

India: Compared to the other studied countries, women are most sidelined in news. In recent years the situation has deteriorated. India presents the second largest revenue opportunity from engaging more women.

The good news:

- Over 40% of health editors in India are women. (There is a significant difference in women's representation in news leadership in national and regional media across all specialisms. Among health editors, 78% in national news media are women vs. only 8% in regional news media).
- A potential cumulative revenue opportunity of \$11bn by 2027 and \$38bn by 2032 exists globally from engaging women. For India, the opportunity is \$487m by 2027 and \$2bn by 2032

The challenges that women face along the news value chain:

- Women are more marginalized in both news leadership and in coverage in India than in the other five countries. 1 in 10 editors-in-chief, 1 in 7 business editors (only 4% in regional news) and 1 in 5 political editors (none in regional news) are women.
- This is in line with the poor representation of women in political structures: only 9% of government ministers and 15% of members of parliament are women. The pro-male social norms are strongest in India, where, for example, 8 in 10 members of the public believe that men make better business leaders than women.
- Women are often excluded from the news leadership culture even when in leadership positions. This results from them often being token hires or systematically sidelined even when in power. The safety gap between men and women (including journalists) in India is amongst the highest globally.
- Every voice of a woman in online news is drowned out by that of six men. This ratio is significantly worse than the global ratio of 1 woman to 3.3 men.
- Almost 9 in 10 Indian women believe that the media portrays women in stereotypical sidekick roles. News coverage of stories focusing on gender issues, including seven fundamental gender gaps, is largely absent from news coverage despite women's low ranking on the Women, Peace and Security Index in India.
- There are 12 solutions themes which news providers can use to interrupt existing journalistic biases and to intercept the marginalization of women in news leadership and in coverage (see Summary of solutions themes in report).

No.	Area	Part	Fig.	US	UK	South Africa	Kenya	Nigeria	India	India (Nat.)	India (Reg)	Av. of 6	Global	Source
News Leadership (Women)														
1	Proportion of editors-in-chief who are women (2022)	1	4	35%	37%	37%	19%	18%	10%	11%	8%	26%		AKAS Editors Analysis (2022)
2	Proportion of political editors who are women (2022)	1	6/8	31%	20%	46%	0%	16%	20%	34%	0%	25%		AKAS Editors Analysis (2022)
3	Proportion of economics/business editors who are women (2022)	1	6/13	60%	30%	50%	31%	26%	14%	23%	4%	34%		AKAS Editors Analysis (2022)
4	Proportion of health editors who are women (2022)	1	6/11	71%	59%	51%	67%	45%	43%	78%	8%	51%		AKAS Editors Analysis (2022)
5	Proportion of foreign editors who are women (2022)	1	15	31%	34%									AKAS Editors Analysis (2022)
News Leadership (Women of Color)														
6	Average proportion of surveyed editorial roles held by women of color (2022)	1	7	8%	1%	25%								AKAS Editors Analysis (2022)
7	Proportion of editors-in-chief who are women of color (2022)	1	7	13%	3%	20%								AKAS Editors Analysis (2022)
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10	Proportion of health editors who are women of color (2022)	1	7/12	6%	0%	31%								AKAS Editors Analysis (2022)
11	Proportion of foreign editors who are women of color (2022)	1	7/16	4%	0%									AKAS Editors Analysis (2022)
12	Proportion of working population who are people of color - 50% of working population of color (2022)	1	5	21%	8%	46%								US Census Bureau (2022), AKAS estimates (2022), Statistics South Africa (2022)
News Coverage														
13	Indicator of how many more times men are quoted than women (Masculine vs. feminine pronoun analysis, Jan-May 2022)	Intro	1	1.7	2.0	2.0	2.8	5.0	6.3				3.3	AKAS analysis of GDELT (2022)
14	Indicator of the proportion of online news coverage containing gender equality references (Jan-Jun 2022)	new	new										0.44%	AKAS analysis of GDELT (2022)
15	Proportion of online news coverage containing any of the 7 gender gap terms [pay, health, power, confidence, safety, authority & ageism gaps] (Jan 17 to Mar 22)	2	26										0.02%	AKAS analysis of GDELT (2022)
Societal Context														
16	Proportion of members in the lower or single house who are women (2022)	1	8	29%	35%	47%	21%	4%	15%					Inter-Parliamentary Union Open Data, ranking as of 1st July 2022
17	Proportion of ministerial positions held by women (2021)	1	8/28	46%	24%	48%	30%	10%	9%					Inter-Parliamentary Union Women in Politics 2021 report (2021)
18	Rank on Women, Peace and Security Index 2021 (out of 170)	2	31	21	9	66	90	130	148					PRI Centre on Gender, Peace and Security and Georgetown Institute for Women, Peace and Security (2022)
19	"In general, men are better political leaders than women" (% of respondents who agree with this statement)	2	Based On 33	24%		53%	48%	70%	72%					UN Women, 2022
20	"In general, men are better business executives than women" (% of respondents who agree with this statement)	2	Based On 33	18%		44%	33%	54%	75%					UN Women, 2022
21	"In the media women are typically portrayed in traditional female roles (wife, mother, caregiver or supporting tasks)" (% of respondents who agree with this statement)	2	Based On 33	65%		74%	74%	81%	87%					UN Women, 2022

Kenya: Although women occupy between a fifth and a third of editorial positions in the highest profile news beats, they are completely locked out of political news. They often feel excluded even when in leadership roles.

The good news:

- The majority of health editors in Kenya are women (67%).
- While women are still quoted significantly less frequently than men in the news, the ratio of 2.8 male quotes for every quoted woman in Kenya is better than the global average (3.3 men to 1 woman).
- A potential cumulative revenue opportunity of \$11bn by 2027 and \$38bn by 2032 exists globally from engaging women. For Kenya, the opportunity is \$11m by 2027 and \$43m by 2032.

The challenges that women face along the news value chain:

- Women are far off parity at the highest level of news leadership: only 1 in 5 editors-in-chief in Kenya is a woman. Women's marginalization in top news leadership is supported by pro-male social norms. For example, almost half of the population (48%) believes that men make better political leaders than women.
- There are no women political editors in Kenya. News media lags behind society: while women are locked out of decision-making in politics beats in news, their representation in political structures hovers between 21% and 30%.
- Women feel excluded from the news leadership culture even when in leadership positions. This often is a function of the fact that they remain token hires and are systematically sidelined even when in power.
- The vast majority of Kenyan women (74%) believe that the media portrays women in stereotypical sidekick roles.
- Stories focusing on gender issues, including seven fundamental gender gaps, are largely absent from news coverage globally.
- There are 12 solutions themes which news providers can use to interrupt existing journalistic biases and to intercept the marginalization of women in news leadership and in coverage (see Summary of solutions themes in report).

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Nigeria: Women's extremely low participation in leadership roles in news and in public-facing roles, combined with strongly held pro-male values, is reflected in news coverage that is heavily dominated by men.

The good news:

- Almost half of the health editors in Nigeria are women (45%), which is a significantly better representation than for other specialisms.
- Although women still form a small minority in news leadership, news media is ahead of society in terms of women's representation in politics-related decision-making. While only 4% of members of parliament and 10% of government ministers are women, 16% of political editors in news media in Nigeria are women.
- A potential cumulative revenue opportunity of \$11bn by 2027 and \$38bn by 2032 exists globally from engaging women. For Nigeria, the opportunity is \$10m by 2027 and \$34m by 2032

The challenges that women face along the news value chain:

- Women are marginalized at the highest level of news leadership: less than 1 in 5 editors-in-chief are women.
- Women's marginalization in top news leadership is supported by very strong pro-male social norms. For example, 70% of the population believe that men make better political leaders and 54% believe that men make better business executives than women.
- Women feel excluded from the news leadership culture even when in leadership positions. This often is a function of the fact that they remain token hires and are systematically sidelined even when in power.
- Every voice of a woman in online news is drowned out by that of five men. This ratio is worse than the global average of 1 woman to 3.3 men.
- 8 in 10 Nigerian women believe that the media portrays women in stereotypical sidekick roles. News coverage of stories focusing on gender issues, including seven fundamental gender gaps, is largely absent from news coverage globally. This is particularly detrimental for Nigeria given the country's very low ranking on the Women, Peace and Security Index.
- There are 12 solutions themes which news providers can use to interrupt existing journalistic biases and to intercept the marginalization of women in news leadership and in coverage (see Summary of solutions themes in report).

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South Africa: Despite enjoying higher representation than in other countries, women are still marginalized in coverage and top editorial roles. Women of color are underrepresented and suffer exclusion in news.

The good news:

- South Africa leads among the six countries on representation of women in news leadership, aided by its most equitable of constitutions. Women economics/business and health editors have reached parity, while political editors who are women are almost at parity with men.
- Men are quoted twice as frequently in news coverage as women. This ratio (2 to 1) is better than the global average (3.3 to 1).
- A potential cumulative revenue opportunity of \$11bn by 2027 and \$38bn by 2032 exists globally from engaging women. For South Africa, the opportunity is \$38m by 2027 and \$130m by 2032.

The challenges that women face along the news value chain:

- Women are far off parity at the highest level of news leadership in South Africa. Less than 2 in 5 editors-in-chief in South Africa are women (37%). Moreover, unwritten rules in newsroom cultures in South Africa often assess women as great at doing the work but not at leading. Women often feel excluded from the news leadership culture even when in leadership positions. This pattern is propped up by pro-male social norms, endorsed by a majority of the population who, for instance, perceive men to make better political leaders.
- Women of color are significantly underrepresented in senior news leadership roles compared to their proportion in the population, especially in editor-in-chief and economics editorial roles.
- 74% of South African women believe that the media portrays women in stereotypical sidekick roles.
- News coverage of stories focusing on gender issues, including seven fundamental gender gaps, is largely absent.
- There are 12 solutions themes which news providers can use to interrupt existing journalistic biases and to intercept the marginalization of women in news leadership and in coverage (see Summary of solutions themes in report).

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UK: Women are severely underrepresented as political news editors, even more so than in political structures in society. Women of color are almost completely locked out of all elements of news and are effectively invisible.

The good news:

- Although still in a minority (less than 4 in 10), the proportion of women who are editors-in-chief in news organizations among the six countries is joint highest in the UK and South Africa.
- Women's ratio of voice in news is better in the UK (1 women to 2 men) than the global average (1 women to 3.3 men).
- This comparatively good performance in terms of women's representation in top news roles and in coverage is supported by the UK ranking highest on the Women, Peace and Security Index relative to the other five countries.
- A potential cumulative revenue opportunity of \$11bn by 2027 and \$38bn by 2032 exists globally from engaging women. For the UK, the opportunity is \$413m by 2027 and \$1.4bn by 2032.

The challenges that women face along the news value chain:

- Women are far off gender parity in their representation as editors-in-chief (2 in 5), political editors (1 in 5), economics editors (less than 1 in 3) and foreign affairs editors (1 in 3). The strikingly low proportion of political editors who are women lags behind their representation in ministerial roles (1 in 4) and in parliament (1 in 3). The news industry therefore performs worse than societal political structures in that respect.
- Women of color are more marginalized in news leadership in the UK than in any other researched country. Compared to their proportion in the UK working population and compared to the US and South Africa, women of color are severely underrepresented or altogether missing from editorial roles in the UK. There are no political, health or foreign affairs editors who are women of color in the UK.
- Moreover, women of color are experiencing extraordinary levels of exclusion and remain invisible within news organizations and the news industry, both as leaders and as protagonists in news stories.
- Global news coverage of stories focusing on gender issues, including seven fundamental gender gaps, is largely absent.
- There are 12 solutions themes which news providers can use to interrupt existing journalistic biases and to intercept the marginalization of women in news leadership and in coverage (see Summary of solutions themes in report).

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17	Proportion of ministerial positions held by women (2021)	1	8/28	46%	24%	48%	30%	10%	9%					Inter-Parliamentary Union Women in Politics 2021 report (2021)
18	Rank on Women, Peace and Security Index 2021 (out of 170)	2	31	21	9	66	90	130	148					PRIO Centre on Gender, Peace and Security and Georgetown Institute for Women, Peace and Security (2022)
19	"In general, men are better political leaders than women" (% of respondents who agree with this statement)	2	Based On 33	24%		53%	48%	70%	72%					UN Women, 2022
20	"In general, men are better business executives than women" (% of respondents who agree with this statement)	2	Based On 33	18%		44%	33%	54%	75%					UN Women, 2022
21	"In the media women are typically portrayed in traditional female roles (wife, mother, caregiver or supporting tasks)" (% of respondents who agree with this statement)	2	Based On 33	65%		74%	74%	81%	87%					UN Women, 2022

US: The representation of women in top news leadership lags behind US political structures and has hit a glass ceiling of under a third. Women of color are suffering extraordinary exclusion across all elements of news.

The good news:

- The US news media landscape enjoys the highest proportion of economics/business (60%) and health editors (71%) who are women among the six countries.
- Although still outnumbered by men's, the share of women's voices in news coverage in the US achieves the best ratio vs. men's out of the six countries. (For every woman's voice there are 1.7 men's voices in the news. This is a significantly better ratio than the global average of 1 to 3.3).
- A potential cumulative revenue opportunity of \$11bn by 2027 and \$38bn by 2032 exists globally from engaging women. For the US, the opportunity is \$2.7bn by 2027 and \$9.4bn by 2032.

The challenges that women face along the news value chain:

- In the US women are underrepresented as editors-in-chief (1 in 3), political editors (1 in 3) and foreign affairs editors (1 in 3), despite their representation in ministerial positions nearing parity. News lags behind society in terms of women's representation in top news leadership and in editorial leadership in the highest-profile beats.
- Compared to their proportion in the US working population (21%), women of color are severely underrepresented in editorial roles, especially as editors in politics (3%), foreign affairs (4%), health (6%) and economics/business (9%).
- Women of color are experiencing extraordinary levels of cultural exclusion and remain invisible within news organizations and the news industry, both as leaders and as news protagonists/contributors in coverage. In addition, women of color are 4 times less likely to be political editors than men of color.
- Global news coverage of stories focusing on gender issues, including seven fundamental gender gaps, is largely absent. The majority of the US population (65%) believe that women are portrayed stereotypically as sidekicks by the media.
- There are 12 solutions themes which news providers can use to interrupt existing journalistic biases and to intercept the marginalization of women in news leadership and in coverage (see Summary of solutions themes in report).

No.	Area	Part	Fig.	US	UK	South Africa	Kenya	Nigeria	India	India (Nat.)	India (Reg)	Av. of 6	Global	Source
News Leadership (Women)														
1	Proportion of editors-in-chief who are women (2022)	1	4	35%	37%	37%	19%	18%	10%	11%	8%	26%		AKAS Editors Analysis (2022)
2	Proportion of political editors who are women (2022)	1	6/8	31%	20%	46%	0%	16%	20%	34%	0%	25%		AKAS Editors Analysis (2022)
3	Proportion of economics/business editors who are women (2022)	1	6/13	60%	30%	50%	31%	26%	14%	23%	4%	34%		AKAS Editors Analysis (2022)
4	Proportion of health editors who are women (2022)	1	6/11	71%	59%	51%	67%	45%	43%	78%	8%	51%		AKAS Editors Analysis (2022)
5	Proportion of foreign editors who are women (2022)	1	15	31%	34%									AKAS Editors Analysis (2022)
News Leadership (Women of Color)														
6	Average proportion of surveyed editorial roles held by women of color (2022)	1	7	8%	1%	25%								AKAS Editors Analysis (2022)
7	Proportion of editors-in-chief who are women of color (2022)	1	7	13%	3%	20%								AKAS Editors Analysis (2022)
8	Proportion of political editors who are women of color (2022)	1	7/10	3%	0%	29%								AKAS Editors Analysis (2022)
9	Proportion of economics/business editors who are women of color (2022)	1	7/14	9%	4%	21%								AKAS Editors Analysis (2022)
10	Proportion of health editors who are women of color (2022)	1	7/12	6%	0%	31%								AKAS Editors Analysis (2022)
11	Proportion of foreign editors who are women of color (2022)	1	7/16	4%	0%									AKAS Editors Analysis (2022)
12	Proportion of working population who are people of color - 50% of working population of color (2022)	1	5	21%	8%	46%								US Census Bureau (2022), AKAS estimates (2022), Statistics South Africa (2022)
News Coverage														
13	Indicator of how many more times men are quoted than women (Masculine vs. feminine pronoun analysis, Jan-May 2022)	Intro	1	1.7	2.0	2.0	2.8	5.0	6.3				3.3	AKAS analysis of GDELT (2022)
14	Indicator of the proportion of online news coverage containing gender equality references (Jan-Jun 2022)	new	new										0.44%	AKAS analysis of GDELT (2022)
15	Proportion of online news coverage containing any of the 7 gender gap terms [pay, health, power, confidence, safety, authority & ageism gaps] (Jan 17 to Mar 22)	2	26										0.02%	AKAS analysis of GDELT (2022)
Societal Context														
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