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 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).

<table>
<thead>
<tr>
<th>No.</th>
<th>Area</th>
<th>Part</th>
<th>Fig.</th>
<th>US</th>
<th>UK</th>
<th>South Africa</th>
<th>Kenya</th>
<th>Nigeria</th>
<th>India</th>
<th>India (Lat.)</th>
<th>India (Reg.)</th>
<th>Ap. of 6</th>
<th>Global</th>
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<tbody>
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<td>Proportion of editors-in-chief who are women (2022)</td>
<td>1</td>
<td>4</td>
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<td>37%</td>
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<td>26%</td>
<td>AKAS Editors Analysis (2022)</td>
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</tr>
<tr>
<td>2</td>
<td>Proportion of political editors who are women (2022)</td>
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<td>20%</td>
<td>46%</td>
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<td>21%</td>
<td>20%</td>
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<td>4%</td>
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<tr>
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<td>50%</td>
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<td>26%</td>
<td>14%</td>
<td>23%</td>
<td>4%</td>
<td>34%</td>
<td>AKAS Editors Analysis (2022)</td>
<td></td>
</tr>
<tr>
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<td>59%</td>
<td>51%</td>
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<tr>
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<td>34%</td>
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<td>AKAS Editors Analysis (2022)</td>
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<tr>
<td>6</td>
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<td>3%</td>
<td>0%</td>
<td>29%</td>
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<td>37%</td>
<td>37%</td>
<td>19%</td>
<td>18%</td>
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<td>8%</td>
<td>26%</td>
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</table>

Indicators:
- **Proportion of editors-in-chief who are women (2022):** 35%
- **Proportion of political editors who are women (2022):** 31%
- **Proportion of economics/business editors who are women (2022):** 60%
- **Proportion of health editors who are women (2022):** 71%
- **Proportion of foreign editors who are women (2022):** 31%
- **Proportion of editors-in-chief who are women of color (2022):** 8%
- **Proportion of political editors who are women of color (2022):** 3%
- **Proportion of economics/business editors who are women of color (2022):** 9%
- **Proportion of health editors who are women of color (2022):** 6%
- **Proportion of foreign editors who are women of color (2022):** 4%
- **Proportion of working population who are people of color - 50% of working population of color (2022):** 21%