

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).

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														
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					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