

# English summary

## Gender representation in Dutch non-fiction television programmes

In 2019, 36.6 per cent of the persons appearing in Dutch non-fiction television programmes were women. That is the main result of a study conducted by the Dutch Media Authority, on behalf of the Dutch Ministry of Education, Culture and Science, to generate hard figures for the current public debate around on-screen gender representation in the Netherlands.

As well as the overall ratio of women to men, we also investigated female representation by programme genre, role, level of expertise, presence and age. We also looked at differences between genres and types of broadcaster. This analysis reveals that women appear more in non-fiction and entertainmentshow (43.5 per cent) than in news and current affairs programmes (33.3 per cent). In these programmes, women are more likely to be the main presenter (41.8 per cent), the subject of a portrait (44.1 per cent) or a game-show contestant (45.0 per cent), and less likely to be seen as a reporter (23.1 per cent) or news source (33.3 per cent).

A news source is a person who makes a newsworthy topical contribution to a news or current affairs programme based upon their expertise, opinion or experience. Women appear more than men as “vox pop” news sources (51.6 per cent), but far less so as “experts” such as politicians, spokespersons or subject specialists (23.2 per cent). And when they are seen on screen because of their expertise, that tends to be on topics like social affairs, health, education, welfare or culture and only to a lesser extent politics, sports, economics, nature, the environment or planning. The age profile of female experts is also striking: they are generally younger than their male counterparts, with relatively few over 50 years of age.

These results are in line with comparable national and international research conducted in recent years. Regardless of country, year and genre, the proportion of women on television is almost always between 25 and 40 per cent. Previous studies in the Netherlands, too, have generated similar results with regard to female representation by role, expertise and subject. They have also shown that the proportion

of women seen on public-service channels is lower than on commercial television – a finding confirmed by this latest study (32.5 versus 41.4 per cent). Unlike previous studies, we have also taken into account changing viewing behaviour by considering programmes’ audience shares. However, no correlation has been found between this factor and female representation.

The Dutch Media Authority conducted the study using a quantitative content analysis, based upon a method developed in-house. The sample consisted of 4391 persons appearing in 262 programmes broadcast in the first half of 2019. Most aired during primetime on public-service channels NPO 1 or NPO 2 or commercial stations RTL 4 or SBS6, but also included were programmes with high viewing rates at other times and on other channels.