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Press Release

Audiovisual industry is becoming increasingly sensitive to gender diversity

European Regulators Group for Audiovisual Media Services (ERGA) publishes report on gender diversity on and off screen

The audiovisual industry is becoming increasingly sensitive to gender diversity. This is one of the findings of the report by ERGA's Working Group on Gender Diversity. The aim of the working group was to enhance regulators' and stakeholders' awareness of initiatives across the EU that are combating discrimination and are actively promoting equality in the audiovisual media industry. The report consists of two parts – one gathering good practices for promoting gender diversity and one presenting recommendations on how gender diversity could be increased.

"The aim of this workgroup was really very practical: to promote good practices that already exist amongst the industry players and allow the different stakeholders, including governments, to promote them", comments Karim Ibourki, CSA (BE) and Chair of the Working Group. Tobias Schmid, DLM (DE) and ERGA Chair adds: "As media regulators, the promotion of gender equality is one of our core values and we think that, particularly in the current difficult situation, it is important to continue our efforts to bring forward equal opportunities for women and men."

The final report presents the analyses of approaches pursued by audiovisual media services, content producers, the film industry, the advertising industry and beyond. The aim of the report is not to present all initiatives in an exhaustive register, but to convey a qualitative analysis of strategies. This way the report shows the plurality of existing methods and strategies that allow implementing gender balance practically on both sides of the screen – just like a "toolbox of good practices" tailored to the audiovisual industry.

In addition, the report issues recommendations emerging from the analysis of existing practices, such as:

- Encouraging public authorities to set specific targets in audiovisual legislation in terms of gender equality and a) to implement data gathering statistics and monitoring mechanisms related to gender balance, and b) to allocate funding to gender diversity studies in screen industries sectors.
- Encouraging content providers and media service providers to consider gender balance during all stages of writing, development and production.
- Encouraging the advertising industry to develop charters to promote un-stereotyped advertising.
- Encouraging audiovisual media providers to adopt specific targets related to gender diverse representation and to develop gender-related statistics in human resources.
- Encouraging funding bodies (for instance, national film agencies) to a) develop financial incentives to enable the creation of diverse projects while ensuring diversity in selection panels, b) develop mandatory courses on unconscious bias for members of panels, producers and commissioners to enable a more diverse and open analysis of projects, c) implement mandatory declarations as regards gender balance when producers are applying for public funds to support any film production project, d) monitor key content creators by gender in order to ensure gender parity and diversity.

Finally, the report suggests a set of common performance indicators for regulatory authorities, which are willing to develop monitoring activities or research projects in the field of gender diversity. Developing uniform analysis criteria enables increased synergies between the regulators and helps carrying out comparative studies both on national and European level.

About ERGA:

The European Regulators Group for Audiovisual Media Services brings together heads or high-level representatives of national independent regulatory bodies in the field of audiovisual services. Thereby, ERGA advises and assists the European Commission in its work, to ensure a consistent implementation of the AVMSD as well as in any other matters related to audiovisual media services within the Commission's competence. In addition, ERGA aims to facilitate cooperation between the regulatory bodies in the EU by fostering the exchange of information, experience and good practices.