



Where are all the women?

Shining a light on the visibility of women's sport in the media.

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P1./Inside cover - Partner bios



- **Women in Sport** exists so that every woman and girl in the UK can experience the transformational and lifelong rewards of sport. The organisation was founded in 1984 and has been the most influential and authentic voice for women and girls in the sector, for over 30 years. This is achieved through extensive research, partnerships with sport deliverers and media campaigns, which bring about changes in policy, practice, attitudes and behaviours, creating greater opportunities for women and girls.



- **Girls in Sport** is a rapidly growing foundation, set up in 2015 by two women with a passion for sport and gender equality. Girls in Sport's mission is to increase the participation and retention of girls and women in sports and outdoor adventure, as well as to bring more women and girls into decision-making and leadership roles at all levels. The organisation focuses on implementing new approaches, developing partnerships and collaborating across society to build a Swedish sports culture that is fully open to, and co-created by girls and women.



- **West University of Timișoara (WUT)** Universitatea de Vest din Timișoara (UVT) / West University of Timișoara (WUT) is the main higher education institution and research centre in Western Romania, annually implementing over 100 research projects, 25% of which have an international dimension. The University's strong focus on quality within an increasingly international and globalised academic world is endorsed by UVT's affiliation to the European Association of Universities (EUA), European Association for International Education, European Association of Erasmus Coordinators, the International Association of Universities (IAU), as well as many other international bodies and associations, and its position in rankings worldwide.



- **FOPSIM** is a Maltese foundation that aims to achieve concrete progress for marginalised groups or sections within Maltese society in the following areas; employment, social protection and inclusion, working conditions, anti-discrimination, diversity and gender equality, youth and the elderly. In this context, FOPSIM's main mission is to promote and sustain employment, social solidarity, youth and other marginalised issues to achieve tangible advancement in the transition towards a more equitable society. The Foundation makes use of a wide network of resources in the professional, academic, research and journalism fields.



- **European Institute for Local Development (EILD)** is a Greek NGO. EILD was founded in 2009 as an independent non-governmental organisation. EILD's mission is to consistently provide innovative high-quality services that improve the economy of regions and the quality of life in urban and rural areas by supporting and promoting experience sharing between its members and partners for sustaining international co-operation, skilful networking and further progress and growth. EILD operates as a social player in collaboration with local and regional organisations and institutions in a broad range of fields.

Research Partner for this project:



- **Nielsen Sports** is the premier provider of analytics and insights within the sports industry, offering the most reliable source of independent and holistic market data in the sector and the most complete view of consumer trends and habits worldwide. Combining solutions from sponsorship effectiveness to fan data capabilities with Nielsen's understanding of consumer behaviour and media consumption, means it is uniquely positioned to help grow businesses through sport. www.nielsensports.com



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UNIT 1:

INTRODUCTION & METHODOLOGY

The EU funded five organisations; EILD (Greece); FOPSIM (Malta); West Uni (Romania) and Girls in sport (Sweden), and Women in Sport (UK) to explore the visibility of women’s sport in the media.

The objective of the project was to identify how well the media represents women’s sport across the five countries and from this robust evidence base, challenge the current situation with journalists and broadcasters, and the sector as a whole, to understand how best to drive change.

Firstly, Nielsen Sport conducted primary research, to provide an up-to-date measurement of women’s sport coverage in terms of both quantity and quality.

More specifically it looked to uncover:

- Any disparities between men’s and women’s coverage
- Key areas where change is needed
- Best practice in media coverage of women’s sport

Following the research, all the countries hosted in-depth ‘information sessions’ with journalists and broadcasters to discuss the implications of the research, understand why certain things are happening and ways in which the media and sports organisations can be supported to increase and improve coverage of women’s sport.

Research approach

There were two parts to the research

1. Quantitative: Measuring the volume of coverage amongst different media types in the countries. 2 x 1-month monitoring periods, staged at peak & off-peak times for major women’s sporting events

- TV – ALL: analysis of broadcasting listings across 10-15 channels
- Online – ALL: analysis of up to 15 key sports media websites
- Print – UK only: analysis of up to 15 key publications

* number of channels/websites monitored varied by country

COUNTRY	MONITORING PERIOD 1	MONITORING PERIOD 2	WHAT COVERED
Greece	23 July 17 – 23 Aug 17	06 Oct 17 – 06 Nov 17	TV; Online
Malta	28 Aug 17 – 28 Sept 17	01 Nov 17 – 01 Dec 17	TV; Online
Romania	10 July 17 – 10 Aug 17	15 Oct 17 – 15 Nov 17	TV; Online
Sweden	01 Sept 17 - 30 Sept 17	01 Mar 18 – 31 Mar 18	TV; Online
UK	23 July 17 – 23 Aug 17	28 Oct 17 – 28 Nov 17	TV; Online; Press



2. Qualitative: Reviewing the nature and tone of coverage for UK, Sweden and Romania.

- 5 case studies/country across different media platforms
 - o TV -Reviewed around 20 hours of coverage for UK, Sweden and Romania
 - o Online - Reviewed selected major events online coverage for UK, Sweden and Romania
 - o Print - Reviewed selected major events print coverage for UK only

EXECUTIVE SUMMARY

1. The Challenge – why is media coverage important?

The media has a significant influence both as a vehicle to transform society's views on women and gender equality as well as in normalising women's sport. It has such tremendous reach and the power to reinforce positive attitudes in society.

Frequent visibility of women's sport plays out at a more implicit level too, making it a natural and accepted part of the sports media landscape. It also acts as a counterbalance to negative stereotyping of women in the media, through the portrayal of positive, healthy, athlete role-models.

More specifically it:

- Challenges gender stereotypes
- Provides positive female role models
- Shows women and girls that sport IS for them
- Portrays a positive and healthy body image
- Underlines women's sport as entertaining, exciting, inspiring



2. An Overview – all countries

The coverage of women's sport has a long way to go to achieve its fair share of media attention. This is true of in terms of the low proportion compared to men's sport, the limited variety of women's sports covered and lack of a consistent presence. There are examples of time periods when women's sport is barely visible, sports channels where no women's sport is in evidence and countries where it fails to achieve more than 2% of the reporting time.

However, the time feels right to capitalise on the growth and momentum in women's sport and to redress this imbalance.

There are great examples of best practice reporting of women's sport across press, online and broadcast media, where the content and commentary are insightful, rich and interesting. There are also examples of where women's sport broadcasts have attracted comparable or even superior viewing figures than similar men's events, underlining its growing popularity. When National teams are successful or individual women's sports stars have a strong following, the media show interest, however, team sport and domestic leagues are very under-represented.

In order to make a difference, it requires a step change in terms of the volume and continuity of coverage to establish a baseline of regular reporting of women's sport and normalise in the media.

UNIT 3: OVERALL HEADLINES ALL COUNTRIES



Women’s sport media coverage lags significantly behind that for men’s sport: The narrative is the same in all five countries monitored. Despite some variation in the extent of coverage by country during the year, women’s sport is significantly less visible than men’s sport by, in some instances, up to 20 times and coverage does not currently reflect the extent of high-level and exciting women’s sport taking place. This needs to change.

Levels of visibility need to be elevated: In four of the five countries, women’s sport coverage failed to achieve above 10% in any single monitoring period. It is at its lowest in Malta and Greece, where it failed to achieve more than 2% of the total coverage in either period. In Sweden and UK, the picture was marginally better, but still variable and only achieved between 3%- 6% (Sweden) and 4%-10% (UK). Romania had the highest and most consistent coverage, peaking at 14%, but this was heavily driven by tennis champion, Simona Halep, and helped by her celebrity status in the country.

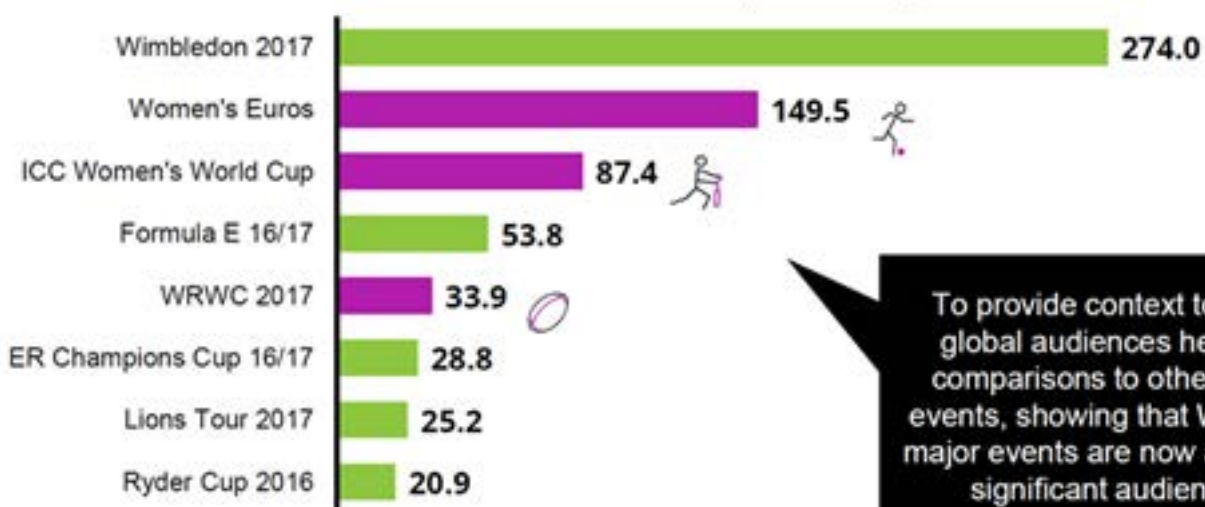
Men’s sports’ reporting consistently dominates the media: In contrast, men’s sport in three of the countries, UK, Sweden and Malta, accounted for over 80% of the total sports coverage during the monitoring periods, with football a significant driver of this. In Greece and Romania, men’s sports reporting, although still dominant, was a little lower, at 70% and 60% respectively.

Women’s sport is attracting significant audiences globally: Broadcast audiences for major women’s competitions have grown considerably over the past few years reflecting an expanding fanbase for women’s sport. There is also evidence of increasing live audiences for women’s sport at major events. This momentum provides a clear opportunity for the media to build this audience for the future.

Audiences



GLOBAL EVENT AUDIENCES (MILLIONS)



To provide context to these global audiences here are comparisons to other major events, showing that Women's major events are now attracting significant audiences.

International competitions underpin higher coverage periods: Whilst the top women's sports vary by country, tennis, golf and football, as well as basketball in Greece, were most likely to gain coverage. Higher levels of reporting were driven by major international competitions such as the US open and football World Cup qualifiers. Yet outside of these significant competitions, reporting diminished considerably for domestic women's sport. This raises the importance of ensuring women's domestic sport achieves regular coverage in order to build momentum of women's sport profile.

Individual international women sports stars have a significant impact on media interest and scale of coverage. We see evidence in a number of countries, that individual sports such as tennis or athletics, particularly if on an international stage, generally gain more coverage than team sports. This is often due to high profile female sports stars, who attract significant international media focus. Within a team, individual players are generally less well-known in their own right and therefore do not attract as much attention. There is an opportunity to identify and capitalize on this publicity through leveraging the celebrity status of high-profile female athletes to drive media interest.

The exception to this where we see a women's national team, representing its country, becoming very successful. Here the media recognize the national pride associated with that success and the team is worthy of receiving high coverage.

Free to air channels have an important role to play. Free to air channels, have the potential to reach out to new and larger audiences compared to the individual pay TV channels. This is especially important whilst women's sport is establishing itself with viewers, and still building a fanbase, as it provides visibility in a mainstream setting. It also serves to normalise women's sport.

The trend for Pay TV identified across broadcasters showed that is dominated by men's sport programming i.e. football, motorsport, golf and additionally on Basketball in Greece and Ice Hockey in Sweden. In fact, 23 channels out of a total of 74 monitored (31%), showed only male sport. Some free to air (FTA) channels as well as Eurosport provided coverage of women's sport through major mixed events.

TV profile has a knock-on effect in generating online and press coverage: There is evidence that TV coverage drives interest in other media and that online and press coverage is dependent on high profile broadcast profile. The exception is perhaps seen in Romania where the broader lifestyle reporting evident for Simona Halep, as a sports star, lends itself to online coverage its own right, regardless of TV coverage.

Headlines from the 'information sessions' with journalists and broadcasters: Following 'information sessions' with journalists and broadcast executives to discuss the implications of the research, the following emerged as the top three areas of interest for each country;

UK:

The success of National teams has been an important driver and in fact filled a void recently, when the men's national teams have performed less well. This raises the question of how women's sport can retain a high profile in the media, regardless of success, as there will always be highs and lows.

Decisions to give women's sport high profile coverage are often due to the persistence of individual journalists, helped by the success of a team in a competition. Thus, coverage relies on having strong allies within media organisations and raises the question of how to best support these individual journalists.

Better scheduling can open up opportunities. For example, actively targeting the gaps in the sporting calendar and co-ordination between the different sports bodies and between the men's and the women's game, to take advantage of the lighter periods. Also, being mindful of significant conflicts with other high-profile sporting occasions and more willing to work with the media on scheduling and timings to accommodate live match broadcasts would be beneficial.



Sweden:

Individual journalists have a significant impact in choosing what to cover. Those most aware of the need to represent women and men equally reflect this in their choice of what to cover and make active efforts, including making choices that require more working time.

In-house measuring of progress on gender equality within media organisations and reflection on progress made, including any mistakes made, has proved to be a successful and practical method of working towards gender equality in the sports media.

In TV, production managers can challenge gender stereotypes by showing women in sports in norm-breaking and non-traditional roles e.g. the famous Vasaloppet was skied by two reporters who were women. They were shown during the 90 km, being sweaty, exhausted and with running noses etc. – this all helps normalise sport for women.

Romania:

Success drives coverage, regardless of gender. This is positive where women representing the national teams are performing well and winning medals, but on occasions when performance falters, women's sport becomes invisible again.

The approach to women's sport coverage in a specific country reflects the broader national attitudes towards gender equality. This means, there is much work to do in this respect and it is harder to address the issues within sport than in more gender equal countries.

Individual journalists cannot control the way gender equity is reflected in the media.

Malta:

Lack of resources, in terms of journalists and photographers and the capacity to cover more sports events, was identified as the main problem. Consequently, sports associations are often relied upon to send high quality content quickly to support coverage.

Timings and venues of women's sports events play a significant role both in terms of their coverage but also audience. The Maltese women's football team outperform the men's team for example, but they don't play in the national stadium. Often women's sport matches are played later in the day, impacting coverage.

Education of sports journalists was recognised as an important factor, affecting the quality of reporting. Work to support how best to cover women's sport, i.e. not focusing on their gender but their performance, was deemed important to sustain and develop coverage and to create the kind of open environment needed to challenge headlines and stereotypes.

Greece:

Participants agreed that women are treated differently to men and that a negative culture against women needs to be changed and challenged.

In Greece, people measure the value of the athlete based on gender and this was associated with the sports sector still being considered a man's domain.

More information about sports' gender equality is needed, promoting fairness and respect for the individual. Participants felt that there is a lack of information on progress in Greece, as well as a lack of mentors and experts for advising women about progression in sport.

UNIT 4: COUNTRY SPECIFIC FINDINGS

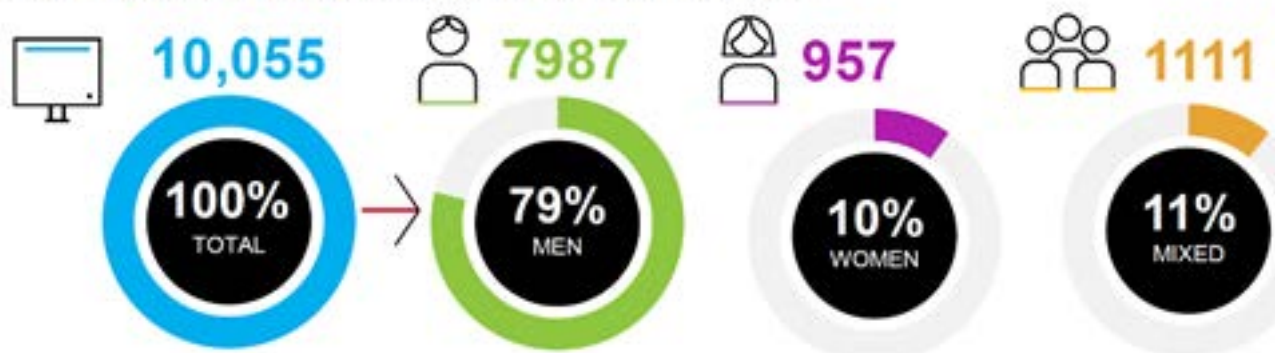


UK

The UK has the second highest media coverage of women's sport behind Romania. During the peak period in July/Aug 17, 10% of coverage was women's sport with a further 11% represented through mixed coverage. Although lower absolute levels of coverage than Romania, the variety of different sports represented was in fact, much better. The key sports during this period were tennis, golf, football and cricket, all of which had international events over the summer. Live coverage of the World Athletics Championships, by BBC1 and BBC2, drove levels of representation of female athletes within the mixed event environment.

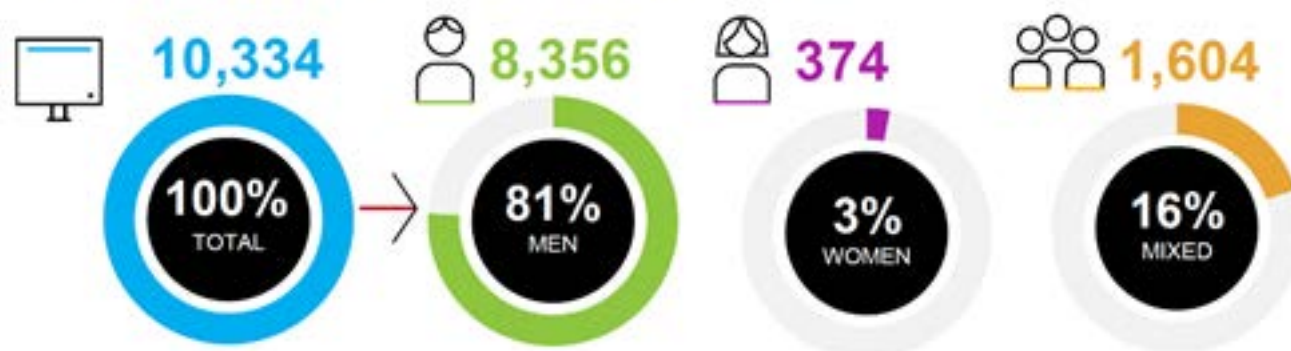
Period 1 (23 July – 23 Aug 17)

NUMBER OF HOURS OF SPORTS BROADCAST:



Period 2 (28 Oct – 28 Nov 17)

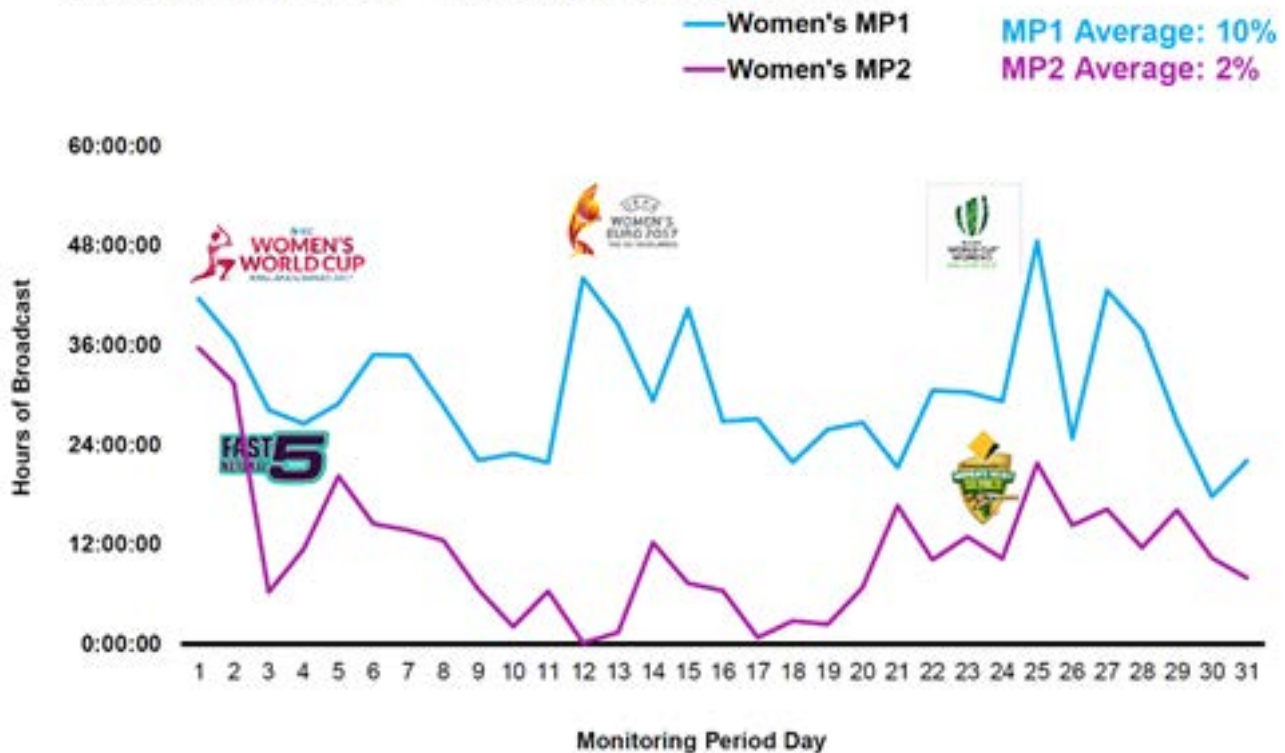
NUMBER OF HOURS OF SPORTS BROADCAST:



Coverage needs to be more consistently visible as a baseline. During the second period women's sport coverage dropped to only 3%, indicating that although the big international events are getting coverage on mainstream channels, in-between times, domestic sport, it is more hit and miss. Inconsistent coverage of women's sport makes it difficult for an audience to know where to regularly view women's sport on TV, and thus hard to build a regular fanbase and ultimately normalise women's sport.

This drop in coverage is also mirrored in print and online media, as these channels tend to feed off the TV lead. In order to increase levels here, TV needs to be more consistent in its coverage of women's sport.

HOWEVER TV COVERAGE DROPS OUTSIDE OF MAJOR EVENTS



The 'free to view' channels – BBC, C4 and ITV have a vital role to play in bringing women's sport to a wider audience. C4s coverage of the football in the summer with the England's World Cup Qualifiers, and the Women's Euros, attracted 9.6m viewers.

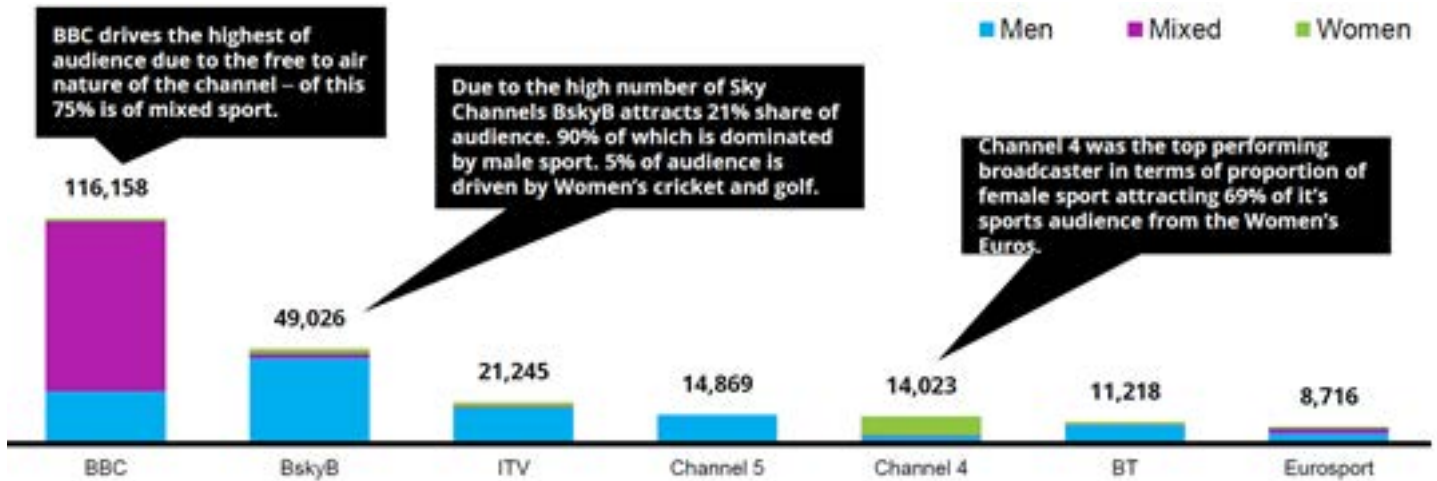
England's World Cup Qualifiers, were also both shown live on BBC2 and recorded a high cumulative audience of 2.6m. Though overall, the BBC only showed 1% of the Women's sport, it does provide exposure to a large audience. Live coverage of the World Athletics by the BBC1 and BBC2 also recorded a high cumulative audience of 2.6m. These channels are good at showing large-scale, global events but it is important to consider how this can also be expanded to day-to-day women's sport.

Although audiences are smaller, Sky and BT Sport are covering important sports events. During the summer period, we saw Sky's cover both the Ladies European(Golf) Tour and Fast5 Netball and BT Sports cover of the Women's Ashes (cricket), FIH Hockey World League Finals and WTA Elite Trophy (Tennis), which attracted an audience of 177k. Nevertheless, specific football channels –Sky Sports Football and Sky Sports Premier League are still broadcasting 100% male coverage.

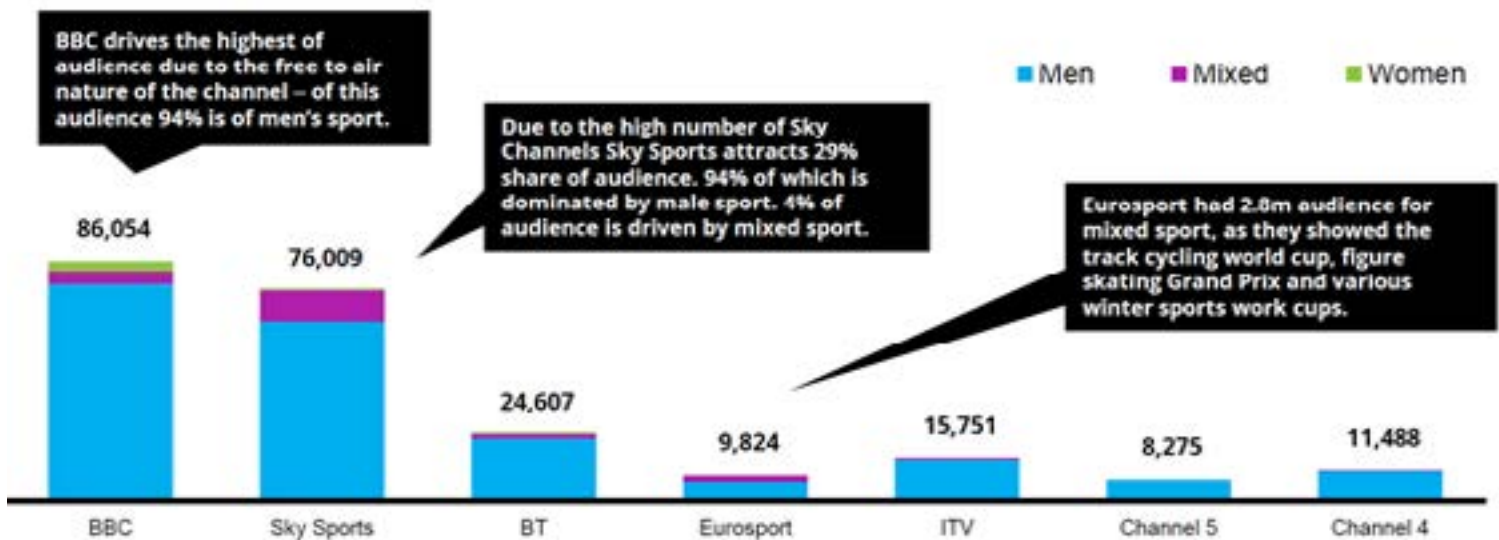
Major women's sports events are capable of attracting significant audiences. These compare very favourably with men's events. For example, in the ICC Women's World cup (cricket) the final attracted the 2nd highest cricket match audience on Sky Sports in 2017.

There have been some notable successes for international sports women and teams in the UK recently and this has been an important recent driver of coverage. This has also filled a void recently, when the men's national teams have performed less well.

Period 1



Period 2



Women's Rugby World Cup 2017
3.44m

The final was aired on ITV Saturday night prime time, attracting 1.94m viewers. The average Premiership Rugby match on BT Sport attracts 114,000 viewers



UEFA Women's Euros 2017
9.11m

Over 23/07 – 22/08, 69% of Channel 4's sport's audience came from the Women's Euros: it was their sporting focus of the summer. The broadcaster promoted the coverage on TV, online social and OOH



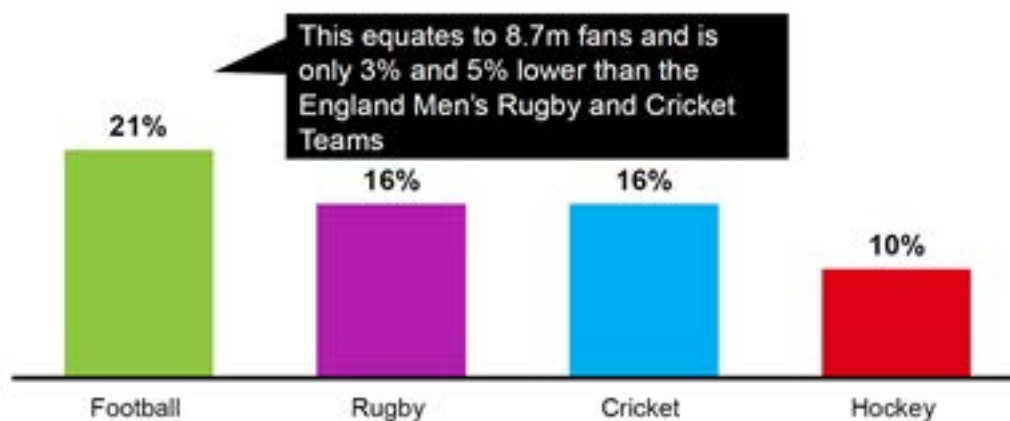
ICC Women's World Cup 2017
2.26m

The final attracted 460,000 viewers and was the second highest viewed Cricket match on Sky Sports in 2017

The audience for women's sport is men as well as women, , who are attracted by exciting sport's events (enthusiasts as well as those looking for entertainment.) We should not lose sight of this. It is also important to consider the future audiences for sport and to cater for the new generation of young enthusiasts, both women and men.

WHAT DO WE KNOW ABOUT THE AUDIENCE?

% of national population (England) interested (T2B) in national Women's team:



Q: How interested are you in each of the following sports competitions / events / teams? (base: 8,215)

Of those interested in Women's teams 68% are male, 32% are female, a very similar split to interest in the male teams.

The quality of women's press sport reporting is good, but it receives limited coverage compared to men's. The research showed that there is very little difference in the way women's and men's sport is reported in terms of quality and that this has improved substantially for women's sport over recent years. Coverage differed when it came to scale. Within the two periods monitored, women's sport amounted to only 3%-12% of all sport reported. During November 2017, there were 29 occasions when print publications had no women's sport articles, with all newspapers having at least one day with no women's sport at all.



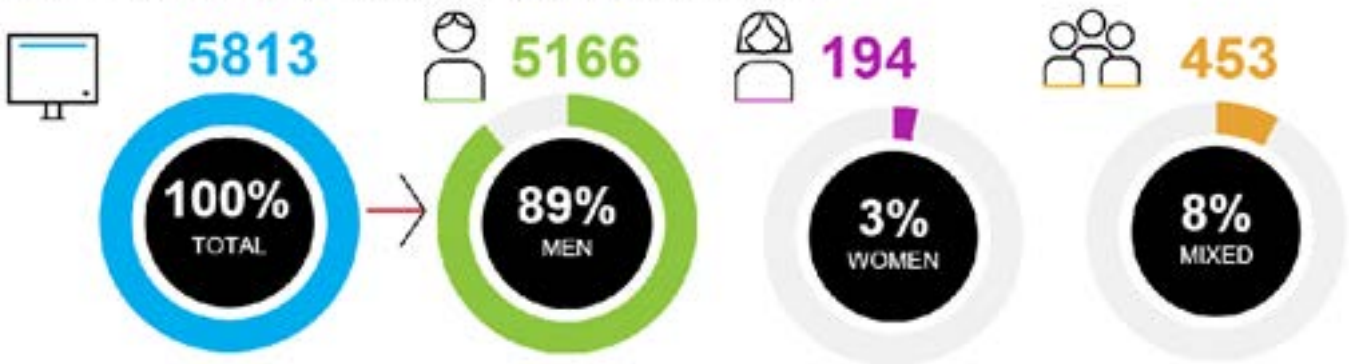
SWEDEN

Compared to the other countries monitored, Sweden achieves the average level of women’s sport coverage, albeit this level is low. Sweden saw the highest levels of coverage in period 2, March 2018. During this period, 6% of coverage was women’s sport with a further 12% represented through mixed coverage.

The key sports driving coverage of women’s sport during this higher coverage period were golf, winter sports, curling and weightlifting. With much of the winter sports coverage broadcast on FTA channels - SVT & TV 4 - this equated to 17% of the audience in this period with winter sport accounting for 65% of the audience overall.

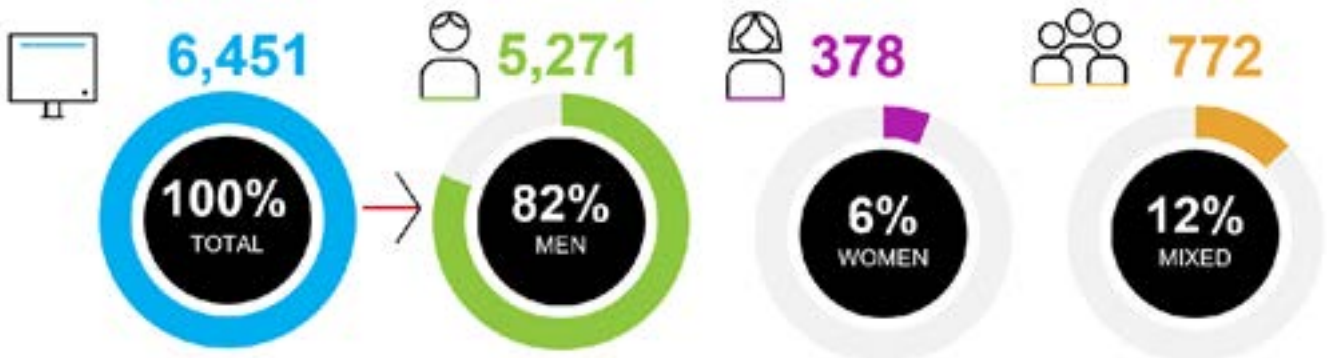
Period 1 (1 Sept.– 30 Sept. 17)

NUMBER OF HOURS OF SPORTS BROADCAST:



Period 2 (1 Mar. – 31 Mar. 18)

NUMBER OF HOURS OF SPORTS BROADCAST:



FTA (Free-to-air) channels SVT1 and SVT2 have broadcast 25% and 18% share of women’s coverage respectively. During the first period, women’s sport coverage was only 3%, showing that the hours vary quite dramatically depending on the time of year. The coverage is highly dependent on the sporting events that are taking place at any one time. In this period Sweden won the Floorball World Championships, which explained the fact that 81% of the coverage in that specific sport was women. The overall hours in Sweden are highly driven by the niche-channels e.g. Viasat Motor or C More Football, which shows nearly 630 of the 870 hours of sport but none is women’s sport coverage.



TV BROADCAST BY CHANNEL

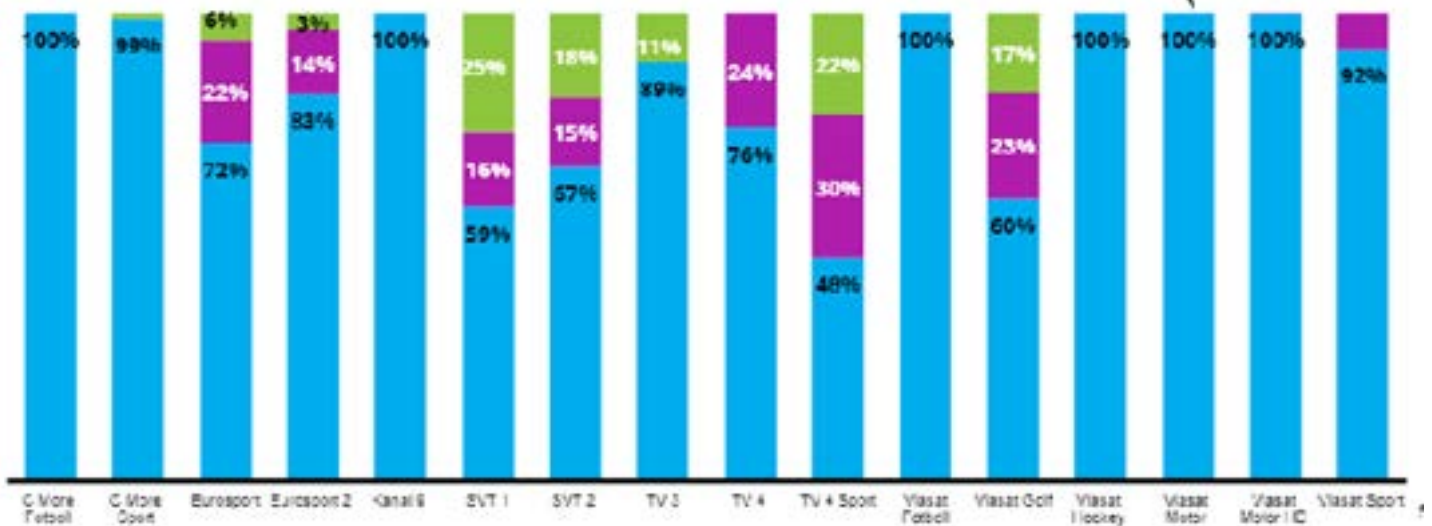
Sweden

■ Men ■ Mixed ■ Women

Eurosport 1 & 2 broadcast the US Open (Tennis) which drove 6% and 3% share respectively for women's coverage.

Free to air channels SVT broadcast 25% and 18% share of women's coverage. This was driven by a mixture of sports including Football, Ice-Hockey and Cycling. Additionally the mixed coverage was driven from the Finnkampen competition shown on these channels.

Viasat Motor, Hockey and Football is dominated by Men's coverage, with Women gaining 0% of coverage.



Team sports vs individual sports plays a role as well as the big international championships. There is however, one exception, which is floorball, where women's coverage accounted for 81% of the air time, however in 2017 women competed in the World Championship and won gold. Coverage levels, therefore, have to be interpreted carefully, as they are driven by whether or not there are women's sports tournaments happening. However, in the long run, the same pattern emerges; men's sport receives more coverage than women's sport in TV broadcasts.

TV BROADCAST BY SPORT

Sweden



Sport	Women (hh:mm:ss)	Women's % Share (of Sport Total)	Men (hh:mm:ss)	Mixed (hh:mm:ss)	Total (hh:mm:ss)
Golf	89:25:00	16%	350:59:00	121:30:00	561:54:00
Tennis	42:42:00	13%	132:18:00	162:52:00	337:52:00
Swimming	11:20:00	79%	0	3:00:00	14:20:00
Floorball	11:10:00	81%	1:34:00	1:00:00	13:44:00
Equestrian	10:40:00	31%	9:35:00	13:39:00	33:54:00
Football	9:47:00	0%	1976:29:00	0	1986:16:00
Cycling	7:58:00	3%	262:58:00	26:24:00	297:20:00
Table Tennis	5:12:00	53%	4:34:00	0	9:46:00
Handball	2:06:00	14%	11:00:00	1:45:00	14:51:00
Ice Hockey	1:58:00	0%	713:06:00	0	715:04:00

Sports Media's "In house perspective"- Challenges and strategies to create gender equality in sports media.

As part of the research in Sweden, we interviewed producers, reporters and managers in newspaper and TV broadcasting organisations. We sought their professional opinion on how to reach gender equal media coverage in sport. The interviews pointed towards the fact that gender equality was high on their agenda and that they were actively striving towards becoming more gender equal. The motivation for change rested upon ethical, economic and publishing strategies and values. Many of the journalists wanted to reflect society and found unequal gender coverage and gender stereotypes unacceptable.

The interviews also revealed that the continuous measuring of gender bias in sports coverage and engaging managers in discussion, were the two key strategies to drive change towards more gender equal coverage of women's sport, together with the budget to match.

It was noted that the use of action photos, and actually providing these photos to the press, was helping eliminate gender stereotypical imagery in Sweden.

In Sweden there is also an ongoing debate about gender marking, with one side of the debate suggesting that gendered prefixes (such as Women's World Cup or Men's World Cup) clarifies and the other side suggesting that it should not exist because it is in most cases self-evident. However, both sides of the debate agree that it is unacceptable to use a gender prefix for only women and not for men.

Several media outlets have demonstrated that change is possible. For example, a regional newspaper (Västerbottens Kuriren) went from 20% coverage of women's sport to 43% in ten years. Awareness and continuous work measuring gender equality has proven to be successful in the case of Sweden.

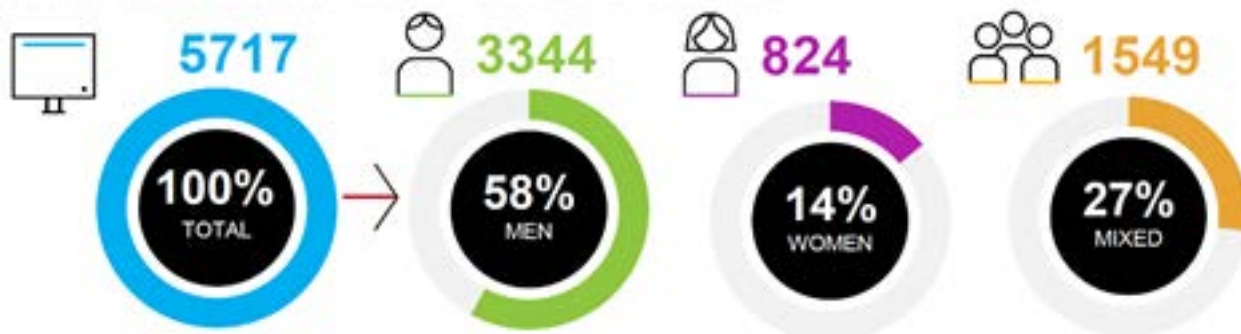


ROMANIA

Romania had the highest women's sport coverage of all the countries monitored.

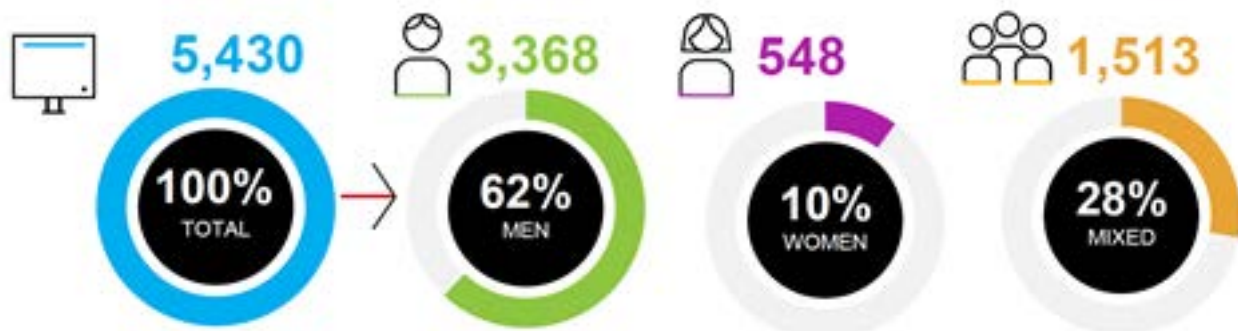
PERIOD 1 (10 July 17 – 10 Aug 17)

NUMBER OF HOURS OF SPORTS BROADCAST:



PERIOD 2 (15 Oct 17 – 15 Nov 17)

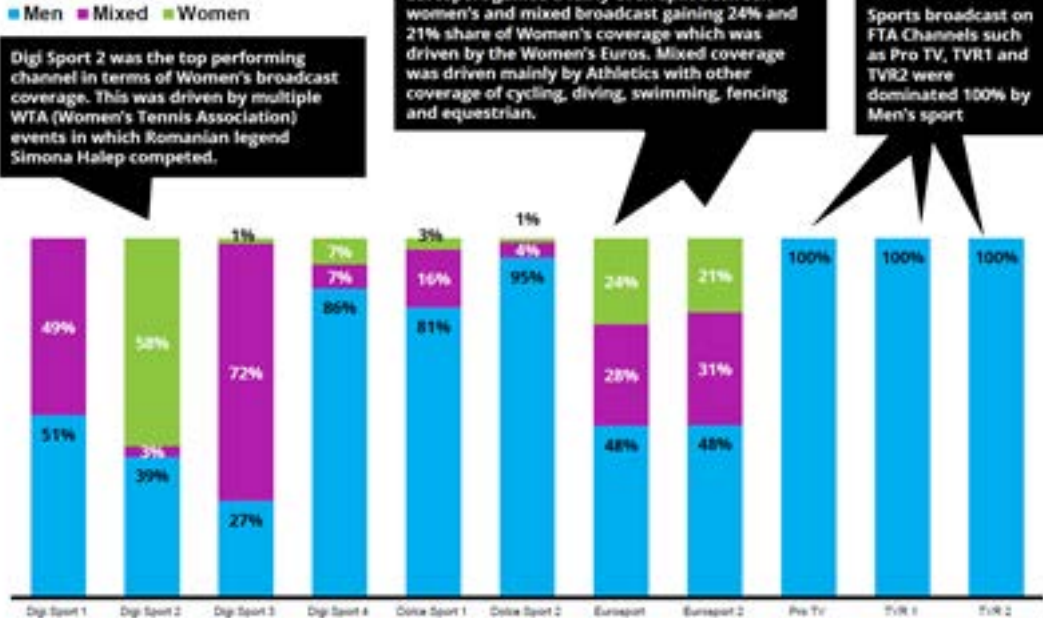
NUMBER OF HOURS OF SPORTS BROADCAST:



In period 1, there were 5717 hours of sports broadcast, 824 hours (14%) covered women's sport. This is the highest women's sport coverage of all the countries monitored. However, the coverage was dominated by tennis reporting (49%). This was predominantly driven by high media interest during Wimbledon and the participation of Romanian star, Simona Halep. Romania also has the highest proportion of women's sport online coverage at 16% in period 1, with 96% of this being tennis, with Simona Halep attracting a high level of that coverage. This is a clear example of how success drives coverage.

TV BROADCAST BY CHANNEL

Romania



Digi Sport 2 was the top performing channel in terms of the proportion of women's sports coverage, gaining 58% share of total hours broadcast. Again, this was driven by tennis, with coverage of multiple WTA events in which Simona Halep competed. In contrast, Romanian free to air (FTA) channels such as TVR1, TVR2 and Pro TV broadcast no women's sport at all. Out of all the sports broadcast on Romanian TV, only 5 featured coverage of the women's game. As with most countries, football broadcasts had the highest total number of hours at 2001 hrs. Only 13% was women's football, which was driven by the broadcast of the Euro's on Eurosport 1 & 2. TVR1 and TVR2 (FTA channels) only broadcast UEFA Champions League and Europa League football and therefore were 100% male sport.

In the second period, there were 5430 hours of sports broadcast, with only 548 hours (10%) covering women's sport. Romania had the highest online coverage of female athletes and sport of all the countries monitored with 14% in period 1 and 10% in period 2. Again coverage, was dominated by Simona Halep, although this was less than half of the coverage in the first period. The other sports covered online were handball, gymnastics and basketball, however this was only 19 articles, accounting for 4% of the total coverage of women's sport.

Again, Digi Sport 2 was the top performing channel in terms of the proportion of women's sport broadcast in period 2, with 55% hours of women's sport coverage. This was driven by coverage of multiple WTA events in which Simona Halep competed. Out of all sports broadcast on Romanian TV, 6 sports had women's coverage. Handball was the next highest after tennis with 139 hours shown (61%). With the EHF Champions League rounds being shown on DigiSport and with a team from Romania in the competition (CSM Bucuresti), this generated a large audience (1.6m). Again, we see that major international competitions are key to success.

The Romanian case shows that although men's sport dominates, a successful female athlete can make a huge difference to the amount of media coverage for her sport in her home country. Simona Halep's private life as well as her sporting achievements attract high media interest and we observed a considerable number of mentions of her as a (potential) wife or mother and the impact this would have on her career.





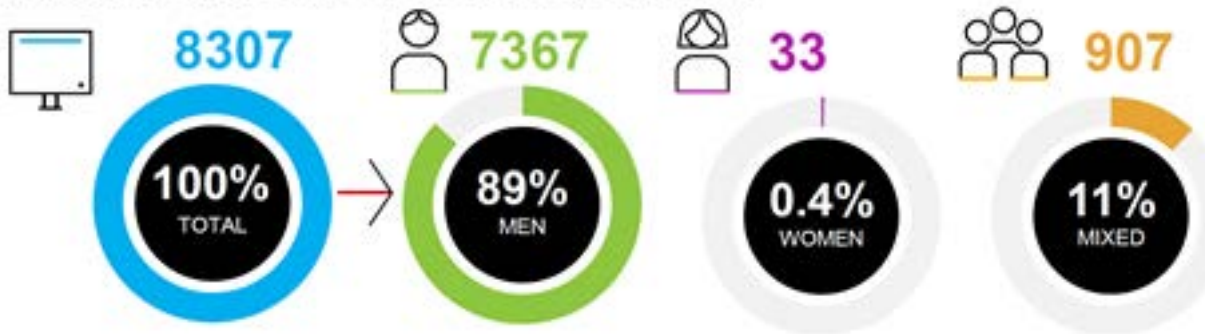
MALTA

Malta has the lowest women’s sports coverage of all countries monitored.

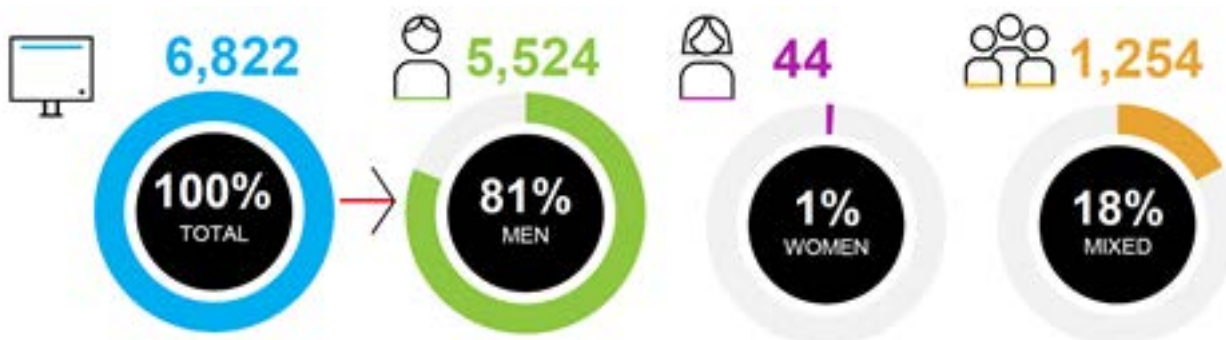
Malta comes last in both monitoring periods, with an average of 0.51% of coverage dedicated to women’s competitions, 14.28% to mixed events and 85.21% to men’s sports. These specific measures do not separate domestic and international sports and so we are unable to identify the proportion of each. Despite significant differences in coverage of men’s and women’s sports, within mixed sport broadcasts, the coverage between the sexes is more equal in both quality and quantity.

PERIOD 1 (28 Aug 17 – 28 Sept 17)

NUMBER OF HOURS OF SPORTS BROADCAST:



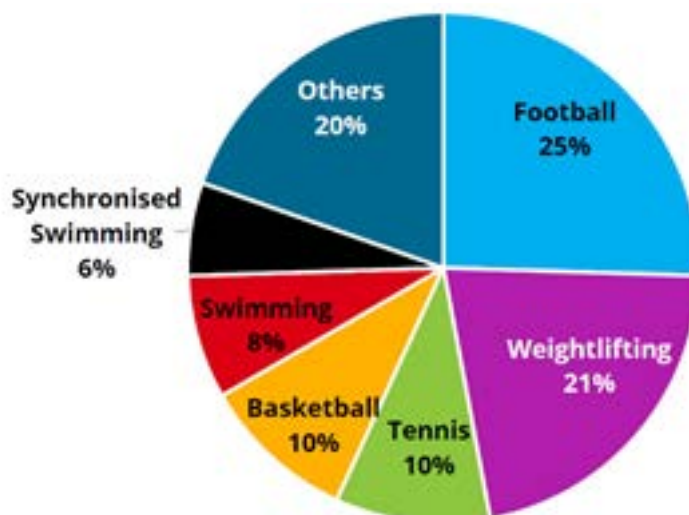
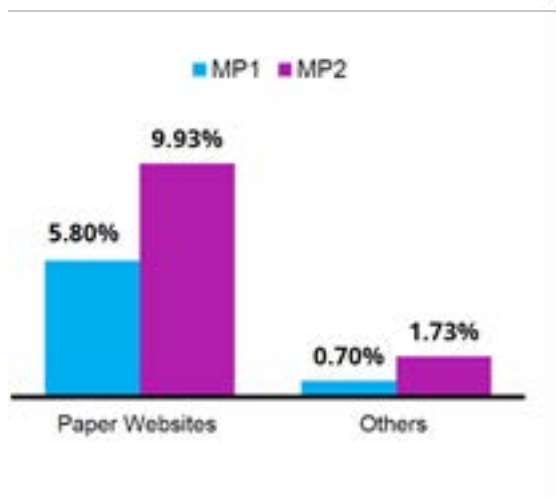
PERIOD 2 (01 Nov 17 – 01 Dec 17)



Football and tennis were the main women’s sports broadcast on TV, aside from within mixed event programmes. Women’s tennis achieved the highest level of coverage of all women’s sport in Malta, with the likes of the Williams’ sisters and Sharapova provoking media interest. Water polo, as a local sport of interest also received coverage for the women’s teams, together with weightlifting, thanks to Yazmin Zammit Stevens, who has brought success to Malta on the international stage.

Women’s sports coverage fared better online. This was particularly evident in newspaper websites, such

as Times of Malta, the Malta Independent and TVM. The newspapers' online coverage showed an average of 7.67% across both monitoring periods. In contrast to other countries, Malta's online coverage included more reports on domestic events and competitions and this rises considerably when Maltese sportspeople compete in international competitions, such as weightlifter Yazmin Zammit.

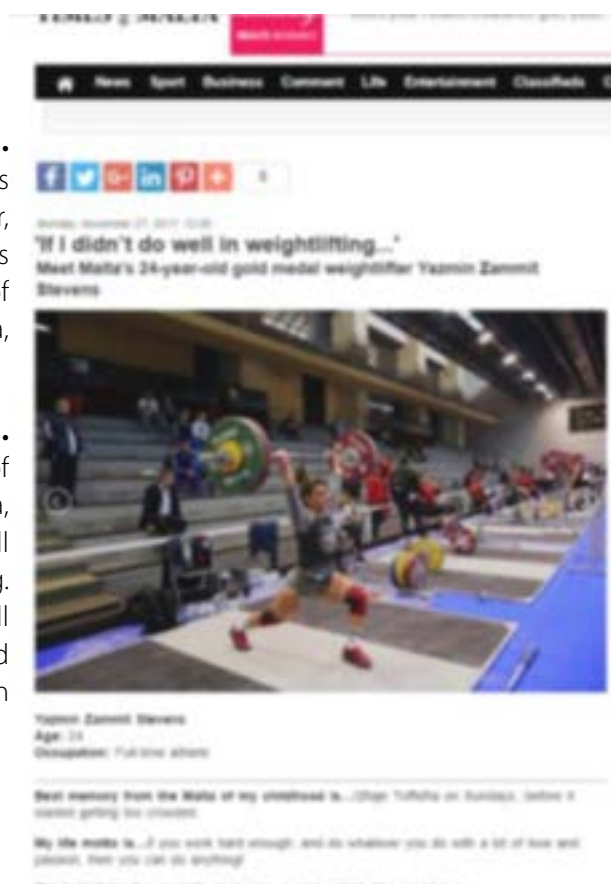


Go Sports 4 is the main sport's channel in Malta.

Overwhelmingly, the coverage on Go Sports channels was dominated by men's sport, particularly men's football. However, it was also the biggest channel for women's sport, with its women's football coverage, accounting for 4% (28 hours) of all sport shown. Over half the channels monitored in Malta, broadcast solely men's sport.

Men's football dominates the sports broadcasts in Malta.

During the monitoring periods this included coverage of competitions such as the Premier League, Serie A, Bundesliga, UEFA Champions and Europa League competitions as well as numerous football club TV magazine programmes (e.g. Liverpool and Juventus TV). In addition, there was a small amount of tennis shown (25 hours) of which between 8% and 14% was women's tennis and this was driven by Wimbledon in period 1 and by the Fed Cup in period 2



Peak - Period 2 (01 Nov 17 – 01 Dec 17)

TV BROADCAST BY CHANNEL

Malta

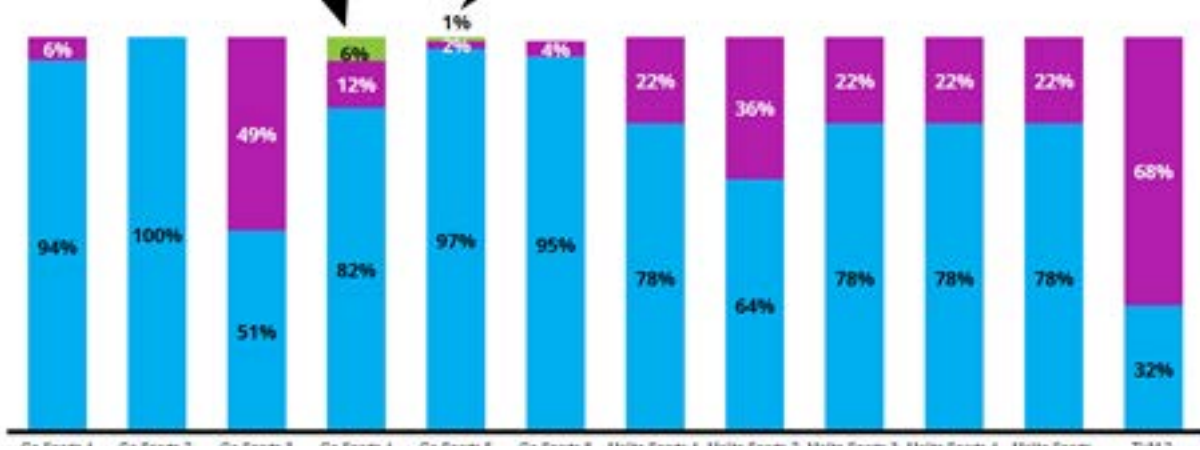


Men Mixed Women

Go Sports 4 was again the top performing channel with 6% of broadcast being of Women's Sport in the second monitoring period. This was solely driven by live coverage of women's football.

In general the coverage on Go Sports channels is dominated by men's broadcast.

Melita 2 was the top performing channel in terms of mixed broadcast showing 254 hours of broadcast, gaining 36% share. This was mainly driven by relive coverage of Sailing events with some triathlon coverage.





GREECE



Athleticism and Gender

Sport is popular in Greece, and attracts people’s attention regardless of gender, age, profession or educational background. In Greece, sport often helps people with low levels of life satisfaction (such as those who are unemployed and/or people from low-income groups), to find ways to escape their everyday problems. Sport offers a relatively low-cost means of entertainment and provides a platform for people to distinguish themselves (i.e. as coordinators of team supporters’ groups), providing influence and identity for people who don’t get this from their job due to social norms (i.e. professional career, educational platforms etc.). Sport has the potential to promote diversity and inclusion , as in every game people of different ages, from different social, financial and educational backgrounds, co-exist supporting the same or opponent teams.

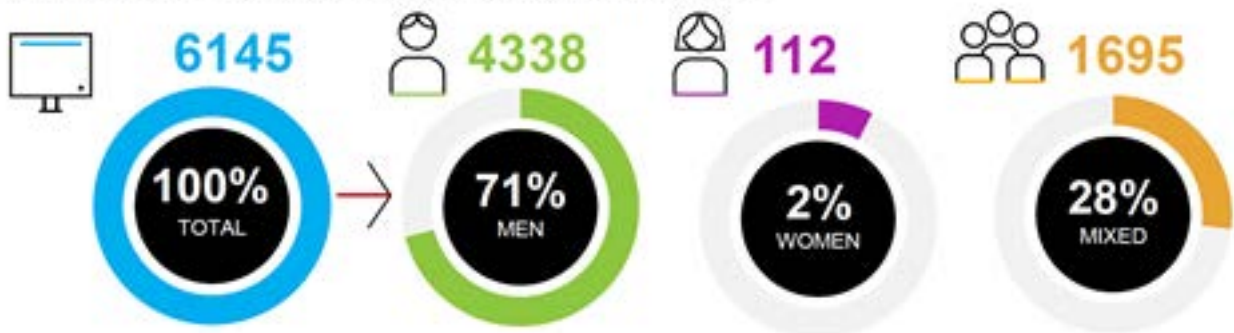
Similar to many western countries, sport has historically been dominated by men in the contemporary athletic history of Greece. The sports industry has also been dominated by men, with limited involvement of women. As a result, women’s interest and participation in sport have been limited to the amateur level and participation in professional sports’ events has only increased during the 20th century.

Sport in Greece Today

Nowadays, similar to other markets, men’s football dominates sports broadcasting in Greece. Football accounts for around 35% of all sports coverage and this is exclusively men’s football, featuring numerous international competitions such as Premier League, Series A, Bundesliga, UEFA Champions, Europa League and the Asia Trophy. Out of the total hours of football broadcast domestic coverage from the Greek Super League had limited presence and women’s football did not feature at all.

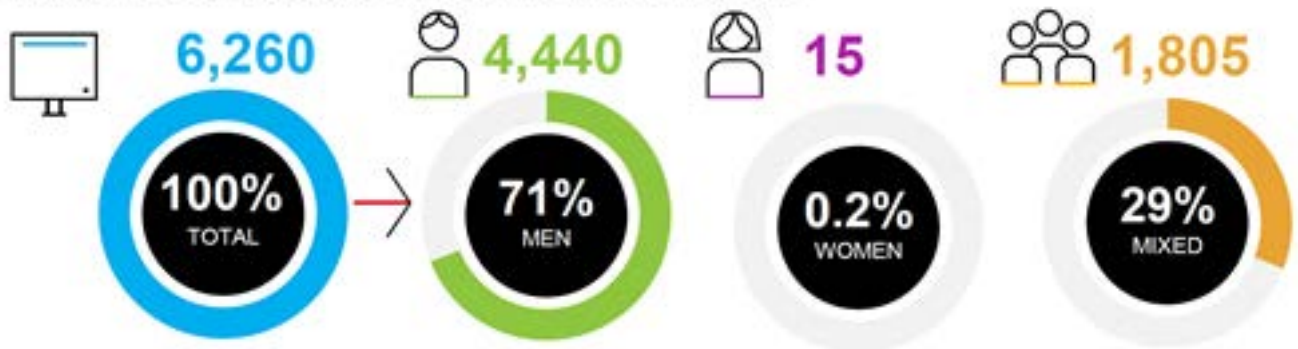
PERIOD 1 (23 July 17 – 23 Aug 17)

NUMBER OF HOURS OF SPORTS BROADCAST:



PERIOD 2 (06 Oct 17 – 06 Nov 17)

NUMBER OF HOURS OF SPORTS BROADCAST:



The top performing sport for women in terms of number of hours of TV coverage, is basketball. Over the summer, monitoring period 1, it received 70 hours of coverage in a single month, which was a 10% overall share on COSMOTE Sport 4. This was driven by WNBA competition and live matches being shown.

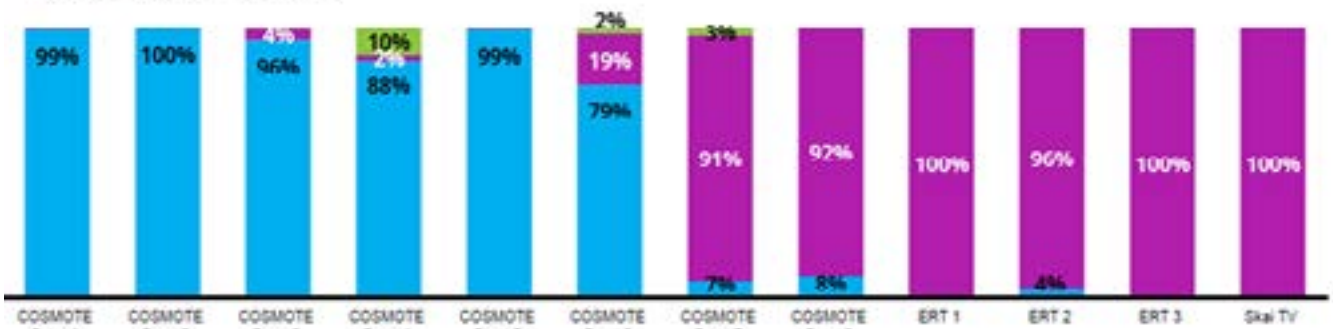
Tennis and volleyball attracted media coverage for the women’s game in period 1, the summer months. Beach volleyball also received good media focus at this time, featuring live matches from the FIVB World Championships on COSMOTE Sport 7.

TV BROADCAST BY CHANNEL

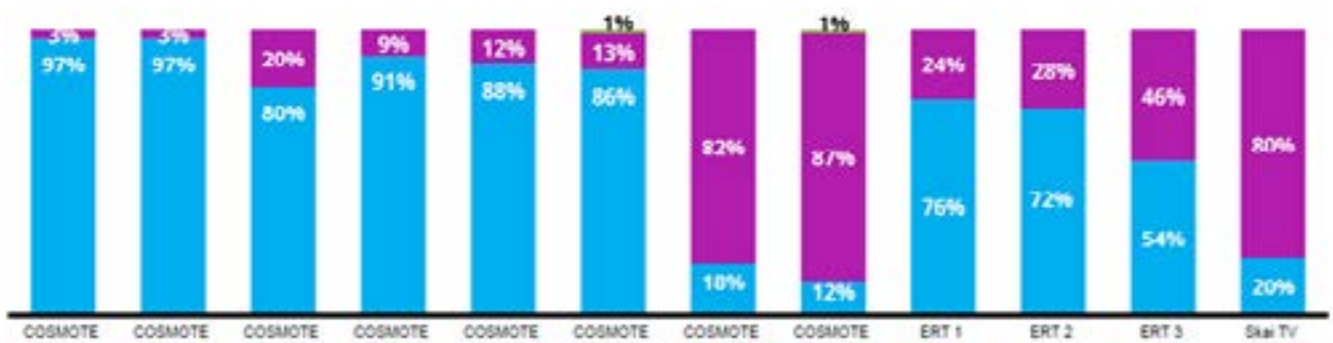


Monitoring Period 1

Men Mixed Women



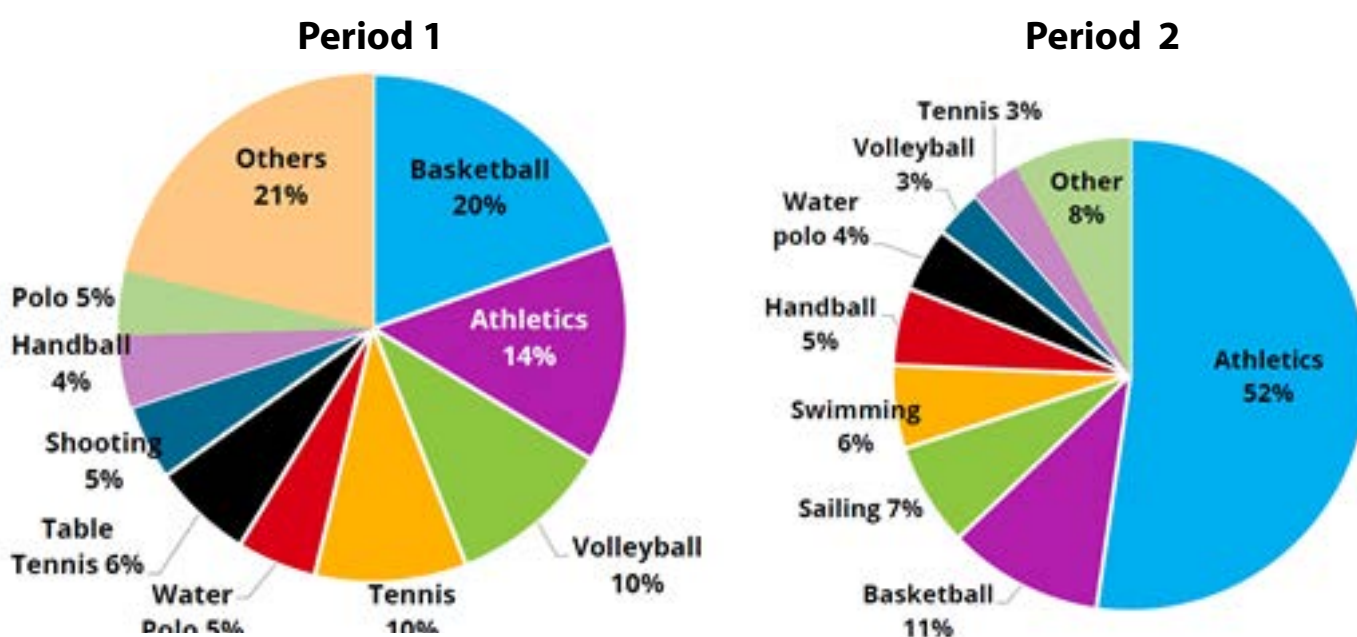
Monitoring Period 2



Individual women's sports coverage was very low compared to other countries at only 2% in the summer, monitoring period 1 and dropping to less than 0.5% in the autumn, period 2.

However, women's sport was more evident within mixed sports reporting, where men's and women's events were broadcast alongside each other. Free to air (FTA) Greek channels (ERT), tended to focus on mixed sport programmes and men's sport in the periods monitored, dominated by the Athletics World Championships on ERT 2 in period 1.

It is interesting to observe that online reporting covered an impressive range of women's sport, reporting on up to 33 different sports with Gazetta and Sport 24 having the widest coverage. In addition to basketball, volleyball and mixed sport programmes, other women's sport coverage included cycling, table tennis, beach volleyball and rowing. The challenge now is to increase the scale to give women's sport more prominence.



There is evidence to suggest that success leads to additional focus and coverage in broadcast media. The coverage for women's athletics peaked with the success of Katerina Stephanidi winning gold in the World Championships, and subsequently winning an award, illustrating the importance of success in driving media interest. Beach volleyball also received good media focus due to the success of the women's team in reaching the quarter and semi-final of the FIVB Beach Volleyball World Championships.

The role of media coverage

A research survey from the Department of Journalism and Mass Media of Aristotle University Thessaloniki in August 2004, "View of Women in the daily press," reviewed sample reports from daily local and national print media (the sample included two newspapers published in Thessaloniki area and two newspapers published in the Athens area with nationwide circulation). The research found that the media has an important role to play in creating the image of a sportswoman, through their promotion of women's participation in sports events of global interest.

In the study, although the media appeared to strongly feature Greek women athletes, despite their excellent sports performance, the press focussed much more on issues concerning their appearance, than on athletic achievement. The research also showed that journalists tended to use the term “girl” and various other stereotypical adjectives and diminutives, in order to describe female champions.

In conclusion, it appears that the media portrayed the image of the woman athlete as they would a model or film/TV celebrity and very differently to the way they portray the image of the male athlete. This undermines the credibility and perceived competency of female athletes in Greece.

UNIT 5: BEST PRACTICE & TOOLKIT



The time is right to redress the gender imbalance of women's sports reporting within the media and secure its future as part of mainstream sports' coverage, normalising sport for women and girls.

It is a missed opportunity for both women's sport and the media, if we don't capitalise on this period of growth and momentum. Women's sport has never been so successful, drawing in larger live audiences as well as broadcast viewing, providing an opportunity to extend this growing fanbase beyond the international games to domestic leagues and define the audience for the future. For example, during 2017 the global audience for the UEFA Women's European Championship achieved 149.5 million, the ICC Women's World Cup achieved 87.4 million and the Women's Rugby World Cup achieved 33.9 million. All three events achieved higher global audiences than the Ryder Cup 2016 (20.9 million), the Lions Tour 2017 (25.2 million) and the European Rugby Champions Cup (28.8 million), illustrating the appeal of women's sport now to mainstream audiences. A number of thoughts and recommendations have emerged following the Nielsen research and subsequent sessions with journalists and broadcasters to support this aim.

A number of best practice examples, questions and considerations emerged following the Nielsen research and subsequent information sessions with journalists and broadcasters within each country. These are summarised below.

Best Practice

Three of the five European partners were involved in the qualitative aspect of the Nielsen research, which reviewed coverage in depth, to understand, compare and contrast its style and content.

A number of best practice examples were identified, which are relevant to a broader range of media.



1. Rugby – UK examples of best practice

The UK media coverage of women's rugby during the Women's Rugby World Cup provides an excellent example of how to create interest and strengthen the coverage and profile of a women's team.

Rugby broadcast example:

Despite no studio for the women's tournament, investment into pitch-side presenters and the use of technology and graphics enhanced the importance and quality of the women's game.

Programmes were 3 hours long, including a 30-minute build up with player interviews and 30-minute post-match analysis, to create interest in the players and provide analysis of the game. This is especially important for those not familiar with the team to create engagement.

The use of action-focused content, and the tone of the discussion, about the team success, player attributes and avoiding references to 'women' in



favour of terms such as 'England' or 'All Blacks', were all positives.

The Women's Rugby World Cup coverage had broadcast sponsorships with RFU sponsor, O2.

Rugby print example:

After England lost the final there were images on the first page of Sport sections of The Sunday Times, The Telegraph and The Daily Mail and The Observer. The Times also had a front-page image. In addition, there was also a tactical advertising wrap of The Telegraph sport section on the day of the final showing support of the team.



Rugby online example:

- Content included both coverage of the event and commentary on gender issues around team contracts. For example, The Daily Mail for the rugby, reported on the final's move to ITV prime time and the high semi-final audiences.
- Women's players were portrayed as 'experts' of the game. For example, Maggie Alphonsi was part of The Telegraph's expert writers for the Lions Tour (men), as well as having regular columns covering men's and women's rugby.

2. Football – examples of best practice in Sweden and UK

The broadcast of the Women's European Championships in both Sweden and the UK showed some great examples of how broadcast media can deliver quality coverage of the women's game.

Football broadcast media – Sweden & UK

Sweden

The Swedish coverage of the women's European Championships was presented within the stadium.

For the UK, coverage was presented pitch side whilst the England team were warming up and presenters included football icon Michael Owen.

Both Sweden and the UK used graphic overlays of the team.



3. Handball – examples of best practice in Sweden and Romania

Coverage of handball in Sweden was very similar between the women's and the men's game, with investment in a studio broadcast as well as pitch side presenters for both, and the use of interactive technology to review matches.

The lead up to the matches were both 30 minutes, which shows similar investment and ways of presenting the sport. Kanal5 for the Women's World Championships used a full studio with large screen, whereas at the



Men's Europeans Championships was presented from the stand. Additionally, both female and male presenters were used to cover both the women's and men's games.

The coverage of the Handball in Romania was largely similar for both men's and women's matches in terms of the use of graphics and the level of enthusiasm from the commentators. Both showed plenty of action and during time-outs or half-time and cut to the team or coach's talk. There was no studio or pitch side commentary for either, however.

4. Monitoring, language and approach used in the media - Examples of best practice in Sweden

In Sweden, internal practices within media organisations has helped embed positive behaviours and monitor coverage. Quotas and targets have been used successfully to address women's sport inclusion. Whilst these may not work in all countries, this approach does offer some useful best practice examples.

- There are media outlets that make a conscious effort to cover the highest league in the men's and women's football, before featuring the second league for men.
- Internal practices are in place to ensure that women's sports are covered more consistently.
- Sports organisations provide support to journalist 'allies' who are pro-actively promoting women's sport. This helps maintain and develop the impact that these important champions have on women's sport coverage.
- Gender tagging, which means using the prefix 'women's' before a competition title in order to differentiate from the men's competition, is not used in Sweden. This means that neither women's nor men's sport are referenced as such, creating a sense of balance and equality.

5. The use of channels, publications and online to build audiences

Whilst the importance of where women's sport is shown varied slightly by country, it was a consistent and important theme across all. There are certain channels, online sites and publications which have broader reach and thus are more effective at building new audiences. Ensuring a mix of channels is important.

- Pay TV and free to air (FTA) channels played different roles and this varied by country. Generally, we see that public broadcasters accessed large audiences but often had less women's sport coverage in terms of hours, whereas pay TV has smaller audiences, but more coverage of women's competitions.
- Streaming was seen as an opportunity to engage new audiences, but it was noted that this does not work as a replacement for traditional media coverage as the quality and reporting around the event tended to be inferior.
- Social media can provide an instant route to cover sport but it can prove limiting. In Sweden an example was shared where athletes were 're-grammed' on Instagram. However, this replaced actually sending a reporter to cover the event rather than as an additional enhancement.



Toolkit - Challenges, questions and considerations

The challenges, questions and considerations for the future of equality in sport must reflect the cultural context and media landscape of each country. This table highlights some of the issues raised during the course of the project which are worthy of further consideration to maintain progress and eventually level the playing field in media coverage of women's sport.

Please note, not all of these challenges exist in every country, or to the same degree. Indeed, some of the considerations are more relevant and practical in some countries than others. For example, quotas and targets are more common practice in Sweden, whereas in the UK, this practice is less prevalent and is viewed less positively as a mechanism to drive change.

The Challenge	Considerations
<p>Limited and inconsistent coverage of women's sport</p> <p><i>How can we maintain a consistent presence for women's sport? How can we make it easier to find women's sport coverage for new and expanding audiences?</i></p>	<p>Media</p> <ul style="list-style-type: none"> • Having an easily findable and regular placeholder for women's sport - online, broadcast and in print media. • Media taking responsibility for ensuring improved gender balance through in-house measuring of progress on gender equality and internal reflection on that progress. • Quotas and targets set and monitored for women's sport coverage. • Education and support for media on gender equality issues more broadly. <p>Sports organisations</p> <ul style="list-style-type: none"> • Ensure equal investment in PR and media relations for the women's and men's game.
<p>Finding space for women's sport within a crowded schedule</p> <p><i>Media schedules are heavily male dominated. Should some men's sport be dropped to make way for women's sport or do new platforms, websites, pages need to be created to create the space for women's sport coverage?</i></p>	<p>Sports organisations</p> <ul style="list-style-type: none"> • Scheduling of competitions with thought to media coverage opportunities for both the men's and women's competition: <ul style="list-style-type: none"> o Actively targeting gaps in the sporting calendar o Increased co-ordination across national governing bodies/sports organisations o Improved coordination within organisations of men's and women's competitions.

The Challenge	Advice & suggestions
<p>Providing media allies with enough support to influence media coverage in their organisations</p> <p><i>What role can advocates of women's sport in the media play?</i></p>	<p><i>Media</i></p> <ul style="list-style-type: none"> Individual journalists can press for representing women and men equally. Producers (in broadcast media) can challenge gender stereotypes by showing women in norm-breaking and non-traditional roles in sport such as in Sweden, when the famous Vasaloppet was skied by two female reporters.
<p>Coverage of international competition exists to a far greater extent than for domestic competition, we need to raise the game at home</p> <p><i>How can we raise the domestic game in women's sport?</i></p>	<p><i>Media</i></p> <ul style="list-style-type: none"> Work with sports organisations to boost team and individual female athlete profile and presence in domestic competition when reporting international sport <p><i>Sports organisations</i></p> <ul style="list-style-type: none"> Sponsorship opportunities can provide leverage. Invest in and improve domestic competition
<p>Perception of women's sport as inferior to men's sport</p> <p><i>How can we reinforce the competition quality and skill levels in women's sport to shift perceptions of inferiority?</i> <i>How can we increase the value of women's sport as entertainment?</i></p>	<p><i>Media</i></p> <ul style="list-style-type: none"> Avoiding direct comparisons between the male and female game Ensure that studios, presenters and technology are not inferior to those used to cover men's sport Action focused content and reporting Avoid talk of lifestyle/personal stories with the coverage of the competition (much more likely to talk about female athletes in this way than male athletes, level this up and treat the conversation with equal respect) Have both women and men present both women's and men's sport <p><i>Sports organisations</i></p> <ul style="list-style-type: none"> Examples of success when piggy-backing women's sport onto male sporting events. Can help build awareness of women's sport, but audiences for women's and men's sport can also be different so needs careful thought on sport by sport basis.



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The Challenge	Advice & suggestions
<p>Increasing the fanbase/audience</p> <p><i>How to attract sponsorship and provide ROI to investors?</i></p> <p><i>How do we maintain interest in women's sport regardless of success rates?</i></p>	<p>Media</p> <ul style="list-style-type: none"> The demand for women's sport and attendance at live women's sports events is growing. This fanbase can translate into greater media audiences for women's sport more broadly <p>Across media channels (online, print and broadcast) identify content opportunities to help build the audience</p>
<p>The need to build audiences for the future</p> <p><i>What will compel Generation Z to engage with women's sport in the future?</i></p>	<p>Media and Sponsors</p> <ul style="list-style-type: none"> The audience for women's sport is not just women Understanding the audience for women's sport and its potential Use of platforms where Generation Z resides
<p>Don't underestimate the 'power of one' to influence change</p>	<p>Media</p> <ul style="list-style-type: none"> Journalists with an interest in, or passion for, women's sport must engage in discussions about consistent coverage and how this can support equality in sport. Need for champions at senior level within the media.



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