	1995 %F	%M	2000 %F	%M	2005 %F	%M	2010 %F	%M	2015 %F	%M	%Change (Δ)	
Main Story Topics. Newspaper, Television, Radio											**(%F)**	
Science & Health	27	73	21	79	22	78	32	68	35	65	▲ 8	
Social & Legal	19	81	21	79	28	72	30	70	28	72	▲ 9	Δ 20 yrs
Crime & Violence	21	79	18	82	22	78	24	76	28	72	▲ 7	
Celebrity, Arts & Sport	24	76	23	77	28	72	26	74	23	77	▼ 1	
Economy	10	90	18	82	20	80	20	80	21	79	▲11	
Politics & Government	7	93	12	88	14	86	19	81	16	84	▲ 9	
Function in Story	n/a	n/a	n/a	N/a							**(%F)**	
Personal Experience					31	69	36	64	38	62	▲ 7	
Popular Opinion					34	66	44	56	37	63	▲ 3	
Eye Witness					30	70	29	71	30	70	■ 0	Δ 10 yrs
Subject					23	77	23	77	26	74	▲ 3	
Spokesperson					14	86	19	81	20	80	▲ 6	
Expert					17	83	20	80	19	81	▲ 2	
											(%F) (%M)	
% Portrayed as Victim	29	10	19	7	19	8	18	8	16	8	▼ 3 ▲ 1	
% Portrayed as Survivor					4	8	6	3	8	3		
% Identified by Family Status	n/a	n/a	21	4	17	5	18	5	19	5	▼ 2 ▲ 1	Δ 15 yrs
% In Newspaper Photographs	n/a	n/a	25	11	23	16	26	17	30	23	▲ 5 ▲12	
% Quoted			33	35	50	50	52	50	61	61	▲28 ▲26	
B. Reporting and Presenting the News. Newspaper, Radio, Television												
% Stories presented	51	49	49	51	53	47	49	51	49	51	■ 0	
Television			56	44	57	43	52	48	57	43	▲ 1	
Radio			41	59	49	51	45	55	41	59	■ 0	
% Stories reported	28	72	31	69	37	63	37	63	37	63	▲ 6	Δ 15 yrs
Television			36	64	42	58	44	56	38	62	▲ 2	
Radio			28	72	45	55	37	63	41	59	▲13	
Newspapers			26	74	29	71	33	67	35	65	▲ 9	
% Stories Reported By Major Topic. Newspaper, radio, television											**(%F) (%M)**	
Celebrity, Arts & Sport			27	73	35	65	38	62	33	67	▲ 6	
Social & Legal			39	61	40	60	43	57	39	61	■ 0	
Crime & Violence			29	71	33	67	35	65	33	67	▲ 4	Δ 15 yrs
Science & Health			46	54	38	62	44	56	50	50	▲ 4	
Economy			35	65	43	57	40	60	39	61	▲ 4	
Politics & Government			26	74	32	68	33	67	31	69	▲ 5	
% Female news subjects and sources, by sex of story reporter. Newspaper, radio, television	n/a	n/a	24	18	25	20	28	22	29	26	▲ 5 ▲ 8	
C. News Content											**(%stories)**	
% Stories with Women as a Central Focus. Newspaper, radio, television		n/a	10		10		13		10		■ 0	
Celebrity, Arts & Sport			16		17		16		14		▼ 2	
Social & Legal			19		17		17		8		▼ 11	Δ 15 yrs
Crime & Violence			10		16		16		17		▲ 7	
Politics & Government			7		8		13		7		■ 0	
Science & Health			11		6		11		14		▲ 3	
Economy			4		3		4		5		▲ 1	
% Stories that Challenge Gender Stereotypes. Newspaper, radio, television		n/a	n/a		3		6		4		▲ 1	Δ10 yrs
% Stories that Highlight Gender (In)Equality. Newspaper, radio, television		n/a	n/a		4		6		9		▲ 5	
% Stories that mention gender equality policies or human and women's rights legal instruments. Newspaper, radio, television		n/a	n/a		n/a		10		9		▼ 1	Δ5 yrs

The Global Media Monitoring Project 2015

GMMP is the world's largest and longest-running research and advocacy initiative for gender equality in and through the news media. Since its inception in 1995, every five years the GMMP has documented changes in relation to gender in news media content.

GMMP 2015 affords an opportunity to assess how far the vision for media gender equality has been achieved over the past two decades, and identify persistent and emerging challenges. The results are based on data gathered by volunteer teams in 114 countries, who monitored 22,136 stories published, broadcast or tweeted by 2,030 distinct media houses, written or presented by 26,010 journalists and containing 45,402 people interviewed and/or subjects of the stories.

Among the key findings, GMMP 2015 reveals that the rate of progress towards media gender parity has almost ground to a halt over the past five years.

People in the news

In 2015, women make up only 24% of the persons heard, read about or seen in newspaper, television and radio news, exactly as they did in 2010.

The gender gap is narrowest in stories on science and health, the major topic of lowest importance on the news agenda occupying only 8% of the overall news space; women make up 35% of the people in news under this topic, in contrast to only 16% in political news stories. The gap is widest in news about politics and government in which women are only 16% of the people in the stories. In fact, women are three percentage points less visible in political news now than five years ago.

Over the past two decades, the gender gap in people in the news has narrowed most dramatically in Latin America, by an impressive 13 percentage points, from 16% in 1995 to 29% in 2015.

GENDER INEQUALITY IN THE NEWS 1995-2015

2015 17%
2010 18%
2005 21%
2000 24%
1995 24%
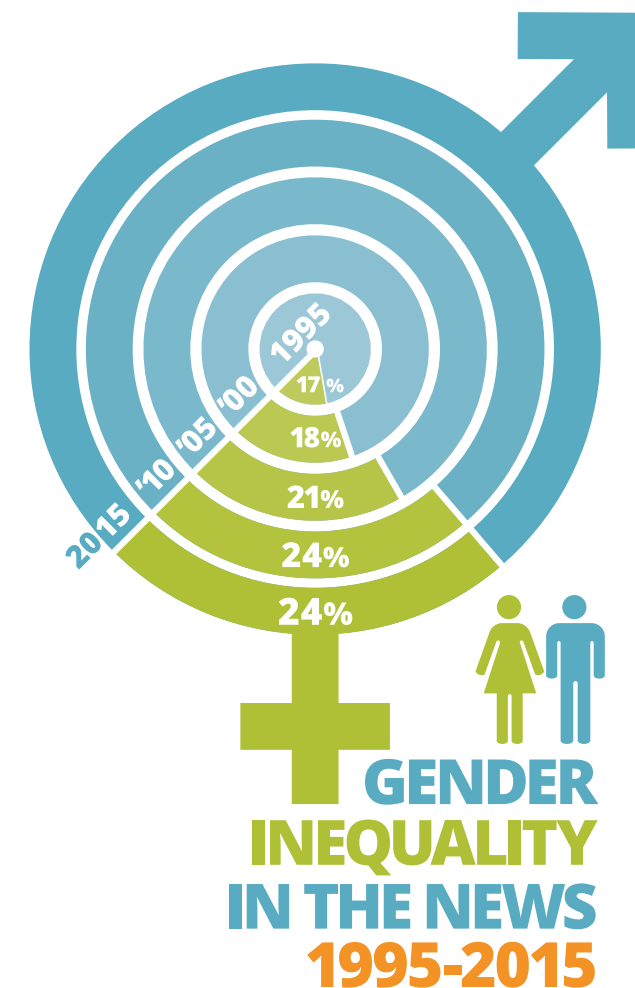
Across the six GMMP function types – or roles in which people appear in the news –, the largest stride in closing the gender gap is in people interviewed based on personal experience.

Women comprise 38% of personal experience providers now compared to 31% in 2005. The percentage of women as persons giving testimony based on direct observation has stood still at 30% over the past 10 years. An insignificant two percentage point increase in women as experts was achieved during the period, leading to the current 19% share, almost similar to women's proportion as persons interviewed as spokespersons (20%).

North American news has the highest percentage of experts in the news who are women (32%) followed by the Caribbean (29%) and Latin America (27%).

In 2015, progress towards news representation that acknowledges women's participation in economic life remains elusive.

Globally women hold approximately 40% of paid employment while a large proportion work in the informal sector particularly in Global South contexts. In the world depicted in the news, only 20% of the total workers in the formal labour force are women, while 67% of the unemployed and stay-at-home parents are women.

The journalistic gender lens in source selection is not only male centred, but it is also skewed towards a certain kind of masculinity when selecting interviewees for all types of views, from 'expert' opinion to 'ordinary' person testimonies.

Most subjects, spokespersons and experts in the news, women and men alike, are described as senior government officials and politicians. The pattern holds for men in all function types: 12% of men providing opinion based on personal experience, 16% of male eyewitnesses and 10% of male personal opinion providers are politicians – the most populous occupational category for men under the respective interviewee types.

Patterns change for women in the remaining three function types: Female personal experience providers are most likely to be portrayed as parents/homemakers (13%), female eyewitness account givers are most often portrayed as simply residents/villagers (22%), and female popular opinion providers are most likely to be described as students (17%).

During the period 2005-2015 the only category in which portrayals of women as survivors has risen - by more than four times - is as survivors of domestic violence..

Women are more than four times more likely to be depicted as survivors of domestic violence (27%) than they were 10 years ago when the statistic was 6%.

Reporters and presenters

Only 37% of stories in newspapers, television and radio newscasts are reported by women.

This overall statistic has not changed in 10 years, despite fluctuations in the regional averages ranging from +7 points in Africa to -6 points in Asia over the decade. Across the 15-year period beginning in 2000, the gap has narrowed the most in Latin America (+14%) followed by Africa (+11%). The rest of the world has seen single digit changes apart from Asia where status quo has been maintained.

Female television presenters slightly outnumber their male colleagues. However, the overall statistic in relation to presenters on radio and television is just below parity, at 49%.

41% of radio and 57% of television newscasts are presented by women. The current global average is a return to 2000 and two percentage points below the 1995 finding. Female presenters slightly outnumber men in Asia (58%), the Middle East (57%) and the Pacific regions (52%), while in the rest of the regions the numbers are at or just below parity, apart from North America.

Over the 15-year period beginning in 2000, the numbers have held more or less steady for most regions with some fluctuations. Latin America stands out for its steady and significant climb from 29% female presenters in 2000 to 44% currently, a 15 percentage point reduction of the gender gap in 15 years.

Younger presenters on screen are predominantly female, but the scales tip dramatically at 50 years old when men begin to dominate the news-anchoring scene.

The near-evenness of presenters in each age category documented in 2010 has been replaced by a gross overrepresentation of younger women as anchors, a severe underrepresentation of women in the 50-64 age bracket (29%) and women's complete disappearance at 65 years old. Just under one half of reporters 19 to 34 years old and 28% of reporters between 35 to 49 years old are women. At 65 years and older, women also disappear from the screen as reporters.

Women as news reporters are most present on radio, at 41% and least in print news, at 35%.

In 10 years, women's share as reporters has dropped on radio and television by four percentage points in both mediums.

The proportion of female reporters in news stories falls well below parity in all topics except science and health where the ratio is at par. Only 31% of stories on politics and 39% of economic news are reported by women.

Political and crime news are the two topics least reported by women in most regions with the exception of Asia and Latin America. Women report 30% of political news in Africa, Europe (30%), Middle East (27%) and North America (28%) – the largest thematic reporting gender gaps in these four regions. In the Caribbean, the topic in which male reporters outnumber their female peers the most is crime news, at 28% of stories by women. This is the same for the Pacific region where women report 36% of crime stories, and following celebrity news, in Asia (28%) and in Latin America (38%).

There is a statistically significant gender difference in source selection by female and male reporters.

29% of news subjects in stories reported by female journalists are women compared to 26% by male reporters. This continues a pattern first observed in 2000 when the percentages were 24% and 18% respectively.

Statistical analysis reveals the gender difference in source selection to be extremely significant, implying that progress may be made towards closing the gender gap in news sources if the reporter gender gap is narrowed as part of a broader strategy bringing together that constellation of conditions that support equality objectives.

News quality

Only 9% of stories overall contain reference to legal, rights or policy frameworks.

Social and legal stories make the highest contribution (12%) to the overall global average of stories referencing the frameworks, followed closely by stories on crime and violence (10%). A rights angle is present in only 8% of political stories and 7% of economic news.

The overall proportion of stories focussing on women has held relatively steady at 10% since 2000.

Economic news followed by political news are least likely to focus on women, currently at 5% and 7% of stories in these topics respectively.

14% of stories by female reporters focus centrally on women, in contrast to 9% of stories by their male counterparts.

The gender difference has become more pronounced over 10 successive years of monitoring.

9% of stories evoke gender (in)equality issues, more than double the percentage documented 10 years ago.

The percentage of stories in which gender equality or inequality issues are raised appears to be rising steadily since 2005, despite still remaining under the 10% mark.

African news have the highest overall proportion of stories highlighting gender equality concerns: 1 to 2.5 in 10 stories in each major topic raises equality issues.

Almost 4 out of 10 of social/legal stories in the Caribbean region underline gender equality concerns. Three out of 10 stories in North American news on this same topic raise such issues.

Over the past 10 years the largest strides in integrating a gender equality perspective have been in science and health news (+7 percentage points), followed by economic, and crime/violence stories (+6 percentage points).

A regional breakdown reveals greater propensity for gender difference in highlighting equality concerns in North America and the Middle East.

In both regions, stories by female reporters are between almost 2 to 2.5 times more likely to raise gender (in)equality issues than those by their male counterparts.

Only 4% of stories clearly challenge gender stereotypes, a one percentage point change since 2005.

Gender stereotypes have remained firmly embedded in news media output over the past decade.

In 10 years there has been no progress in the proportion of political news stories that clearly challenge gender stereotypes, while stereotypes appear to have increased in social and legal news.

Digital news

Women's relative invisibility in traditional news media has crossed over into digital news delivery platforms: Only 26% of the people in Internet news stories and media news Tweets combined are women.

A breakdown of the people by sex, by the roles they fulfil in stories published on news websites reveals some striking similarities with, as well as differences from, print and broadcast news.

Women are equally as likely to appear as subjects and as persons interviewed based on personal experience in online published stories as in overall newspapers, print and radio stories. They are however two percentage points less likely to appear as spokespersons and two percentage points more likely to appear as experts, at 18% and 21% of the people appearing in these roles respectively.

Women report five percent more stories online than in the traditional mediums combined: 42% of news published online are reported by women.

Gender difference in source selection by female and male reporters becomes starker in online news.

The 10 percentage point difference in selection of female subjects and sources is more than three times higher than in traditional mediums. Women are 33% of sources in stories by online female reporters, compared to 23% in stories by men.

Only 4% of news media tweets clearly challenge gender stereotypes, exactly similar to the overall percentage of television, radio and print news stories.

Key Findings: 1995–2015

	1995		2000		2005		2010		2015		%Change (Δ)
	%F	%M	%F	%M	%F	%M	%F	%M	%F	%M	
A. People in the news											**(%F)**
Newspaper, Television, Radio	**17**	**83**	**18**	**82**	**21**	**79**	**24**	**76**	**24**	**76**	▲ 7
Newspapers	16	84	17	83	21	79	24	76	26	74	▲10
Television	21	79	22	78	22	78	24	76	24	76	▲ 3
Radio	15	85	13	87	17	83	22	78	21	79	▲ 6
News websites and media Tweets									**26**	**74**	
News websites							23 (pilot)	77 (pilot)	25	75	
News media Tweets									28	72	
Scope of Story. Newspaper, Television, Radio											**(%F)**
Local	22	78	23	77	27	73	26	74	27	73	▲ 5
National	14	86	17	83	19	81	23	77	23	77	▲ 9
National/other	17	83	15	85	18	82	20	80			
Sub–regional/regional									24	76	
International / Foreign	17	83	14	86	20	80	26	74	24	76	▲ 7

Δ 20 yrs