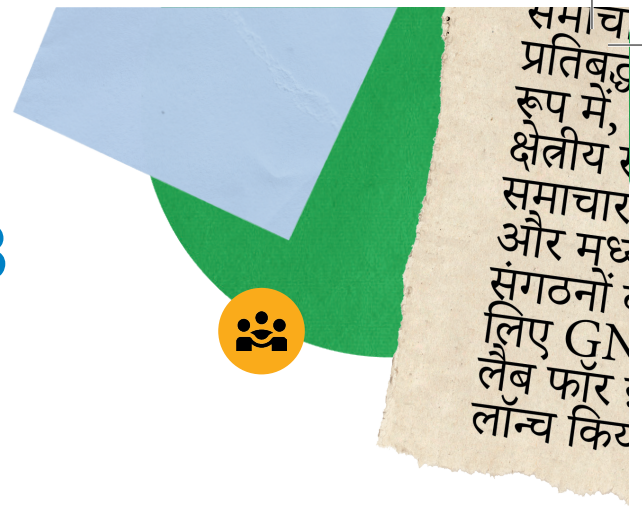




INDIA News Summit 2023



State of Women in Media

Women are under-represented in the media industry, accounting for only

28%

of the total workforce

Women's representation in the media industry declines as seniority increases, accounting for only

21%

of the total workforce

Gender disparity is evident across media segments, with print having the lowest representation of women at

26%

followed by broadcast and digital media with a more balanced gender distribution at

43%

Across verticals, HR has gender parity at

51%

while Editorial, Design and Production have stronger representation of women at 30%, as compared to Tech/Finance/Operations at under

20%



Women in media say...

75%

of women employees feel they have **always** faced inequality at the workplace

77%

of women strongly felt the “Lack of role models” as a key disincentive for lesser representation in media

75%

women agreed that there was “limited career advancement / progression (to leadership roles) for women”

74%

of women mentioned “Stereotypes” to be a strong contributor to skewed gender representation

75%

of women have mentioned “Lack of a safe/secure work environment” as a key concern

75%

of women felt “Lack of enough supportive/ inclusive policies and programs”

74%

of women mentioned the lack of diversity has an “Impact on mental health & well-being”

Quotes

“...The trigger was the ratio, whenever I would present to the board, I would **feel very embarrassed** that I am the **only lady in the leadership team** - not that it makes me feel different but then as a woman leader, it prompts me that something needs to be done to **create a healthy ratio...**”

Head of HR Practices, Broadcast, Telugu

“...You see, the **media is a very unforgiving business**, it's difficult for new media to carry deadweight and not to generalize - I generally find women carry their share of work much better than the other gender. So I see a **bright future with more women on top...**”

President & Editorial Director, Broadcast, English

“...Everybody has **biases at an unconscious or subconscious level** - it is on us, as leaders, to at least **educate them to recognize those** and create a story around that, like why those biases are just biases, they are not the truth or the facts...”

HR Director, People and Culture, Print, Marathi

“...it has been 18 years, and yet I am still one of the **very few female leads to host primetime political debates**, there is still a serious dearth of women here. If one doesn't see enough representation like themselves, the natural outcome is to opt out of it...”

Deputy Editor, Broadcast, Tamil

