



# Women in sports programming in the Mediterranean audiovisual sphere

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Agencija za elektroničke medije  
Agency for Electronic Media



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## **Part I: Introduction**

The analysis of the presence of sport practised by women in news programmes and sports magazine programmes on linear television in the Mediterranean audiovisual sphere is part of a set of initiatives carried out by the Mediterranean Network of Regulatory Authorities (MNRA) through the Gender and Media Working Group. The aim is to use these studies to help promote equality between women and men in the media.

The world of sport is a social area in which the presence of women and men has traditionally been very unequal. In the audiovisual field, as well as giving little visibility to women's sport, the content often reproduces stereotypes that persist over time. This representation of women in sports programming, which is in the minority and is often stereotyped, was confirmed in the study<sup>1</sup> published in 2017 by the network of regulatory authorities, using data from 2016, which gave rise to a series of recommendations to try to reduce the inequalities that occur in this specific space.

In 2021, the MNRA commissioned the Gender and Media Working Group to carry out a new analysis to obtain an updated snapshot of the coverage of women's sports on public television.

To perform this task, the following regulatory authorities have participated in the study:

- Agencija za elektroničke medije (AEM)
- Autorité de régulation de la communication audiovisuelle et numérique (ARCOM)
- Consejo Audiovisual de Andalucía (CAA)
- Catalan Audiovisual Council (CAC)
- Portuguese Regulatory Authority for the Media (ERC)

Coordination of the study was entrusted to the Catalan Audiovisual Council.

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<sup>1</sup> [Equality between men and women in the sports programmes through audiovisual media services](#)

## **Part II: Methodology**

## **Procedure**

The Plenary of the Assembly of the MNRA that was held on October 10, 11 and 12, 2021 commissioned the Gender and Media Working Group to develop an analysis of the presence of sport practised by women in the news and sports programming of linear television.

In order to perform this analysis, a methodological and indicator-based proposal was put forward, which was debated and agreed upon in a working meeting held on December 14, 2021.

## **Universe of analysis**

The agreed methodology establishes that the aim of the study is to analyse the presence of women in sports programming on public television in the Mediterranean audiovisual sphere, focusing on a period of analysis of three weeks in 2022:

- First week: February 28 to March 6
- Second week: April 4 to 10
- Third week: May 9 to 15

## **Research questions**

The agreed study method is taken from the following research questions:

- What prominence does sport practised by women have in news programmes?
- How much time is devoted to sport practised by women in sports magazine programmes?
- What voice do women have in debate spaces and talk shows of sports magazine programmes?
- What proportion of the sporting events broadcasts features sport practised by women?

## Methodological notes

The analysis structure is based on the following **general concepts** of the content analysis methodology:

- **news time**, for the presence of sport practised by women in news and sports magazine programmes;
- **broadcast frequency**, in the case of sports broadcasts;
- **frequency of appearances**, to assess the presence of women in both debate spaces and sport talk shows.

On the other hand, the definition of **sport** adopted by the working group includes content that refers to the practice of sport in the strict sense, and also those that address issues related to people or institutions in the world of sport, such as the impact of the war in Ukraine on sport.

Regarding **gender**, it has been decided that the value *men and women* will be attributed in the case of mixed-gender sports, events in which men and women participate (e.g., marathons) or in items referring to sports institutions that include categories of both genders (e.g., FC Barcelona as an institution).

Finally, it is agreed that the unit of analysis is the **item**, understood as a fraction of homogeneous programming related to the established analysis variables: sport and gender. In the case of news programmes, in both generalist or sports theme channels, it refers to a news story and, in sports magazine programmes, it corresponds to a report, a debate space or a talk show, an interview, a section of analysis, etc.

## **Part III: Results**











## **1. Broadcasts analysed**

The five regulatory authorities participating in the study provided data on the broadcasts of publicly owned generalist channels.

The AEM of Croatia and the CAC of Catalonia also provided data from sports theme channels. In the case of Croatia, SPTV (Sportska Televizija) is a television channel of the Croatian Olympic Committee (HOO) financed mostly with public funds. As for Catalonia, Esport3 is the publicly owned sports channel of the Catalan Corporation for Audiovisual Media (CCMA).

In total, 1,395 programmes and more than 750 hours of programming with sports content have been analysed (see table 1).

**Table 1. Programmes analysed**

| Regulator       | Channel   | Type of programme          | Number of programmes | Hours of sports content |
|-----------------|---|----------------------------|----------------------|-------------------------|
| AEM (Croatia)   |    | News programmes            | 21                   | 2:14:40                 |
|                 |   | Broadcasts                 | --                   | --                      |
|                 |   | Sports magazine programmes | --                   | --                      |
|                 |   | Total                      | 21                   | 2:14:40                 |
|                 |    | News programmes            | --                   | --                      |
|                 |   | Broadcasts                 | 93                   | 172:16:31               |
|                 |   | Sports magazine programmes | 181                  | 83:44:18                |
|                 |   | Total                      | 274                  | 256:00:49               |
| ARCOM (France)  |    | News programmes            | 46                   | 03:13:31                |
|                 |   | Broadcasts                 | 3                    | 6:16:46                 |
|                 |   | Sports magazine programmes | 1                    | 0:57:29                 |
|                 |   | Total                      | 50                   | 10:27:46                |
|                 |    | News programmes            | 86                   | 06:52:51                |
|                 |   | Broadcasts                 | 4                    | 10:24:19                |
|                 |   | Sports magazine programmes | 15                   | 14:31:03 <sup>2</sup>   |
|                 |   | Total                      | 105                  | 31:48:13                |
| CAA (Andalusia) |  | News programmes            | 56                   | 09:47:02                |
|                 |   | Broadcasts                 | 1                    | 1:56:02                 |
|                 |   | Sports magazine programmes | 4                    | 2:19:17                 |
|                 |   | Total                      | 61                   | 14:02:21                |
| CAC (Catalonia) |  | News programmes            | 261                  | 22:42:00                |
|                 |   | Broadcasts                 | 2                    | 4:08:34                 |
|                 |   | Sports magazine programmes | --                   | --                      |
|                 |   | Total                      | 263                  | 26:50:34                |
|                 |  | News programmes            | 66                   | 21:25:34                |
|                 |   | Broadcasts                 | 98                   | 154:15:10               |
|                 |   | Sports magazine programmes | 414                  | 227:03:40               |
|                 |   | Total                      | 578                  | 402:44:24               |
| ERC (Portugal)  |  | News programmes            | 40                   | 04:07:03                |
|                 |   | Broadcasts                 | --                   | --                      |
|                 |   | Sports magazine programmes | 3                    | 2:15:03                 |
|                 |   | Total                      | 43                   | 06:22:06                |
| TOTAL           |   |                            | 1395                 | 750:30:53               |

<sup>2</sup> More than half of this time (7 hours and 44 minutes) corresponds to broadcasts that are shown as part of a sports magazine programme. These contents are analysed in section III.5. *What proportion of the sporting events broadcasts features sports practised by women?*

## 2. What prominence does sport practised by women have in news programmes?

Sport practised by women is clearly in the minority among all the news programmes analysed, fluctuating between 1.8% and 19%.

The **global presence** of women in sports news, however, varies substantially depending on the geographical area, with the particularities described below:

In **Croatia**, one fifth of the analysed sports news focuses on women practice (19%) and all of it broadcasted on the generalist channel HRT1. This is the highest proportion of all the television channels analysed, although it is important to note that in absolute numbers the news time accounted for is the smallest (just over 2 hours).








In **Catalonia**, the news programmes from the two channels analysed – one generalist and one specialist in sports – record an almost identical relative presence of sport practised by women, which is specified as one tenth of the total (10.4% on TV3 and 10.5% on Esport3). This proportion corresponds to the highest absolute number of hours in the sample (around 22 hours for each channel).

As for **Andalusia**, the percentage of sports practised by women in news programmes is 8.3%.

The two **French** generalist channels analysed also show similar data to each other, placing sport practised by women at 5%-6% of news programmes. It should be noted, however, that in these two channels, the category that includes both men's and women's sport in pieces in which they can't be split up achieves the highest values in terms of informative focus, and that is the events of the Beijing 2022 Paralympic Winter Games.

In relation to the channel analysed in **Portugal**, there is a token presence of information dealing with sport practised by women, with a value below 2%.

**Table 2. All channels. Total news time of sports information by gender**

| Regulator       | Channel  | Women (%) | Men (%) | Men and women (%) | News time (hh:mm:ss) |
|-----------------|--|-----------|---------|-------------------|----------------------|
| AEM (Croatia)   |   | 19.0      | 73.9    | 7.1               | 2:14:40              |
| ARCOM (France)  |   | 4.7       | 37.7    | 57.6              | 3:13:31              |
|                 |   | 6.4       | 58.1    | 35.4              | 6:52:51              |
| CAA (Andalusia) |   | 8.3       | 85.3    | 6.4               | 9:47:02              |
| CAC (Catalonia) |   | 10.4      | 80.4    | 9.2               | 22:42:00             |
|                 |   | 10.5      | 76.0    | 13.5              | 21:25:34             |
| ERC (Portugal)  |  | 1.8       | 96.5    | 1.7               | 4:07:03              |

In the analysis by **sports discipline**, for most of the channel providers analysed, between one and two thirds of the sports on which information is given have items that refer to women (see tables 3 to 9).

In the case of **Catalonia**, around 60% of the sports reported refer to those practised by women (10 out of 17 disciplines on TV3 and 10 out of 16 on the Esport3 channel) and **Andalusia** registers similar values (55.5% and 10 out of the 18 sports refer to women's competitions).

As for **Croatia**, the generalist television -where the analysed news programmes are broadcasted- includes news in which women's sports make up almost half of the specialties mentioned (47.3% and 9 categories out of a total of 19).

On **French** television, the proportion is around one third of the total (34.8% in France 3, with 8 categories out of 23, and 28.6% in France 2, with 4 disciplines out of 14).

As far as **Portugal** is concerned, references to sport practised by women make up only 1 of the 11 categories reported on (football), a result that translates into 9.1%.

Globally, football is the sport that captures the largest volume of news in the current affairs programmes of all the providers analysed. In this context, the relative presence of women in football news is, in general, even lower than what they obtain on news programmes as a whole. In particular, on 2 of the 7 channels analysed (HRT1 and France 2), none of the football news analysed focuses on the women's game. On 3 other television channels, women occupy between 2% and 3.5% of the news time dedicated to football (France 3, Andalucía TV and RPT1). In the 2 television stations in Catalonia (the generalist TV3 and the specialist Esport3), women make up 11%-12% of the items dedicated to football, a proportion similar to that achieved in sports news as a whole.

On the other hand, from the **distribution** by sport discipline of the **news focusing on those practised by women**, football generally obtains a higher relative presence, although in absolute values it is far removed from those achieved by men's football. After this, handball would be the sport that sees a higher proportion of news time within sport practised by women (see figures 2, 4, 6, 8, 10, 12 and 14).

In **Portugal**, all sports news about women relates to football, although in absolute terms it only adds up to 4 minutes and 21 seconds.

In relation to **Catalonia**, football is also the sport that has the highest share of the subset of information on women practice, making up almost half of those accounted for both on the general news channel and on the specialist sports channel.

In the case of **Andalusia**, the two disciplines with the most news focusing on women game are handball and football, with similar percentages to each other (30.3% and 24.1%, respectively).

In **Croatia**, handball accounts for a third of the information on women's sport (31.9%).

As far as **France** is concerned, winter sports and cycling are the main sports specialties in news pieces focused on women's practice broadcast on France 2, with almost 40% in both cases; and on France 3 tennis, basketball and rugby are also featured, with approximately 16%-17% each.

## Croatia

Figure 1. Croatia. HTV1. Distribution of the information by sport and by gender

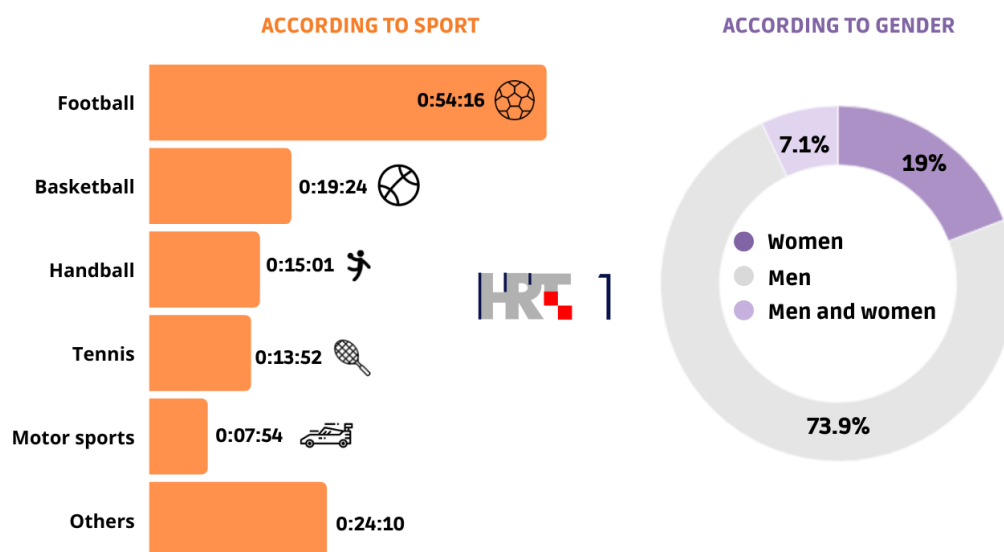
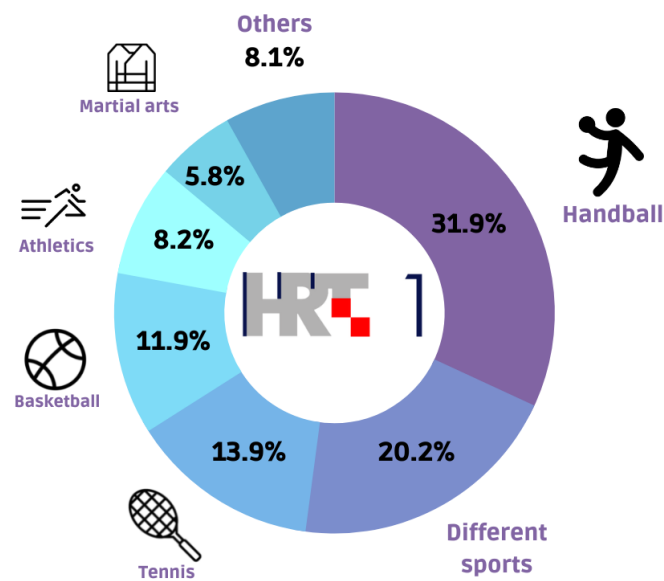


Table 3. Croatia. HTV1. News time of information, by sport and gender

| Channel | Sport                         | Women (%)   | Men (%)     | Men and women (%) | News time (hh:mm:ss) |
|---------|-------------------------------|-------------|-------------|-------------------|----------------------|
| HRT 1   | Football                      | --          | 100         | --                | 0:54:16              |
|         | Basketball                    | 15.7        | 84.3        | --                | 0:19:24              |
|         | Handball                      | 54.5        | 40.7        | 4.8               | 0:15:01              |
|         | Tennis                        | 25.6        | 66.1        | 8.3               | 0:13:52              |
|         | Motor sports                  | --          | 100         | --                | 0:07:54              |
|         | Athletics                     | 100         | --          | --                | 0:02:06              |
|         | Gymnastics                    | --          | 50.0        | 50.0              | 0:02:02              |
|         | Cycling                       | --          | 100         | --                | 0:01:36              |
|         | Martial arts                  | 100         | --          | --                | 0:01:29              |
|         | Rowing                        | --          | 100         | --                | 0:00:53              |
|         | Winter sports                 | 66.7        | 33.3        | --                | 0:00:48              |
|         | Freediving                    | 100         | --          | --                | 0:00:42              |
|         | Boxing                        | --          | 100         | --                | 0:00:32              |
|         | Diving                        | --          | --          | 100               | 0:00:32              |
|         | Bowling                       | 100         | --          | --                | 0:00:29              |
|         | Rugby                         | --          | 100         | --                | 0:00:26              |
|         | Volleyball                    | 100         | --          | --                | 0:00:21              |
|         | Water polo                    | --          | 100         | --                | 0:00:16              |
|         | Chess                         | --          | 100         | --                | 0:00:13              |
|         | Different sports <sup>3</sup> | 43.9        | 4.7         | 51.4              | 0:11:48              |
|         | <b>Total</b>                  | <b>19.0</b> | <b>73.9</b> | <b>7.1</b>        | <b>2:14:40</b>       |

<sup>3</sup> Different sports is listed when the item refers to more than one sport, but its content cannot be split up.

Figure 2. Croatia. HTV1. Distribution of news time for information on women’s sport





## France

Figure 3. France. France 2. Distribution of the information by sport and by gender

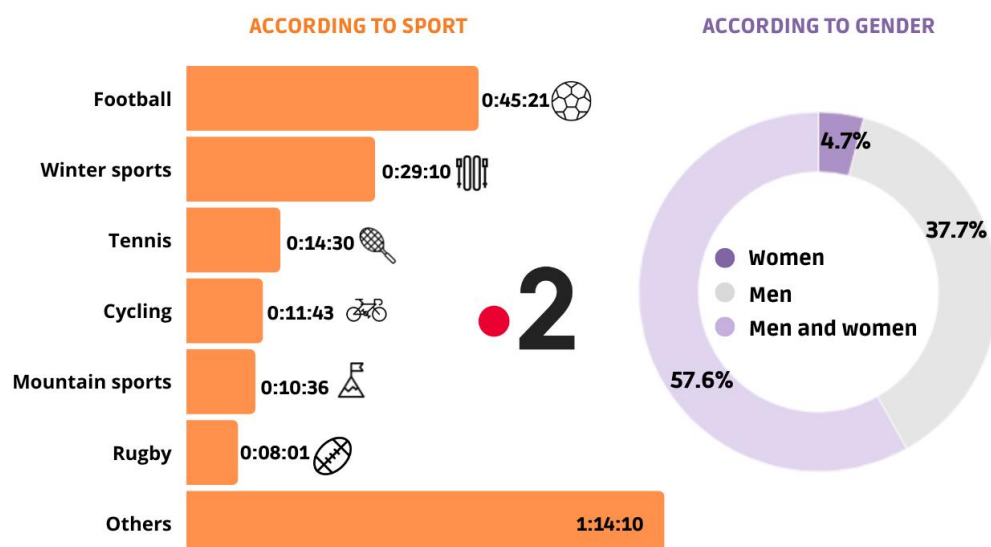


Table 4. France. France 2. News time of information by sport and gender

| Channel | Sport                         | Women (%)  | Men (%)     | Men and women (%) | New time (hh:mm:ss) |
|---------|-------------------------------|------------|-------------|-------------------|---------------------|
| 2       | Football                      | --         | 97.9        | 2.1               | 0:45:21             |
|         | Winter sports                 | 12.5       | 12.2        | 75.3              | 0:29:10             |
|         | Tennis                        | --         | 100         | --                | 0:14:30             |
|         | Cycling                       | 31.0       | --          | 69.0              | 0:11:43             |
|         | Mountain sports               | --         | --          | 100               | 0:10:36             |
|         | Rugby                         | --         | 53.8        | 46.2              | 0:08:01             |
|         | Pétanque                      | --         | --          | 100               | 0:04:16             |
|         | Gymnastics                    | --         | --          | 100               | 0:03:23             |
|         | Swimming                      | --         | --          | 100               | 0:02:49             |
|         | Fishing                       | --         | 100         | --                | 0:02:46             |
|         | Martial arts                  | --         | 100         | --                | 0:02:29             |
|         | Basketball                    | 100        | --          | --                | 0:01:21             |
|         | Boxing                        | --         | 100         | --                | 0:00:53             |
|         | Dance                         | 100        | --          | --                | 0:00:31             |
|         | Different sports <sup>4</sup> | --         | --          | 100               | 0:55:42             |
|         | <b>Total</b>                  | <b>4.7</b> | <b>37.7</b> | <b>57.6</b>       | <b>3:13:31</b>      |

<sup>4</sup> Different sports is listed when the item refers to more than one sport, but its content cannot be split up.

Figure 4. France. France 2. Distribution of news time for information on women’s sport

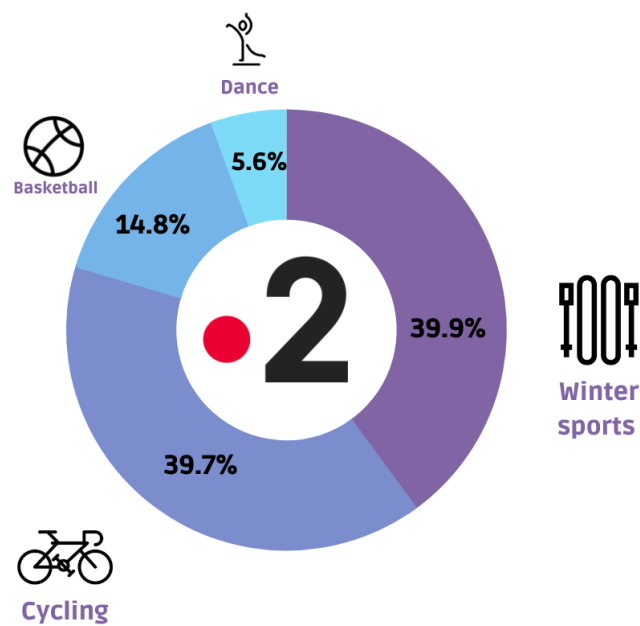


Figure 5. France. France 3. Distribution of the information by sport and by gender

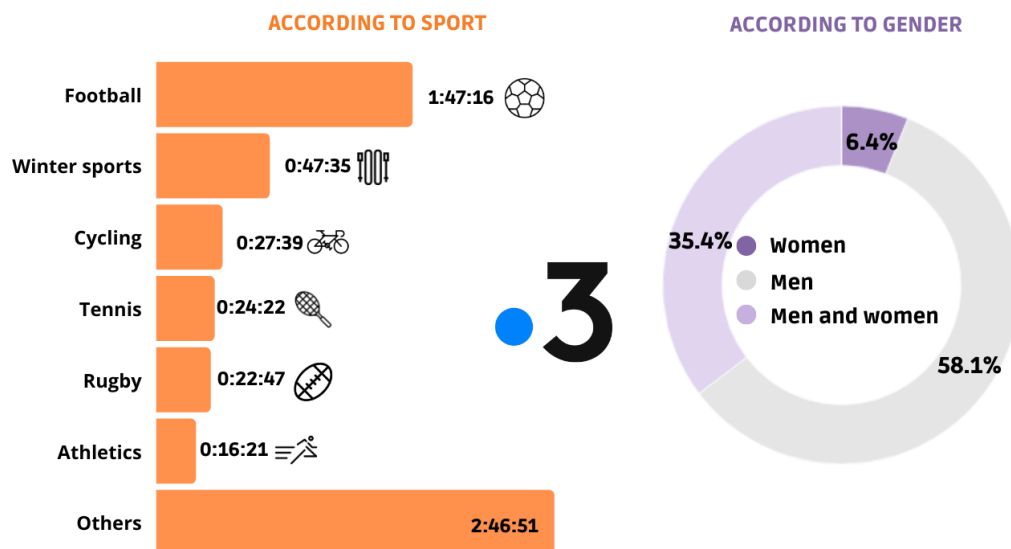
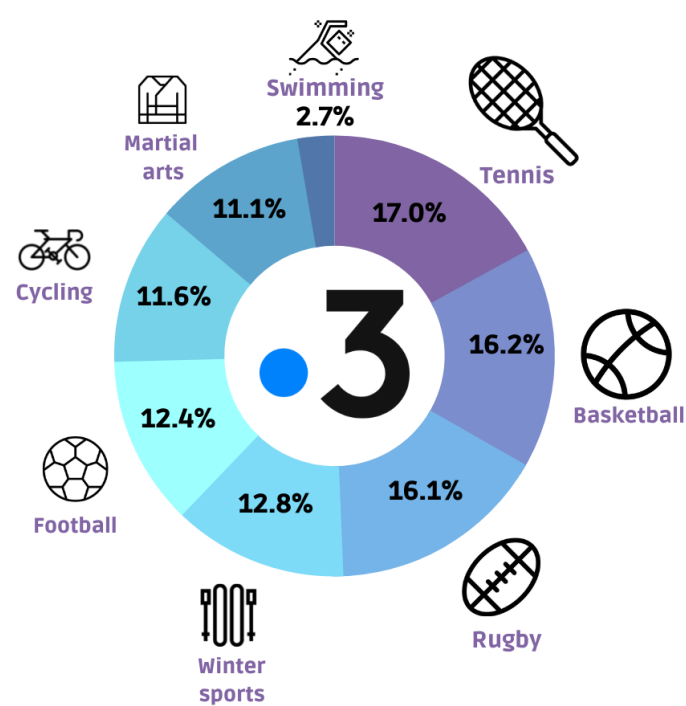


Table 5. France. France 3. News time for information by sport and gender

| Channel  | Sport                         | Women (%)  | Men (%)     | Men and women (%) | News time (hh:mm:ss) |
|----------|-------------------------------|------------|-------------|-------------------|----------------------|
| <b>3</b> | Football                      | 3.1        | 91.8        | 5.2               | 1:47:16              |
|          | Winter sports                 | 7.1        | 46.5        | 46.4              | 0:47:35              |
|          | Cycling                       | 11.2       | 48.3        | 40.6              | 0:27:39              |
|          | Tennis                        | 18.5       | 49.0        | 32.5              | 0:24:22              |
|          | Rugby                         | 18.7       | 81.3        | --                | 0:22:47              |
|          | Athletics                     | --         | 8.5         | 91.5              | 0:16:21              |
|          | Swimming                      | 8.0        | 51.8        | 40.2              | 0:08:55              |
|          | Volleyball                    | --         | 100         | --                | 0:08:49              |
|          | Basketball                    | 51.3       | 48.7        | --                | 0:08:23              |
|          | Equestrian                    | --         | --          | 100               | 0:08:02              |
|          | Fencing                       | --         | 100         | --                | 0:07:54              |
|          | Handball                      | --         | 93.1        | 6.9               | 0:07:41              |
|          | Mountain sports               | --         | --          | 100               | 0:07:39              |
|          | Motor sports                  | --         | 100         | --                | 0:07:00              |
|          | Golf                          | --         | 100         | --                | 0:05:34              |
|          | Scuba diving                  | --         | --          | 100               | 0:03:57              |
|          | Sailing                       | --         | 48.4        | 51.6              | 0:03:10              |
|          | Yoga                          | --         | --          | 100               | 0:03:08              |
|          | Martial arts                  | 100        | --          | --                | 0:02:56              |
|          | Dance                         | --         | --          | 100               | 0:02:09              |
|          | Gymnastics                    | --         | --          | 100               | 0:02:07              |
|          | Boxing                        | --         | 100         | --                | 0:01:23              |
|          | Hockey                        | --         | 100         | --                | 0:00:26              |
|          | Different sports <sup>5</sup> | --         | 33.2        | 66.8              | 1:17:38              |
|          | <b>Total</b>                  | <b>6.4</b> | <b>58.1</b> | <b>35.4</b>       | <b>6:52:51</b>       |

<sup>5</sup> Different sports is listed when the item refers to more than one sport, but its content cannot be split up.

Figure 6. France. France 3. Distribution of news time for information on women’s sport



## Andalusia

Figure 7. Andalusia. Andalusía TV. Distribution of the information by sport and by gender

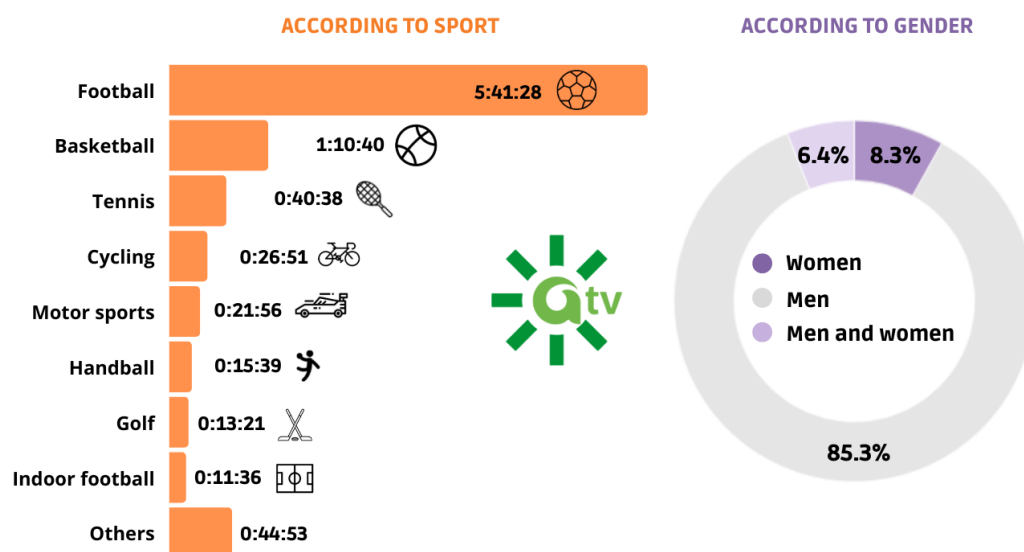

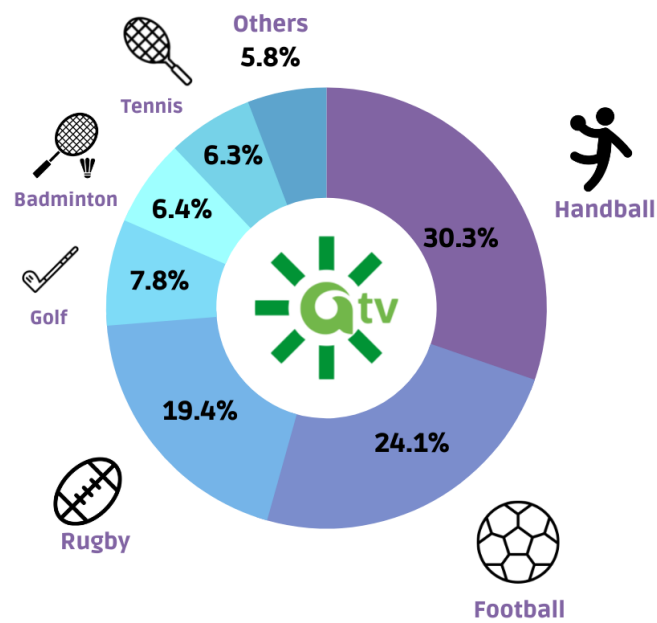


Table 6. Andalusia. Andalusía TV. News time for information by sport and gender

| Channel   | Sport                         | Women (%)  | Men (%)     | Men and women (%) | News time (hh:mm:ss) |
|---|-------------------------------|------------|-------------|-------------------|----------------------|
|  | Football                      | 3.5        | 94.3        | 2.3               | 5:41:28              |
|   | Basketball                    | 1.7        | 98.3        | --                | 1:10:40              |
|   | Tennis                        | 7.5        | 82.7        | 9.7               | 0:40:38              |
|   | Cycling                       | --         | 84.7        | 15.3              | 0:26:51              |
|   | Motor sports                  | --         | 97.0        | 3.0               | 0:21:56              |
|   | Handball                      | 94.7       | 5.3         | --                | 0:15:39              |
|   | Golf                          | 28.5       | 57.4        | 14.1              | 0:13:21              |
|   | Indoor football               | --         | 94.7        | 5.3               | 0:11:36              |
|   | Rugby                         | 83.8       | 5.7         | 10.5              | 0:11:19              |
|   | Badminton                     | 56.8       | --          | 43.2              | 0:05:31              |
|   | Sailing                       | 14.3       | 81.2        | 4.5               | 0:02:34              |
|   | Padel                         | --         | 47.2        | 52.8              | 0:02:22              |
|   | Winter sports                 | 51.0       | 49.0        | --                | 0:01:40              |
|   | Athletics                     | --         | --          | 100               | 0:01:36              |
|   | Mountain sports               | --         | 100         | --                | 0:01:11              |
|   | Martial arts                  | --         | 100         | --                | 0:00:39              |
|   | Equestrian                    | --         | --          | 100               | 0:00:37              |
|   | Shooting                      | 100        | --          | --                | 0:00:22              |
|   | Different sports <sup>6</sup> | --         | 32.4        | 67.6              | 0:17:02              |
|   | <b>Total</b>                  | <b>8.3</b> | <b>85.3</b> | <b>6.4</b>        | <b>9:47:02</b>       |

<sup>6</sup> Different sports is listed when the item refers to more than one sport, but its content cannot be split up.

Figure 8. Andalusia. Andalucía TV. Distribution of news time for information on women's sport



## Catalonia

Figure 9. Catalonia. TV3. Distribution of the information by sport and by gender

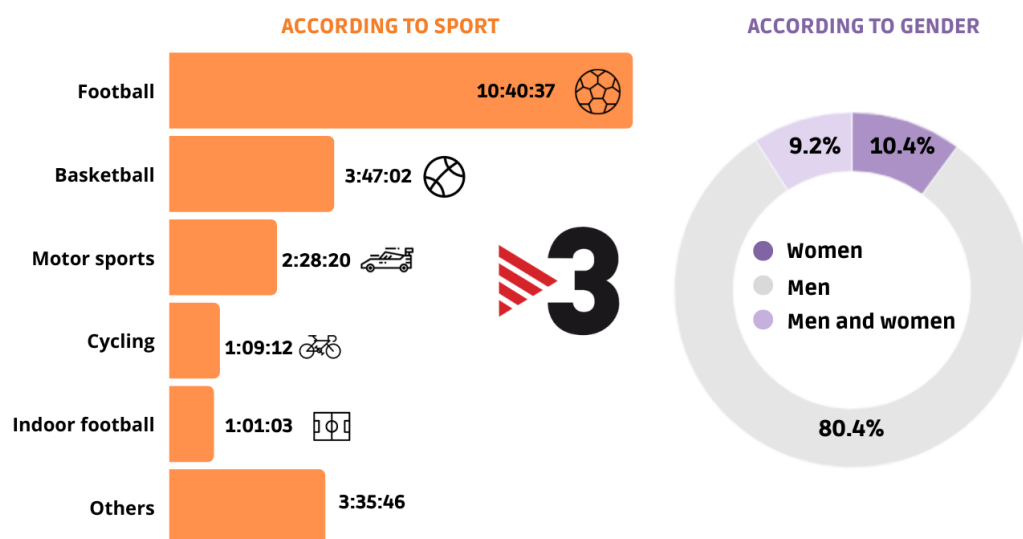


Table 7. Catalonia. TV3. News time of information by sport and gender

| Channel | Sport                               | Women (%)   | Men (%)     | Men and women (%) | News time (hh:mm:ss) |
|---------|-------------------------------------|-------------|-------------|-------------------|----------------------|
|         | Football                            | 10.7        | 87.9        | 1.4               | 10:40:37             |
|         | Basketball                          | 15.0        | 85.0        | --                | 3:47:02              |
|         | Motor sports                        | 0.2         | 97.2        | 2.6               | 2:28:20              |
|         | Cycling                             | 2.0         | 72.5        | 25.5              | 1:09:12              |
|         | Indoor football                     | --          | 100         | --                | 1:01:03              |
|         | Tennis                              | 48.3        | 51.1        | 0.6               | 0:48:07              |
|         | Hockey                              | 21.4        | 77.5        | 1.1               | 0:30:10              |
|         | Golf                                | --          | 100         | --                | 0:14:54              |
|         | Handball                            | --          | 100         | --                | 0:08:27              |
|         | Water polo                          | 52.7        | 47.3        | --                | 0:08:21              |
|         | Mountain sports                     | --          | --          | 100               | 0:07:18              |
|         | Winter sports                       | 12.8        | 87.2        | --                | 0:04:25              |
|         | Athletics                           | 5.5         | 28.5        | 66.0              | 0:04:16              |
|         | Swimming                            | 76.6        | --          | 23.4              | 0:02:08              |
|         | Rugby                               | --          | 100         | --                | 0:00:50              |
|         | Gymnastics                          | --          | 100         | --                | 0:00:33              |
|         | Martial arts                        | --          | --          | 100               | 0:00:17              |
|         | <i>Different sports<sup>7</sup></i> | --          | 2.6         | 97.4              | 1:26:00              |
|         | <b>Total</b>                        | <b>10.4</b> | <b>80.4</b> | <b>9.2</b>        | <b>22:42:00</b>      |

<sup>7</sup> *Different sports* is listed when the item refers to more than one sport, but its content cannot be split up.

Figure 10. Catalonia. TV3. Distribution of news time for information on women’s sport

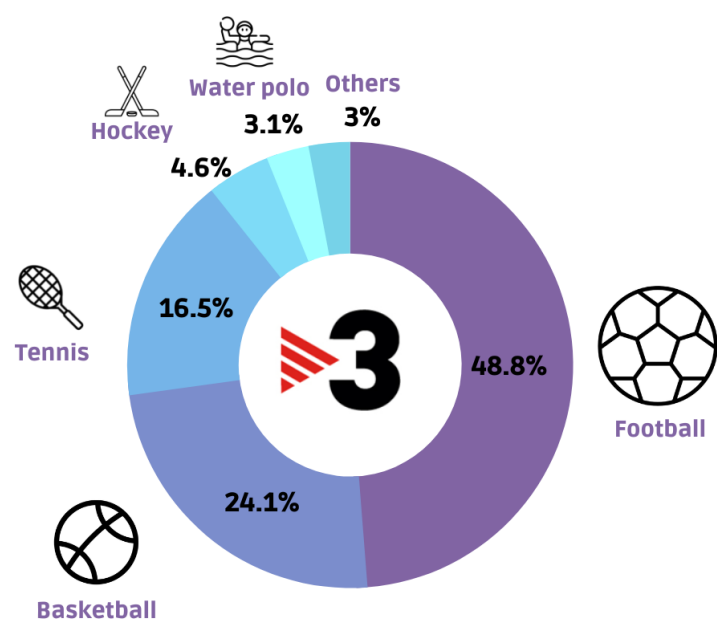




Figure 11. Catalonia. Esport3. Distribution of the information by sport and by gender

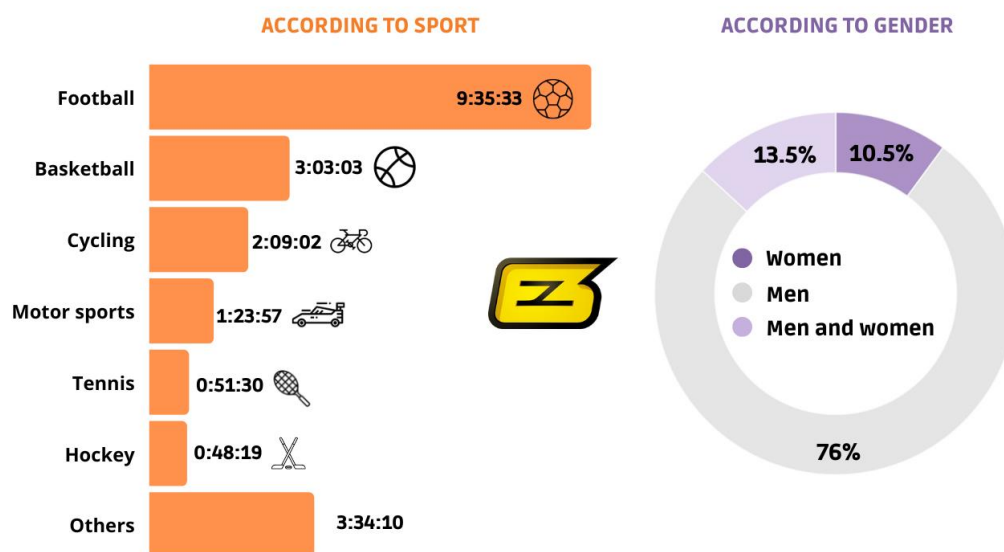

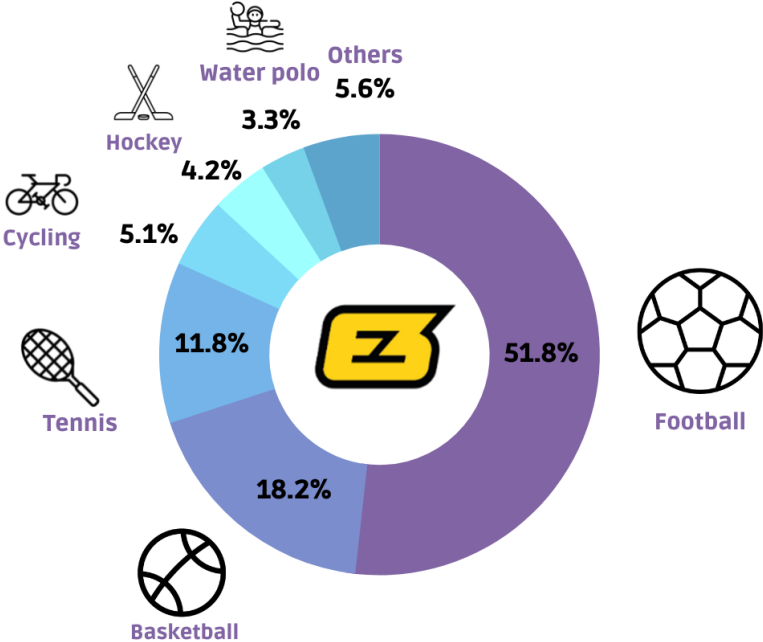


Table 8. Catalonia. Esport3. News time for information by sport and gender

| Channel   | Sport                         | Women (%)   | Men (%)     | Men and women (%) | News time (hh:mm:ss) |
|---|-------------------------------|-------------|-------------|-------------------|----------------------|
|  | Football                      | 12.1        | 87.4        | 0.5               | 9:35:33              |
|   | Basketball                    | 13.5        | 86.5        | --                | 3:03:03              |
|   | Cycling                       | 5.4         | 51.9        | 42.7              | 2:09:02              |
|   | Motor sports                  | --          | 87.4        | 12.6              | 1:23:57              |
|   | Tennis                        | 31.1        | 68.9        | --                | 0:51:30              |
|   | Hockey                        | 11.7        | 69.7        | 18.6              | 0:48:19              |
|   | Indoor football               | --          | 100         | --                | 0:31:52              |
|   | Handball                      | 8.8         | 91.2        | --                | 0:27:18              |
|   | Winter sports                 | 11.9        | 48.6        | 39.5              | 0:18:28              |
|   | Martial arts                  | --          | 3.5         | 96.5              | 0:15:42              |
|   | Golf                          | --          | 100         | --                | 0:13:49              |
|   | Athletics                     | 5.7         | 17.5        | 76.7              | 0:12:11              |
|   | Swimming                      | 18.9        | --          | 81.1              | 0:11:55              |
|   | Water polo                    | 50.2        | 49.8        | --                | 0:08:46              |
|   | Mountain sports               | --          | 44.2        | 55.8              | 0:06:20              |
|   | Sailing                       | --          | --          | 100               | 0:02:08              |
|   | Different sports <sup>8</sup> | --          | 26.0        | 74.0              | 1:05:41              |
|   | <b>Total</b>                  | <b>10.5</b> | <b>76.0</b> | <b>13.5</b>       | <b>21:25:34</b>      |

<sup>8</sup> Different sports is listed when the item refers to more than one sport, but its content cannot be split up.

Figure 12. Catalonia. Esport3. Distribution of news time for information on women’s sport



## Portugal

Figure 13. Portugal. RTP1. Distribution of the information by sport and by gender

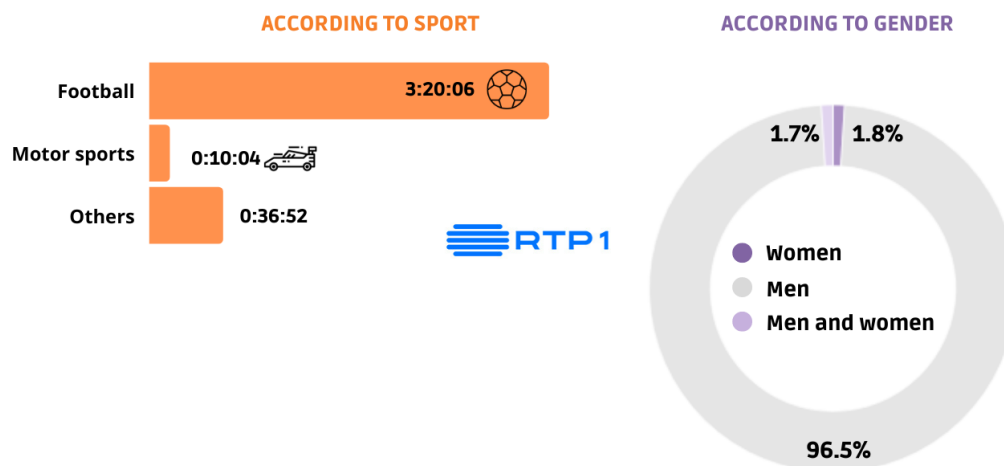
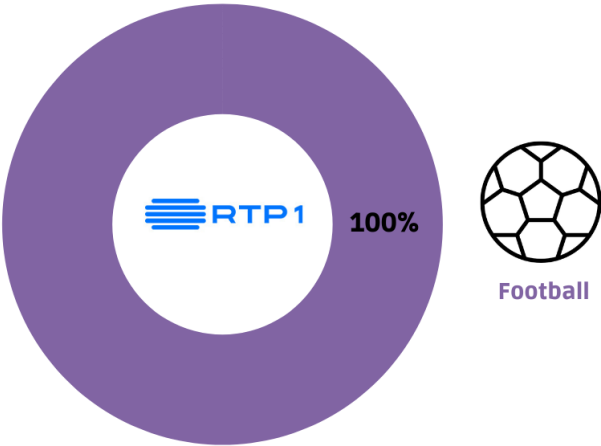


Table 9. Portugal. RTP1. News time for information by sport and gender

| Channel | Sport                               | Women (%)  | Men (%)     | Men and women (%) | News time (hh:mm:ss) |
|---------|-------------------------------------|------------|-------------|-------------------|----------------------|
| RTP1    | Football                            | 2.2        | 97.8        | --                | 3:20:06              |
|         | Motor sports                        | --         | 100         | --                | 0:10:04              |
|         | Surfing                             | --         | 66.5        | 33.5              | 0:05:55              |
|         | Handball                            | --         | 100         | --                | 0:05:39              |
|         | Indoor football                     | --         | 100         | --                | 0:05:06              |
|         | Cycling                             | --         | 100         | --                | 0:03:50              |
|         | Basketball                          | --         | 100         | --                | 0:02:39              |
|         | Tennis                              | --         | 100         | --                | 0:02:16              |
|         | Martial arts                        | --         | 100         | --                | 0:01:50              |
|         | Wrestling                           | --         | 100         | --                | 0:01:37              |
|         | Hockey                              | --         | 100         | --                | 0:01:28              |
|         | <i>Different sports<sup>9</sup></i> | --         | 65.6        | 34.4              | 0:06:33              |
|         | <b>Total</b>                        | <b>1.8</b> | <b>96.5</b> | <b>1.7</b>        | <b>4:07:03</b>       |

<sup>9</sup> *Different sports* is listed when the item refers to more than one sport, but its content cannot be split up.

Figure 13. Portugal. RTP1. Distribution of news time for information on women’s sport



### 3. How much time is devoted to sport practised in sports magazine programmes?

The vast majority of the sports magazine programmes analysed in this study (more than 95%) are broadcasted on one of the two television channels specialising in sports: Catalonia's Esport3 (227 hours) and Croatia's SPTV (close to 84 hours). The presence of this content on generalist channels, however, is much smaller: around 7 hours on France 3 and between 1 and 2 hours in the remaining cases (France 2, Andalucía TV and RTP1).

In this context, the amount of time dedicated to sports practised by women in sports magazine programmes also makes up a very small minority, as is the case on news programmes. Specifically, the presence of items focused on women ranges between 1.1% and 14.3%.

On the Esport3 channel in **Catalonia**, the provider that contributes a higher number of hours to this type of broadcast, sport practised by women, represents 2.5% of the total, a quarter of what it achieves on the news programmes of the same television channel (10.5%).







In the case of **Croatia**, women make up 9.9% of the items analysed on the SPTV channel, half of what they represented in the news programmes from the generalist channel HRT1 (19%). However, it should be noted that, in the case of magazine programmes, the joint approach to sport played by women and men rises to 45.2%.

With regard to **France**, the analysed content of France 2 (approximately 1 hour) relates to a debate on sport and sexual violence, in which the practice of sport is alluded to in a generic way. As for France 3 (which only has 6 hours of magazine programmes), references to sports played by women account for 14.3% of the total, twice as much as in the same provider's news programmes.

A similar situation occurs in the case of **Andalusia**, where items about sport practised by women represent 14.2% of the approximately 2 hours of magazine programmes analysed, a percentage which is also higher than that of the news programmes (8,3%). In addition, the items that indistinguishably cover sport by both women and men are in the majority, with 62%.

In relation to the television analysed in **Portugal**, the presence of sport practised by women in the magazine programmes is very low (1.1%), in line with what happens with the news programmes.

**Table 10. All channels. Total time of items on magazine programmes by gender**

| Regulator       | Channel   | Women (%) | Men (%) | Men and women (%) | Length of the items (hh:mm:ss) |
|-----------------|---|-----------|---------|-------------------|--------------------------------|
| AEM (Croatia)   |    | 9.9       | 44.9    | 45.2              | 83:44:18                       |
| ARCOM (France)  |    | --        | --      | 100               | 0:57:29                        |
|                 |    | 14.3      | 62.3    | 23.4              | 6:47:00                        |
| CAA (Andalusia) |    | 14.2      | 23.8    | 62.0              | 2:19:17                        |
| CAC (Catalonia) |  | 2.5       | 81.9    | 15.6              | 227:03:40                      |
| ERC (Portugal)  |  | 1.1       | 97.5    | 1.4               | 2:15:03                        |

In the two specialist sports channels analysed – SPTV in Croatia and Esport3 in Catalonia – the most extensive range of sports disciplines is also recorded.

Croatia's SPTV shows 30 different sports, 13 of which include items focused on women's sport (43.3% of the total). In 4 of these disciplines (synchronised swimming, twirling, dance and volleyball), most of which are traditionally associated with women, only items focused on women in these sports are included, thus reinforcing the current stereotype.

In the case of Esport3 in Catalonia, 34.6% of the sports categories (9 out of 26) incorporate references to sport practised by women and the only 4 sports in which the presence of women is in the majority have less visibility over all broadcasts: water polo, synchronised swimming, sailing and tennis.

On generalist television, conversely, the absolute number of sports disciplines referred to is more limited:

The French television channel France 3 covers a dozen different sports in the magazine programme items analysed and, in half of the cases (6 categories), content focused on women's practice is included.

On Andalucía TV, golf is the only one of the 3 sports discussed in the magazine programmes in which reference is made to women's sport.

On Portugal's RTP1, regarding content either about football or that refers to various sports at once, the only references to women's sport are found in the case of football.

In fact, as is the case with news programmes, the category that enjoys the most broadcast time in the magazine programmes as a whole and in the specific cases of Croatia, Catalonia and Portugal is, by far, football. There are, however, very few references to competitions played by women: 4.3% on SPTV, 2.1% on Esport3 and 1.1% on RTP1 (see tables 11, 15 and 16).

In contrast, on France 3 the discipline that stands out the most in terms of global broadcast time is winter sports, which take place within the framework of the Paralympic Games, and in which 15.2% of the total time focuses on women's practice (see table 13).

## Croatia

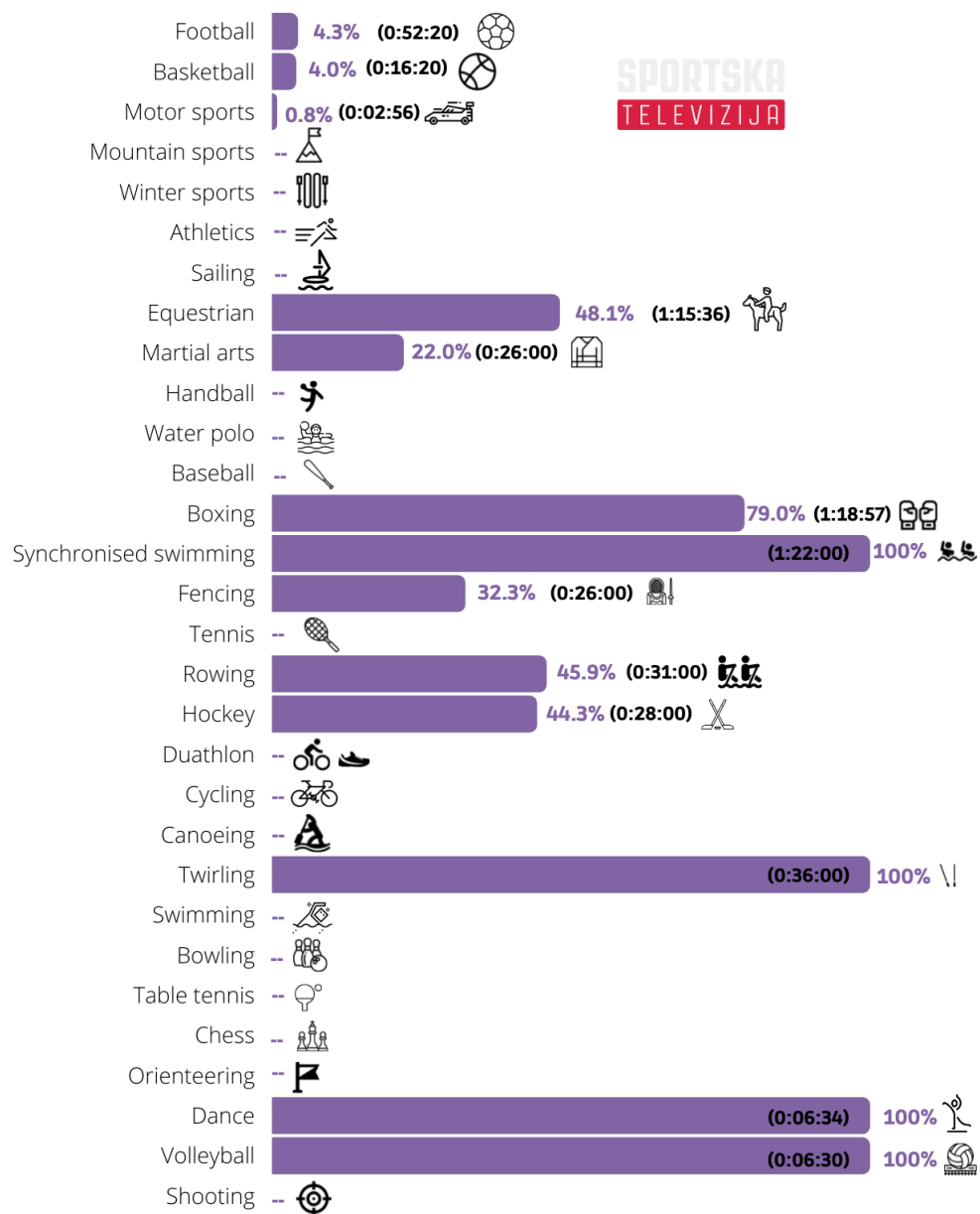
**Table 11. Croatia. SPTV. Duration of the magazine programme items by sport and gender**

| Channel                | Sport                                | Women (%)  | Men (%)     | Men and women (%) | Length of items (hh:mm:ss) |
|------------------------|--------------------------------------|------------|-------------|-------------------|----------------------------|
| SPORTSKA<br>TELEVIZIJA | Football                             | 4.3        | 94.9        | 0.7               | 20:10:29                   |
|                        | Basketball                           | 4.0        | 90.0        | 5.9               | 6:43:32                    |
|                        | Motor sports                         | 0.8        | 52.5        | 46.7              | 6:02:44                    |
|                        | Mountain sports                      | --         | --          | 100               | 5:28:59                    |
|                        | Winter sports                        | --         | 9.4         | 90.6              | 4:56:20                    |
|                        | Athletics                            | --         | 14.7        | 85.3              | 2:56:18                    |
|                        | Sailing                              | --         | --          | 100               | 2:46:30                    |
|                        | Equestrian                           | 48.1       | 34.7        | 17.2              | 2:37:03                    |
|                        | Martial arts                         | 22.0       | 14.1        | 63.9              | 1:58:19                    |
|                        | Handball                             | --         | 83.8        | 16.2              | 1:57:37                    |
|                        | Water polo                           | --         | 100         | --                | 1:56:08                    |
|                        | Baseball                             | --         | --          | 100               | 1:49:00                    |
|                        | Boxing                               | 79.0       | 16.0        | 5.0               | 1:39:57                    |
|                        | Synchronised swimming                | 100        | --          | --                | 1:22:00                    |
|                        | Fencing                              | 32.3       | --          | 67.7              | 1:20:25                    |
|                        | Tennis                               | --         | 11.2        | 88.8              | 1:11:08                    |
|                        | Rowing                               | 45.9       | --          | 54.1              | 1:07:33                    |
|                        | Hockey                               | 44.3       | --          | 55.7              | 1:03:13                    |
|                        | Duathlon                             | --         | --          | 100               | 0:58:40                    |
|                        | Cycling                              | --         | 56.6        | 43.4              | 0:53:00                    |
|                        | Canoeing                             | --         | 35.6        | 64.4              | 0:37:48                    |
|                        | Twirling                             | 100        | --          | --                | 0:36:00                    |
|                        | Swimming                             | --         | 84.4        | 15.6              | 0:32:00                    |
|                        | Bowling                              | --         | 100         | --                | 0:11:08                    |
|                        | Table tennis                         | --         | --          | 100               | 0:09:04                    |
|                        | Chess                                | --         | --          | 100               | 0:07:24                    |
|                        | Orienteering                         | --         | --          | 100               | 0:07:00                    |
|                        | Dance                                | 100        | --          | --                | 0:06:34                    |
|                        | Volleyball                           | 100        | --          | --                | 0:06:30                    |
|                        | Shooting                             | --         | --          | 100               | 0:05:10                    |
|                        | <i>Different sports<sup>10</sup></i> | 3.5        | 14.9        | 81.6              | 12:06:45                   |
|                        | <b>Total</b>                         | <b>9.9</b> | <b>44.9</b> | <b>45.2</b>       | <b>83:44:18</b>            |

<sup>10</sup> *Different sports* is listed when the item refers to more than one sport, but its content cannot be split up.




**Figure 14. Croatia. SPTV. Proportion of time of magazine programme items referring to sport practised by women, by sport discipline (and absolute time)**



## France

**Table 12. France. France 2. Duration of the magazine programme items by sport and gender**

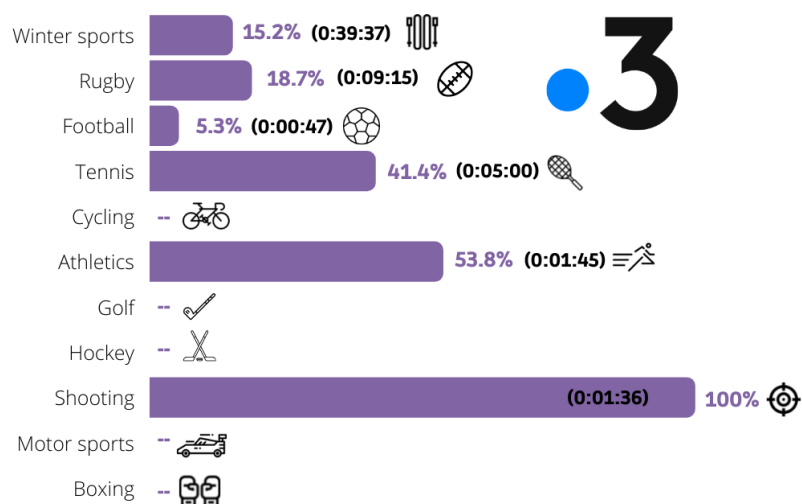
| Channel   | Sport                                | Women (%) | Men (%) | Men and women (%) | Length of items (hh:mm:ss) |
|---|--------------------------------------|-----------|---------|-------------------|----------------------------|
|  | <i>Different sports<sup>11</sup></i> | --        | --      | 100               | 0:57:29                    |
|   | <b>Total</b>                         | --        | --      | <b>100</b>        | <b>0:57:29</b>             |

<sup>11</sup> *Different sports* is listed when the item refers to more than one sport, but its content cannot be split up.

**Table 13. France. France 3. Duration of the magazine programme items by sport and gender**

| Channel | Sport                                 | Women (%)   | Men (%)     | Men and women (%) | Length of items (hh:mm:ss) |
|---------|---------------------------------------|-------------|-------------|-------------------|----------------------------|
| ● 3     | Winter sports                         | 15.2        | 70.4        | 14.4              | 4:20:45                    |
|         | Rugby                                 | 18.7        | 76.6        | 4.8               | 0:49:34                    |
|         | Football                              | 5.3         | 94.7        | --                | 0:14:48                    |
|         | Tennis                                | 41.4        | 58.6        | --                | 0:12:05                    |
|         | Cycling                               | --          | 33.5        | 66.5              | 0:10:24                    |
|         | Athletics                             | 53.8        | 46.2        | --                | 0:03:15                    |
|         | Golf                                  | --          | 100         | --                | 0:01:46                    |
|         | Hockey                                | --          | 100         | --                | 0:01:43                    |
|         | Shooting                              | 100         | --          | --                | 0:01:36                    |
|         | Motor sports                          | --          | 100         | --                | 0:01:30                    |
|         | Boxing                                | --          | 100         | --                | 0:01:00                    |
|         | <i>Different sports</i> <sup>12</sup> | --          | --          | 100               | 0:48:34                    |
|         | <b>Total</b>                          | <b>14.3</b> | <b>62.3</b> | <b>23.4</b>       | <b>6:47:00</b>             |


**Figure 15. France. France 3. Proportion of time of magazine programme items referring to sport practised by women, by sport discipline (and absolute time)**



<sup>12</sup> *Different sports* is listed when the item refers to more than one sport, but its content cannot be split up.

## Andalusia

**Table 14. Andalusia. Andalucía TV. Duration of the magazine programme items by sport and gender**


| Channel   | Sport        | Women (%)   | Men (%)     | Men and women (%) | Length of items (hh:mm:ss) |
|---|--------------|-------------|-------------|-------------------|----------------------------|
|  | Motor sports | --          | 49.7        | 50.3              | 1:06:47                    |
|   | Equestrian   | --          | --          | 100               | 0:52:41                    |
|   | Golf         | 100         | --          | --                | 0:19:49                    |
|   | <b>Total</b> | <b>14.2</b> | <b>23.8</b> | <b>62.0</b>       | <b>2:19:17</b>             |

**Figure 16. Andalusia. Andalucía TV. Proportion of time of magazine programme items referring to sport practised by women, by sport discipline (and absolute time)**



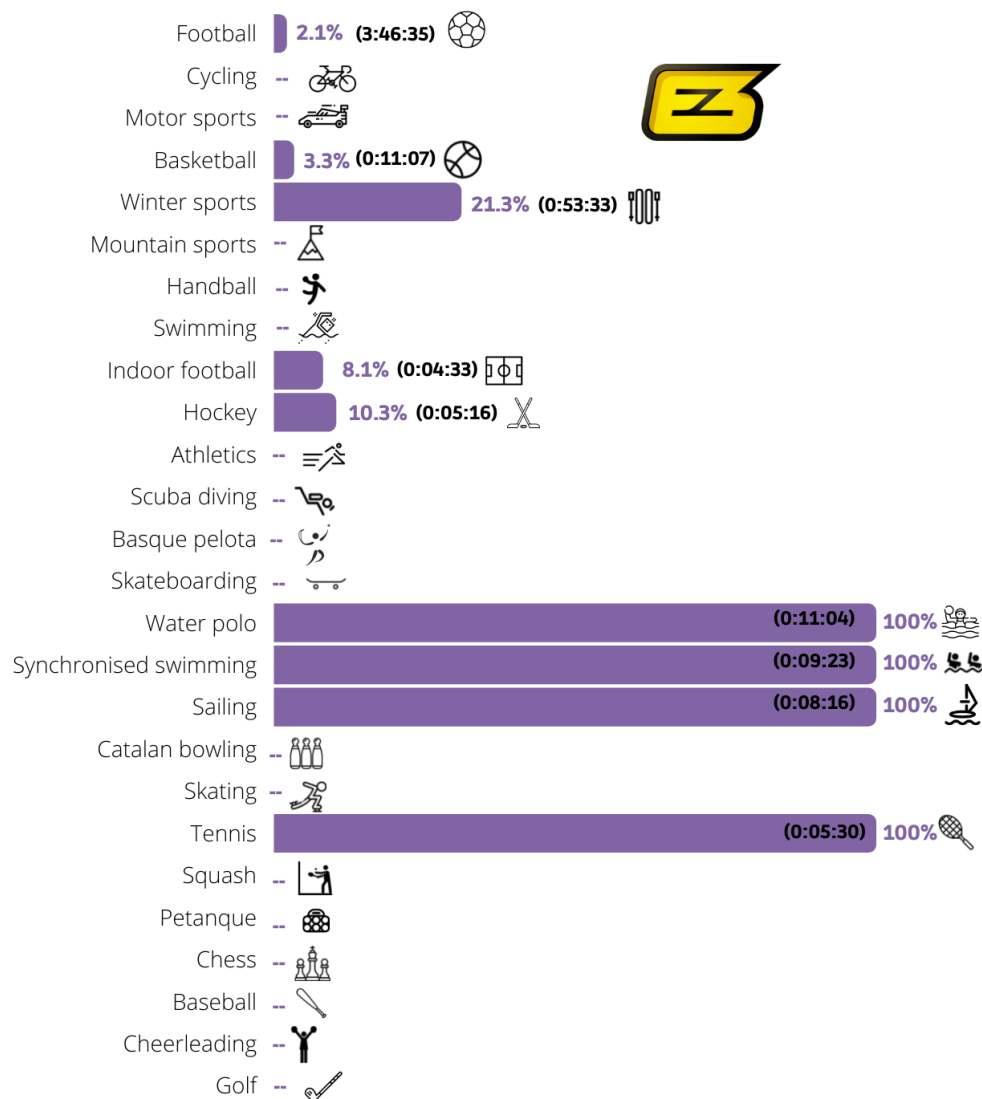
## Catalonia

**Table 15. Catalonia. Esport3. Duration of the magazine programme items by sport and gender**

| Channel   | Sport                                 | Women (%)  | Men (%)     | Men and women (%) | Length of items (hh:mm:ss) |
|---|---------------------------------------|------------|-------------|-------------------|----------------------------|
|  | Football                              | 2.1        | 89.7        | 8.2               | 179:34:52                  |
|   | Cycling                               | --         | 22.5        | 77.5              | 8:16:59                    |
|   | Motor sports                          | --         | 100         | --                | 6:55:09                    |
|   | Basketball                            | 3.3        | 90.0        | 6.7               | 5:33:40                    |
|   | Winter sports                         | 21.3       | 12.0        | 66.7              | 4:11:44                    |
|   | Mountain sports                       | --         | 68.9        | 31.1              | 1:57:04                    |
|   | Handball                              | --         | 98.4        | 1.6               | 1:16:40                    |
|   | Swimming                              | --         | --          | 100               | 1:04:02                    |
|   | Indoor football                       | 8.1        | 76.6        | 15.2              | 0:56:05                    |
|   | Hockey                                | 10.3       | 89.7        | --                | 0:51:22                    |
|   | Athletics                             | --         | 61.5        | 38.5              | 0:37:42                    |
|   | Scuba diving                          | --         | --          | 100               | 0:30:40                    |
|   | Basque <i>pelota</i>                  | --         | 100         | --                | 0:12:57                    |
|   | Skateboarding                         | --         | 100         | --                | 0:12:48                    |
|   | Water polo                            | 100        | --          | --                | 0:11:04                    |
|   | Synchronised swimming                 | 100        | --          | --                | 0:09:23                    |
|   | Sailing                               | 100        | --          | --                | 0:08:16                    |
|   | Catalan bowling                       | --         | --          | 100               | 0:06:39                    |
|   | Skating                               | --         | --          | 100               | 0:06:00                    |
|   | Tennis                                | 100        | --          | --                | 0:05:30                    |
|   | Squash                                | --         | --          | 100               | 0:05:12                    |
|   | <i>Pétanque</i>                       | --         | --          | 100               | 0:05:06                    |
|   | Chess                                 | --         | 100         | --                | 0:04:58                    |
|   | Baseball                              | --         | --          | 100               | 0:04:48                    |
|   | Cheerleading                          | --         | --          | 100               | 0:02:29                    |
|   | Golf                                  | --         | 100         | --                | 0:01:06                    |
|   | <i>Different sports</i> <sup>13</sup> | --         | 40.9        | 59.1              | 13:41:25                   |
|   | <b>Total</b>                          | <b>2.5</b> | <b>81.9</b> | <b>15.6</b>       | <b>227:03:40</b>           |


<sup>13</sup> *Different sports* is listed when the item refers to more than one sport, but its content cannot be split up.

**Figure 17. Catalonia. Esport3. Proportion of time of magazine programme items referring to sport practised by women, by sport discipline (and absolute time)**



## Portugal

**Table 16. Portugal. RTP1. Duration of the magazine programme items by sport and gender**

| Channel   | Sport                                 | Women (%)  | Men (%)     | Men and women (%) | Length of items (hh:mm:ss) |
|---|---------------------------------------|------------|-------------|-------------------|----------------------------|
|  | Football                              | 1.1        | 98.9        | --                | 2:13:11                    |
|   | <i>Different sports</i> <sup>14</sup> | --         | --          | 100               | 0:01:52                    |
|   | <b>Total</b>                          | <b>1.1</b> | <b>97.5</b> | <b>1.4</b>        | <b>2:15:03</b>             |

<sup>14</sup> *Different sports* is listed when the item refers to more than one sport, but its content cannot be split up.

#### **4. What voice do women have in debate spaces and talk shows of sports magazine programmes?**

Almost 90% of the total participation in sports debates and talk shows are found in magazine programmes broadcast by one of the two sports channels analysed, while in the generalist channels it is in the form of a residual contribution.

Based on this reality, the voice of women in debate spaces and sports talk shows of magazine programmes is specified differently depending on the provider:

On Esport3 in Catalonia, almost 24% of the contributions correspond to women, out of a total of 752 participations.






As for Croatia's SPTV, the proportion of women in sports debates and talk shows is 6.6%, out of a total of 271 participations.

In relative terms, the highest proportion of women in debates and talk shows (42.8%) is found on France 2, although this data translates, in absolute terms, into 3 participations out of a total of 7, which are framed in a debate on a topic that specifically affects women: sexual violence in the world of sport. In France 3, where the number of contributions is more than a hundred, those given by women account for 15.6% of the total.

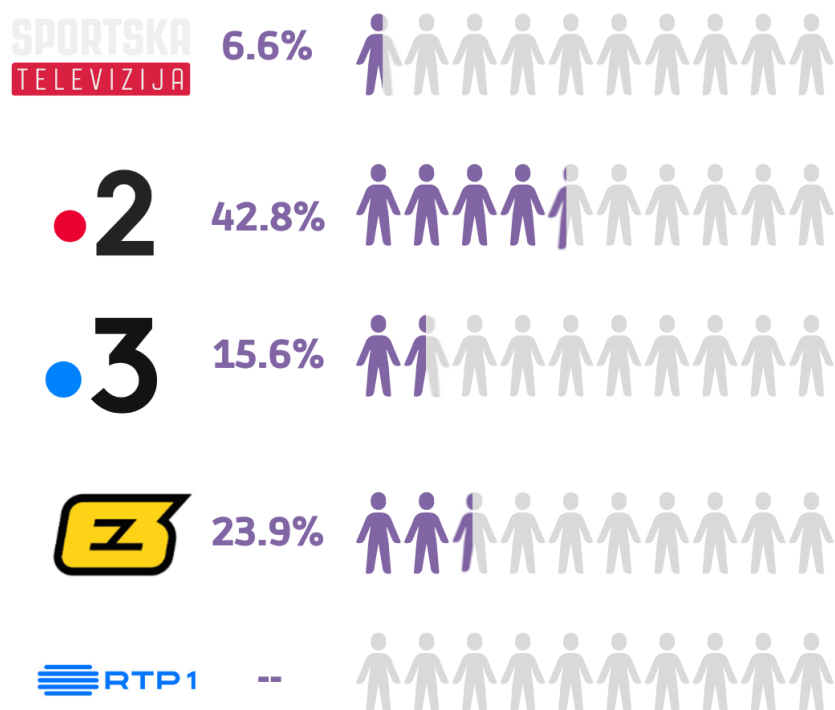
As for Portugal, the presence of women is not recorded in any of the three sports talk shows analysed.



**Table 16. All channels. Frequency of appearance of women in debates or sport talk shows**

| Regulator       | Channel   | Women (%) | Men (%) | Total number of contributions |
|-----------------|---|-----------|---------|-------------------------------|
| AEM (Croatia)   |  | 6.6       | 93.4    | 271                           |
| ARCOM (France)  |  | 42.8      | 57.2    | 7                             |
|                 |  | 15.6      | 84.4    | 109                           |
| CAC (Catalonia) |  | 23.9      | 76.1    | 752                           |
| ERC (Portugal)  |  | --        | 100     | 8                             |

**Figure 18. All channels. Frequency of appearance of women in debates or sport talk shows**



## 5. What proportion of the sporting events broadcasts features sports practised by women?

The data provided in this section are subject to the capacity of the different service providers analysed to access the acquisition of the broadcasting rights of the different competitions.

Based on this premise, the results of the analysis show that, also in terms of sporting events broadcasts, most of the content (practically 90%) is located in the specialist channels from Catalonia (98) and Croatia (93).







In the case of Catalonia, women feature in 1 out of every 3 events shown on the specialised channel Esport3 (30.6%). On the other hand, almost half of the sport mentioned in these broadcasts (5 out of 11) include women's competitions. However, the proportion of sporting events broadcasts focused on women's sport is only the majority in the case of tennis. As far as general television (TV3) is concerned, the only two sporting events broadcast correspond to two football matches in the Iberdrola League, played by women.

In Croatia, all analysed broadcasts are found on the specialist channel SPTV and the ratio of women's competitions is 1:8 (12.9%). In 4 of the 12 sports broadcast (a third), competitions played exclusively by women are included, although their presence is only in the majority in the case of volleyball, handball and basketball.







As for France, which does not have any specialist public sports channel, France 3 is the generalist channel in the study that accounts for the most sports broadcasts (19), the vast majority corresponding to events in the Winter Paralympic Games. In this context, the broadcasts of women's competitions account for 21.1% of the total and all correspond to winter sports. On the other hand, France 2 has 3 broadcasts, all dedicated to rugby, 1 of which is of a match played by women (the third part).

The generalist channel **Andalucía TV** only broadcast one basketball game, which was played by men, during the analysis period.

**Table 17. All channels. Number of sporting events broadcasts by gender**

| Regulator       | Channel  | Women (%) | Men (%) | Men and women (%) | Number of broadcasts |
|-----------------|--|-----------|---------|-------------------|----------------------|
| AEM (Croatia)   |   | 12.9      | 51.6    | 35.5              | 93                   |
| ARCOM (France)  |   | 33.3      | 66.7    | --                | 3                    |
|                 |   | 21.1      | 68.4    | 10.5              | 19                   |
| CAA (Andalusia) |   | --        | 100     | --                | 1                    |
| CAC (Catalonia) |   | 100       | --      | --                | 2                    |
|                 |  | 30.6      | 64.3    | 5.1               | 98                   |

**Table 18. All channels. Number of sporting events broadcasts by sport and gender**

| Channel   | Sport                                | Women (%)   | Men (%)     | Men and women (%) | Number of broadcasts |
|---|--------------------------------------|-------------|-------------|-------------------|----------------------|
|    | Cycling                              | --          | 90.6        | 9.4               | 32                   |
|   | Martial arts                         | 4.3         | --          | 95.7              | 23                   |
|   | Motor sports                         | --          | 100         | --                | 8                    |
|   | Volleyball                           | 85.7        | 14.3        | --                | 7                    |
|   | Boxing                               | --          | 40.0        | 60.0              | 5                    |
|   | Handball                             | 80.0        | 20.0        | --                | 5                    |
|   | Tennis                               | --          | 100         | --                | 4                    |
|   | Mountain sports                      | --          | 0.0         | 100               | 3                    |
|   | Shooting                             | --          | 66.7        | 33.3              | 3                    |
|   | Basketball                           | 100         | --          | --                | 1                    |
|   | Football                             | --          | 100         | --                | 1                    |
|   | Winter sports                        | --          | --          | 100               | 1                    |
| <b>Total</b>  |                                      | <b>12.9</b> | <b>51.6</b> | <b>35.5</b>       | <b>93</b>            |
|    | Rugby                                | 33.3        | 66.7        | --                | 3                    |
|   | <b>Total</b>                         | <b>33.3</b> | <b>66.7</b> | <b>--</b>         | <b>3</b>             |
|   | Winter sports                        | 28.6        | 64.3        | 7.1               | 14                   |
|   | Cycling                              | --          | 100         | --                | 2                    |
|   | Football                             | --          | 100         | --                | 1                    |
|   | Hockey                               | --          | 100         | --                | 1                    |
|   | <i>Different sports<sup>15</sup></i> | --          | --          | 100               | 1                    |
| <b>Total</b>  |                                      | <b>21.1</b> | <b>68.4</b> | <b>10.5</b>       | <b>19</b>            |
|  | Basketball                           | --          | 100         | --                | 1                    |
|   | <b>Total</b>                         | <b>--</b>   | <b>100</b>  | <b>--</b>         | <b>1</b>             |
|  | Football                             | 100         | --          | --                | 2                    |
|   | <b>Total</b>                         | <b>100</b>  | <b>--</b>   | <b>--</b>         | <b>2</b>             |
|  | Football                             | 37.9        | 62.1        | --                | 29                   |
|   | Motor sports                         | 5.3         | 94.7        | --                | 19                   |
|   | Tennis                               | 100         | --          | --                | 13                   |
|   | Cycling                              | 27.3        | 72.7        | --                | 11                   |
|   | Basketball                           | 20.0        | 80.0        | --                | 10                   |
|   | Indoor football                      | --          | 100         | --                | 5                    |
|   | Winter sports                        | --          | --          | 100               | 4                    |
|   | Hockey                               | --          | 100         | --                | 3                    |
|   | Handball                             | --          | 100         | --                | 2                    |
|   | Rugby                                | --          | 100         | --                | 1                    |
|   | Sailing                              | --          | --          | 100               | 1                    |
| <b>Total</b>  |                                      | <b>30.6</b> | <b>64.3</b> | <b>5.1</b>        | <b>98</b>            |

<sup>15</sup> *Different sports* is listed when the item refers to more than one sport, but its content cannot be split up.

## **Part IV: Evolution of the data**

The presence of women in sports programming, although still in the minority, shows in general terms an upward trend when comparing the figures recorded with those of the report published by the MNRA in 2017, [Equality between men and women in sports programmes through audiovisual media services](#) with data relating to 2016.

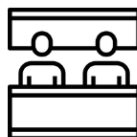
On the **news programmes**, women's sport gains visibility in three of the four geographical areas that provide data referring to both 2016 and 2022, although in different proportions.

The data from **Croatia** have increased the most, with a fivefold increase compared to data from 2016 (from 3.9% to 19%).

As for **Catalonia**, information dedicated to women's sports in 2022 will almost triple its relative presence compared to 2016 (from 3.9% to more than 10%).

In **Andalusia**, which is where the highest proportion was observed in 2016, the percentage increase is more moderate, from 7% to 8.3%.

On the other hand, **Portugal**'s news programmes experienced a drop of 2 percentage points (from 3.8% to 1.8%).



## % OF NEWS DEDICATED TO SPORTS PRACTICED BY WOMEN

2016

2022



3.9%



19.0%



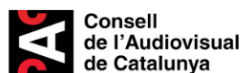
Does not include news programme



7.0%



8.3%



3.9%



10.4%



10.5%



3.8%



1.8%

In terms of **broadcasts**, of the four geographical areas that include this format in any of the two periods of comparison in this section, the presence of sports practised by women improves in quantitative terms in two of them.

**Croatia** is the first case, where the specialist channel analysed dedicates almost 13% of sporting events broadcasts to women's game. In the meantime, the croatian generalist channel does not broadcast any sporting event.

The data relating to **Catalonia** tells of an increase in broadcasts featuring female athletes, with the addition of two competitions on the generalist channel and with almost a third of those offered on the specialist channel.

In relation to **Andalusia**, the only event recorded in 2022 corresponds to a men's competition and the 2016 data does not include this format, so no comparison can be established to capture the evolution.

The same situation occurs in **Portugal**, since the 2016 figures refer to broadcasts of sports practised only by men and in 2022 these types of broadcasts, neither men nor women, are counted.





## % OF EVENT BROADCASTS DEDICATED TO SPORTS PRACTICED BY WOMEN

2016

2022



Does not include event broadcasts



Does not include event broadcasts



12.9%

93 event broadcasts

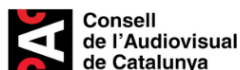


Does not include event broadcasts



0% de dones

1 event broadcast



0% of women



100%

2 event broadcasts



30.6%

98 event broadcasts



0% of women

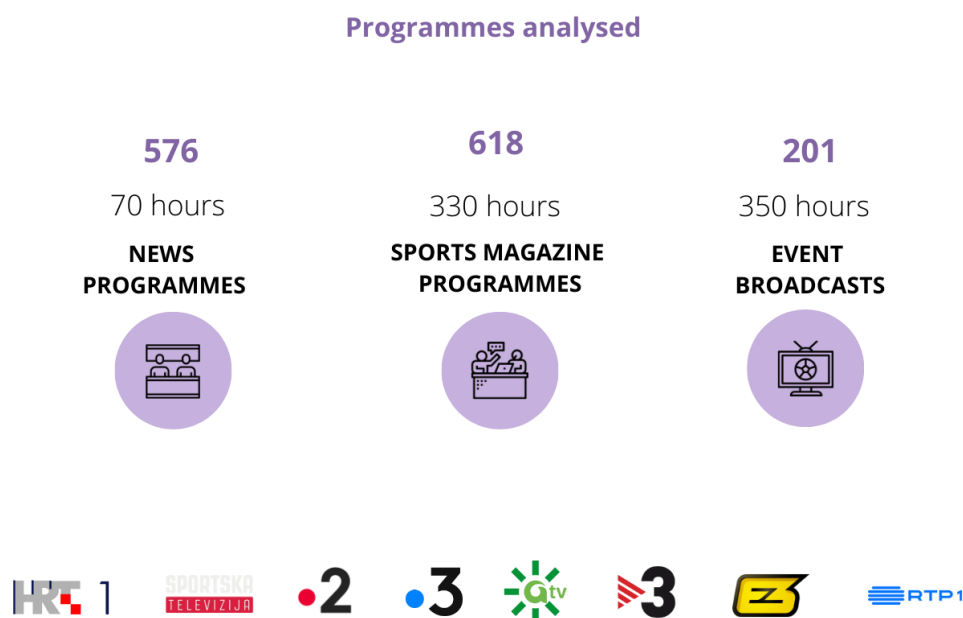


Does not include event broadcasts

## **Part V: Conclusions**

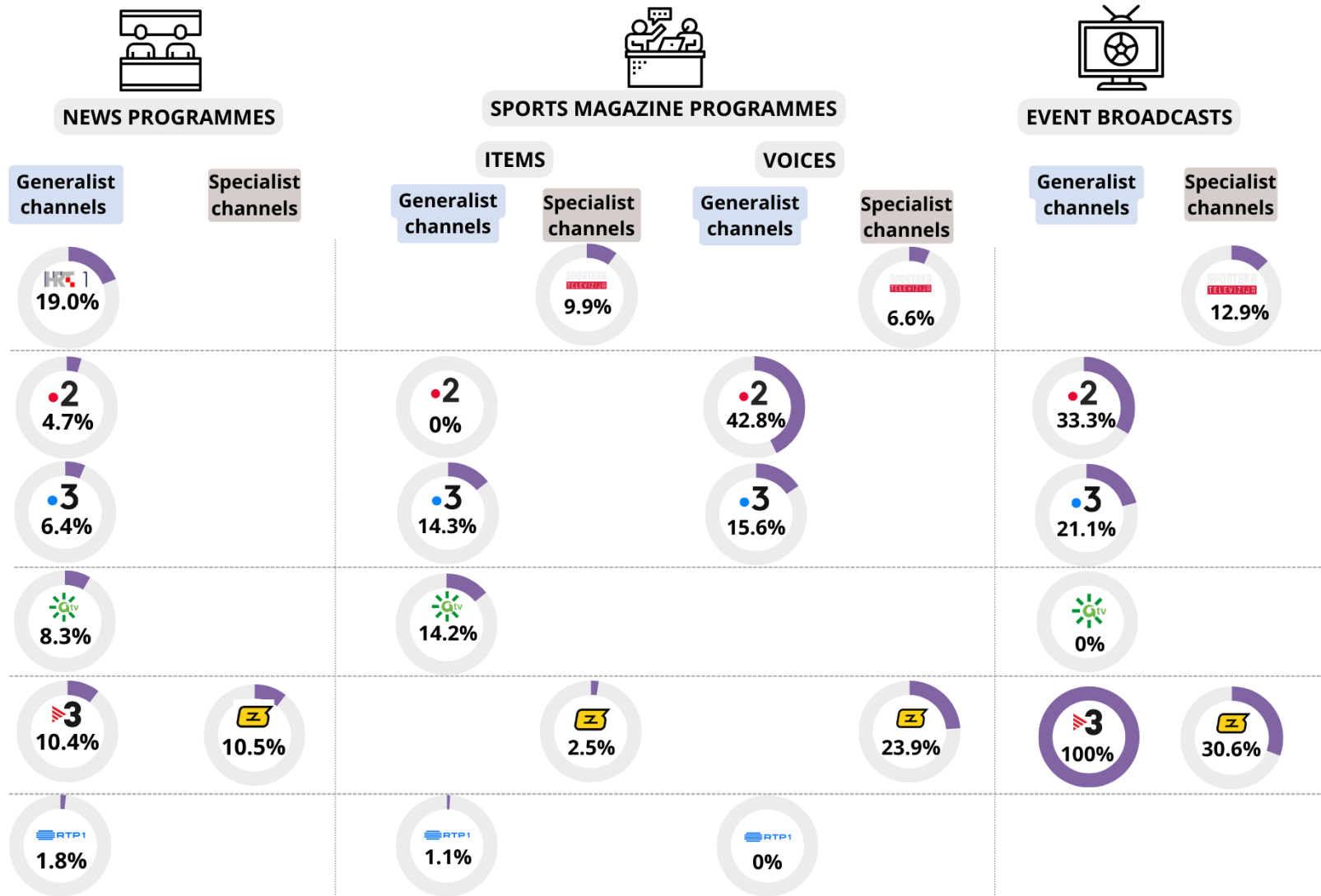
The world of sport is one of the many social areas where the presence of women has traditionally been more unequal and stereotyped, as shown in the study [\*Equality between men and women in sports programmes through audiovisual media services\*](#), published in 2017 by the Mediterranean Network of Regulatory Authorities (MNRA), with data from 2016.

This study provides an update on the data related to the presence of women in the sports programming of the public televisions of the Mediterranean audiovisual sphere, based on the monitoring of a total of **1,395 programmes** and more than **750 hours** of sports content, broadcast in **8 public television channels** (6 generalist and 2 specialist).



The results of the analysis carried out show that, **six years after the first report and despite some progress, a huge gender gap remains in sports programming**, given that the presence of women remains very much in the minority in practically all the formats and service providers analysed, as reflected in the table below.

## Presence of sport practised by women by programme type



With regard to **news programmes**, broadcast mostly on the generalist channels that make up the report, **the proportion of news focused on women's sports is between 1.8% and 19%.**

Despite the fact that sport practised by women continues to be underrepresented in news programmes, a positive evolution is observed given that, in general terms, the values recorded are higher than in 2016, when it did not exceed 7%.

Beyond the general presence in television news, **analysis by sport confirms that between one and two thirds of the sports programmes that appear in the news have pieces that focus on women** in most of the analysed providers.

On the other hand, **although football continues to be the predominant sport in news programmes, the space occupied by women's football is, in most cases, smaller than the global presence achieved by women in news programmes as a whole.**

**As for the magazine programmes, women's sport accounts for between 1.1% and 14.3% of the analysed items.** In the case of specialist channels (SPTV and Esport3), where the vast majority of this content is concentrated, the range is narrower (2.5%-9.9%) and the proportions are significantly smaller than those of the news programmes from the respective broadcast areas. On the other hand, on the generalist channels, where the volume of magazine programmes is smaller, the proportion taken up by women exceeds that of the news programmes.

Likewise, **the majority of participation in debate spaces and sport talk shows is also concentrated in the two specialist channels of Catalonia and Croatia, where the voice of women is specified in 1 in every 4 contributions (Catalonia) and 1 in 15 (Croatia).** On the generalist channels, where this form of contribution is a mere token, the voice of women is also in the minority.

In the case of **broadcasts of sporting events, a format dependent on the holding of broadcast rights, the presence of women reaches higher relative values.** In the case of the two specialist sports channels, which make up 90% of the broadcasts, the ratings are 30.9% (Esport3 from Catalonia) and 12.9% (SPTV from Croatia).

The results of the analysis therefore allow us to conclude that **the presence of women in the sports programming of the Mediterranean audiovisual sphere still presents a marked gender bias in quantitative terms, although this represents a modest advancement** compared to the results from six years ago.

In **qualitative terms, although women's visibility is growing in many disciplines, their representation continues to be associated with certain stereotypes.** For example, the relative presence of women continues to be higher, in general terms, in categories traditionally linked to women or in minority categories in the broadcasts as a whole. On the other hand, the voice of women in sports debates and talk shows only approaches parity when addressing specific issues that challenge them directly.

The data of the analysis show the existence of gender-related grievances in everything related to sport, which need to be rectified. In this sense, increasing the visibility of sports played by women is essential, not only as one of the mechanisms for redressing these grievances but also as a way to build and publicise role models that contribute to closing the gender gap.