



PARTNERING  
FOR A SUSTAINABLE  
SECTOR

# Equal Voice:

## Improving the Representation & Portrayal of Women in Articles

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**EqualVoice** 



**EqualVoice**

Only **18%**



of all media articles  
are about women

Sports Media  
Articles only  
cover

4%

women

But they  
make up

40%

of all athletes worldwide



# Seeing is believing

EqualVoice  
SUMMIT

EqualVoice



# EqualVoice Factor

# Analysis:

Text



Images



Videos



**Blick** |

increased its  
**EqualVoice-Factor**  
from 25 to 30%



**HANDELSZEITUNG**

Wirtschaft im Klartext.

increased its  
**EqualVoice-Factor**  
from 17 to 29%

ringier  
axel springer



EqualVoice 

Poland has a  
body score of 31%  
and a teaser score of 29%

# Female Voices

EqualVoice 

Gender equality  
is a  
**leadership**  
topic

# Break the bias



**Make gender equality a reality.**



**Join EqualVoice today.**