disorder, etc.
43. Other stories on social or legal issues (specify the topic in 'Comments' section of coding sheet)

Crime and Violence (excluding gender-based violence)

44. Non-violent crime, bribery, theft, drugs, corruption
45. Corruption, (including political corruption)
46. Violent crime, murder, abduction, assault, etc. (**NOT GENDER RELATED**)
47. Child abuse, sexual violence against children, neglect
48. War in the Middle East including Gaza, Lebanon, Syria, Yemen, etc ...
49. War, civil war, terrorism, other state-based violence **EXCEPT IN THE MIDDLE EAST**
50. Other crime/violence (specify the topic in 'Comments')

Gender-based violence

51. Sexual harassment against women, rape, sexual assault.
52. Intimate partner violence against women.
53. Intimate partner violence against men.
54. Intimate partner violence against gender diverse persons.
55. Technology facilitated GBV incl. Revenge porn, online stalking, online misogyny, online harassment, trolling.
56. Other gender violence such as femicide, trafficking of girls and women, female genital mutilation...

Celebrity, Arts and Media

57. Celebrity news, births, marriages, royalty, etc.
58. Arts, entertainment, leisure, cinema, books, dance ...
59. Media, (including internet, social network) portrayal of women / men.
60. Fake news, mis-information, dis-information, mal-information...
61. Beauty contests, models, fashion, cosmetic surgery ...
62. Other stories on celebrities, arts, media (specify the topic in 'Comments')

Sports

63. Team sports (soccer, football, basketball, handball, hockey, etc.) events, players, facilities, training, funding
64. Individual sports (boxing, cycling, golf, running, swimming, etc.) events, players, facilities, training, funding
65. Other sports (specify in 'comments')

Other

66. Use only as a last resort and explain.



Annex 3. Data tables



	GEM-I 2020	GEM-I 2025
Argentina	-53.063	-47.502
Australia	-36.007	-31.566
Austria	-50.953	
Bahamas		-59.042
Bangladesh	-71.337	-68.064
Belgium	-45.572	-43.823
Belize		-46.277
Benin	-35.089	-54.965
Bolivia (Plurinational State of)	-47.104	-71.701
Bosnia and Herzegovina	-50.808	-40.273
Botswana	-40.842	
Brazil	-49.878	-49.971
Bulgaria	-28.482	
Burkina Faso	-65.502	-66.168
Cambodia	-49.098	
Cameroon	-53.701	-63.676
Canada	-35.415	-38.126
Cayman Islands	-13.506	
Chad	-41.554	
Chile	-42.225	-39.843
China	-45.278	-56.880
Colombia	-50.534	-44.005
Congo (Democratic Republic of the)	-53.419	-71.002
Costa Rica	-39.342	-41.972
Cuba	-38.906	-45.802
Cyprus	-56.960	-60.474
Denmark	-35.371	-38.936
Dominican Republic	-55.805	-56.336
Ecuador	-46.391	-41.984
Egypt	-58.781	
El Salvador	-39.636	-40.805
Estonia	-50.679	
Eswatini (Kingdom of)	-31.539	-36.134
Ethiopia	-72.433	
Fiji	-39.720	
Finland	-27.975	-19.078
France	-47.239	-45.937
Georgia	-34.607	
Ghana	-67.836	-61.569
Greenland	-14.625	
Grenada	-30.029	
Guatemala	-52.267	-50.287
Guyana	-82.721	-23.177
Haiti	-67.207	-64.153
Honduras		-46.601
Hong Kong, China (SAR)	-47.182	-51.487
Hungary		-54.126
Iceland	-38.190	-34.244
India	-77.355	-69.199
Indonesia	-68.860	
Ireland	-47.764	-40.003
Israel	-79.829	-50.230
Italy	-49.197	-51.264
Jamaica	-27.139	-31.407
Japan	-70.320	-46.220

	GEM-I 2020	GEM-I 2025
Jordan	-50.488	-20.238
Kenya	-61.911	
Kyrgyzstan	-47.445	-50.372
Lebanon	-57.808	-40.047
Liberia		-47.514
Luxembourg	-53.640	-45.156
Macao SAR (PRC)	-46.297	
Madagascar		-52.008
Malawi	-50.867	
Malaysia	-62.137	
Mali	-71.249	-66.559
Malta	-42.261	
Mexico	-48.014	-27.571
Moldova (Republic of)	-24.913	
Mongolia	-43.074	-41.162
Morocco	-66.260	-52.969
Myanmar	-56.921	-36.023
Namibia	-32.732	
Nepal	-61.309	-71.704
Netherlands	-43.379	-50.190
New Zealand	-16.653	-26.722
Nicaragua	-4.598	
Nigeria	-72.729	-68.374
Norway	-35.833	-29.623
Pakistan	-77.370	-83.397
Palestine	-71.131	-63.394
Panama		-35.912
Papua New Guinea	-57.410	
Paraguay	-66.246	-58.820
Peru	-47.303	-40.250
Philippines		-42.169
Poland	-53.942	-43.029
Portugal	-29.349	-48.911
Puerto Rico	-25.040	-16.981
Romania	-26.632	-39.714
Russian Federation	-44.336	
Rwanda		-48.629
Senegal	-68.394	
Serbia	-48.891	-40.615
Sierra Leone		-56.788
Slovenia		-31.077
South Africa	-17.386	
Spain	-27.235	-35.639
Suriname	-33.772	-28.804
Sweden	-25.961	-20.767
Switzerland	-46.908	
Tanzania (United Republic of)	-41.241	-62.003
Togo	-45.949	-53.119
Trinidad and Tobago	-35.918	-6.492
Tunisia	-52.999	-40.188
Türkiye	-68.697	-59.408
Uganda	-48.649	-51.613
United Kingdom	-44.707	-40.289
United States	-29.391	-31.580
Uruguay	-56.410	-46.018

Annex 3. 1 Gender Equality in the News Media Index scores

	GEM-I 2020	GEM-I 2025
Venezuela (Bolivarian Republic of)	-59.130	-58.921
Viet Nam	-50.153	-25.131
Zimbabwe	-57.665	-58.192

The GEM-Index calculates the average gender gap in the news (percentage of women – percentage of men) for the following six indicators: (1) all news subjects or sources ('people in the news'), (2) reporters, (3) news subjects or sources in economy and business news, (4) news subjects or sources in news about politics and government, (5) spokespersons and (6) experts. A score of +100 means that all persons in the news are women, while a score of -100 indicates that all persons in the news are men, and 0 indicates gender equality. For details, see Djerf-Pierre, M., & Edström, M. (2020). The GEM-Index: Constructing a unitary measure of gender equality in the news. In M. Djerf-Pierre & M. Edström (Eds.), *Comparing gender and media equality across the globe: A cross-national study of the qualities, causes, and consequences of gender equality in and through the news media* (pp. 59–98). Nordicom, University of Gothenburg.

Notes

- a.Missing: Data not collected in the respective year, sample too small (<36 cases), or omitted due to quality
- b.GEM-I 2025 scores calculated based on legacy and digital media results combined



Annex 3.2 Regional comparisons

*weighted results in all tables to enable cross-regional comparisons

Table 3.2. 1 Sex of presenters, reporters and news subjects by region. Newspapers, Radio, Television news

	Presenter		Reporter		Subjects	
	Female	Male	Female	Male	Female	Male
Africa	61%	39%	29%	71%	23%	77%
Asia	50%	50%	40%	60%	19%	81%
Caribbean	53%	47%	50%	50%	25%	75%
Europe	50%	50%	45%	55%	27%	73%
Latin America	44%	56%	41%	59%	27%	73%
Middle East	53%	47%	44%	56%	19%	81%
North America	68%	32%	49%	51%	40%	60%
Pacific Islands	67%	33%	50%	50%	32%	68%

Table 3.2.2 News subjects in main topic areas by region. Newspapers, Radio, Television news

	Politics and Government		Economy		Science and Health		Social and Legal		Crime and Violence (excluding GBV)		Gender-based violence		Celebrity, arts, media		Sports		Other	
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
Africa	18%	82%	20%	80%	32%	68%	26%	74%	19%	81%	53%	48%	32%	68%	14%	86%	20%	80%
Asia	15%	85%	21%	79%	27%	73%	19%	81%	14%	86%	56%	44%	38%	63%	27%	73%	11%	89%
Caribbean	22%	78%	28%	72%	33%	67%	24%	76%	23%	77%	40%	60%	41%	59%	28%	72%	22%	78%
Europe	21%	79%	28%	72%	43%	57%	31%	69%	20%	80%	48%	52%	43%	57%	15%	85%	21%	79%
Latin America	26%	74%	25%	75%	38%	62%	28%	72%	26%	74%	54%	46%	46%	54%	10%	90%	38%	62%
Middle East	13%	87%	34%	66%	30%	70%	28%	72%	11%	89%	67%	33%	32%	68%	15%	85%	0%	100%
North America	42%	58%	12%	88%	45%	55%	27%	73%	23%	78%	50%	50%	80%	20%	49%	51%	57%	43%
Pacific Islands	36%	64%	24%	76%	32%	68%	31%	69%	36%	64%	38%	62%	51%	49%	5%	95%	0%	100%

Table 3.2. 3 Function of news subjects by region. Newspapers, Radio, Television news

	Do not know		Subject		Spokesperson		Expert or commentator		Personal Experience		Eye Witness		Popular Opinion		Other	
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
Africa	28%	72%	22%	78%	21%	79%	21%	79%	30%	70%	29%	71%	36%	64%	19%	81%
Asia	26%	75%	22%	78%	10%	90%	19%	81%	36%	64%	17%	83%	25%	75%	20%	80%
Caribbean	21%	79%	23%	77%	20%	80%	29%	71%	47%	53%	35%	65%	22%	78%	38%	62%
Europe	35%	65%	23%	77%	27%	73%	24%	76%	45%	55%	35%	65%	49%	51%	25%	75%
Latin America	25%	75%	23%	77%	30%	70%	24%	76%	42%	58%	48%	52%	54%	46%	27%	73%
Middle East	0%	100%	19%	81%	16%	84%	16%	84%	38%	62%	15%	85%	10%	90%	25%	75%
North America	18%	82%	45%	55%	20%	80%	39%	61%	50%	50%	100%	0%	50%	50%	33%	67%
Pacific Islands	0%	0%	31%	69%	24%	76%	36%	64%	55%	45%	0%	100%	63%	37%	100%	0%

Table 3.2.4 Presenters and reporters, by region, by medium

	Print		Radio				Television				Internet	
	Reporter		Presenter		Reporter		Presenter		Reporter		Reporter	
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
Africa	23%	77%	55%	45%	35%	65%	66%	34%	36%	64%	20%	80%
Asia	32%	68%	48%	52%	41%	59%	51%	49%	48%	52%	42%	58%
Caribbean	42%	58%	43%	57%	48%	52%	61%	39%	61%	39%	50%	50%
Europe	41%	59%	48%	52%	45%	55%	52%	48%	49%	51%	44%	56%
Latin America	43%	57%	33%	67%	41%	59%	52%	48%	41%	59%	47%	53%
Middle East	43%	57%	43%	57%	49%	51%	61%	39%	43%	57%	27%	73%
North America	44%	56%	50%	50%	67%	33%	70%	30%	59%	41%	54%	46%
Pacific Islands	52%	48%	68%	32%	50%	50%	66%	34%	41%	59%	48%	52%

Table 3.2.5 Reporters in major topic areas, by region. Newspapers, Radio, Television, Internet news

	Politics and Government		Economy		Science and Health		Social and Legal		Crime and Violence (excluding gender-based violence)		Gender-based violence		Celebrity, arts, media		Sports		Other	
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
Africa	24%	76%	27%	73%	34%	66%	28%	72%	29%	71%	36%	64%	36%	64%	18%	82%	14%	86%
Asia	33%	67%	45%	55%	47%	53%	44%	56%	35%	65%	55%	45%	53%	47%	37%	63%	20%	80%
Caribbean	51%	49%	56%	44%	55%	45%	48%	52%	52%	48%	67%	33%	70%	30%	15%	85%	57%	43%
Europe	42%	58%	41%	59%	55%	45%	47%	53%	45%	55%	48%	52%	58%	42%	18%	82%	42%	58%
Latin America	42%	58%	47%	53%	55%	45%	43%	57%	40%	60%	36%	64%	62%	38%	12%	88%	35%	65%
Middle East	37%	63%	53%	47%	39%	61%	43%	57%	35%	65%	50%	50%	64%	36%	19%	81%	0%	100%
North America	57%	43%	56%	44%	68%	32%	49%	51%	31%	69%	71%	29%	77%	23%	20%	80%	67%	33%
Pacific Islands	46%	54%	43%	57%	70%	30%	50%	50%	51%	49%	52%	48%	70%	30%	22%	78%	n/a	n/a

Table 3.2.6 Stories where issues of gender (in)equality are raised, by region. Newspapers, Radio, Television news

	Agree	Disagree
Africa	10%	90%
Asia	10%	90%
Caribbean	6%	94%
Europe	5%	95%
Latin America	9%	91%
Middle East	4%	96%
North America	34%	66%
Pacific Islands	16%	84%

Annex 3.3 Country samples

Detailed statistics and longitudinal country data available from the Gender Equality in the News Media (GEM) database <https://www.gu.se/en/research/gemdataset>



*Notes in the last page following the tables

Country	Female Presenters	Female Presenters	Male Presenters All	Male Presenters All	Female Reporters	Female Reporters	Male Reporters	Male Reporters	Female News	Female News
	All Newscasts (Female %)	All Newscasts (Female n)	Newscasts (Male %)	Newscasts (Male n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female n)	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male n)	Subjects Newspapers Radio TV (FNS%)	Subjects Newspapers Radio TV (FNSn)
Antigua and Barbuda	0%	0	100%	5	67%	2	33%	1	30%	3
Argentina	45%	120	55%	146	42%	43	58%	60	31%	240
Australia	66%	188	34%	96	51%	161	49%	153	33%	621
Bahamas	41%	7	59%	10	0%	0	0%	0	7%	1
Bangladesh	53%	48	47%	43	21%	16	79%	61	17%	101
Belgium	53%	57	47%	51	42%	64	58%	88	28%	155
Belize	100%	49	0%	0	50%	11	50%	11	26%	23
Benin	32%	14	68%	30	33%	18	67%	37	25%	52
Bolivia	50%	18	50%	18	27%	8	73%	22	24%	14
Bosnia and Herzegovina	90%	9	10%	1	63%	73	37%	43	24%	94
Brazil	50%	219	50%	222	39%	153	61%	235	23%	292
Burkina Faso	67%	33	33%	16	29%	28	71%	70	21%	48
Cameroon	59%	40	41%	28	34%	43	66%	85	15%	51
Canada										
Chile	41%	99	59%	143	41%	51	59%	73	32%	206
China	30%	13	70%	31	39%	18	61%	28	28%	45
Colombia	34%	157	66%	307	50%	193	50%	196	25%	329
Congo	100%	6	0%	0	20%	1	80%	4	29%	2
Congo (D.R.)	36%	31	64%	55	23%	33	77%	113	13%	38
Costa Rica	26%	23	74%	64	32%	49	68%	102	23%	119
Cuba	37%	23	63%	40	60%	29	40%	19	19%	37
Cyprus	36%	41	64%	74	40%	40	60%	59	14%	50
Côte d'Ivoire	0%	0	0%	0	47%	16	53%	18	18%	2
Denmark	61%	23	39%	15	29%	27	71%	67	31%	101
Dominica	0%	0	100%	6	0%	0	0%	0	38%	6
Dominican Republic	53%	60	47%	53	35%	25	65%	47	19%	117
Ecuador	45%	57	55%	69	49%	45	51%	47	33%	139
El Salvador	43%	33	57%	44	59%	51	41%	35	31%	70
Eswatini	100%	30	0%	0	64%	7	36%	4	28%	12
Finland	58%	43	42%	31	55%	70	45%	57	35%	193
France	42%	419	58%	571	42%	141	58%	192	24%	633
Gabon	33%	1	67%	2	38%	3	63%	5	42%	5
Gambia	100%	5	0%	0	59%	10	41%	7	15%	3
Ghana	95%	71	5%	4	28%	22	73%	58	18%	54
Guatemala	57%	55	43%	42	34%	70	66%	137	20%	92
Guyana	70%	7	30%	3	100%	1	0%	0	26%	24
Haiti	31%	27	69%	60	12%	4	88%	29	14%	25
Honduras	60%	9	40%	6	26%	7	74%	20	23%	11
Hong Kong	100%	8	0%	0	54%	20	46%	17	28%	19
Hungary	21%	11	79%	41	56%	22	44%	17	20%	40
Iceland	43%	19	57%	25	48%	20	52%	22	39%	47
India	30%	64	70%	152	21%	29	79%	111	17%	168
Ireland	58%	47	42%	34	40%	44	60%	65	31%	116
Israel	54%	80	46%	69	33%	69	67%	140	18%	184
Italy	45%	49	55%	59	43%	105	57%	137	18%	213
Jamaica	48%	15	52%	16	62%	23	38%	14	34%	76
Japan	62%	53	38%	32	31%	25	69%	55	33%	112
Jordan	0%	0	0%	0	100%	2	0%	0	38%	3
Kyrgyzstan	62%	28	38%	17	56%	33	44%	26	16%	16
Lebanon	57%	28	43%	21	67%	34	33%	17	18%	30



Country	Female Presenters	Female Presenters	Male Presenters All	Male Presenters All	Female Reporters	Female Reporters	Male Reporters	Male Reporters	Female News	Female News
	All Newscasts (Female %)	All Newscasts (Female n)	Newscasts (Male %)	Newscasts (Male n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female n)	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male n)	Subjects Newspapers Radio TV (FNS%)	Subjects Newspapers Radio TV (FNSn)
Liberia	76%	26	24%	8	24%	15	76%	47	27%	35
Luxembourg	59%	23	41%	16	29%	13	71%	32	29%	80
Madagascar	57%	28	43%	21	45%	39	55%	48	31%	72
Mali	69%	47	31%	21	17%	15	83%	75	24%	41
Mexico	43%	207	57%	280	42%	135	58%	184	32%	352
Mongolia	87%	110	13%	17	73%	69	27%	26	24%	78
Morocco	38%	30	63%	50	48%	41	52%	45	21%	69
Myanmar	88%	7	13%	1	46%	6	54%	7	29%	12
Nepal	50%	64	50%	64	25%	21	75%	64	14%	114
Netherlands	52%	34	48%	31	32%	35	68%	76	31%	113
New Zealand	73%	33	27%	12	42%	28	58%	38	32%	87
Nicaragua	0%	0	0%	0	57%	8	43%	6	40%	8
Nigeria	61%	22	39%	14	24%	15	76%	48	16%	28
Norway	47%	43	53%	48	42%	62	58%	86	33%	126
Pakistan	40%	50	60%	74	4%	2	96%	44	11%	60
Palestine	62%	24	38%	15	35%	7	65%	13	13%	14
Panama	42%	34	58%	47	39%	26	61%	40	33%	71
Paraguay	40%	23	60%	34	40%	6	60%	9	30%	54
Peru	61%	122	39%	79	44%	75	56%	96	30%	158
Philippines	44%	51	56%	66	50%	110	50%	108	27%	136
Poland	56%	121	44%	97	38%	68	62%	112	25%	215
Portugal	50%	140	50%	141	52%	80	48%	73	23%	190
Puerto Rico	61%	48	39%	31	61%	36	39%	23	38%	105
Romania	39%	14	61%	22	52%	40	48%	37	20%	78
Rwanda	52%	14	48%	13	11%	4	89%	32	37%	53
Senegal	67%	6	33%	3	55%	17	45%	14	64%	34
Serbia	39%	44	61%	69	70%	52	30%	22	24%	102
Sierra Leone	78%	14	22%	4	35%	8	65%	15	26%	19
Slovenia	59%	40	41%	28	66%	43	34%	22	27%	79
Spain	73%	210	27%	77	43%	107	57%	143	31%	329
Suriname	70%	26	30%	11	72%	21	28%	8	30%	19
Sweden	61%	40	39%	26	52%	129	48%	120	37%	240
Tanzania	50%	5	50%	5	19%	5	81%	21	23%	15
Togo	45%	39	55%	47	34%	31	66%	59	21%	59
Trinidad and Tobago	68%	17	32%	8	51%	19	49%	18	37%	27
Tunisia	60%	55	40%	36	61%	31	39%	20	23%	61
Türkiye	50%	369	50%	374	44%	92	56%	119	23%	365
Uganda	50%	36	50%	36	22%	21	78%	73	25%	124
United Kingdom	67%	101	33%	49	36%	113	64%	197	36%	513
United States of America	68%	15	32%	7	49%	36	51%	37	40%	107
Uruguay	39%	92	61%	146	17%	15	83%	71	24%	164
Venezuela	71%	25	29%	10	56%	9	44%	7	15%	8
Vietnam	80%	8	20%	2	70%	14	30%	6	32%	29
Zimbabwe	67%	10	33%	5	26%	17	74%	49	26%	45

Country	Male News Subjects Newspapers Radio TV (MNS%)	Male News Subjects Newspapers Radio TV (MNSn)	Female News Subjects in Newspaper stories (FNS%)	Female News Subjects in Newspaper stories (FNSn)	Male News Subjects in Newspaper stories (MNS%)	Male News Subjects in Newspaper stories (MNSn)	Female News Subjects in Radio Newscasts (FNS%)	Female News Subjects in Radio Newscasts (FNSn)	Male News Subjects in Radio Newscasts (MNS%)	Male News Subjects in Radio Newscasts (MNSn)
Antigua and Barbuda	70%	7	0%	0	0%	0	67%	2	33%	1
Argentina	69%	539	32%	132	68%	284	27%	56	73%	150
Australia	67%	1286	35%	429	65%	781	22%	32	78%	112
Bahamas	93%	14	0%	0	0%	0	7%	1	93%	14
Bangladesh	83%	484	15%	57	85%	317	25%	8	75%	24
Belgium	72%	398	17%	38	83%	183	28%	12	72%	31
Belize	74%	64	0%	0	0%	0	23%	11	77%	36
Benin	75%	155	26%	28	74%	81	21%	9	79%	33
Bolivia	76%	44	0%	0	100%	1	25%	8	75%	24
Bosnia and Herzegovina	76%	294	28%	29	72%	73	21%	20	79%	77
Brazil	77%	991	24%	95	76%	303	23%	86	77%	287
Burkina Faso	79%	180	26%	15	74%	42	23%	17	77%	58
Cameroon	85%	283	15%	23	85%	126	12%	8	88%	61
Canada										
Chile	68%	443	29%	47	71%	116	25%	63	75%	189
China	72%	116	54%	14	46%	12	17%	4	83%	19
Colombia	75%	984	24%	136	76%	426	23%	82	77%	276
Congo	71%	5	0%	0	100%	2	50%	1	50%	1
Congo (D.R.)	87%	260	7%	8	93%	115	17%	11	83%	55
Costa Rica	77%	396	19%	56	81%	238	24%	24	76%	74
Cuba	81%	156	14%	5	86%	30	20%	23	80%	93
Cyprus	86%	317	14%	17	86%	106	18%	8	82%	37
Côte d'Ivoire	82%	9	17%	1	83%	5	0%	0	0%	0
Denmark	69%	220	29%	64	71%	158	43%	10	57%	13
Dominica	63%	10	40%	2	60%	3	33%	3	67%	6
Dominican Republic	81%	491	17%	58	83%	274	0%	0	0%	0
Ecuador	67%	279	30%	48	70%	114	24%	16	76%	50
El Salvador	69%	158	22%	13	78%	45	27%	17	73%	46
Eswatini	72%	31	29%	4	71%	10	29%	2	71%	5
Finland	65%	363	33%	129	67%	267	28%	11	72%	28
France	76%	1984	22%	168	78%	602	22%	341	78%	1177
Gabon	58%	7	33%	2	67%	4	50%	1	50%	1
Gambia	85%	17	0%	0	100%	13	100%	2	0%	0
Ghana	82%	245	22%	32	78%	116	13%	8	88%	56
Guatemala	80%	374	27%	30	73%	80	19%	27	81%	113
Guyana	74%	70	21%	13	79%	50	37%	10	63%	17
Haiti	86%	150	21%	4	79%	15	12%	16	88%	119
Honduras	77%	36	31%	4	69%	9	11%	1	89%	8
Hong Kong	72%	48	40%	12	60%	18	6%	1	94%	15
Hungary	80%	156	18%	9	82%	42	7%	1	93%	13
Iceland	61%	73	48%	11	52%	12	29%	10	71%	25
India	83%	843	18%	138	82%	621	5%	2	95%	40
Ireland	69%	257	32%	83	68%	176	17%	5	83%	24
Israel	82%	840	21%	90	79%	339	14%	28	86%	176
Italy	82%	989	16%	135	84%	690	10%	9	90%	85
Jamaica	66%	150	36%	37	64%	66	24%	20	76%	65
Japan	67%	232	15%	14	85%	79	0%	0	0%	0
Jordan	63%	5	38%	3	63%	5	0%	0	0%	0
Kyrgyzstan	84%	82	16%	5	84%	26	13%	1	88%	7
Lebanon	82%	139	29%	15	71%	36	6%	2	94%	34

Country	Male News Subjects Newspapers Radio TV (MNS%)	Male News Subjects Newspapers Radio TV (MNSn)	Female News Subjects in Newspaper stories (FNS%)	Female News Subjects in Newspaper stories (FNSn)	Male News Subjects in Newspaper stories (MNS%)	Male News Subjects in Newspaper stories (MNSn)	Female News Subjects in Radio Newscasts (FNS%)	Female News Subjects in Radio Newscasts (FNSn)	Male News Subjects in Radio Newscasts (MNS%)	Male News Subjects in Radio Newscasts (MNSn)
Liberia	73%	96	32%	29	68%	61	19%	5	81%	21
Luxembourg	71%	197	30%	66	70%	154	27%	7	73%	19
Madagascar	69%	157	41%	54	59%	78	14%	6	86%	38
Mali	76%	130	30%	23	70%	53	15%	6	85%	33
Mexico	68%	759	32%	121	68%	260	28%	118	72%	311
Mongolia	76%	245	13%	11	87%	73	38%	6	63%	10
Morocco	79%	256	18%	23	82%	104	6%	3	94%	44
Myanmar	71%	30	0%	0	100%	15	0%	0	0%	0
Nepal	86%	692	16%	81	84%	416	11%	21	89%	172
Netherlands	69%	250	34%	84	66%	166	0%	0	100%	15
New Zealand	68%	186	27%	52	73%	144	23%	5	77%	17
Nicaragua	60%	12	0%	0	0%	0	0%	0	0%	0
Nigeria	84%	147	14%	20	86%	128	29%	4	71%	10
Norway	67%	253	30%	73	70%	168	49%	18	51%	19
Pakistan	89%	495	9%	32	91%	320	25%	3	75%	9
Palestine	87%	91	18%	11	82%	50	13%	1	88%	7
Panama	67%	145	25%	19	75%	57	20%	9	80%	35
Paraguay	70%	126	31%	32	69%	71	19%	5	81%	22
Peru	70%	365	31%	35	69%	77	27%	27	73%	74
Philippines	73%	364	29%	57	71%	140	17%	11	83%	55
Poland	75%	640	29%	69	71%	168	25%	27	75%	80
Portugal	77%	619	22%	68	78%	244	18%	40	82%	184
Puerto Rico	62%	171	47%	74	53%	83	42%	8	58%	11
Romania	80%	303	20%	40	80%	161	16%	8	84%	42
Rwanda	63%	92	0%	0	0%	0	25%	13	75%	38
Senegal	36%	19	79%	19	21%	5	75%	6	25%	2
Serbia	76%	325	14%	25	86%	151	34%	11	66%	21
Sierra Leone	74%	53	35%	15	65%	28	22%	4	78%	14
Slovenia	73%	213	26%	30	74%	87	25%	15	75%	44
Spain	69%	728	27%	120	73%	319	22%	46	78%	166
Suriname	70%	45	38%	5	62%	8	8%	1	92%	12
Sweden	63%	408	36%	173	64%	305	51%	21	49%	20
Tanzania	77%	49	8%	1	92%	11	50%	2	50%	2
Togo	79%	218	21%	25	79%	95	22%	18	78%	63
Trinidad and Tobago	63%	46	43%	16	57%	21	13%	1	88%	7
Tunisia	77%	204	18%	24	82%	112	29%	28	71%	67
Türkiye	77%	1192	19%	57	81%	239	13%	23	87%	151
Uganda	75%	375	21%	46	79%	171	22%	18	78%	64
United Kingdom	64%	912	37%	391	63%	672	29%	48	71%	117
United States of America	60%	162	46%	87	54%	103	36%	4	64%	7
Uruguay	76%	513	31%	21	69%	47	28%	37	72%	93
Venezuela	85%	46	10%	1	90%	9	31%	4	69%	9
Vietnam	68%	62	26%	15	74%	43	0%	0	100%	1
Zimbabwe	74%	129	22%	32	78%	112	25%	1	75%	3

Country	Female News Subjects in Television Newscasts (FNS%)	Female News Subjects in Television Newscasts (FNSn)	Male News Subjects in Television Newscasts (MNS%)	Male News Subjects in Television Newscasts (MNSn)	Female News Subjects in Stories on Politics and Government Newsapers Radio TV (FNS%)	Female News Subjects in Stories on Politics and Government Newsapers Radio TV (FNS_n)	Male News Subjects in Stories on Politics and Government Newsapers Radio TV (MNS%)	Male News Subjects in Stories on Politics and Government Newsapers Radio TV (MNS_n)	Female News Subjects in Stories on Economy Newspapers Radio TV (FNS%)	Female News Subjects in Stories on Economy Newspapers Radio TV (FNS_n)
Antigua and Barbuda	14%	1	86%	6	0%	0	0%	0	20%	1
Argentina	33%	52	67%	105	33%	69	67%	139	25%	39
Australia	29%	160	71%	393	35%	252	65%	462	20%	35
Bahamas	0%	0	0%	0	0%	0	100%	6	0%	0
Bangladesh	20%	36	80%	143	24%	57	76%	176	11%	9
Belgium	36%	105	64%	184	25%	16	75%	47	42%	16
Belize	30%	12	70%	28	47%	9	53%	10	0%	0
Benin	27%	15	73%	41	14%	4	86%	25	17%	8
Bolivia	24%	6	76%	19	14%	3	86%	19	7%	1
Bosnia and Herzegovina	24%	45	76%	144	14%	24	86%	147	29%	8
Brazil	22%	111	78%	401	22%	84	78%	303	22%	39
Burkina Faso	17%	16	83%	80	5%	1	95%	21	6%	2
Cameroon	17%	20	83%	96	10%	9	90%	84	12%	6
Canada										
Chile	41%	96	59%	138	29%	74	71%	181	33%	17
China	24%	27	76%	85	11%	3	89%	24	28%	23
Colombia	28%	111	72%	282	23%	67	77%	230	18%	22
Congo	33%	1	67%	2	0%	0	100%	4	0%	0
Congo (D.R.)	17%	19	83%	90	10%	10	90%	87	12%	3
Costa Rica	32%	39	68%	84	30%	39	70%	91	24%	15
Cuba	21%	9	79%	33	8%	5	92%	56	28%	5
Cyprus	13%	25	87%	174	15%	18	85%	100	17%	6
Côte d'Ivoire	20%	1	80%	4	33%	1	67%	2	0%	0
Denmark	36%	27	64%	49	20%	25	80%	97	44%	19
Dominica	50%	1	50%	1	33%	2	67%	4	0%	0
Dominican Republic	21%	59	79%	217	9%	7	91%	71	14%	12
Ecuador	39%	75	61%	115	26%	31	74%	86	23%	8
El Salvador	37%	40	63%	67	13%	3	88%	21	33%	40
Eswatini	27%	6	73%	16	33%	3	67%	6	20%	3
Finland	44%	53	56%	68	35%	67	65%	123	42%	50
France	38%	124	62%	205	18%	139	82%	615	22%	105
Gabon	50%	2	50%	2	40%	4	60%	6	0%	0
Gambia	20%	1	80%	4	33%	1	67%	2	0%	0
Ghana	16%	14	84%	73	19%	13	81%	57	19%	13
Guatemala	16%	35	84%	181	13%	11	87%	76	18%	7
Guyana	25%	1	75%	3	0%	0	100%	3	0%	0
Haiti	24%	5	76%	16	10%	5	90%	44	38%	5
Honduras	24%	6	76%	19	44%	4	56%	5	13%	1
Hong Kong	29%	6	71%	15	0%	0	100%	7	36%	15
Hungary	23%	30	77%	101	14%	9	86%	57	15%	7
Iceland	42%	26	58%	36	39%	15	61%	23	37%	11
India	13%	28	87%	182	11%	39	89%	304	14%	19
Ireland	33%	28	67%	57	12%	5	88%	36	18%	7
Israel	17%	66	83%	325	9%	15	91%	144	55%	48
Italy	24%	69	76%	214	21%	82	79%	314	15%	9
Jamaica	50%	19	50%	19	30%	6	70%	14	32%	11
Japan	39%	98	61%	153	18%	10	82%	47	33%	18
Jordan	0%	0	0%	0	33%	1	67%	2	0%	0
Kyrgyzstan	17%	10	83%	49	10%	3	90%	26	0%	0
Lebanon	16%	13	84%	69	12%	15	88%	115	40%	2



Country	Female News Subjects in Television Newscasts (FNS%)	Female News Subjects in Television Newscasts (FNSn)	Male News Subjects in Television Newscasts (MNS%)	Male News Subjects in Television Newscasts (MNSn)	Female News Subjects in Stories on Politics and Government Newsapers Radio TV (FNS%)	Female News Subjects in Stories on Politics and Government Newsapers Radio TV (FNS_n)	Male News Subjects in Stories on Politics and Government Newsapers Radio TV (MNS%)	Male News Subjects in Stories on Politics and Government Newsapers Radio TV (MNS_n)	Female News Subjects in Stories on Economy Newspapers Radio TV (FNS%)	Female News Subjects in Stories on Economy Newspapers Radio TV (FNS_n)
Liberia	7%	1	93%	14	67%	12	33%	6	0%	0
Luxembourg	23%	7	77%	24	19%	20	81%	85	35%	6
Madagascar	23%	12	77%	41	12%	6	88%	46	13%	4
Mali	21%	12	79%	44	12%	3	88%	23	12%	4
Mexico	38%	113	62%	188	36%	79	64%	142	28%	41
Mongolia	27%	61	73%	162	30%	9	70%	21	23%	27
Morocco	28%	43	72%	108	19%	17	81%	74	17%	12
Myanmar	44%	12	56%	15	17%	1	83%	5	0%	0
Nepal	10%	12	90%	104	13%	33	87%	214	16%	26
Netherlands	30%	29	70%	69	31%	33	69%	75	18%	11
New Zealand	55%	30	45%	25	43%	24	57%	32	36%	21
Nicaragua	40%	8	60%	12	0%	0	100%	1	50%	1
Nigeria	31%	4	69%	9	21%	11	79%	42	0%	0
Norway	35%	35	65%	66	22%	23	78%	82	40%	32
Pakistan	13%	25	87%	166	8%	31	92%	342	10%	3
Palestine	6%	2	94%	34	0%	0	100%	14	0%	0
Panama	45%	43	55%	53	23%	12	77%	41	30%	11
Paraguay	34%	17	66%	33	15%	8	85%	47	22%	4
Peru	31%	96	69%	214	32%	41	68%	89	39%	7
Philippines	29%	68	71%	169	24%	43	76%	135	26%	24
Poland	23%	119	77%	392	17%	53	83%	266	20%	11
Portugal	30%	82	70%	191	20%	86	80%	336	21%	10
Puerto Rico	23%	23	77%	77	33%	23	67%	46	45%	23
Romania	23%	30	77%	100	11%	24	89%	188	18%	12
Rwanda	43%	40	57%	54	20%	3	80%	12	42%	18
Senegal	43%	9	57%	12	80%	4	20%	1	38%	3
Serbia	30%	66	70%	153	17%	39	83%	185	21%	7
Sierra Leone	0%	0	100%	11	32%	6	68%	13	22%	2
Slovenia	29%	34	71%	82	22%	18	78%	65	33%	20
Spain	40%	163	60%	243	28%	40	72%	105	36%	129
Suriname	34%	13	66%	25	37%	13	63%	22	42%	5
Sweden	36%	46	64%	83	39%	54	61%	86	33%	42
Tanzania	25%	12	75%	36	8%	1	92%	12	15%	3
Togo	21%	16	79%	60	7%	6	93%	79	38%	29
Trinidad and Tobago	36%	10	64%	18	42%	13	58%	18	45%	5
Tunisia	26%	9	74%	25	28%	10	72%	26	23%	10
Türkiye	26%	285	74%	802	5%	20	95%	347	20%	46
Uganda	30%	60	70%	140	25%	59	75%	174	25%	13
United Kingdom	38%	74	62%	123	15%	32	85%	184	23%	12
United States of America	24%	16	76%	52	42%	22	58%	30	12%	4
Uruguay	22%	106	78%	373	27%	76	73%	208	19%	5
Venezuela	10%	3	90%	28	7%	1	93%	13	25%	2
Vietnam	44%	14	56%	18	8%	1	92%	11	43%	10
Zimbabwe	46%	12	54%	14	14%	2	86%	12	17%	6

Country	Male News Subjects	Male News Subjects	Female News	Female News	Male News Subjects	Male News Subjects	Female News	Female News	Male News Subjects	Male News Subjects	
	in Stories on	in Stories on	Subjects in Stories on	Subjects in Stories on	In Stories on Science	In Stories on Science	Subjects in Social and	Subjects in Social and	In Stories on Social and	In Stories on Social and	
	Economy Newspapers	Economy Newspapers	Science and	Science and	and	and	Legal	Legal	Legal	Legal	
Radio TV (MNS%)	Radio TV (MNS_n)	Health_Newspapers	Health_Newspapers	Health_Newspapers	Health_Newspapers	Radio TV (FNS%)	Radio TV (FNS_n)	Radio TV (FNS%)	Radio TV (FNS_n)	Radio TV (MNS%)	Radio TV (MNS%)
Antigua and Barbuda	80%	4	0%	0	100%	1	67%	2	33%	1	
Argentina	75%	120	41%	21	59%	30	31%	44	69%	100	
Australia	80%	136	38%	21	63%	35	31%	46	69%	103	
Bahamas	100%	1	0%	0	100%	1	0%	0	100%	1	
Bangladesh	89%	71	23%	14	77%	46	13%	14	87%	96	
Belgium	58%	22	48%	16	52%	17	29%	40	71%	96	
Belize	100%	2	31%	5	69%	11	38%	5	62%	8	
Benin	83%	39	27%	17	73%	45	38%	9	63%	15	
Bolivia	93%	13	33%	1	67%	2	0%	0	100%	3	
Bosnia and Herzegovina	71%	20	60%	12	40%	8	33%	28	67%	58	
Brazil	78%	142	39%	17	61%	27	24%	69	76%	216	
Burkina Faso	94%	29	48%	24	52%	26	20%	14	80%	57	
Cameroon	88%	46	34%	11	66%	21	3%	1	97%	29	
Canada											
Chile	67%	34	29%	8	71%	20	36%	43	64%	77	
China	72%	58	35%	13	65%	24	33%	2	67%	4	
Colombia	82%	102	39%	20	61%	31	24%	59	76%	188	
Congo	100%	1	0%	0	0%	0	100%	2	0%	0	
Congo (D.R.)	88%	23	13%	4	87%	27	25%	13	75%	39	
Costa Rica	76%	47	32%	10	68%	21	32%	25	68%	54	
Cuba	72%	13	20%	3	80%	12	26%	19	74%	54	
Cyprus	83%	30	29%	2	71%	5	10%	7	90%	64	
Côte d'Ivoire	100%	2	0%	0	100%	2	0%	0	100%	1	
Denmark	56%	24	29%	10	71%	25	60%	25	40%	17	
Dominica	100%	3	50%	1	50%	1	100%	1	0%	0	
Dominican Republic	86%	73	46%	6	54%	7	20%	71	80%	280	
Ecuador	77%	27	36%	25	64%	45	38%	27	63%	45	
El Salvador	67%	80	42%	8	58%	11	19%	7	81%	29	
Eswatini	80%	12	40%	2	60%	3	50%	3	50%	3	
Finland	58%	70	48%	33	52%	36	16%	8	84%	43	
France	78%	380	43%	88	57%	119	28%	132	72%	344	
Gabon	0%	0	0%	0	0%	0	50%	1	50%	1	
Gambia	100%	1	0%	0	0%	0	15%	2	85%	11	
Ghana	81%	57	23%	7	77%	24	24%	18	76%	58	
Guatemala	82%	32	56%	10	44%	8	23%	35	77%	116	
Guyana	100%	1	100%	1	0%	0	24%	8	76%	26	
Haiti	62%	8	0%	0	100%	7	5%	2	95%	38	
Honduras	88%	7	40%	2	60%	3	15%	3	85%	17	
Hong Kong	64%	27	0%	0	100%	4	0%	0	100%	1	
Hungary	85%	40	0%	0	0%	0	11%	2	89%	16	
Iceland	63%	19	33%	1	67%	2	50%	2	50%	2	
India	86%	117	22%	11	78%	38	19%	45	81%	191	
Ireland	82%	31	65%	24	35%	13	36%	47	64%	84	
Israel	45%	39	29%	8	71%	20	24%	29	76%	91	
Italy	85%	52	17%	3	83%	15	13%	31	87%	201	
Jamaica	68%	23	36%	8	64%	14	44%	29	56%	37	
Japan	67%	37	39%	14	61%	22	29%	22	71%	53	
Jordan	100%	2	100%	1	0%	0	50%	1	50%	1	
Kyrgyzstan	100%	13	22%	2	78%	7	28%	9	72%	23	
Lebanon	60%	3	20%	1	80%	4	43%	3	57%	4	

Country	Male News Subjects	Male News Subjects	Female News	Female News	Male News Subjects	Male News Subjects	Female News	Female News	Male News Subjects	Male News Subjects
	in Stories on	in Stories on	Subjects in Stories on	Subjects in Stories on	In Stories on Science	In Stories on Science	Subjects in Social and	Subjects in Social and	In Stories on Science	In Stories on Science
	Economy Newspapers	Economy Newspapers	Science and	Science and	and	and	Legal	Legal	and	and
	Radio TV (MNS%)	Radio TV (MNS_n)	Health_Newspapers	Health_Newspapers	Health_Newspapers	Health_Newspapers	Radio TV (FNS%)	Radio TV (FNS_n)	Radio TV (MNS%)	Radio TV (MNS_n)
Liberia	100%	8	40%	4	60%	6	18%	7	83%	33
Luxembourg	65%	11	44%	4	56%	5	39%	13	61%	20
Madagascar	87%	26	50%	8	50%	8	40%	21	60%	32
Mali	88%	30	38%	12	63%	20	27%	19	73%	51
Mexico	72%	105	30%	21	70%	49	28%	63	72%	160
Mongolia	77%	91	38%	11	62%	18	16%	12	84%	61
Morocco	83%	60	25%	6	75%	18	30%	18	70%	43
Myanmar	0%	0	38%	3	63%	5	27%	6	73%	16
Nepal	84%	138	5%	3	95%	53	14%	27	86%	163
Netherlands	82%	51	47%	8	53%	9	38%	40	62%	66
New Zealand	64%	37	19%	4	81%	17	33%	15	67%	31
Nicaragua	50%	1	75%	3	25%	1	17%	1	83%	5
Nigeria	100%	26	33%	2	67%	4	17%	12	83%	59
Norway	60%	49	53%	9	47%	8	49%	39	51%	40
Pakistan	90%	26	28%	5	72%	13	16%	10	84%	54
Palestine	100%	2	0%	0	0%	0	20%	2	80%	8
Panama	70%	26	55%	6	45%	5	47%	20	53%	23
Paraguay	78%	14	0%	0	100%	2	36%	9	64%	16
Peru	61%	11	50%	5	50%	5	38%	35	62%	58
Philippines	74%	69	59%	13	41%	9	23%	10	77%	34
Poland	80%	45	41%	7	59%	10	29%	57	72%	143
Portugal	79%	38	22%	8	78%	28	30%	23	70%	54
Puerto Rico	55%	28	60%	6	40%	4	27%	16	73%	44
Romania	82%	54	25%	3	75%	9	17%	4	83%	19
Rwanda	58%	25	100%	2	0%	0	32%	21	68%	45
Senegal	63%	5	69%	9	31%	4	58%	7	42%	5
Serbia	79%	26	67%	2	33%	1	33%	27	67%	54
Sierra Leone	78%	7	17%	2	83%	10	32%	8	68%	17
Slovenia	67%	40	29%	9	71%	22	29%	17	71%	42
Spain	64%	233	35%	13	65%	24	35%	61	65%	112
Suriname	58%	7	0%	0	100%	2	0%	0	100%	4
Sweden	67%	86	60%	35	40%	23	39%	32	61%	51
Tanzania	85%	17	33%	3	67%	6	17%	1	83%	5
Togo	62%	47	28%	8	72%	21	22%	7	78%	25
Trinidad and Tobago	55%	6	0%	0	100%	1	38%	6	63%	10
Tunisia	77%	33	37%	7	63%	12	34%	21	66%	41
Türkiye	80%	183	51%	70	49%	67	37%	79	63%	137
Uganda	75%	39	23%	11	77%	36	23%	29	77%	95
United Kingdom	77%	41	11%	4	89%	32	15%	10	85%	55
United States of America	88%	29	45%	5	55%	6	27%	10	73%	27
Uruguay	81%	22	39%	12	61%	19	8%	3	92%	35
Venezuela	75%	6	25%	1	75%	3	24%	4	76%	13
Vietnam	57%	13	17%	3	83%	15	41%	14	59%	20
Zimbabwe	83%	29	28%	11	72%	28	42%	14	58%	19

Country	Female News Subjects in Stories on Crime and Violence (excl. GBV) Newspapers Radio TV (FNS%)	Female News Subjects in Stories on Crime and Violence (excl. GBV) Newspapers Radio TV (FNS_n)	Male News Subjects in Stories on Crime and Violence (excl. GBV) Newspapers Radio TV (MNS%)	Male News Subjects in Stories on Crime and Violence (excl. GBV) Newspapers Radio TV (MNS_n)	Female News Subjects in Stories on Gender-based violence_ Newspapers Radio TV (FNS%)	Female News Subjects in Stories on Gender-based violence_ Newspapers Radio TV (FNS_n)	Male News Subjects in Stories on Gender-based violence_ Newspapers Radio TV (MNS%)	Male News Subjects in Stories on Gender-based violence_ Newspapers Radio TV (MNS_n)	Female News Subjects in Stories on Celebrity, arts, media_ Newspapers Radio TV (FNS%)	Female News Subjects in Stories on Celebrity, arts, media_ Newspapers Radio TV (FNS_n)
Antigua and Barbuda	0%	0	100%	1	0%	0	0%	0	0%	0
Argentina	35%	43	65%	79	67%	2	33%	1	34%	20
Australia	39%	161	61%	257	37%	17	63%	29	53%	81
Bahamas	33%	1	67%	2	0%	0	100%	1	0%	0
Bangladesh	6%	5	94%	78	0%	0	0%	0	15%	2
Belgium	16%	9	84%	49	0%	0	0%	0	53%	10
Belize	12%	4	88%	30	0%	0	0%	0	0%	0
Benin	60%	6	40%	4	33%	2	67%	4	36%	4
Bolivia	60%	6	40%	4	67%	2	33%	1	0%	0
Bosnia and Herzegovina	19%	10	81%	43	33%	1	67%	2	44%	8
Brazil	22%	55	78%	197	42%	5	58%	7	28%	14
Burkina Faso	0%	0	0%	0	0%	0	0%	0	15%	6
Cameroon	15%	10	85%	57	63%	5	38%	3	38%	5
Canada										
Chile	29%	31	71%	76	67%	4	33%	2	50%	28
China	0%	0	100%	1	100%	1	0%	0	60%	3
Colombia	24%	74	76%	236	52%	11	48%	10	63%	48
Congo	0%	0	0%	0	0%	0	0%	0	0%	0
Congo (D.R.)	14%	1	86%	6	0%	0	0%	0	11%	4
Costa Rica	25%	18	75%	55	43%	6	57%	8	40%	2
Cuba	33%	1	67%	2	0%	0	0%	0	30%	3
Cyprus	17%	11	83%	52	0%	0	0%	0	20%	5
Côte d'Ivoire	0%	0	0%	0	0%	0	0%	0	100%	1
Denmark	16%	6	84%	32	60%	3	40%	2	39%	9
Dominica	0%	0	100%	1	50%	1	50%	1	100%	1
Dominican Republic	32%	12	68%	25	0%	0	0%	0	33%	3
Ecuador	23%	9	78%	31	55%	6	45%	5	66%	29
El Salvador	38%	5	62%	8	0%	0	0%	0	20%	1
Eswatini	17%	1	83%	5	0%	0	0%	0	0%	0
Finland	40%	14	60%	21	50%	1	50%	1	28%	10
France	21%	66	79%	242	53%	17	47%	15	32%	55
Gabon	0%	0	0%	0	0%	0	0%	0	0%	0
Gambia	0%	0	100%	2	0%	0	0%	0	0%	0
Ghana	2%	1	98%	46	0%	0	0%	0	67%	2
Guatemala	15%	19	85%	104	33%	6	67%	12	50%	4
Guyana	23%	10	77%	33	0%	0	0%	0	0%	0
Haiti	21%	10	79%	38	0%	0	0%	0	0%	0
Honduras	0%	0	100%	3	100%	1	0%	0	0%	0
Hong Kong	33%	1	67%	2	0%	0	0%	0	0%	0
Hungary	33%	2	67%	4	40%	8	60%	12	41%	12
Iceland	46%	11	54%	13	0%	0	0%	0	45%	5
India	15%	28	85%	155	62%	21	38%	13	13%	2
Ireland	18%	12	82%	56	22%	5	78%	18	46%	16
Israel	11%	60	89%	487	67%	6	33%	3	40%	17
Italy	12%	37	88%	284	47%	20	53%	23	47%	21
Jamaica	25%	18	75%	55	50%	3	50%	3	0%	0
Japan	25%	3	75%	9	50%	14	50%	14	40%	25
Jordan	0%	0	0%	0	0%	0	0%	0	0%	0
Kyrgyzstan	14%	2	86%	12	0%	0	0%	0	0%	0
Lebanon	17%	1	83%	5	0%	0	0%	0	38%	3

Country	Female News Subjects in Stories on Crime and Violence (excl. GBV) Newspapers Radio TV (FNS%)	Female News Subjects in Stories on Crime and Violence (excl. GBV) Newspapers Radio TV (FNS_n)	Male News Subjects in Stories on Crime and Violence (excl. GBV) Newspapers Radio TV (MNS%)	Male News Subjects in Stories on Crime and Violence (excl. GBV) Newspapers Radio TV (MNS_n)	Female News Subjects in Stories on Gender-based violence Newspapers Radio TV (FNS%)	Female News Subjects in Stories on Gender-based violence Newspapers Radio TV (FNS_n)	Male News Subjects in Stories on Gender-based violence Newspapers Radio TV (MNS%)	Male News Subjects in Stories on Gender-based violence Newspapers Radio TV (MNS_n)	Female News Subjects in Stories on Celebrity, arts, media Newspapers Radio TV (FNS%)	Female News Subjects in Stories on Celebrity, arts, media Newspapers Radio TV (FNS_n)
Liberia	19%	5	81%	22	0%	0	0%	0	50%	2
Luxembourg	28%	12	72%	31	100%	1	0%	0	30%	12
Madagascar	39%	15	61%	23	0%	0	0%	0	63%	15
Mali	0%	0	100%	3	67%	2	33%	1	33%	1
Mexico	24%	57	76%	181	60%	9	40%	6	47%	68
Mongolia	22%	8	78%	28	50%	1	50%	1	86%	6
Morocco	0%	0	100%	16	0%	0	0%	0	30%	10
Myanmar	40%	2	60%	3	0%	0	0%	0	0%	0
Nepal	14%	8	86%	50	100%	1	0%	0	0%	0
Netherlands	18%	2	82%	9	50%	3	50%	3	34%	11
New Zealand	20%	12	80%	47	50%	3	50%	3	38%	6
Nicaragua	40%	2	60%	3	50%	1	50%	1	0%	0
Nigeria	17%	3	83%	15	0%	0	0%	0	0%	0
Norway	13%	7	87%	47	80%	4	20%	1	41%	9
Pakistan	8%	5	92%	54	0%	0	0%	0	60%	6
Palestine	16%	12	84%	64	0%	0	0%	0	0%	0
Panama	24%	10	76%	32	67%	8	33%	4	29%	2
Paraguay	43%	30	57%	39	29%	2	71%	5	0%	0
Peru	25%	52	75%	155	33%	3	67%	6	40%	10
Philippines	15%	16	85%	93	44%	4	56%	5	55%	21
Poland	27%	50	73%	132	44%	4	56%	5	52%	27
Portugal	21%	22	79%	85	63%	10	38%	6	51%	26
Puerto Rico	0%	0	100%	5	25%	1	75%	3	50%	11
Romania	35%	8	65%	15	0%	0	0%	0	67%	18
Rwanda	40%	2	60%	3	33%	1	67%	2	60%	3
Senegal	50%	1	50%	1	100%	3	0%	0	50%	2
Serbia	26%	12	74%	35	0%	0	0%	0	79%	11
Sierra Leone	0%	0	0%	0	0%	0	0%	0	50%	1
Slovenia	20%	6	80%	24	0%	0	0%	0	67%	6
Spain	30%	46	70%	108	40%	2	60%	3	41%	33
Suriname	33%	1	67%	2	0%	0	0%	0	0%	0
Sweden	21%	28	79%	107	56%	14	44%	11	53%	25
Tanzania	0%	0	0%	0	0%	0	0%	0	60%	6
Togo	0%	0	100%	4	0%	0	0%	0	23%	3
Trinidad and Tobago	20%	2	80%	8	50%	1	50%	1	0%	0
Tunisia	8%	4	92%	44	67%	2	33%	1	22%	4
Türkiye	17%	65	83%	321	44%	31	56%	39	41%	51
Uganda	28%	8	72%	21	0%	0	0%	0	0%	0
United Kingdom	16%	11	84%	58	60%	9	40%	6	17%	38
United States of America	23%	9	78%	31	50%	4	50%	4	80%	24
Uruguay	31%	18	69%	41	67%	29	33%	14	38%	16
Venezuela	0%	0	100%	6	0%	0	0%	0	0%	0
Vietnam	0%	0	0%	0	0%	0	0%	0	25%	1
Zimbabwe	13%	4	87%	27	47%	8	53%	9	0%	0

Country	Male News Subjects in Stories on Celebrity, arts, media_Newspapers Radio TV (MNS%)	Male News Subjects in Stories on Celebrity, arts, media_Newspapers Radio TV (MNS_n)	Female News Subjects in Stories on Sports_Newspapers Radio TV (FNS%)	Female News Subjects in Stories on Sports_Newspapers Radio TV (FNS_n)	Male News Subjects in Stories on Sports_Newspapers Radio TV (MNS%)	Male News Subjects in Stories on Sports_Newspapers Radio TV (MNS_n)	Female News Subjects in Other Stories_Newspapers Radio TV (FNS%)	Female News Subjects in Other Stories_Newspapers Radio TV (FNSn)	Male News Subjects in Other Stories_Newspapers Radio TV (MNS%)	Male News Subjects in Other Stories_Newspapers Radio TV (MNSn)
Antigua and Barbuda	0%	0	0%	0	0%	0	0%	0	0%	0
Argentina	66%	38	6%	2	94%	31	0%	0	100%	1
Australia	47%	72	4%	8	96%	192	0%	0	0%	0
Bahamas	0%	0	0%	0	100%	2	0%	0	0%	0
Bangladesh	85%	11	0%	0	100%	6	0%	0	0%	0
Belgium	47%	9	9%	1	91%	10	0%	0	0%	0
Belize	100%	1	0%	0	100%	2	0%	0	0%	0
Benin	64%	7	11%	2	89%	16	0%	0	0%	0
Bolivia	0%	0	0%	0	0%	0	33%	1	67%	2
Bosnia and Herzegovina	56%	10	38%	3	63%	5	0%	0	100%	1
Brazil	72%	36	8%	5	92%	59	50%	4	50%	4
Burkina Faso	85%	33	7%	1	93%	14	0%	0	0%	0
Cameroon	62%	8	10%	4	90%	35	0%	0	0%	0
Canada										
Chile	50%	28	4%	1	96%	24	0%	0	100%	1
China	40%	2	0%	0	100%	3	0%	0	0%	0
Colombia	37%	28	15%	27	85%	159	100%	1	0%	0
Congo	0%	0	0%	0	0%	0	0%	0	0%	0
Congo (D.R.)	89%	32	6%	3	94%	45	0%	0	100%	1
Costa Rica	60%	3	3%	4	97%	114	0%	0	100%	3
Cuba	70%	7	8%	1	92%	12	0%	0	0%	0
Cyprus	80%	20	2%	1	98%	46	0%	0	0%	0
Côte d'Ivoire	0%	0	0%	0	0%	0	0%	0	100%	2
Denmark	61%	14	0%	0	0%	0	31%	4	69%	9
Dominica	0%	0	0%	0	0%	0	0%	0	0%	0
Dominican Republic	67%	6	14%	4	86%	24	29%	2	71%	5
Ecuador	34%	15	12%	3	88%	22	25%	1	75%	3
El Salvador	80%	4	55%	6	45%	5	0%	0	0%	0
Eswatini	0%	0	0%	0	100%	1	0%	0	100%	1
Finland	72%	26	19%	10	81%	43	0%	0	0%	0
France	68%	119	17%	30	83%	142	11%	1	89%	8
Gabon	0%	0	0%	0	0%	0	0%	0	0%	0
Gambia	100%	1	0%	0	0%	0	0%	0	0%	0
Ghana	33%	1	0%	0	0%	0	0%	0	100%	2
Guatemala	50%	4	0%	0	100%	22	0%	0	0%	0
Guyana	0%	0	40%	4	60%	6	50%	1	50%	1
Haiti	0%	0	19%	3	81%	13	0%	0	100%	2
Honduras	0%	0	0%	0	100%	1	0%	0	0%	0
Hong Kong	100%	1	33%	3	67%	6	0%	0	0%	0
Hungary	59%	17	0%	0	100%	10	0%	0	0%	0
Iceland	55%	6	20%	2	80%	8	0%	0	0%	0
India	87%	13	17%	2	83%	10	33%	1	67%	2
Ireland	54%	19	0%	0	0%	0	0%	0	0%	0
Israel	60%	26	3%	1	97%	30	0%	0	0%	0
Italy	53%	24	12%	10	88%	76	0%	0	0%	0
Jamaica	100%	1	0%	0	0%	0	25%	1	75%	3
Japan	60%	37	32%	6	68%	13	0%	0	0%	0
Jordan	0%	0	0%	0	0%	0	0%	0	0%	0
Kyrgyzstan	100%	1	0%	0	0%	0	0%	0	0%	0
Lebanon	63%	5	63%	5	38%	3	0%	0	0%	0

Country	Male News Subjects in Stories on Celebrity, arts, media_Newspapers Radio TV (MNS%)	Male News Subjects in Stories on Celebrity, arts, media_Newspapers Radio TV (MNS_n)	Female News Subjects in Stories on Sports_Newspapers Radio TV (FNS%)	Female News Subjects in Stories on Sports_Newspapers Radio TV (FNS_n)	Male News Subjects in Stories on Sports_Newspapers Radio TV (MNS%)	Male News Subjects in Stories on Sports_Newspapers Radio TV (MNS_n)	Female News Subjects in Other Stories_Newspapers Radio TV (FNS%)	Female News Subjects in Other Stories_Newspapers Radio TV (FNSn)	Male News Subjects in Other Stories_Newspapers Radio TV (MNS%)	Male News Subjects in Other Stories_Newspapers Radio TV (MNSn)
Liberia	50%	2	20%	2	80%	8	21%	3	79%	11
Luxembourg	70%	28	41%	12	59%	17	0%	0	0%	0
Madagascar	38%	9	19%	3	81%	13	0%	0	0%	0
Mali	67%	2	0%	0	0%	0	0%	0	0%	0
Mexico	53%	78	26%	13	74%	37	50%	1	50%	1
Mongolia	14%	1	14%	4	86%	24	0%	0	0%	0
Morocco	70%	23	21%	6	79%	22	0%	0	0%	0
Myanmar	0%	0	0%	0	100%	1	0%	0	0%	0
Nepal	100%	20	38%	14	62%	23	6%	2	94%	31
Netherlands	66%	21	27%	4	73%	11	17%	1	83%	5
New Zealand	63%	10	18%	2	82%	9	0%	0	0%	0
Nicaragua	0%	0	0%	0	0%	0	0%	0	0%	0
Nigeria	100%	1	0%	0	0%	0	0%	0	0%	0
Norway	59%	13	20%	3	80%	12	0%	0	100%	1
Pakistan	40%	4	0%	0	100%	2	0%	0	0%	0
Palestine	100%	3	0%	0	0%	0	0%	0	0%	0
Panama	71%	5	17%	1	83%	5	20%	1	80%	4
Paraguay	0%	0	25%	1	75%	3	0%	0	0%	0
Peru	60%	15	4%	1	96%	24	67%	4	33%	2
Philippines	45%	17	67%	4	33%	2	100%	1	0%	0
Poland	48%	25	30%	6	70%	14	0%	0	0%	0
Portugal	49%	25	10%	5	90%	46	0%	0	100%	1
Puerto Rico	50%	11	45%	25	55%	30	0%	0	0%	0
Romania	33%	9	50%	9	50%	9	0%	0	0%	0
Rwanda	40%	2	50%	3	50%	3	0%	0	0%	0
Senegal	50%	2	100%	3	0%	0	67%	2	33%	1
Serbia	21%	3	16%	4	84%	21	0%	0	0%	0
Sierra Leone	50%	1	0%	0	100%	3	0%	0	100%	2
Slovenia	33%	3	15%	3	85%	17	0%	0	0%	0
Spain	59%	47	4%	4	96%	93	25%	1	75%	3
Suriname	0%	0	0%	0	100%	5	0%	0	100%	3
Sweden	47%	22	33%	10	67%	20	0%	0	100%	2
Tanzania	40%	4	0%	0	100%	4	50%	1	50%	1
Togo	77%	10	16%	6	84%	32	0%	0	0%	0
Trinidad and Tobago	0%	0	0%	0	100%	2	0%	0	0%	0
Tunisia	78%	14	8%	3	92%	33	0%	0	0%	0
Türkiye	59%	72	0%	0	100%	10	16%	3	84%	16
Uganda	0%	0	29%	4	71%	10	0%	0	0%	0
United Kingdom	83%	191	7%	3	93%	43	60%	6	40%	4
United States of America	20%	6	49%	25	51%	26	57%	4	43%	3
Uruguay	62%	26	3%	5	97%	148	0%	0	0%	0
Venezuela	100%	2	0%	0	100%	3	0%	0	0%	0
Vietnam	75%	3	0%	0	0%	0	0%	0	0%	0
Zimbabwe	100%	2	0%	0	0%	0	0%	0	100%	3

Country	Subject Newspapers		Subject Newspapers		Spokesperson		Spokesperson		Spokesperson		Spokesperson		Expert/commentator	
	Radio TV (Female_%)	Radio TV (Female_n)	Radio TV (Male %)	Radio TV (Male_n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female_n)	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male_n)	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male_n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female_n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female_n)
Antigua and Barbuda	50%	2	50%	2	25%	1	75%	3			0%	0		
Argentina	32%	157	68%	331	17%	17	83%	83			29%	15		
Australia	31%	451	69%	1012	22%	29	78%	104			36%	59		
Bahamas	7%	1	93%	13	0%	0	100%	1			0%	0		
Bangladesh	52%	38	48%	35	5%	17	95%	323			16%	5		
Belgium	25%	67	75%	197	20%	11	80%	43			30%	31		
Belize	29%	7	71%	17	23%	9	77%	30			14%	2		
Benin	18%	6	82%	28	27%	20	73%	55			19%	5		
Bolivia	40%	4	60%	6	15%	4	85%	23			14%	2		
Bosnia and Herzegovina	22%	34	78%	120	38%	3	63%	5			22%	41		
Brazil	19%	139	81%	577	22%	46	78%	163			21%	33		
Burkina Faso	20%	20	80%	78	17%	11	83%	55			24%	4		
Cameroon	13%	24	87%	167	22%	12	78%	42			19%	8		
Canada														
Chile	28%	54	72%	142	30%	57	70%	130			15%	14		
China	30%	40	70%	93	0%	0	0%	0			18%	5		
Colombia	21%	190	79%	727	40%	80	60%	120			20%	18		
Congo	0%	0	0%	0	25%	1	75%	3			0%	0		
Congo (D.R.)	11%	15	89%	125	18%	12	82%	56			9%	4		
Costa Rica	18%	42	82%	191	34%	35	66%	69			20%	18		
Cuba	15%	17	85%	98	27%	13	73%	35			24%	5		
Cyprus	13%	43	87%	278	18%	2	82%	9			15%	4		
Côte d'Ivoire	25%	1	75%	3	0%	0	100%	1			0%	0		
Denmark	30%	33	70%	77	29%	30	71%	74			33%	21		
Dominica	50%	3	50%	3	33%	1	67%	2			33%	1		
Dominican Republic	18%	57	82%	262	13%	22	87%	148			24%	9		
Ecuador	34%	61	66%	121	29%	25	71%	62			24%	19		
El Salvador	27%	13	73%	36	38%	10	62%	16			22%	15		
Eswatini	45%	5	55%	6	33%	3	67%	6			15%	2		
Finland	32%	76	68%	163	46%	26	54%	31			33%	16		
France	20%	288	80%	1164	23%	61	77%	206			26%	89		
Gabon	0%	0	0%	0	0%	0	100%	2			100%	2		
Gambia	0%	0	100%	5	33%	1	67%	2			50%	1		
Ghana	14%	16	86%	102	18%	21	82%	97			28%	11		
Guatemala	16%	49	84%	266	29%	33	71%	81			22%	4		
Guyana	26%	7	74%	20	11%	2	89%	16			100%	2		
Haiti	16%	11	84%	56	13%	8	87%	53			29%	2		
Honduras	36%	5	64%	9	14%	3	86%	19			20%	1		
Hong Kong	31%	18	69%	41	0%	0	0%	0			13%	1		
Hungary	24%	19	76%	61	17%	9	83%	45			9%	4		
Iceland	36%	22	64%	39	46%	18	54%	21			13%	1		
India	20%	96	80%	375	9%	27	91%	262			15%	27		
Ireland	25%	48	75%	143	30%	29	70%	69			36%	10		
Israel	18%	103	82%	471	16%	28	84%	147			12%	17		
Italy	16%	157	84%	808	20%	30	80%	117			17%	7		
Jamaica	35%	28	65%	53	21%	15	79%	56			32%	11		
Japan	22%	33	78%	120	16%	6	84%	32			30%	8		
Jordan	100%	1	0%	0	29%	2	71%	5			0%	0		
Kyrgyzstan	16%	6	84%	31	15%	6	85%	33			18%	2		
Lebanon	14%	11	86%	67	57%	8	43%	6			13%	9		

Country	Subject Newspapers		Subject Newspapers		Spokesperson		Spokesperson		Spokesperson		Spokesperson		Expert/commentator	
	Radio TV (Female_%)	Radio TV (Female_n)	Radio TV (Male %)	Radio TV (Male_n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female_n)	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male_n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female_n)	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male_n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female_n)
Liberia	23%	23	77%	76	44%	12	56%	15	0%	0				
Luxembourg	25%	42	75%	123	36%	20	64%	36	24%	4				
Madagascar	37%	43	63%	72	16%	5	84%	27	27%	10				
Mali	36%	12	64%	21	15%	12	85%	66	19%	8				
Mexico	28%	183	72%	476	42%	83	58%	115	34%	43				
Mongolia	17%	16	83%	78	0%	0	0%	0	27%	48				
Morocco	21%	37	79%	142	14%	12	86%	72	29%	9				
Myanmar	0%	0	100%	4	25%	7	75%	21	100%	2				
Nepal	13%	47	87%	310	11%	13	89%	110	14%	9				
Netherlands	33%	57	67%	117	26%	12	74%	35	15%	8				
New Zealand	29%	22	71%	55	25%	33	75%	97	34%	10				
Nicaragua	43%	6	57%	8	0%	0	100%	2	67%	2				
Nigeria	10%	7	90%	62	16%	7	84%	37	16%	7				
Norway	22%	21	78%	73	38%	52	62%	86	30%	26				
Pakistan	18%	41	82%	192	5%	12	95%	218	1%	1				
Palestine	0%	0	100%	1	9%	7	91%	73	0%	0				
Panama	27%	22	73%	59	30%	23	70%	53	33%	7				
Paraguay	34%	35	66%	69	26%	8	74%	23	0%	0				
Peru	22%	57	78%	206	21%	19	79%	70	12%	5				
Philippines	30%	72	70%	166	28%	34	72%	88	23%	17				
Poland	24%	79	76%	256	24%	48	76%	150	19%	45				
Portugal	20%	125	80%	488	26%	14	74%	40	16%	7				
Puerto Rico	42%	32	58%	44	30%	24	70%	56	28%	10				
Romania	17%	34	83%	172	0%	0	100%	6	14%	15				
Rwanda	42%	25	58%	34	22%	7	78%	25	33%	6				
Senegal	90%	9	10%	1	64%	9	36%	5	47%	7				
Serbia	23%	64	77%	220	26%	11	74%	32	12%	6				
Sierra Leone	32%	15	68%	32	0%	0	100%	3	19%	4				
Slovenia	21%	23	79%	88	23%	23	77%	77	20%	4				
Spain	29%	105	71%	259	33%	112	67%	231	32%	26				
Suriname	28%	5	72%	13	16%	4	84%	21	47%	8				
Sweden	33%	82	67%	167	31%	65	69%	142	43%	47				
Tanzania	0%	0	0%	0	26%	6	74%	17	19%	4				
Togo	19%	14	81%	59	20%	16	80%	63	19%	9				
Trinidad and Tobago	36%	13	64%	23	39%	9	61%	14	38%	3				
Tunisia	22%	31	78%	111	21%	9	79%	34	26%	12				
Türkiye	19%	175	81%	725	17%	40	83%	198	13%	16				
Uganda	24%	106	76%	336	22%	2	78%	7	33%	1				
United Kingdom	36%	316	64%	573	29%	53	71%	128	34%	48				
United States of America	45%	65	55%	81	20%	7	80%	28	39%	16				
Uruguay	21%	91	79%	350	25%	17	75%	51	50%	16				
Venezuela	6%	2	94%	32	42%	5	58%	7	0%	0				
Vietnam	38%	16	62%	26	17%	1	83%	5	26%	9				
Zimbabwe	30%	14	70%	33	22%	12	78%	43	18%	8				

Country	Expert/commentator		Personal Experience		Personal Experience		Eye Witness		Eye Witness	
	Newspapers Radio TV (Male %)	Expert/commentator (Male_n)	Newspapers Radio TV (Female %)	Personal Experience (Female_n)	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male_n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female_n)	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male_n)
Antigua and Barbuda	100%	1	0%	0	0%	0	0%	0	100%	1
Argentina	71%	37	46%	12	54%	14	33%	1	67%	2
Australia	64%	104	55%	56	45%	46	0%	0	100%	2
Bahamas	0%	0	0%	0	0%	0	0%	0	0%	0
Bangladesh	84%	26	11%	3	89%	25	33%	3	67%	6
Belgium	70%	74	36%	18	64%	32	9%	2	91%	20
Belize	86%	12	50%	5	50%	5	0%	0	0%	0
Benin	81%	22	22%	10	78%	36	40%	6	60%	9
Bolivia	86%	12	0%	0	0%	0	100%	2	0%	0
Bosnia and Herzegovina	78%	148	46%	11	54%	13	33%	3	67%	6
Brazil	79%	122	42%	42	58%	59	35%	7	65%	13
Burkina Faso	76%	13	17%	2	83%	10	17%	2	83%	10
Cameroon	81%	34	8%	1	92%	12	50%	1	50%	1
Canada										
Chile	85%	79	37%	19	63%	33	34%	14	66%	27
China	82%	23	0%	0	0%	0	0%	0	0%	0
Colombia	80%	73	43%	28	57%	37	40%	6	60%	9
Congo	100%	1	0%	0	0%	0	0%	0	0%	0
Congo (D.R.)	91%	41	21%	3	79%	11	14%	2	86%	12
Costa Rica	80%	70	21%	5	79%	19	89%	8	11%	1
Cuba	76%	16	0%	0	100%	2	67%	2	33%	1
Cyprus	85%	22	0%	0	100%	6	50%	1	50%	1
Côte d'Ivoire	0%	0	0%	0	0%	0	0%	0	0%	0
Denmark	67%	42	38%	10	62%	16	33%	1	67%	2
Dominica	67%	2	33%	1	67%	2	0%	0	0%	0
Dominican Republic	76%	28	49%	22	51%	23	25%	2	75%	6
Ecuador	76%	59	52%	16	48%	15	67%	6	33%	3
El Salvador	78%	54	36%	19	64%	34	56%	5	44%	4
Eswatini	85%	11	0%	0	100%	1	0%	0	0%	0
Finland	67%	32	66%	21	34%	11	50%	2	50%	2
France	74%	253	39%	84	61%	130	28%	33	73%	87
Gabon	0%	0	0%	0	0%	0	0%	0	0%	0
Gambia	50%	1	13%	1	88%	7	0%	0	0%	0
Ghana	73%	29	29%	2	71%	5	0%	0	0%	0
Guatemala	78%	14	17%	1	83%	5	25%	1	75%	3
Guyana	0%	0	0%	0	0%	0	0%	0	100%	1
Haiti	71%	5	0%	0	100%	3	0%	0	100%	1
Honduras	80%	4	0%	0	0%	0	0%	0	100%	2
Hong Kong	88%	7	0%	0	0%	0	0%	0	0%	0
Hungary	91%	41	67%	4	33%	2	60%	3	40%	2
Iceland	88%	7	100%	3	0%	0	0%	0	0%	0
India	85%	153	41%	7	59%	10	0%	0	100%	9
Ireland	64%	18	53%	17	47%	15	100%	1	0%	0
Israel	88%	127	37%	32	63%	55	13%	1	88%	7
Italy	83%	35	55%	6	45%	5	50%	4	50%	4
Jamaica	68%	23	65%	11	35%	6	50%	2	50%	2
Japan	70%	19	54%	56	46%	48	13%	1	88%	7
Jordan	0%	0	0%	0	0%	0	0%	0	0%	0
Kyrgyzstan	82%	9	20%	1	80%	4	0%	0	100%	3
Lebanon	87%	61	40%	2	60%	3	0%	0	0%	0

Country	Expert/commentator	Expert/commentator	Personal Experience	Personal Experience	Personal Experience	Personal Experience	Eye Witness	Eye Witness	Eye Witness	Eye Witness
	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male_n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female_n)	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male_n)	Newspapers Radio TV (Female %)	Newspapers Radio TV (Female_n)	Newspapers Radio TV (Male %)	Newspapers Radio TV (Male_n)
Liberia	100%	2	0%	0	0%	0	0%	0	100%	1
Luxembourg	76%	13	50%	2	50%	2	60%	3	40%	2
Madagascar	73%	27	25%	1	75%	3	56%	5	44%	4
Mali	81%	34	100%	3	0%	0	36%	4	64%	7
Mexico	66%	82	30%	10	70%	23	32%	6	68%	13
Mongolia	73%	130	47%	9	53%	10	25%	3	75%	9
Morocco	71%	22	33%	4	67%	8	29%	2	71%	5
Myanmar	0%	0	43%	3	57%	4	0%	0	100%	1
Nepal	86%	55	18%	14	82%	63	10%	2	90%	19
Netherlands	85%	45	39%	18	61%	28	50%	3	50%	3
New Zealand	66%	19	56%	14	44%	11	0%	0	100%	3
Nicaragua	33%	1	0%	0	0%	0	0%	0	100%	1
Nigeria	84%	37	50%	1	50%	1	0%	0	100%	4
Norway	70%	60	61%	22	39%	14	0%	0	100%	1
Pakistan	99%	72	40%	4	60%	6	29%	2	71%	5
Palestine	100%	2	37%	7	63%	12	0%	0	100%	2
Panama	67%	14	50%	7	50%	7	100%	5	0%	0
Paraguay	100%	10	50%	1	50%	1	67%	2	33%	1
Peru	88%	38	55%	26	45%	21	67%	16	33%	8
Philippines	77%	57	17%	2	83%	10	14%	1	86%	6
Poland	81%	187	38%	24	63%	40	100%	4	0%	0
Portugal	84%	38	41%	16	59%	23	57%	4	43%	3
Puerto Rico	72%	26	40%	6	60%	9	0%	0	100%	1
Romania	86%	96	67%	6	33%	3	100%	3	0%	0
Rwanda	67%	12	33%	1	67%	2	43%	6	57%	8
Senegal	53%	8	50%	1	50%	1	60%	3	40%	2
Serbia	88%	43	46%	12	54%	14	25%	1	75%	3
Sierra Leone	81%	17	0%	0	0%	0	0%	0	100%	1
Slovenia	80%	16	52%	17	48%	16	0%	0	100%	3
Spain	68%	56	48%	59	52%	63	22%	6	78%	21
Suriname	53%	9	100%	1	0%	0	100%	1	0%	0
Sweden	57%	62	56%	32	44%	25	40%	2	60%	3
Tanzania	81%	17	36%	5	64%	9	0%	0	100%	4
Togo	81%	39	75%	3	25%	1	29%	2	71%	5
Trinidad and Tobago	63%	5	33%	2	67%	4	0%	0	0%	0
Tunisia	74%	35	50%	8	50%	8	11%	1	89%	8
Türkiye	87%	103	43%	53	57%	69	37%	20	63%	34
Uganda	67%	2	65%	11	35%	6	14%	1	86%	6
United Kingdom	66%	92	44%	27	56%	34	44%	42	56%	54
United States of America	61%	25	50%	6	50%	6	100%	3	0%	0
Uruguay	50%	16	57%	4	43%	3	25%	1	75%	3
Venezuela	100%	4	0%	0	0%	0	0%	0	0%	0
Vietnam	74%	25	40%	2	60%	3	100%	1	0%	0
Zimbabwe	82%	37	25%	2	75%	6	11%	1	89%	8

Country	Popular Opinion Newspapers Radio TV (Female %)	Popular Opinion Newspapers Radio TV (Female_n)	Popular Opinion Newspapers Radio TV (Male %)	Popular Opinion Newspapers Radio TV (Male_n)	Other Role Newspapers Radio TV (Female %)	Other Role Newspapers Radio TV (Female_n)	Other Role Newspapers Radio TV (Male %)	Other Role Newspapers Radio TV (Male_n)	Role - Do not know_Newspapers Radio TV (FNS%)	Role - Do not know_Newspapers Radio TV (FNS_n)
Antigua and Barbuda	0%	0	0%	0	0%	0	0%	0	0%	0
Argentina	58%	14	42%	10	31%	18	69%	40	21%	6
Australia	59%	26	41%	18	0%	0	0%	0	0%	0
Bahamas	0%	0	0%	0	0%	0	0%	0	0%	0
Bangladesh	23%	11	77%	37	80%	4	20%	1	42%	20
Belgium	67%	16	33%	8	23%	5	77%	17	33%	1
Belize	0%	0	0%	0	0%	0	0%	0	0%	0
Benin	0%	0	0%	0	0%	0	0%	0	50%	5
Bolivia	0%	0	100%	1	50%	2	50%	2	0%	0
Bosnia and Herzegovina	0%	0	0%	0	50%	2	50%	2	0%	0
Brazil	32%	9	68%	19	29%	12	71%	30	33%	4
Burkina Faso	45%	9	55%	11	0%	0	100%	3	0%	0
Cameroon	19%	5	81%	22	0%	0	0%	0	0%	0
Canada										
Chile	65%	37	35%	20	40%	6	60%	9	63%	5
China	0%	0	0%	0	0%	0	0%	0	0%	0
Colombia	35%	7	65%	13	0%	0	0%	0	0%	0
Congo	0%	0	0%	0	0%	0	0%	0	0%	0
Congo (D.R.)	13%	1	88%	7	0%	0	100%	4	20%	1
Costa Rica	33%	1	67%	2	11%	1	89%	8	19%	8
Cuba	0%	0	100%	2	0%	0	100%	2	0%	0
Cyprus	0%	0	0%	0	0%	0	100%	1	0%	0
Côte d'Ivoire	0%	0	0%	0	0%	0	100%	5	100%	1
Denmark	50%	2	50%	2	60%	3	40%	2	33%	1
Dominica	0%	0	0%	0	0%	0	0%	0	0%	0
Dominican Republic	12%	2	88%	15	50%	1	50%	1	25%	2
Ecuador	63%	10	38%	6	15%	2	85%	11	0%	0
El Salvador	32%	6	68%	13	100%	2	0%	0	0%	0
Eswatini	40%	2	60%	3	0%	0	100%	3	0%	0
Finland	52%	12	48%	11	26%	40	74%	113	0%	0
France	50%	40	50%	40	25%	28	75%	85	25%	4
Gabon	100%	1	0%	0	20%	1	80%	4	0%	0
Gambia	0%	0	100%	2	0%	0	0%	0	0%	0
Ghana	36%	4	64%	7	0%	0	100%	4	0%	0
Guatemala	0%	0	0%	0	40%	2	60%	3	50%	2
Guyana	0%	0	0%	0	28%	12	72%	31	0%	0
Haiti	0%	0	100%	7	23%	3	77%	10	7%	1
Honduras	100%	2	0%	0	0%	0	0%	0	0%	0
Hong Kong	0%	0	0%	0	0%	0	0%	0	0%	0
Hungary	0%	0	100%	2	0%	0	100%	1	0%	0
Iceland	33%	3	67%	6	0%	0	0%	0	0%	0
India	50%	2	50%	2	20%	3	80%	12	23%	6
Ireland	44%	8	56%	10	50%	2	50%	2	100%	1
Israel	14%	3	86%	18	0%	0	100%	9	0%	0
Italy	47%	7	53%	8	13%	1	88%	7	100%	1
Jamaica	70%	7	30%	3	22%	2	78%	7	0%	0
Japan	67%	6	33%	3	0%	0	0%	0	40%	2
Jordan	0%	0	0%	0	0%	0	0%	0	0%	0
Kyrgyzstan	100%	1	0%	0	0%	0	0%	0	0%	0
Lebanon	0%	0	100%	2	0%	0	0%	0	0%	0

Country	Popular Opinion Newspapers Radio TV (Female %)	Popular Opinion Newspapers Radio TV (Female_n)	Popular Opinion Newspapers Radio TV (Male %)	Popular Opinion Newspapers Radio TV (Male_n)	Other Role Newspapers Radio TV (Female %)	Other Role Newspapers Radio TV (Female_n)	Other Role Newspapers Radio TV (Male %)	Other Role Newspapers Radio TV (Male_n)	Role - Do not know Newspapers Radio TV (FNS%)	Role - Do not know Newspapers Radio TV (FNS_n)
Liberia	0%	0	0%	0	0%	0	0%	0	0%	0
Luxembourg	50%	5	50%	5	17%	3	83%	15	50%	1
Madagascar	50%	1	50%	1	22%	4	78%	14	30%	3
Mali	0%	0	100%	1	0%	0	0%	0	67%	2
Mexico	52%	13	48%	12	19%	7	81%	29	38%	5
Mongolia	50%	1	50%	1	25%	1	75%	3	0%	0
Morocco	0%	0	100%	1	45%	5	55%	6	0%	0
Myanmar	0%	0	0%	0	0%	0	0%	0	0%	0
Nepal	5%	1	95%	20	14%	6	86%	38	21%	21
Netherlands	44%	11	56%	14	33%	4	67%	8	0%	0
New Zealand	88%	7	13%	1	100%	1	0%	0	0%	0
Nicaragua	0%	0	0%	0	0%	0	0%	0	0%	0
Nigeria	0%	0	0%	0	60%	3	40%	2	43%	3
Norway	16%	3	84%	16	0%	0	100%	1	100%	1
Pakistan	0%	0	100%	1	0%	0	0%	0	0%	0
Palestine	0%	0	0%	0	0%	0	0%	0	0%	0
Panama	50%	3	50%	3	0%	0	100%	2	33%	3
Paraguay	0%	0	0%	0	0%	0	100%	2	29%	8
Peru	63%	35	38%	21	0%	0	0%	0	0%	0
Philippines	20%	2	80%	8	17%	1	83%	5	25%	2
Poland	69%	11	31%	5	100%	2	0%	0	50%	2
Portugal	54%	20	46%	17	0%	0	100%	2	30%	3
Puerto Rico	0%	0	100%	5	54%	29	46%	25	44%	4
Romania	38%	13	62%	21	50%	3	50%	3	67%	4
Rwanda	56%	5	44%	4	0%	0	0%	0	0%	0
Senegal	33%	1	67%	2	100%	2	0%	0	100%	2
Serbia	35%	6	65%	11	100%	1	0%	0	33%	1
Sierra Leone	0%	0	0%	0	0%	0	0%	0	0%	0
Slovenia	48%	12	52%	13	0%	0	0%	0	0%	0
Spain	14%	1	86%	6	18%	16	82%	73	14%	3
Suriname	0%	0	0%	0	0%	0	0%	0	0%	0
Sweden	58%	7	42%	5	56%	5	44%	4	0%	0
Tanzania	0%	0	100%	2	0%	0	0%	0	0%	0
Togo	17%	1	83%	5	0%	0	100%	5	25%	14
Trinidad and Tobago	0%	0	0%	0	0%	0	0%	0	0%	0
Tunisia	0%	0	100%	7	0%	0	0%	0	0%	0
Türkiye	60%	48	40%	32	0%	0	100%	3	32%	13
Uganda	29%	2	71%	5	0%	0	0%	0	7%	1
United Kingdom	44%	15	56%	19	100%	1	0%	0	55%	11
United States of America	50%	5	50%	5	33%	2	67%	4	18%	2
Uruguay	100%	1	0%	0	27%	34	73%	90	0%	0
Venezuela	50%	1	50%	1	0%	0	0%	0	0%	0
Vietnam	0%	0	0%	0	0%	0	100%	2	0%	0
Zimbabwe	100%	8	0%	0	0%	0	0%	0	0%	0

Country	Role - Do not know Newspapers Radio TV (MNS%)	Role - Do not know Newspapers Radio TV (MNS_n)	Quoted Newspapers (FNS%)	Quoted Newspapers (FNSn)	Quoted Newspapers (MNS%)	Quoted Newspapers (MNSn)	Not Quoted Newspapers (FNS%)	Not Quoted Newspapers (FNSn)	Not Quoted Newspapers (MNS%)	Not Quoted Newspapers (MNSn)
Antigua and Barbuda	0%	0	0%	0	0%	0	0%	0	0%	0
Argentina	79%	22	32%	47	68%	101	32%	84	68%	176
Australia	0%	0	33%	152	67%	309	37%	277	63%	472
Bahamas	0%	0	0%	0	0%	0	0%	0	0%	0
Bangladesh	58%	28	10%	24	90%	214	24%	33	76%	102
Belgium	67%	2	18%	19	82%	87	17%	19	83%	94
Belize	0%	0	0%	0	0%	0	0%	0	0%	0
Benin	50%	5	21%	12	79%	44	30%	16	70%	37
Bolivia	0%	0	0%	0	100%	1	0%	0	0%	0
Bosnia and Herzegovina	0%	0	26%	18	74%	50	33%	11	67%	22
Brazil	67%	8	25%	78	75%	233	16%	13	84%	68
Burkina Faso	0%	0	23%	10	77%	33	36%	5	64%	9
Cameroon	100%	2	31%	17	69%	37	6%	6	94%	88
Canada										
Chile	38%	3	21%	25	79%	94	50%	22	50%	22
China	0%	0	90%	9	10%	1	36%	5	64%	9
Colombia	100%	2	27%	85	73%	232	21%	50	79%	189
Congo	0%	0	0%	0	100%	2	0%	0	0%	0
Congo (D.R.)	80%	4	6%	7	94%	103	8%	1	92%	12
Costa Rica	81%	34	20%	31	80%	124	19%	24	81%	102
Cuba	0%	0	12%	2	88%	15	17%	3	83%	15
Cyprus	0%	0	3%	1	97%	34	18%	16	82%	72
Côte d'Ivoire	0%	0	0%	0	0%	0	17%	1	83%	5
Denmark	67%	2	31%	37	69%	84	27%	27	73%	74
Dominica	100%	1	0%	0	100%	2	67%	2	33%	1
Dominican Republic	75%	6	18%	14	82%	62	17%	43	83%	208
Ecuador	100%	1	28%	27	72%	68	31%	21	69%	46
El Salvador	100%	1	17%	7	83%	35	40%	6	60%	9
Eswatini	100%	1	50%	2	50%	2	14%	1	86%	6
Finland	0%	0	33%	47	67%	94	32%	82	68%	173
France	75%	12	24%	97	76%	303	19%	71	81%	299
Gabon	100%	1	33%	2	67%	4	0%	0	0%	0
Gambia	0%	0	0%	0	100%	13	0%	0	0%	0
Ghana	100%	1	26%	21	74%	60	17%	11	83%	55
Guatemala	50%	2	25%	26	75%	76	50%	3	50%	3
Guyana	0%	0	11%	2	89%	17	24%	10	76%	31
Haiti	93%	13	19%	3	81%	13	0%	0	100%	2
Honduras	100%	2	0%	0	100%	1	33%	4	67%	8
Hong Kong	0%	0	40%	10	60%	15	40%	2	60%	3
Hungary	0%	0	20%	7	80%	28	13%	2	88%	14
Iceland	0%	0	57%	4	43%	3	47%	7	53%	8
India	77%	20	16%	46	84%	248	20%	92	80%	373
Ireland	0%	0	39%	46	61%	71	26%	37	74%	104
Israel	100%	6	29%	46	71%	114	16%	44	84%	225
Italy	0%	0	19%	55	81%	239	15%	80	85%	447
Jamaica	0%	0	44%	26	56%	33	25%	11	75%	33
Japan	60%	3	10%	7	90%	60	27%	7	73%	19
Jordan	0%	0	29%	2	71%	5	100%	1	0%	0
Kyrgyzstan	100%	2	14%	3	86%	18	20%	2	80%	8
Lebanon	0%	0	24%	9	76%	28	43%	6	57%	8



Country	Role - Do not know Newspapers Radio TV (MNS%)	Role - Do not know Newspapers Radio TV (MNS_n)	Quoted Newspapers (FNS%)	Quoted Newspapers (FNSn)	Quoted Newspapers (MNS%)	Quoted Newspapers (MNSn)	Not Quoted Newspapers (FNS%)	Not Quoted Newspapers (FNSn)	Not Quoted Newspapers (MNS%)	Not Quoted Newspapers (MNSn)
Liberia	100%	1	28%	21	72%	54	53%	8	47%	7
Luxembourg	50%	1	33%	26	67%	53	28%	40	72%	101
Madagascar	70%	7	35%	26	65%	48	48%	28	52%	30
Mali	33%	1	35%	17	65%	31	22%	6	78%	21
Mexico	62%	8	36%	69	64%	124	28%	52	72%	134
Mongolia	100%	12	21%	4	79%	15	11%	7	89%	57
Morocco	0%	0	18%	5	82%	23	18%	18	82%	81
Myanmar	0%	0	0%	0	100%	4	0%	0	100%	11
Nepal	79%	77	10%	6	90%	53	17%	72	83%	360
Netherlands	0%	0	35%	56	65%	105	31%	28	69%	61
New Zealand	0%	0	30%	38	70%	90	21%	14	79%	53
Nicaragua	0%	0	0%	0	0%	0	0%	0	0%	0
Nigeria	57%	4	12%	8	88%	57	14%	12	86%	71
Norway	0%	0	31%	65	69%	146	27%	7	73%	19
Pakistan	0%	0	7%	15	93%	192	12%	17	88%	128
Palestine	100%	1	20%	10	80%	41	10%	1	90%	9
Panama	67%	6	38%	12	63%	20	15%	6	85%	35
Paraguay	71%	20	23%	12	77%	40	36%	17	64%	30
Peru	0%	0	40%	17	60%	26	26%	18	74%	50
Philippines	75%	6	30%	39	70%	90	29%	14	71%	34
Poland	50%	2	32%	55	68%	115	21%	14	79%	53
Portugal	70%	7	28%	37	72%	97	17%	30	83%	142
Puerto Rico	56%	5	50%	30	50%	30	45%	44	55%	53
Romania	33%	2	24%	19	76%	59	17%	21	83%	102
Rwanda	0%	0	0%	0	0%	0	0%	0	0%	0
Senegal	0%	0	81%	17	19%	4	67%	2	33%	1
Serbia	67%	2	14%	14	86%	85	14%	11	86%	66
Sierra Leone	0%	0	35%	12	65%	22	25%	2	75%	6
Slovenia	0%	0	21%	11	79%	41	29%	19	71%	46
Spain	86%	19	31%	87	69%	197	22%	33	78%	117
Suriname	100%	2	45%	5	55%	6	0%	0	100%	2
Sweden	0%	0	38%	123	62%	200	32%	50	68%	105
Tanzania	0%	0	8%	1	92%	11	0%	0	0%	0
Togo	75%	41	21%	25	79%	94	0%	0	100%	1
Trinidad and Tobago	0%	0	44%	7	56%	9	43%	9	57%	12
Tunisia	100%	1	17%	21	83%	102	18%	2	82%	9
Türkiye	68%	28	20%	38	80%	153	18%	19	82%	86
Uganda	93%	13	28%	26	72%	67	16%	20	84%	104
United Kingdom	45%	9	36%	174	64%	311	38%	215	62%	353
United States of America	82%	9	39%	29	61%	45	37%	33	63%	56
Uruguay	0%	0	23%	6	77%	20	36%	15	64%	27
Venezuela	100%	2	33%	1	67%	2	0%	0	100%	7
Vietnam	100%	1	22%	5	78%	18	27%	9	73%	24
Zimbabwe	100%	2	24%	21	76%	65	19%	11	81%	47

Country	Portrayed as Victim	Portrayed as Victim	Portrayed as Victim	Portrayed as Victim	Not portrayed as a	Not portrayed as a	Not portrayed as a	Not portrayed as a	Family Status	Family Status
	Newspapers Radio TV (FNS%)	Newspapers Radio TV (FNSn)	Newspapers Radio TV (MNS%)	Newspapers Radio TV (MNSn)	victim Newspapers Radio TV (FNS%)	victim Newspapers Radio TV (FNSn)	victim Newspapers Radio TV (MNS%)	victim Newspapers Radio TV (MNSn)	Newspapers Radio TV (FNS%)	Newspapers Radio TV (FNSn)
Antigua and Barbuda	67%	2	33%	1	14%	1	86%	6	50%	1
Argentina	46%	19	54%	22	30%	223	70%	518	58%	15
Australia	39%	66	61%	102	32%	567	68%	1219	43%	137
Bahamas	0%	0	100%	1	7%	1	93%	13	0%	0
Bangladesh	42%	15	58%	21	17%	97	83%	469	62%	44
Belgium	35%	17	65%	32	27%	137	73%	364	45%	20
Belize	13%	2	88%	14	28%	23	72%	60	36%	4
Benin	50%	3	50%	3	24%	49	76%	152	100%	3
Bolivia	63%	5	38%	3	22%	12	78%	43	67%	2
Bosnia and Herzegovina	44%	7	56%	9	24%	88	76%	285	50%	5
Brazil	40%	38	60%	56	22%	265	78%	943	52%	46
Burkina Faso	0%	0	0%	0	21%	48	79%	179	100%	1
Cameroon	14%	5	86%	31	17%	41	83%	205	64%	9
Canada										
Chile	30%	8	70%	19	31%	200	69%	435	68%	27
China	100%	1	0%	0	28%	44	72%	115	75%	3
Colombia	35%	45	65%	82	24%	301	76%	931	45%	41
Congo	0%	0	0%	0	20%	1	80%	4	0%	0
Congo (D.R.)	21%	3	79%	11	12%	37	88%	260	0%	0
Costa Rica	32%	12	68%	26	23%	110	77%	375	36%	9
Cuba	0%	0	0%	0	19%	37	81%	156	67%	2
Cyprus	40%	4	60%	6	14%	50	86%	310	70%	7
Côte d'Ivoire	0%	0	0%	0	18%	2	82%	9	0%	0
Denmark	67%	8	33%	4	31%	96	69%	218	35%	6
Dominica	50%	1	50%	1	33%	5	67%	10	67%	2
Dominican Republic	38%	9	63%	15	19%	109	81%	469	61%	33
Ecuador	38%	6	63%	10	33%	135	67%	268	80%	16
El Salvador	0%	0	100%	7	31%	66	69%	150	50%	2
Eswatini	0%	0	0%	0	26%	11	74%	31	50%	1
Finland	58%	7	42%	5	34%	186	66%	358	35%	17
France	45%	93	55%	113	22%	539	78%	1884	53%	84
Gabon	0%	0	0%	0	36%	4	64%	7	0%	0
Gambia	0%	0	100%	2	17%	3	83%	15	0%	0
Ghana	38%	5	62%	8	18%	51	82%	236	50%	1
Guatemala	30%	16	70%	37	18%	76	82%	341	48%	14
Guyana	50%	6	50%	6	21%	16	79%	59	64%	7
Haiti	22%	5	78%	18	14%	22	86%	140	67%	4
Honduras	0%	0	0%	0	23%	11	77%	36	100%	1
Hong Kong	0%	0	0%	0	29%	19	71%	47	50%	1
Hungary	63%	5	38%	3	19%	35	81%	153	67%	12
Iceland	60%	6	40%	4	39%	45	61%	70	57%	4
India	47%	37	53%	41	15%	147	85%	812	49%	40
Ireland	53%	19	47%	17	30%	105	70%	242	55%	33
Israel	16%	5	84%	27	18%	179	82%	814	47%	60
Italy	29%	16	71%	39	17%	201	83%	954	58%	48
Jamaica	47%	16	53%	18	33%	66	67%	134	59%	10
Japan	70%	14	30%	6	31%	102	69%	227	50%	33
Jordan	100%	1	0%	0	29%	2	71%	5	0%	0
Kyrgyzstan	0%	0	100%	3	17%	16	83%	80	22%	2
Lebanon	0%	0	100%	1	18%	30	82%	139	0%	0

Country	Portrayed as Victim	Portrayed as Victim	Portrayed as Victim	Portrayed as Victim	Not portrayed as a	Not portrayed as a	Not portrayed as a	Not portrayed as a	Family Status	Family Status
	Newspapers Radio TV (FNS%)	Newspapers Radio TV (FNSn)	Newspapers Radio TV (MNS%)	Newspapers Radio TV (MNSn)	victim Newspapers Radio TV (FNS%)	victim Newspapers Radio TV (FNSn)	victim Newspapers Radio TV (MNS%)	victim Newspapers Radio TV (MNSn)	Newspapers Radio TV (FNS%)	Newspapers Radio TV (FNSn)
Liberia	100%	6	0%	0	21%	25	79%	96	100%	2
Luxembourg	63%	5	38%	3	28%	76	72%	194	54%	7
Madagascar	62%	13	38%	8	29%	63	71%	152	68%	15
Mali	0%	0	0%	0	25%	40	75%	122	0%	0
Mexico	36%	20	64%	36	31%	335	69%	730	42%	25
Mongolia	33%	1	67%	2	24%	77	76%	243	33%	1
Morocco	0%	0	100%	5	21%	69	79%	255	60%	3
Myanmar	0%	0	0%	0	0%	0	0%	0	0%	0
Nepal	14%	1	86%	6	14%	110	86%	685	32%	11
Netherlands	38%	9	63%	15	30%	106	70%	243	45%	26
New Zealand	58%	7	42%	5	31%	82	69%	182	74%	14
Nicaragua	33%	1	67%	2	47%	7	53%	8	75%	3
Nigeria	27%	6	73%	16	15%	23	85%	135	40%	2
Norway	33%	4	67%	8	33%	122	67%	244	38%	11
Pakistan	27%	9	73%	24	10%	51	90%	471	47%	9
Palestine	31%	8	69%	18	13%	12	87%	78	50%	7
Panama	71%	5	29%	2	28%	49	72%	123	50%	6
Paraguay	29%	4	71%	10	31%	51	69%	112	65%	22
Peru	17%	6	83%	30	32%	153	68%	332	48%	26
Philippines	0%	0	0%	0	0%	0	0%	0	63%	12
Poland	40%	16	60%	24	24%	199	76%	616	51%	23
Portugal	57%	8	43%	6	23%	185	77%	610	71%	24
Puerto Rico	83%	5	17%	1	37%	101	63%	171	60%	9
Romania	0%	0	100%	1	21%	78	79%	302	60%	9
Rwanda	41%	7	59%	10	35%	47	65%	87	63%	5
Senegal	80%	4	20%	1	70%	31	30%	13	100%	1
Serbia	64%	7	36%	4	24%	100	76%	325	37%	11
Sierra Leone	50%	2	50%	2	26%	19	74%	53	67%	2
Slovenia	37%	7	63%	12	26%	72	74%	203	67%	12
Spain	49%	26	51%	27	31%	312	69%	710	59%	29
Suriname	50%	3	50%	3	29%	17	71%	42	80%	4
Sweden	41%	27	59%	39	37%	216	63%	374	51%	44
Tanzania	0%	0	0%	0	0%	0	0%	0	0%	0
Togo	25%	1	75%	3	21%	58	79%	215	0%	0
Trinidad and Tobago	40%	6	60%	9	37%	25	63%	43	42%	5
Tunisia	0%	0	0%	0	0%	0	0%	0	0%	0
Türkiye	45%	69	55%	86	22%	316	78%	1132	49%	84
Uganda	24%	4	76%	13	25%	122	75%	373	53%	8
United Kingdom	52%	39	48%	36	35%	473	65%	879	50%	161
United States of America	47%	14	53%	16	41%	86	59%	122	44%	11
Uruguay	75%	21	25%	7	24%	137	76%	441	73%	32
Venezuela	67%	2	33%	1	12%	6	88%	45	100%	1
Vietnam	50%	2	50%	2	31%	28	69%	62	55%	6
Zimbabwe	92%	11	8%	1	24%	40	76%	128	54%	13

Country	Family Status Mentioned Newspapers Radio TV (MNS%)	Family Status Mentioned Newspapers Radio TV (MNSn)	Family Status Not Mentioned Newspapers Radio TV (FNS%)	Family Status Not Mentioned Newspapers Radio TV (FNSn)	Family Status Not Mentioned Newspapers Radio TV (MNS%)	Family Status Not Mentioned Newspapers Radio TV (MNSn)	Story Clearly Challenges Gender Stereotypes (%)	Story Clearly Challenges Gender Stereotypes (n)	Story Does Not Clearly Challenge Gender Stereotypes (%)	Story Does Not Clearly Challenge Gender Stereotypes (n)
Antigua and Barbuda	50%	1	25%	2	75%	6	0%	0	0%	0
Argentina	42%	11	30%	224	70%	526	0%	0	100%	128
Australia	57%	185	31%	484	69%	1101	25%	3	75%	9
Bahamas	0%	0	7%	1	93%	14	0%	0	0%	0
Bangladesh	38%	27	11%	57	89%	456	11%	26	89%	203
Belgium	55%	24	26%	132	74%	367	5%	4	95%	82
Belize	64%	7	25%	19	75%	57	83%	5	17%	1
Benin	0%	0	24%	49	76%	154	5%	1	95%	18
Bolivia	33%	1	22%	12	78%	43	13%	2	88%	14
Bosnia and Herzegovina	50%	5	24%	89	76%	285	100%	4	0%	0
Brazil	48%	42	21%	244	79%	945	3%	10	97%	331
Burkina Faso	0%	0	21%	47	79%	179	0%	0	100%	66
Cameroon	36%	5	13%	42	87%	273	11%	2	89%	17
Canada										
Chile	33%	13	29%	178	71%	429	12%	10	88%	76
China	25%	1	26%	41	74%	114	14%	1	86%	6
Colombia	55%	51	24%	288	76%	930	19%	24	81%	104
Congo	0%	0	20%	1	80%	4	9%	1	91%	10
Congo (D.R.)	0%	0	13%	38	87%	260	3%	3	97%	101
Costa Rica	64%	16	22%	109	78%	380	1%	2	99%	157
Cuba	33%	1	18%	35	82%	155	13%	4	87%	26
Cyprus	30%	3	12%	43	88%	312	1%	1	99%	147
Côte d'Ivoire	0%	0	18%	2	82%	9	100%	1	0%	0
Denmark	65%	11	31%	95	69%	208	0%	0	100%	87
Dominica	33%	1	31%	4	69%	9	29%	2	71%	5
Dominican Republic	39%	21	15%	84	85%	469	1%	2	99%	170
Ecuador	20%	4	31%	122	69%	274	12%	8	88%	61
El Salvador	50%	2	30%	68	70%	155	12%	2	88%	15
Eswatini	50%	1	27%	11	73%	30	14%	4	86%	25
Finland	65%	32	35%	176	65%	331	0%	0	100%	171
France	48%	76	22%	543	78%	1887	2%	14	98%	661
Gabon	0%	0	36%	4	64%	7	50%	1	50%	1
Gambia	0%	0	15%	3	85%	17	0%	0	100%	20
Ghana	50%	1	18%	53	82%	244	0%	0	100%	141
Guatemala	52%	15	18%	78	82%	358	1%	1	99%	171
Guyana	36%	4	20%	16	80%	64	4%	1	96%	25
Haiti	33%	2	12%	21	88%	148	100%	1	0%	0
Honduras	0%	0	22%	10	78%	36	0%	0	100%	34
Hong Kong	50%	1	28%	18	72%	47	0%	0	0%	0
Hungary	33%	6	16%	28	84%	150	0%	0	100%	55
Iceland	43%	3	39%	42	61%	67	0%	0	100%	58
India	51%	42	14%	127	86%	799	7%	15	93%	195
Ireland	45%	27	27%	83	73%	230	3%	5	97%	152
Israel	53%	69	14%	124	86%	771	1%	1	99%	180
Italy	42%	35	15%	165	85%	952	2%	5	98%	255
Jamaica	41%	7	32%	66	68%	140	5%	2	95%	41
Japan	50%	33	29%	79	71%	198	2%	1	98%	64
Jordan	100%	1	43%	3	57%	4	33%	2	67%	4
Kyrgyzstan	78%	7	16%	14	84%	75	3%	1	97%	38
Lebanon	0%	0	18%	30	82%	139	0%	0	100%	114

Country	Family Status Mentioned	Family Status Mentioned	Family Status Not Mentioned	Family Status Not Mentioned	Family Status Not Mentioned	Family Status Not Mentioned	Story Clearly Challenges Gender Stereotypes (%)	Story Clearly Challenges Gender Stereotypes (n)	Story Does Not Clearly Challenge Gender Stereotypes (%)	Story Does Not Clearly Challenge Gender Stereotypes (n)
	Newspapers Radio TV (MNS%)	Newspapers Radio TV (MNSn)	Newspapers Radio TV (FNS%)	Newspapers Radio TV (FNSn)	Newspapers Radio TV (MNS%)	Newspapers Radio TV (MNSn)				
Liberia	0%	0	26%	33	74%	94	4%	3	96%	70
Luxembourg	46%	6	28%	73	72%	191	1%	1	99%	84
Madagascar	32%	7	28%	57	72%	150	29%	9	71%	22
Mali	100%	1	24%	40	76%	128	80%	8	20%	2
Mexico	58%	35	31%	326	69%	724	7%	9	93%	119
Mongolia	67%	2	24%	77	76%	242	2%	2	98%	112
Morocco	40%	2	21%	66	79%	254	50%	2	50%	2
Myanmar	100%	1	29%	12	71%	29	100%	1	0%	0
Nepal	68%	23	13%	102	87%	669	3%	5	97%	179
Netherlands	55%	32	29%	87	71%	218	3%	3	97%	106
New Zealand	26%	5	29%	73	71%	180	4%	5	96%	120
Nicaragua	25%	1	31%	5	69%	11	0%	0	100%	5
Nigeria	60%	3	15%	26	85%	144	20%	3	80%	12
Norway	62%	18	33%	114	67%	233	0%	0	100%	177
Pakistan	53%	10	9%	50	91%	485	50%	2	50%	2
Palestine	50%	7	8%	7	92%	84	0%	0	100%	78
Panama	50%	6	29%	51	71%	127	7%	7	93%	99
Paraguay	35%	12	22%	32	78%	114	10%	3	90%	26
Peru	52%	28	28%	132	72%	336	100%	1	0%	0
Philippines	37%	7	26%	118	74%	336	10%	15	90%	135
Poland	49%	22	24%	192	76%	618	2%	1	98%	51
Portugal	29%	10	21%	166	79%	608	3%	4	97%	122
Puerto Rico	40%	6	37%	96	63%	165	1%	1	99%	103
Romania	40%	6	19%	68	81%	295	13%	2	87%	13
Rwanda	38%	3	35%	48	65%	88	0%	0	100%	5
Senegal	0%	0	63%	33	37%	19	0%	0	100%	1
Serbia	63%	19	23%	91	77%	306	0%	0	100%	179
Sierra Leone	33%	1	25%	17	75%	52	100%	7	0%	0
Slovenia	33%	6	24%	67	76%	207	3%	3	97%	93
Spain	41%	20	30%	300	70%	708	4%	11	96%	238
Suriname	20%	1	26%	15	74%	43	2%	1	98%	43
Sweden	49%	43	35%	196	65%	364	5%	9	95%	187
Tanzania	0%	0	22%	14	78%	49	56%	5	44%	4
Togo	0%	0	21%	59	79%	218	2%	1	98%	55
Trinidad and Tobago	58%	7	36%	22	64%	39	5%	2	95%	39
Tunisia	0%	0	23%	60	77%	201	2%	3	98%	160
Türkiye	51%	89	20%	281	80%	1103	3%	17	97%	517
Uganda	47%	7	24%	116	76%	368	4%	4	96%	93
United Kingdom	50%	159	32%	351	68%	751	4%	16	96%	345
United States of America	56%	14	40%	84	60%	124	21%	8	79%	30
Uruguay	27%	12	21%	132	79%	501	2%	3	98%	140
Venezuela	0%	0	13%	7	87%	46	0%	0	100%	27
Vietnam	45%	5	29%	23	71%	57	11%	3	89%	24
Zimbabwe	46%	11	21%	32	79%	118	26%	14	74%	40

Country	Female Reporters News Websites (F%)	Female Reporters News Websites (Fn)	Male Reporters News Websites (M%)	Male Reporters News Websites (Mn)	Female News Subjects News Websites (FNS%)	Female News Subjects News Websites (FNS_n)	Male News Subjects News Websites (MNS%)	Male News Subjects News Websites (MNS_n)
Antigua and Barbuda	100%	3	0%	0	17%	1	83%	5
Argentina	32%	12	68%	25	20%	87	80%	344
Australia	46%	101	54%	117	41%	548	59%	803
Bahamas	67%	12	33%	6	20%	11	80%	43
Bangladesh	0%	0	100%	1	19%	29	81%	123
Belgium	30%	26	70%	61	30%	92	70%	214
Belize								
Benin	5%	1	95%	20	28%	21	72%	55
Bolivia	0%	0	0%	0	0%	0	100%	16
Bosnia and Herzegovina	32%	6	68%	13	34%	58	66%	115
Brazil	48%	91	52%	98	19%	125	81%	517
Burkina Faso	0%	0	100%	4	17%	2	83%	10
Cameroon	0%	0	100%	7	16%	15	84%	77
Canada	58%	44	42%	32	24%	50	76%	159
Chile	37%	19	63%	33	32%	30	68%	64
China	100%	1	0%	0	14%	5	86%	31
Colombia	31%	12	69%	27	20%	58	80%	232
Congo	33%	1	67%	2	0%	0	100%	3
Congo (D.R.)	17%	4	83%	20	25%	14	75%	43
Costa Rica	52%	15	48%	14	38%	21	62%	34
Cuba	55%	6	45%	5	17%	18	83%	90
Cyprus	27%	7	73%	19	20%	27	80%	108
Côte d'Ivoire	33%	4	67%	8	22%	2	78%	7
Denmark	39%	36	61%	57	29%	62	71%	150
Dominica	#N/A							
Dominican Republic	41%	7	59%	10	24%	68	76%	220
Ecuador	23%	9	77%	30	25%	23	75%	69
El Salvador	62%	18	38%	11	19%	13	81%	55
Eswatini	25%	1	75%	3	100%	1	0%	0
Finland	58%	69	42%	49	28%	138	72%	349
France	55%	45	45%	37	28%	158	72%	404
Gabon	50%	1	50%	1	25%	1	75%	3
Gambia	17%	1	83%	5	0%	0	100%	6
Ghana	17%	16	83%	79	17%	16	83%	79
Guatemala	83%	33	18%	7	25%	26	75%	78
Guyana	0%	0	100%	1	59%	13	41%	9
Haiti	0%	0	100%	19	20%	9	80%	37
Honduras	67%	8	33%	4	37%	7	63%	12
Hong Kong	29%	2	71%	5	33%	25	67%	50
Hungary	60%	3	40%	2	46%	6	54%	7
Iceland	33%	16	67%	32	36%	33	64%	58
India	28%	29	72%	74	21%	124	79%	471
Ireland	41%	31	59%	45	28%	51	72%	134
Israel	33%	18	67%	37	17%	56	83%	281
Italy	29%	21	71%	52	28%	196	72%	514
Jamaica	20%	1	80%	4	35%	19	65%	36
Japan	40%	2	60%	3	29%	12	71%	29
Jordan								
Kyrgyzstan	63%	12	37%	7	28%	15	72%	39
Lebanon	19%	4	81%	17	19%	16	81%	69

Country	Female Reporters News Websites (F%)	Female Reporters News Websites (Fn)	Male Reporters News Websites (M%)	Male Reporters News Websites (Mn)	Female News Subjects News Websites (FNS%)	Female News Subjects News Websites (FNS_n)	Male News Subjects News Websites (MNS%)	Male News Subjects News Websites (MNS_n)
Liberia	0%	0	100%	5	0%	0	100%	6
Luxembourg	33%	19	67%	38	31%	74	69%	162
Madagascar	0%	0	0%	0	28%	5	72%	13
Mali	18%	2	82%	9	27%	3	73%	8
Mexico	55%	36	45%	29	33%	90	67%	179
Mongolia	97%	32	3%	1	18%	10	82%	46
Morocco	20%	7	80%	28	25%	44	75%	131
Myanmar	35%	11	65%	20	20%	17	80%	69
Nepal	0%	0	100%	12	7%	6	93%	78
Netherlands	38%	3	63%	5	23%	21	77%	72
New Zealand	60%	21	40%	14	35%	54	65%	99
Nicaragua	100%	4	0%	0	67%	8	33%	4
Nigeria	53%	9	47%	8	11%	2	89%	17
Norway	46%	36	54%	43	37%	63	63%	106
Pakistan	0%	0	100%	8	26%	26	74%	74
Palestine	50%	1	50%	1	16%	10	84%	53
Panama	100%	6	0%	0	22%	2	78%	7
Paraguay	28%	5	72%	13	35%	22	65%	41
Peru	31%	16	69%	36	32%	23	68%	49
Philippines	49%	25	51%	26	22%	20	78%	70
Poland	38%	26	62%	43	32%	130	68%	275
Portugal	43%	26	57%	35	22%	36	78%	128
Puerto Rico	62%	44	38%	27	44%	158	56%	200
Romania	62%	49	38%	30	91%	80	9%	8
Rwanda	10%	2	90%	18	20%	6	80%	24
Senegal	57%	4	43%	3	67%	6	33%	3
Serbia	76%	29	24%	9	36%	70	64%	126
Sierra Leone	0%	0	100%	1	0%	0	100%	2
Slovenia	72%	28	28%	11	32%	132	68%	277
Spain	26%	24	74%	68	27%	80	73%	219
Suriname	40%	2	60%	3	22%	16	78%	58
Sweden	49%	47	51%	49	38%	85	62%	139
Tanzania	40%	2	60%	3	20%	2	80%	8
Togo	38%	3	63%	5	23%	3	77%	10
Trinidad and Tobago	57%	4	43%	3	59%	16	41%	11
Tunisia	0%	0	0%	0	21%	8	79%	31
Türkiye	51%	32	49%	31	20%	128	80%	507
Uganda	9%	2	91%	21	17%	14	83%	67
United Kingdom	42%	76	58%	103	42%	282	58%	385
United States of America	46%	18	54%	21	35%	19	65%	35
Uruguay								
Venezuela	50%	1	50%	1	13%	3	88%	21
Vietnam	33%	4	67%	8	59%	20	41%	14
Zimbabwe	67%	2	33%	1	11%	1	89%	8

Notes

- 1.FNS: Female News Subjects (Females seen, heard and spoken about in the news)
 2. MNS - Male News Subjects (Males seen, heard and spoken about in the news)
 3. Newscasts - News bulletins on radio and television
 4. GMMP Major Topics include: Politics and Government, Economy, Social and Legal, Science and Health, etc. Refer to the story topics guide for information on the sub-or minor topics grouped under each major topic cluster
 5. News websites are those dedicated to the news. See the sampling guide for details on sampling criteria
 6. See the coding scheme for details on all the indicators
- Detailed statistics and longitudinal country data available from the GEM database <https://www.gu.se/en/research/gemdataset>

Annex 4. Regional and country coordinators



GMMP 2025 Regional and Country Coordinators

<i>Region/Country</i>	<i>Organisation/Institution</i>	<i>Representative</i>
AFRICA		
<i>Regional</i>	Réseau Inter Africain Des Femmes, Médias, Genre et Développement (FAMEDEV, West & Central Africa); Gender and Media Connect (GMC - Zimbabwe, Southern Africa)	Amie Joof, Papa Adama Toure & Maimuna Cole-Sy; Patience Zirima
<i>Country</i>		
Benin	Réseau Inter Africain Des Femmes, Médias, Genre et Développement (FAMEDEV)	Bismarck Sossa
Burkina Faso	Réseau Inter Africain Des Femmes, Médias, Genre et Développement (FAMEDEV)	Ali Taonsa, Rasmata Ouedraogo & Chantal Sawadogo
Cameroon	Women's Peace Initiative	Nathalie Foko
Congo	Syndicat des Journalistes du Congo	Edouard Adzotsa
DRC	Union Congolaise des Femmes des Médias	Elsy Bitone
Cote D'Ivoire	Réseau Inter Africain Des Femmes, Médias, Genre et Développement (FAMEDEV)	Sephora Zegui
Eswatini	University of Eswatini	Maxwell Mthembu
Gabon	Réseau Inter Africain Des Femmes, Médias, Genre et Développement (FAMEDEV)	Georgina Mefane Lea Eyeng
Gambia	Inter Africa Network for Women, Media, Gender and Development (FAMEDEV)	Bai Emil Touray
Ghana	Women, Media and Change (WOMEC) / University of Ghana - School of Information & Communication Studies	Charity Binka, Aurelia Ayisi & Abena Animwaa Yeboah-Banin
Liberia	Inter Africa Network for Women, Media, Gender and Development (FAMEDEV)	Siatta Scott Johnson
Madagascar	Réseau Inter Africain Des Femmes, Médias, Genre et Développement (FAMEDEV)	Flavienne Ramarosaona
Mali	FAMEDEV, Tuwindi & Studio TAMANI	Mossokoura Konaté & Tidiani Togola
Nigeria	Media and Gender Enlightenment Initiative	Nkem Fab-Ukozor & Alexander Onyebuchi
Rwanda	Pax Press	Marie Anne Dushimimana
Senegal	Réseau Inter Africain Des Femmes, Médias, Genre et Développement (FAMEDEV)	Amie Joof, Papa Adama Toure & Maimuna Cole-Sy
Sierra Leone	Inter Africa Network for Women, Media, Gender and Development (FAMEDEV) & Initiatives for Media Development (imDev)	Yeama S Thompson
Tanzania	Gender and Media in Southern Africa - Tanzania Network	Gladness Sylvester Hemedi Munuo
Togo	Réseau Inter Africain Des Femmes, Médias, Genre et Développement (FAMEDEV)	Yaovi Tchalim Honoré Blao
Uganda	Uganda Media Women's Association (UMWA)	Margaret Sentamu, Joan Nankya & Joseph Higenyi
Zimbabwe	Gender and Media Connect (GMC)	Patience Zirima
ASIA		
<i>Regional</i>	University of Dhaka / Asmita Women's Publishing House, Media & Resource Organization (ASMITA)	Gitiara Nasreen; Sarita Shrestha
<i>Country</i>		
Bangladesh	University of Dhaka	Gitiara Nasreen
China & Hong Kong	Hong Kong Baptist University - Journalism Department	Luwei Rose Luqiu
India	Network of Women in Media India (NWMI)	Padmaja Shaw
Japan	Waseda University	Kyoko Takahashi
Kyrgyzstan	Forum of Women's NGOs of Kyrgyzstan	Chinara Kartanbaeva & Zarima Koichumanova
Mongolia	Press Institute of Mongolia	Oyuntsetseg Ravdan

GMMP 2025 Regional and Country Coordinators

<i>Region/Country</i>	<i>Organisation/Institution</i>	<i>Representative</i>
Myanmar	Myanmar Women's Journalist Society (MWJS)	Soesan Htike
Nepal	Asmita Women's Publishing House, Media & Resource Organization (ASMITA)	Sarita Shrestha
Pakistan	Uks-Research, Resource and Publication Centre on Women and Media	Tasneem Ahmar
Philippines	Miriam College	Lynda Catindig-Garcia
Vietnam	Research Centre for Gender, Family and Environment in Development (CGFED)	Hang Pham
CARIBBEAN		
<i>Regional</i>	WMW (Jamaica, English-speaking Caribbean); Red de Investigación y Colaboración en Comunicación de Centro América y el Caribe (French and Spanish-speaking Caribbean)	Hilary Nicholson, Ruth Howard & Judith Wedderburn; Maximiliano Dueñas-Guzmán
<i>Country</i>		
Antigua and Barbuda	Women Against Rape Inc.	Alexandrina Wong
Bahamas	Equality Bahamas	Alicia Wallace
Belize	Progressive Organization for Women in Action (POWA)	Florence Goldson
Cuba	Servicio de Noticias de la Mujer de América Latina y el Caribe (SEMLAC)	Lisandra Fariñas
Dominica	National Women's Council	Vanya David
Dominican Republic	Espacio de Comunicación Insular (ESPACINSULAR)	Solange de la Cruz & Jose Luis Soto
Guyana	Artists in Direct Support Guyana	Julia Johnson
Haiti	Rezo Fanm Radyo Kominote Ayisyen (REFRAKA)	Jeruscha Vastie Michel & Ary Regis
Puerto Rico	Universidad de Puerto Rico	Lourdes Lugo-Ortiz
Suriname	Caribbean Association for Feminist Research and Action (CAFRA)	Sandra Clenem
Trinidad and Tobago	Network of NGOs of Trinidad and Tobago for the Advancement of Women	Jacque Burgess
EUROPE		
<i>Regional</i>	Novi Put (Bosnia & Herzegovina, Central & Eastern Europe)	Abida Pehlic
<i>Country</i>		
Belgium	(Flemish) University of Maastricht (French) Université Libre de Bruxelles	Sara de Vuyst Florence Le Cam
Bosnia and Herzegovina	Novi Put	Abida Pehlic
Cyprus	The Mediterranean Institute of Gender Studies	Maria Angeli
Denmark	Department of Communication and Arts - Roskilde Universitet	Hanne Jørndrup & Martine Bentsen
Finland	University of Helsinki	Jonita Siivonen
France	Université Côte d'Azur	Laetitia Biscarrat
Hungary	Hungarian Women's Lobby	Reka Safrany
Iceland	University of Iceland	Valgerður Jóhannsdóttir
Ireland	Dublin City University	Dawn Wheatley
Italy	Osservatorio di Pavia / University of Padova	Monia Azzalini & Claudia Padovani
Luxembourg	Fraen an Gender	Claire Schadeck
Netherlands	Vaker in de Media (VIDM)	Janneke van Heugten
Norway	OsloMet	Elisabeth Eide
Poland	KTH Royal Institute of Technology, Sweden / Maria Curie-Skłodowska University of Lublin, Poland	Greta Gober & Margaret Amaka Ohia-Nowak
Portugal	University of Coimbra	Rita Basilio Simões
Romania	University of Bucharest	Romina Surugiu

GMMP 2025 Regional and Country Coordinators

<i>Region/Country</i>	<i>Organisation/Institution</i>	<i>Representative</i>
Serbia	University of Belgrade Faculty of Political Science	Snjezana Milivojevic
Slovenia	ONA VE Association / University of Stirling	Mateja Malnar Štemba & Alenka Jelen
Spain	University of Malaga	Maria Teresa Vera Balanza
Sweden	Fojo Media Institute	Agneta Soderberg & Maria Edstrom
Türkiye	Anadolu University	Nezih Orhon
United Kingdom	(England) University of Worcester / University of East Anglia (Northern Ireland) Ulster University (Scotland) University of Strathclyde (Wales) Cardiff University	Barbara Mitra & Victoria Cann Jolene Mairs Dyer Fiona McKay Inaki Garcia-Blanco
LATIN AMERICA		
<i>Regional</i>	Comunicación e Información de la Mujer (CIMAC)	Cirenia Celestino Ortega
<i>Country</i>		
Argentina		Soledad Ceballos & Marcela Gabioud
Bolivia	Educación Radiofónica De Bolivia - ERBOL / SECRAD UCB La Paz	Carla Cortez & José Luis Aguirre Alvis
Brazil	University of Coimbra	Elizângela Carvalho & Claudia Lago
Chile	Red de Periodistas con Perspectiva de Género	Victoria Uranga
Colombia	Universidad Rosario	Danghelly Zuniga
Costa Rica		Rosario Rosales, Genesis Rojas & Vilma Peña Vargas
Ecuador	Grupo de Apoyo al Movimiento de Mujeres del Azuay	Sandra Lopez
El Salvador	Universidad Centroamericana "José Simeón Cañas" (UCA)	Marisela Moran
Guatemala	Catalejas	Patricia Galicia
Mexico	Comunicación e Información de la Mujer	Cirenia Celestino Ortega
Honduras	Comunicación e Información de la Mujer	
Nicaragua	Comunicación e Información de la Mujer	
Panama	Centro de Comunicación y Derechos	Claudia Figueroa
Paraguay	Kuña Roga	Julieta Gamarra
Peru	Asociación de Comunicadores Sociales Calandria	Marisol Castañeda
Uruguay	Cotidiano Mujer	Francesca Casariego
Venezuela	Comunicación e Información de la Mujer	
MIDDLE EAST		
Israel	Sapir College	Einat Lachover
Jordan	Arab Women Media Center	Sana Al-Emam
Lebanon	Maharat Foundation	Tony Mikahel
Morocco	Moroccan High Authority for Audiovisual Communication (HACA)	Latifah Tayah & Houda Sabiri
Palestine	Women, Media and Development (TAM)	Suheir Farraj & Maha Al-Zghary
Tunisia	Center for Arab Women Training and Research (CAWTAR)	Lobna Najjar
NORTH AMERICA		
Canada	World Association for Christian Communication (WACC)	Rodrigo Molina
United States of America	United Women in Faith	Kelly Martini
PACIFIC		
Australia	Queensland University of Technology	Angela Romano
New Zealand	Massey University / University of Otago	Susan Fountaine & Kathryn Margaret Pascoe