

WHO MAKES THE NEWS?



GMMP+30

Global Media
Monitoring
Project

2025

ITALY

NATIONAL REPORT



GMMP+30



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GMMP is not just one day in the news: it has become a community of like-minded people, women and men, acting towards a more balanced, respectful and gender-sensitive world of communication.

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PREFACE

Global Context

The Beijing Declaration and Platform for Action premised that “Women’s empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for the achievement of equality, development and peace” (United Nations, 1995). Specifically, the Declaration in its Section “J” established the following objectives related to women and media: Strategic objective J1. “Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. Strategic Objective J2. Promote a balanced and nonstereotyped portrayal of women in the media” (United Nations, 1995).

The first global monitoring was sparked by a need for empirical evidence on women’s place, role and participation in the news.¹ The Beijing Platform for Action thereafter enshrined media monitoring as a strategy to achieve strategic objective J1. Non-governmental organizations and media professional associations were encouraged to establish “media watch groups that can monitor the media and consult with the media to ensure that women’s needs and concerns are properly reflected” (paragraph 242a).

The GMMP evolved into the largest and longest-running research and advocacy initiative for gender equality in and through the news media. In five-year spurts since 1995, the GMMP takes a snapshot of key gender equality dimensions in the news. Across thirty years to date, the GMMP has built the data from over 160 countries, with at least one observation for each variable and country.

The global news media landscape has changed profoundly, yet women’s place within it has not. The evolution of women’s encounters with the sector across the period has not been as dramatic. The GMMP reveals that, in many ways, the status quo of gross underrepresentation and misrepresentation in content has persisted.

Global findings. The highlights

The global findings are based on 29,935 news articles containing 58,321 people and 26,560 news personnel in 94 countries on the 7th global monitoring day, May 6, 2025.

- 1. Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not only has the hierarchy of “hard news” in legacy media persisted across time, it has also crossed over into digital outlets.**

¹ Read more in the full text of the Bangkok Declaration, outcome of the 1994 “Women Empowering Communication” conference at which the idea of a GMMP was birthed. <https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf>

Digitalization did not bring a radical break from the patriarchal norms of traditional journalism. Instead, it continues to reinforce and amplify a news hierarchy that privileges spheres and issues centered on power, namely, those dominated by men. The challenge is threefold. First, to dismantle the “hard news” bias, second, to integrate more intentionally spaces and issues of greater concern to women, and third, to enable visibility and voice to women present in traditionally male-dominated spaces.

2. After a period of slow but steady improvement, progress toward gender parity in the news has flatlined since around 2010, failing to reach 50% in any media type.

Thirty years after Beijing, women are 26% of those seen, heard, or spoken about in legacy news (29% on news websites). The needle has shifted 9 points in legacy media since 1995, and 4 points in online news during the past 10 years.

Minority groups are five points more likely to be present in digital news than in legacy media. The probability of minority women being featured in the news as the main protagonists or as interviewees is two in a hundred in traditional media (3% for men) and 4% on news websites (5% for men).

3. Women’s visibility in political and economic news has increased significantly – by 15 points each – over the past three decades.

The severe underrepresentation noted in 1995 (7% in political news, 10% in economic news) has improved. Women’s presence in sports news is abysmal, at only 15% of news subjects and sources.

4. The proportion of women providing expert testimony has grown remarkably over the decades, showing the highest increase (+7 points) in digital news since 2015.

In legacy media, the gender gap in authoritative roles as experts and spokespersons has closed at a slower pace than for persons providing testimony based on popular opinion and personal experience – ordinary roles that require no specialized knowledge.

5. Patterns of gender-biased portrayal endure despite decades of change in women’s roles in the physical world

Women have remained about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with “other crime” and “domestic violence” (by intimate partners and family members) becoming the top victim categories.

Women depicted as survivors in legacy media were most likely to have survived “accidents, natural disasters, poverty, and disease” in previous GMMP studies. In 2025, they are most

frequently portrayed as domestic violence survivors in equal proportion to accident/disaster survivors.

The over-representation of women as homemakers/parents decreased from 81% in 2000 to 73% in 2025, indicating progress although a persistent journalistic bias toward defining women by domestic roles, despite women's current unprecedented engagement in work outside the home. Underrepresentation in occupations and in positions of power has remained consistent.

The tendency to describe women by their age and physical attributes has also persisted. They have been photographed more often than men (a 7–9-point difference) over the past two decades, with qualitative analysis continuing to show patterns of sexualized portrayal.

6. Gender inequality in the news is much more acute than in the lived experience.

Gender equality in the news, measured by the GEM Index, is moderately correlated with gender indices in other development sectors such as the Gender Social Norms Index. Between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

7. Women's share as reporters in stories published in newspapers and aired on television and radio has risen and stagnated in spurts since 1995.

Globally, the proportion of women as reporters in legacy media rose 6 points from 2000 to 2005, stalling at 37% for 10 years until 2015, rising 3 points again between 2015 to 2020, and gaining just two points in the past five years. The regions approach and consistently fail to achieve parity, except for the Pacific and the Caribbean, exactly at equality, and North America just a single point below. The findings suggest most news systems are willing to absorb a certain proportion of female labor in the reporter role, but not to cede to full numerical gender equality.

In legacy news media, the gender gap in political reporting has narrowed the fastest (+13 points in 25 years) – outside the sports beat – yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health reporters. The new tracking of sports news reveals a severely low proportion of female reporters (17%).

Women's share as reporters in national and international stories has seen significant long-term growth (+18 and +16 points, respectively).

8. The sex of the journalist influences the gender lens in stories

The gender lens has historically been found to be sharper in articles by women reporters. Across three decades, a consistent 5–6-point gender gap has existed in source selection, where female reporters feature more female sources than their male colleagues. This gap is even wider (9 points) in digital news. The gender-lens gap between female and male

journalists is largest on the indicator regarding women's centrality in the news. The difference is just 1-2 points on other indicators measuring news quality from a gender perspective, but that it exists is an important finding.

9. Gender-based violence is a blind spot in the news. When GBV makes the news, however, the gender lens in reporting is sharper than in stories on all other topics.

Less than 2% of stories cover gender-based violence. This low count is at odds with the serious nature of GBV affecting one in three women and girls worldwide.

Stories on gender-based violence produced by female journalists are more likely to raise gender (in)equality issues than those by men.

While the gender lens is sharper in GBV stories compared to other major topics, there remains enormous room for improvement if news media are to participate in creating a society in which GBV is understood as deviant, criminal, and a violation of fundamental human rights.

10. The bulk of news stories remains deficient in the GMMP dimensions of quality from a gender perspective

The proportion of news stories that clearly challenge gender stereotypes rose from 3% (2005) to 6% (2010) but declined and has remained stagnant at 3-4% since 2015. This indicates an entrenchment of stereotypes in reporting and a consistent journalistic failure to produce content that disrupts stereotypical narratives.

The regional comparisons show significant variations. North American news is exceptional, clearly challenging gender stereotypes in 19% of stories, in sharp contrast to Middle Eastern news, where only 1% overturn simplistic narratives about the roles, attributes, and capabilities of people based on gender.

Gender stereotypes are most prevalent in stories about politics and the economy, both spheres where men are the majority power holders. Over time, challenging stereotypes remains largely confined to topics in which it is safer to challenge the skewed gender power relations status quo. These are celebrity/arts/media, and social/legal news. GBV stories challenge gender stereotypes more than any other news, at 17%. While commendable, this level is insufficient to transform the harmful norms that perpetuate such violence.

The likelihood of news stories to cite human rights or gender equality frameworks has fluctuated modestly, hovering between 7% and 11% over the 15 years that this indicator has been measured. A human rights lens is absent in approximately 9 out of 10 stories.

Online stories are less likely to integrate a human rights lens than those published in legacy media, but the probability of women being the central protagonists in a news story is higher in digital news (15%, compared to 10% in traditional news).

In all story topics except for GBV news, the sex of the reporter matters slightly for the integration of a gender lens. 3% of stories by women clearly challenge gender stereotypes, compared to 2% of those by men. 12% of stories by women highlight gender (in)equality issues, compared to 10% for men. 8% of articles by women adopt a human rights framing, compared to 7% of those by men. In the case of GBV stories, for instance, female reporters are more than 10 points more likely to call attention to gender inequality than those by men.

The GMMP message in 2025, thirty years post-Beijing, is a global news industry whose progress towards gender equality has reached a crossroads.

The almost standstill pace of change in the past 15 years points to a need for a radical shift in strategies by all actors in the news ecosystem to break the inertia. Under the current conditions and with the current tools, remarkable change towards gender equality is unlikely.

The negative impacts of digitalization on the news industry and gender relations online as a whole will undoubtedly make the task of securing women's rights in and through digital news more complex.

Regional Context: Europe

GMMP 2025 does not translate, as in past editions, into a European Regional GMMP Report. Nevertheless several European countries have participated and contributed to data collection and analysis (see [National Reports](#)), and attempts have been made to develop sub-regional reflections, in particular through a webinar on GMMP results in Central and Eastern Europe (19 December, 2025); and the Conference "[Who makes the news? Nordic Summit for Gender equality in the news. Comparative perspectives](#)" hosted in Copenhagen, in early February 2026, with the participation of the universities of Iceland, Helsinki, Greenland, Linné University, Oslo Met University & Roskilde, and contributions by media professionals and journalism students.

On these occasions GMMP results have been compared and main problematic issues highlighted, including:

- the slow pace of change in gender-aware news making since 1995 and the plateau reached in most European countries over the past fifteen years;
- the need for consistent monitoring and sustained data collection to keep track of the extent to which commitments to gender equality in and through media are translated into actual interventions;
- the lack of available resources to carry out coordinated monitoring and gender-transformative work to develop research, and to design and carry out actions at local, national and supra-national level;
- the difficulties of coping with gender inequality issues given the geopolitical as well as technological challenges affecting news making, public spheres and digital environments more broadly.

Beijing+30 European Report

As 2025 marked the 30th anniversary of the Beijing Platform for Action, a notable effort has been made by the European Institute for Gender Equality (EIGE) in elaborating a Report titled [“Impact driver: marking milestones and opportunities for gender equality in the EU”](#) (EIGE 2025).

The Report mentions institutional developments that took place at European level with respect to gender equality since 2019. These include the appointment of Helena Dalli as Commissioner for Equality between 2019 and 2024 (currently European Commissioner for Preparedness, Crisis Management and Equality, Hadja Lahbib); a Task Force on Gender Equality that involves all equality coordinators from the different DGs and the European External Action Service (EEAS) with the mandate to mainstream gender equality across European institutions; and an Advisory Committee on Equal Opportunities for Women and Men, which brings together representatives of Member States, civil society, social partner organizations.

The Report also cites legislative developments over the past years, which contribute to expand and strengthen the GE legal framework in the EU. Particularly relevant to GMMP issues is the 2024 *Directive on combating violence against women* (Directive EU 2024/1385), where the specific challenges faced by women journalists, women politicians and human rights defenders are explicitly recognized. Furthermore, the *European Gender Equality Strategy for 2020-2025* recognized the pervasive nature of cyberviolence targeting women and girls and the far-reaching effects of cyberviolence, and cyber harassment. At the same time, the Report highlights some of the shortcomings, or missing perspectives in policy developments, particularly: the fragmentation of the media sector, which spans both traditional and digital platforms, and has led to diverse regulatory approaches among Member States; the persisting challenges in translating policy goals into tangible outcomes, given that soft measures, such as self-regulatory initiatives and codes of conduct, predominate in the EU context with regard to both traditional and digital media; and the recognition that significant steps forward in regulating the digital landscape – such as the *Digital Services Act* (Regulation (EU) 2022/2065) and the *Artificial Intelligence Act* (Regulation (EU) 2024/1689) - fall short of addressing gender-specific concerns like the negative impacts of social media on women and girls from an intersectional perspective; or specific challenges faced by women, such as biases in AI-supported recruitment processes.

For what concerns the BPfA Section J – Gender and Media - the same Report identifies 4 priority topics:

- Fostering women’s participation in decision-making in the media industry

This aspect relates to a set of officially agreed EU indicators to track progress in area J, covering the representation of women in decision-making roles and on the boards of media organisations as well as the existence of policies promoting gender equality within these

entities. Related data can be found in the [EIGE database](#), but the Report makes it explicit that, given the complexity of media environments, these indicators are no longer sufficient.

- Promoting equal, fair and safe working conditions for women and men in the media industry

This has been a concern across European institutions since the time of the Covid19 pandemic: on the one hand the Report acknowledges the disproportionate amount of unpaid care work that women media professionals have to take on, their poor working conditions, atypical work patterns, irregular income and weak social protections; on the other hand it stresses that working conditions for women in media sectors are also affected by multiple crises and are challenged by digitalisation.

- Tackling gender-based cyberviolence against media professionals and public figures

Not surprisingly the Report addresses the priority issue of technology-driven gender-based violence, which specifically affect women in the public space like journalists and politicians. And it does so stressing the fact that experiences of harassment and abuse tend to silence individual women, but also limit the freedom of the press and more broadly democratic dialogue, while also creating a chilling effect on those women who are considering entering into media-related professions.

- Challenging gender stereotypes in the media, amplified by AI

Finally, the Report restates the long-standing issue of gender stereotypes in media content, but also highlights new concerns that emerge when these are multiplied by AI and emerging technologies. These may “inadvertently” perpetuate gender stereotypes, leading to even harsher discriminatory outcomes and the exacerbation of gender disparities. Attesting the relevance of this issue, the need to combat gender stereotypes informed the Gender Equality Strategy 2026-2031 and also guided the recent review of the Gender Equality Index (GEI).

The way ahead

European GMMP coordinators remain convinced that only through effective and strong collaboration amongst stakeholders - amongst which the research community – the identified challenges can be addressed and the Recommendation proposed in the Report (pp. 147- 158) implemented. They highlight the importance of good practice models, such as gender-focused routine monitoring within media organizations, which are reported to contribute to transforming organizational cultures within news-making media. They also highlight the relevance of available datasets of women experts, which have emerged across Europe to facilitate women’s and other marginalized subjects’ voices to be heard as sources in the news, amongst which the [European network for female experts](#) (ENWE). Good practices to foster gender equality in and through media have also been explored and collected through publications like *Making Change. Nordic examples of working towards gender*

equality in the media (Edstrom et al 2014) and EU funded projects like the “Advancing Gender Equality in Media Industries” and resulting web-based set of resources (AGEMI 2017-19), and the “Rewriting the story. Gender media and politics” (2022-24), both partnerships between academic institutions, the International Federation of Journalists and COPEAM.

These efforts have the potential to support Europe-wide action towards translating recommendations into transformative practices. Further disseminating the GMMP results - mostly focused on women and men unequal representation in the news - can be a starting point to activate broader European discussions on all the issues of concern of the GMMP European community, in view of promoting democratic values of equality, diversity and inclusion through innovative, collaborative and caring interventions.

National Context: Italy

News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens’ aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are all too often reinforced through the media.

Against this background, it was therefore important for Italy to participate in the GMMP from the very beginning, in 1995: the opportunity to be part of a global network of activists in the ongoing struggle to promote gender equality in and through the media has translated over the years in local and national collaborations, within and beyond academic, including partnership with women professional associations like Gi.U.Li.A. Giornaliste, and focused exchanges with the national regulator, AGCOM, and its local sections, CO.RE.COM. At the same time, we’ve witnessed - and were able to support through GMMP data - mobilizations that have engaged the media, news and public debate in the country. In the GMMP 2015 Report we were pleased to refer of meaningful developments, such as gender equality provisions adopted in the Contract of Service of the national public broadcaster RAI; the constitution of the “27esima ora”, a blog by one of the major newspapers, *Il Corriere della Sera*; and the strengthening of collaborations amongst women professionals.

By 2025, the debate about media gender inequalities is not only alive but has led to specific regulatory and deontological advancements. The “Manifesto di Venezia” adopted in 2017 for fair reporting of gender-based violence, has now been formalized and strengthened by the “Nuovo codice deontologico delle giornaliste e dei giornalisti” (New Code of Ethics for Journalists). The political relevance of the issue is confirmed by the ongoing implementation of the “Strategia nazionale per la parità di genere” (Gender Equality National Strategy) (2021-2026), which aims to improve Italy’s position in the European Gender Equality Index, and recognizes the crucial role of the media in deconstructing gender stereotypes that feed the patriarchal culture.

The period 2021-2025 marks a shift from moral recommendations to concrete regulatory and professional updates:

- A significant development is the entry into force, on **1st June , 2025**, of the “Nuovo codice deontologico delle giornaliste e dei giornalisti” (New Code of Ethics for Journalists). This document, replacing the previous “Testo Unico dei doveri del giornalista” (Consolidated Text of the Journalist's Duties), explicitly includes the feminine declination in its title (*giornaliste* for women journalists and *giornalisti* for men journalists) and reinforces the ethical commitment against discriminatory or revictimizing language, especially when reporting on gender-based violence. The move signals a formal recognition of the importance of inclusive language within the profession.
- The national regulator, AGCOM, has extended its monitoring scope. While continuing to apply the Delibera n. 442/17/CONS to traditional media (issuing warnings or sanctions for the stereotypical representation of women, including in entertainment programs up to 2023), it has addressed the rising digital ecosystem. In July 2025, AGCOM approved the “Linee guida e codice di condotta per gli influencer” (Guidelines and Code of Conduct for influencers), applying the provisions regarding non-discrimination and the protection of minors also to the content produced by ‘relevant’ digital subjects. This is a crucial step towards regulating the vast and often uncontrolled space of social media content.

EXECUTIVE SUMMARY

The **GMMP 2025**, based on 459 news stories from Italy legacy (print, radio, TV) and digital (Internet) media on 6 May, 2025, **highlights a persistent underrepresentation of women, a decrease in their overall visibility, and a significant difference in coverage and inclusivity between traditional and online news outlets.**

Women account for only 21% of 1,912 people featured as news subjects and sources across all media. This marks a decrease from 26% in 2020.

Legacy media are significantly less inclusive, **featuring women as only 18% of their sources/subjects** (a drop from 24% in 2020).

Digital media are more inclusive, with **women representing 28%**, a figure that has remained stable.

The main major topics within the news agenda are **Political and Government, Crime and Violence, and Social and Legal**, largely driven by the election of German Chancellor Merz, the war in Gaza and Ukraine, and the conclave for the new Pope. These hard news major topics **are typically male-skewed.**

Women subjects or sources of **Political and Government** news are only 21% in legacy media and 17% in digital media; subjects or sources of **Crime and Violence** news 12% both in legacy and digital media; subjects or sources of **Social and Legal** news 13% in legacy media and 14% in digital.

Women are scarcely represented among high-visibility professional categories like politicians (16% in legacy media; 20% in digital media), **religious figures** (5% legacy; 2% digital), **sportspeople** (9% legacy; 15% digital), and **businesspeople** (17% legacy; 16% digital).

Women are most visible as **celebrities** (43% legacy; 64% digital) and in roles where their profession and social position is often **"Not stated"** (54% legacy; 38% digital), suggesting their job or social status is deemed irrelevant.

Legacy media largely **relegate** women to the roles of **narrators of personal experience, eyewitnesses, or voices of popular opinion** (reaching or exceeding 50% in these roles). They are fewer than one in five as **subjects (16%), spokespersons (20%), or experts (17%).**

Digital media show greater inclusion of women as **news subjects (27%),** and, notably, as **voices of expertise (39%).**

A significant positive outcome is that 44% of individuals involved in the topic of global **peace and/or security** are women, indicating **near-parity valuation of women as authoritative voices in geopolitical coverage.**

While overall representation is low, **minority women** made up **16%** of all featured women, compared to just **6%** of all featured men. This suggests women's profiles in the media are more varied.

Women are proportionally **more likely** to be featured as **victims or survivors** than men (**11% vs. 8%**). They were **less likely** to be represented as **survivors** than men.

Gender-Based Violence (GBV) stories are more likely to be covered in **online news**. In GBV stories specifically, women and men share visibility at **50% each**.

Men journalists cover the majority of GBV stories (**61%**).

The research found **six instances** of **secondary victimization** (victim-blaming) in GBV narratives, and **all of them are women**.

Women accounted for **44%** of journalists in legacy media and **29%** in digital media. A notable exception to under-representation is their dominant presence as **TV presenters (76%)**.

News stories presenting women as a central focus account for only **9%** of the total.

Digital news gives significantly more centrality to women (**16%**) than **legacy news (5%)**.

In digital media, the focus on women **diversifies** away from being overwhelmingly about **Gender-Based Violence** (dropping from 75% in legacy to 54% in digital) to include significant focus on **Science and Health** (50% in digital vs. 0% in legacy) and **Sports** (18% in digital vs. 0% in legacy).

The number of news items actively challenging gender stereotypes was **critically low**, totaling just **seven** stories (2% in each media type).

A DAY IN THE NEWS IN ITALY

The agenda on May 6, 2025, the day of the Global Media Monitoring Project (GMMP) monitoring, was dominated by the anticipation of the Conclave, which was preparing to convene for the election of the new Pope. Several international and foreign policy stories were subsequently covered by all media outlets, including the German Chancellor's second-round election, constant updates on the armed conflicts in the Middle East and Ukraine, and the related ongoing peace negotiations.

Below are the main news stories of the day.

- Papal Conclave: the focus remains on the vigil preceding the Conclave to elect the 267th Pope of the Catholic Church. Rome has initiated a specific security plan in preparation.
- Referendum debate: political conflict over the upcoming June 8-9 referendum. Ruling parties (Fratelli d'Italia and Tajani) advocate for abstention as a political choice, which is heavily criticized by the opposition as anti-democratic.
- Political debate: concerns raised about the complexity of the "Sistema Italia" and the difficulties foreign investors face in bringing capital into the country.
- Roads and traffic: updates on the application of the new Highway Code over the first four months. Significant road disruptions were reported, including a large vehicle blocking Rome's grande raccordo anulare and a multi-truck collision on the A4 Milan-Venice.
- Presidential visit: President Mattarella visited the CONI Olympic preparation center in Rome.
- EU Relations: discussion on the European Commission's €500 million plan to attract scientists from the US (hosted by Macron), which drew a negative reaction from the Italian government.
- German chancellorship: Friedrich Merz was elected as the German Chancellor, though only succeeding on the second round of voting (after an initial failure on the first round).
- Romania elections: initial statements from ultra-right leader George Simion after advancing to the second round, notably declaring: "On foreign policy, I will do as the Meloni government. Russia? They are criminals."
- Middle East conflict: constant updates on armed conflicts, including escalation from Israel as Netanyahu announced a plan for the Gaza Strip and an operation for its military occupation. Israel also announced the destruction of the Yemeni air fleet following the bombing of Sana'a International Airport. The US adopted a hard line against the Houthis.
- Russia-Ukraine war: reports of intense fighting, including explosions in Kharkiv and Ukrainian drone attacks on 12 Russian airports. Ongoing peace negotiations remain a central topic.
- US-Canada bilateral: a meeting took place at the White House between Donald Trump and Canadian Prime Minister Mark Carney. Trump is also reportedly preparing an "ultimatum trip" to the Middle East.
- German politics: debate continues on the proposal to outlaw the far-right AfD party in Germany.
- Trade: tariffs risk impacting Mattel's famous Barbie dolls.
- Resinovich case: investigations continue into the death of Lilianna Resinovich, with the autopsy technician stating: "I may have caused the vertebral fracture myself."
- Fausto and Iaio murders (1978): the Milan investigating judge reopened the double murder investigation into Fausto Tinelli and Lorenzo "Iaio" Iannucci, focusing on new leads related to the far-right extremism.

- Child abuse: data from the Telefono Azzurro helpline indicates a rise in child abuse cases.
- Workplace fatalities: two fatalities in Lombardy, including a worker who fell from a construction site in Milan and another hit by a truck in a company parking lot.
- Domestic issues: A Verona court ruling punished a father who failed to pay maintenance by increasing the daily amount to €100.
- Gender based violence: Influencer Sophie Codegoni filed a complaint against her ex-partner.
- Misinformation: a fake news report on TG1 circulated online announcing the assassination of virologist Matteo Bassetti.
- Ultras investigation: Seven arrests were made in an investigation targeting "Ultras" (organized fan groups).
- Financial markets: European Stock Exchanges were down while the Euro was up against the dollar.
- Commodities: the price of oil increased.
- Corporate: Shell is reportedly exploring the acquisition of BP.
- "Made in Steel" Fair: debates focused on the growing global demand for steel, which scrap metal alone cannot cover, highlighting the necessity for steel produced from raw ore.
- Pulitzer: Reuters Agency won a Pulitzer for its investigation into the spread of Fentanyl.
- Tennis: the Internazionali d'Italia (Italian Open) in Rome commenced, with Italian players Lorenzo Musetti and Jasmine Paolini competing. Jannik Sinner trained on the courts.
- Football: anticipation for the upcoming match between Inter and Barcelona was high.
- Motorsports: two drivers, Owen Jenner and Shane Richardson, died in an accident during the British Superbike race.
- Anniversaries & events:
 - The father of the student killed by her former fiancé, last year, Giulia Cecchettin, was interviewed on what would have been her 24th birthday.
 - Singer Olly celebrated his birthday.
 - The Met Gala 2025 took place.
 - Conclusion of the Jubilee of People with Disabilities.
 - Publication of the new novel "L'amore mio non muore" by Roberto Saviano.
- Severe weather: bad weather in Northern Italy, causing flooding in Veneto and damage and disruption in Lombardy and Tuscany.
- Military incident: an air accident involving three Freccie Tricolori jets occurred in Pantelleria.
- Sandstorm: a severe sandstorm hit Saudi Arabia.
- Strikes: reported strikes across transportation and rail sectors.

THE CONTEXT

Overview

Over the past five years, the Italian political landscape has significantly shifted, with the rise and subsequent stability of a right-wing coalition government (formed after the 2022 general election), led by Giorgia Meloni. This new political cycle has inevitably led to new balances within the governing bodies of public service broadcasting (RAI) and has kept political influence on media narratives high.

The Italian news press has always been linked to a political-cultural elite; and its mass diffusion has never matched that of television, which has been the core of Italians' media consumption for many years, providing the weaker social groups, in particular, a "mono-medial culture". The consequences of the historical absence of "pure publishers", and more recent trends toward editorial concentration, continue to characterize the current ownership structure of both the major print publishers and major radio and television companies.

The most read newspapers remain: *Corriere della Sera* and *La Repubblica*, and the sport newspaper *La Gazzetta dello Sport*. However, the crisis of the print sector is now exacerbated by the challenge to monetize digital content and the continuous outflow of advertising revenue to large international platforms.

In the television sector, the historic "duopoly" between the Radio and Television Public Service RAI and the main private group Mediaset - since 2021 MEF (MediaForEurope) - remains dominant. However, other private players like La7 and Sky Italia have solidified their positions, contributing to increased fragmentation, particularly in the news and political debate segments.

While broadcasters' revenues have shown relative stability, newspapers' revenues and magazines' revenues have continued to decrease significantly in the last years. In terms of overall revenue share, the main players remain the international broadcaster Comcast Corporation/Sky, Berlusconi's broadcasting group Mediaset/MEF, and the public service broadcaster RAI. Crucially, the relevance of international platforms like Google, Meta (Facebook/Instagram) has grown substantially, capturing the majority of the digital advertising market. Domestic players such as Cairo Communication and GEDI (now undergoing further ownership changes) remain relevant in the print and digital sectors.

The AGCOM (the Communications Independent Authority established in 1997) is mandated to monitor radio and television broadcasting, protect political and social pluralism and oversee media compliance with the *par condicio* principle (equality of access to the media) for all political parties and movements.

Crucially, in July 2025, AGCOM extended its regulatory reach into the digital realm by approving the Guidelines and Code of Conduct for influencers, applying rules on commercial transparency, non-discrimination, and the protection of minors to "relevant" digital content creators.

The online news market is dominated by legacy players, including established commercial TV broadcasters (TgCom24 and SkyTg24), main newspapers (*La Repubblica*, *Corriere della Sera*, and the sports newspaper *La Gazzetta dello Sport*), and the main Italian news agency (ANSA). The presence of successful digital-born outlets established around 2018—such as Fanpage (characterized by effective use of social media and online videos) and the local information publishing group CityNews—has continued to grow, challenging traditional news production methods. The outlet Open remains a relevant digital player.

The World Press Freedom Index (2025) published by Reporters Without Borders (RWB) has generally seen Italy maintain a moderate position (46th out of 180 countries in 2024). Concerns persist regarding:

1. Intimidation and Threats: Mafia and criminal acts of intimidation against journalists remain a significant obstacle, requiring police protection for numerous professionals.
2. SLAPPs and Political Pressure: RWB and domestic associations (like FNSI) continue to warn about the use of SLAPPs (Strategic Lawsuits Against Public Participation) and political pressure that threaten journalists' autonomy and the overall health of the profession.

Regarding consumption and trust, the trends observed up to 2020 have been further amplified²:

- Print Crisis Deepens: Newspaper readership continues its steady and rapid decline, with circulation figures falling further.
- Digital Dominance: Internet use and the consumption of news via algorithmic sources (social network sites, search engines, and news aggregators) have become the primary source of information for the majority of the population, especially for younger demographics. The distinction between editorial and algorithmic sources, highlighted by AGCOM data, underscores the challenge of maintaining informed public discourse.
- Stable TV/Low Trust: Television news viewership has remained relatively stable, particularly among older age groups, confirming its role as the primary source for a “mono-medial culture”. However, the structural issue of low public trust in news persists, often explained by the perceived partisan nature of Italian journalism and the strong influence of political and business interests on news organizations.

² Sources: <https://www.censis.it/comunicazione/i-media-e-la-liberta>;
<https://www.agcom.it/comunicazione/comunicati-stampa/comunicato-stampa-26>;
<https://www.statista.com/statistics/802546/media-and-business-trust-index-in-italy/?srsltid=AfmBOopgiKDL5Uvt4Nxyc1JfMGtauK7ZDqcoAtmd3aimtlb2OrRYK6Qx>

Media monitored for GMMP 2025

For the GMMP 2025 edition, Italian monitors examined both legacy media - 9 newspapers, 7 radio stations, and 8 television channels - and new digital media, represented by 8 internet news sites.

Consistently with GMMP guidelines, two general criteria have been adopted in the selection of the mainstream media to be monitored:

- daily newspapers/radio and TV channels' relevance in terms of geographic diffusion and audience reach;
- balanced representation of the different political orientations in daily newspapers/radio and TV channels in the country.

Criteria for the selection of Internet news sources also reflected the GMMP instruction.

The lists of monitored media and specific selection criteria for each media type are provided below.

For the daily press, newspapers with different features in terms of circulation, number of readers, target audience, geographical diffusion both national and regional³ and ownership, were monitored and analyzed. The selected newspapers were⁴:

1. *Corriere della sera* (RCS Media Group, Cairo communication) as “generalist newspapers” with the widest national circulation and highest number of readers, (together with *la Repubblica*);
2. *la Repubblica* (GEDI Gruppo Editoriale, Exor), as “generalist newspapers” with the widest national circulation and highest number of readers;
3. *La Stampa* (GEDI Gruppo Editoriale, Exor), as “generalist newspaper” with a high number of readers, mainly circulated in the North-West area of the country;
4. *Il Messaggero* (Il Messaggero S.p.a., Caltagirone editore), as “generalist newspaper” with a high number of readers, mainly circulated in Centre and Southern Italy;
5. *Il Gazzettino* (Caltagirone editore), as a popular daily with a significant number of readers, mainly circulated in the North-East region;
6. *QN Il Resto del Carlino* (Editoriale Nazionale S.r.l.), as a popular daily with a significant number of readers, mainly circulated in the regions in Central Italy;
7. *Avvenire* (Avvenire Nuova Editoriale S.p.a., 75% owned by the religious foundation Santi Francesco d’Assisi e Caterina da Siena), as a religion-inspired opinion newspaper, which is affiliated with the Roman Catholic Church;
8. *Il Sole 24 ore* (Gruppo 24 ORE, Confindustria), as an economy and finance-focused newspaper, with a high number of readers – mostly “elite” - and nationwide circulation.
9. *Il Fatto Quotidiano* (SEIF, Società Editoriale Il Fatto, Independent publishing house), as a representative of an alternative governance and funding model to that of major publishing

³ http://www.adsnotizie.it/_dati_DMS.asp

⁴ In brackets the editorial group

groups. Despite not having a circulation comparable to the most widely read Italian newspapers, the outlet has recorded noteworthy growth rates and superior sector resilience, especially in individual sales (print plus digital).

Regarding radio channels, the most popular channels were monitored and analyzed with national diffusion, higher numbers of listeners and different ownership (following the ranking provided by “Radio Ter 2024” survey⁵). Except for Radio Rai 1, which is the first radio channel of the national public broadcasting company of Italy (RAI) and which provides informative coverage, all other radios are commercial and focus on entertainment, but they also provide daily information by broadcasting frequent bulletins. The channels selected also reflect the proprietary radio assets in Italy.

1. Radio RTL 102.5 (RTL 102.5 Hit Radio S.r.l.)
2. Radio DeeJay (GEDI Gruppo Editoriale)
3. Radio Italia Solomusicaitaliana(Radio Italia S.p.a.)
4. Radio 105 (Radio Mediaset/MEF)
5. Radio Kiss Kiss (CN MEDIA s.r.l.)
6. Radio RAI 1 (RAI)
7. Virgin Radio (Radio Mediaset/MEF)

For the TV channels, all the national generalist TV channels have been included, plus a network that carries Roman Catholic-themed programming. All TV channels have nationwide diffusion in analog digital terrestrial system since this is where most of the audience share is concentrated. The selected channels also reflect the proprietary assets of digital terrestrial television in Italy: *Rai Uno*, *Rai Due* and *Rai Tre* are part of the public service broadcasting system (RAI); *Rete 4*, *Canale 5* and *Italia 1* are owned by the main private competitor to RAI, Mediaset/MEF; *La7* is a private channel, transmitting across the nation, and proposing itself as a competitor to the other two assets; TV2000 is owned by the Italian Episcopal Conference (CEI) thus completing the map of Italian broadcasting:

1. Rai Uno (RAI)
2. Rai Due (RAI)
3. Rai Tre (RAI)
4. Rete 4 (RTI, Mediaset/MEF)
5. Canale 5 (RTI, Mediaset/MEF)
6. Italia 1 (RTI, Mediaset/MEF)
7. La7 (La7 S.p.a., Cairo communication)
8. TV 2000 (Rete Blu S.p.a., CEI)

⁵ <https://www.editoriradiofoniciassociati.it/wp-content/uploads/2025/01/TER-Dati-anno-16-gennaio-16-dicembre-2024.pdf>; RAI withdrew from the Radio TER survey in 2023, and since then, no public audience data has been available. The decision to monitor Rai Radio 1 was based on the last available listenership figures, according to which Radio 1 is the most listened-to of the RAI channels (cfr: <https://www.davidemaggio.it/radio/radio-rai-protesta-contro-gli-ascolti-radio-e-annuncia-il-ritiro-da-ter-ecco-le-radio-piu-ascoltate>)

Internet-based news have been selected following GMMP instructions: only country-specific news sources were selected, and only major news websites (no gossip, advertising, or quiz sites; no blogs nor aggregation sites), on the assumption that they are viewed regularly by a high number of Internet users (though not necessarily on a daily basis, depending on media habits in the country and considering variability among different class, age, gender groups). Selection has been made mainly on the basis of access and readership⁶: the first 10 online outlets with the highest number of “unique users” were selected since all 8 have national orientation and are written in Italian. Also, the diversity of the Italian media system is reflected in the list. All the Internet news websites selected are the online version of printed newspapers, except Fanpage and Huffington post, which are Internet-based news outlets and have been chosen to reflect “native digital news making”, and TGC24, which is also a 24-hour news television channel and whose editorial staff operates as the central hub for all of the Mediaset/MEF group's news coverage:

1. corriere.it (RCS Mediagroup, Cairo Communication)
2. repubblica.it (GEDI Gruppo Editoriale, Exor)
3. ilmessaggero.it (Il Messaggero S.p.a., Caltagirone editore)
4. TGC24 (RTI, Mediaset/MEF)
5. Fanpage (Ciaopeople S.r.l.)
6. ilfattoquotidiano.it (Editoriale Il Fatto S.p.a.)
7. liberoquotidiano.it (Editoriale Libero S.r.l.)
8. [quotidianonazionale](http://quotidianonazionale.it) (Robin S.r.l., Monrif)
9. gazzetta.it (RCS Media Group, Cairo communication)
10. [huffington post](http://huffingtonpost.it) (GEDI Gruppo Editoriale, Exor)

Monitoring team

The Italian team was organized into 7 groups from different areas in the country. They were coordinated by Monia Azzalini (Osservatorio di Pavia) and Claudia Padovani (University of Padova). Each group, comprising students and researchers, has been coordinated by an experienced researcher in the project theme. Overall, almost 50 people have taken part to the GMMP 2025 in Italy, from the following institutions: Osservatorio di Pavia, University of Bari, University of Bergamo, University of Calabria, University of Padova, University of Roma La Sapienza, University of Turin. The list of Monitors is available in the Appendix 2.

⁶ According to the rankings provided by <http://www.audiweb.it/news/comunicati-stampa/total-digital-audience-Dicembre-2019.html>

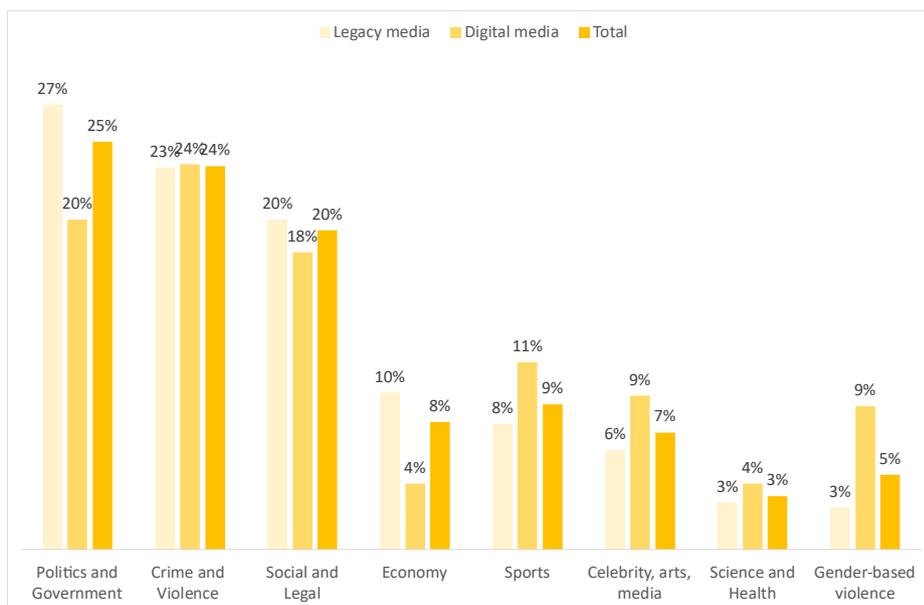
TOPICS IN THE NEWS

Major and minor topics

On 6 May, 2025 we coded a total of 459 news stories across the four Italian news media monitored: 331 from the legacy media (print, radio, and TV), 148 from the digital media (Internet).

Graphic 1 shows how both legacy and digital media news focus mainly on three major topics: Politics and Government, Crime and Violence, and Social and Legal.

Graphic 1. News by major topics across the legacy and digital media



This is a result of the stories that dominated the Italian news agenda on 6 May, 2025.

Regarding **Politics and Government**, the main themes were the election of German Chancellor Merz, the elections in Romania, the scheduling of Trump's trip to the Middle East, and the upcoming Italian referendums on June 8 and 9.

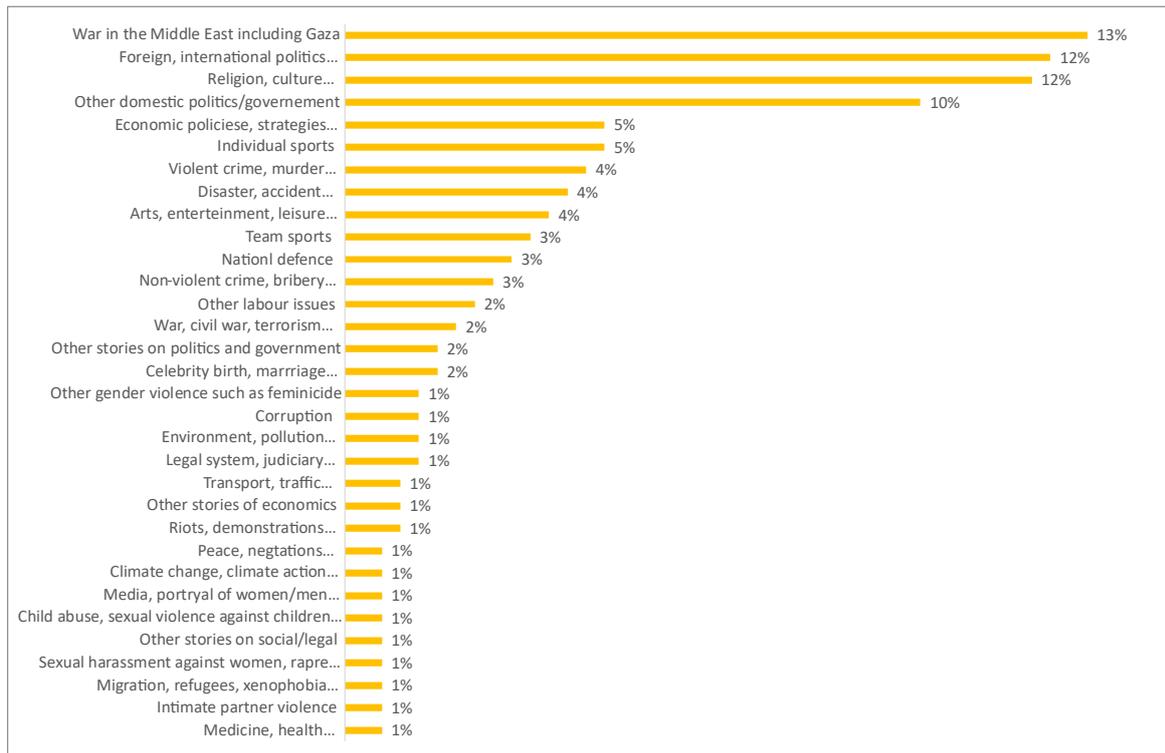
On the **Crime and Violence** front, headlines were driven by explosions in Kharkiv, followed by the Ukrainian drone attacks on 12 Russian airports, the Israeli strike on Sanaa airport in Yemen, and numerous updates on the war in Gaza.

The high volume of **Social and Legal** news was largely due to extensive coverage of religious topics, specifically the conclave for the election of Pope Francis's successor.

A breakdown of data by minor topics reveals some differences between legacy and digital media. It is important to highlight these, as they are relevant to the different representation of women in these two types of media.

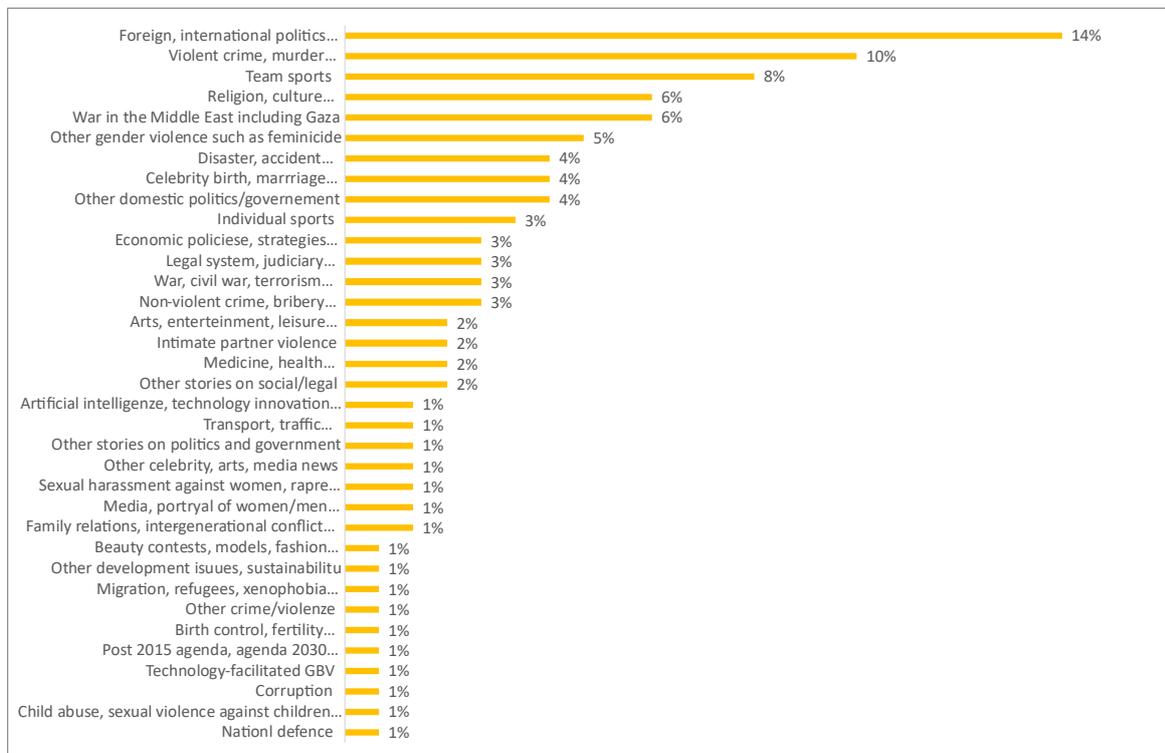
As the Graphic 2 shows, legacy media focuses mainly on hard news related to the war in Middle East, including Gaza, as well as on foreign and political affairs, and religion.

Graphic 2. Minor topics in legacy media news



Graphic 3 shows that news about war and religion receives less coverage from digital media which instead pays more attention on violent crime and team sports.

Graphic 3. Minor topics in digital media news



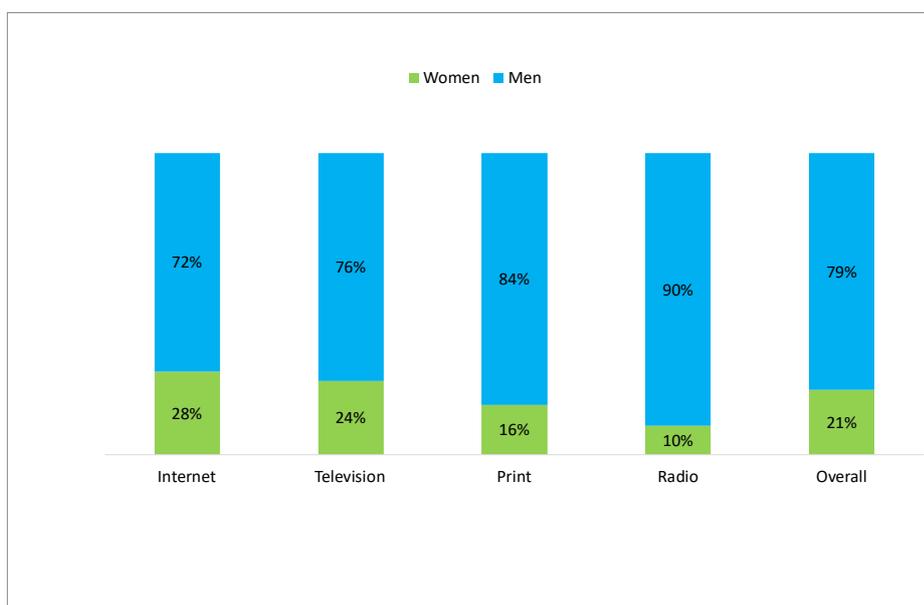
NEWS SUBJECTS AND SOURCES

Overall (in)visibility

Overall, women account for **21%** of the 1,912 people featured as news subjects and sources across four news media types⁷.

There are slight differences between legacy and digital media: women represent **18%** of the 1,202 individuals **in print, radio, and TV news**, compared to **28%** of the 710 people in **Internet news**.

Graphic 4. People in the news across different types of media, by gender



Online news, as presented by journalistic outlets on the internet, **proves to be the most inclusive**. This confirms a trend seen in previous editions: digital media in Italy are **slightly more welcoming to women** than legacy media.

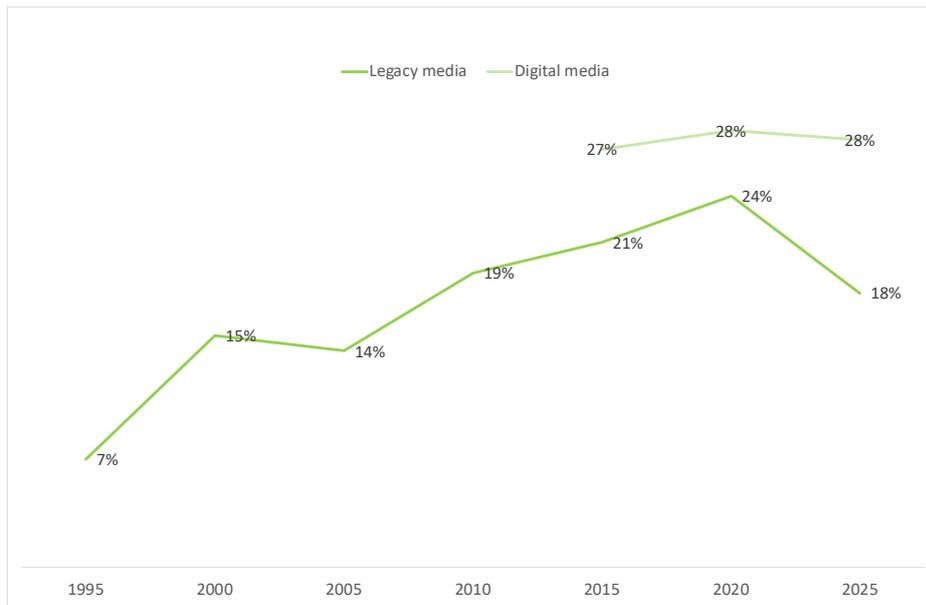
Long-term trends

Comparing the GMMP+30 results with the previous edition, women decreased from an overall average of 26% to 21% between 2020 and 2025, with **significant differences** between **legacy** and **digital media**.

Women visibility in offline news drops for the first time after an upward trend from 1995 to 2020, **from 24% to 18%**, while in online news it remains stable at **28%**.

⁷ Excluding 22 cases where the gender was indeterminable and 1 case of transgender people

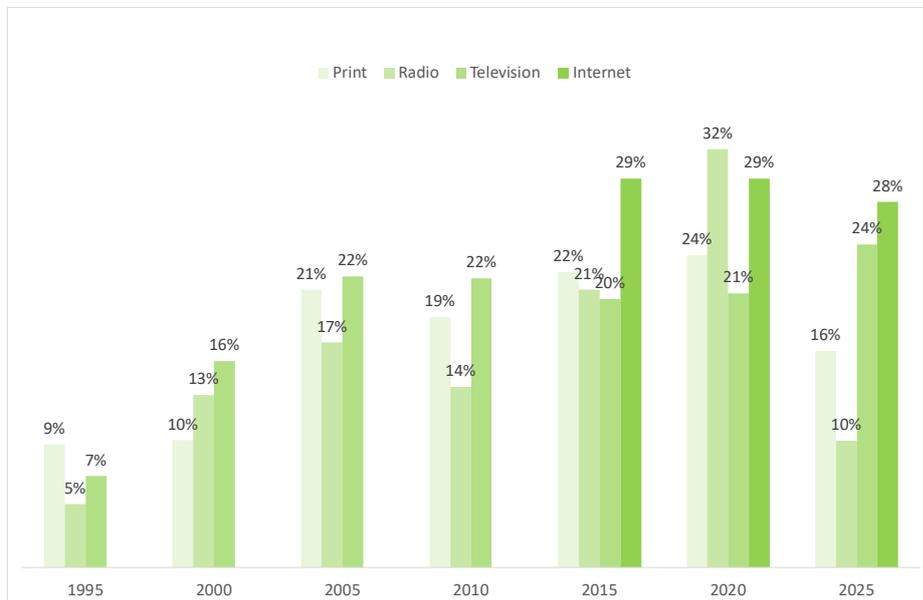
Graphic 5. Women in the news in legacy and digital media from 1995 to 2025⁸



Over the years, all media have showed an unstable trend, with percentages that fluctuate across different GMMP editions.

The only medium that has consistently reported a substantially stable female percentage, ever since it was first monitored, is the Internet.

Graphic 6. Women in the news across different types of media from 1995 to 2025⁹



⁸ Digital media include Internet and Twitter, in 2015 and 2020, only Internet in 2025

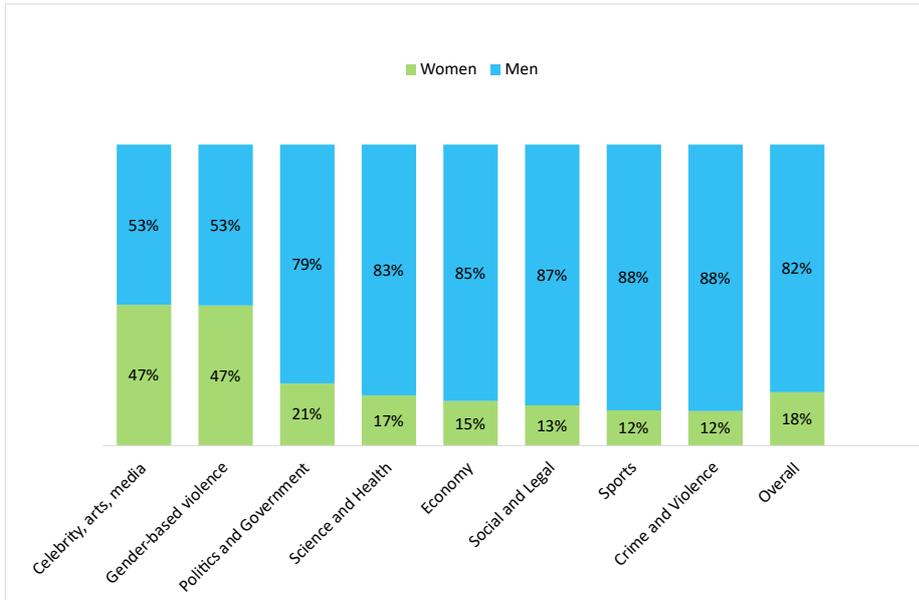
⁹ Internet from 2015, because it wasn't part of the monitoring sample before then

Gender setting

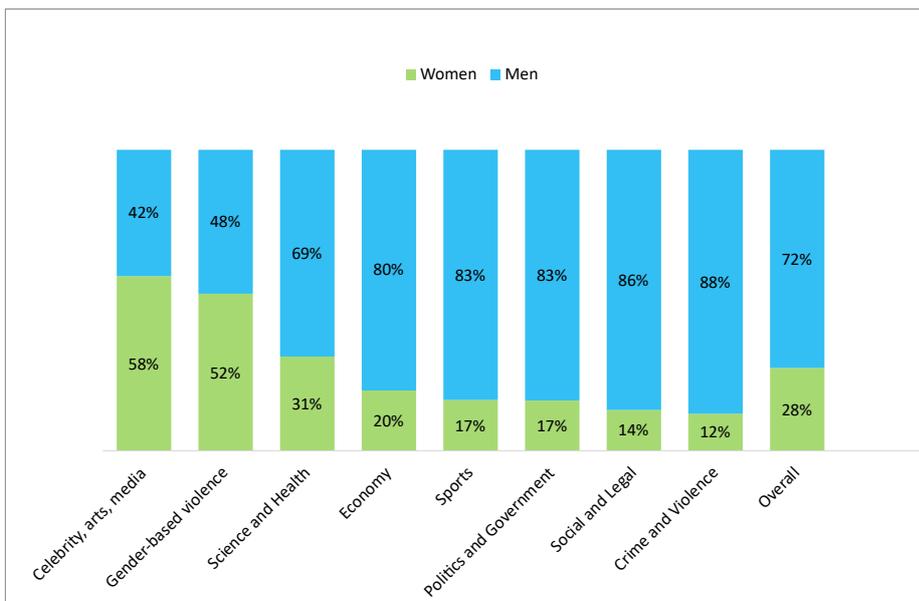
Looking more closely at the news agenda, **soft news topics**, such as those dedicated to celebrities, arts, and media, as well as news about **gender-based violence**, are the most welcoming for women in both legacy and digital media, though with different percentages.

The most frequent news stories on the 6 May 2025 agenda, like Political and Government, Crime and Violence, and Social and Legal however, are more male-skewed.

Graphic 7. News subjects and sources across major topics in legacy media (print, radio, TV), by gender



Graphic 8. News subjects and sources across major topics in digital news (Internet), by gender



Occupations and social positions

Women are scarcely represented among the most frequent categories of people, who appear in the most frequent news stories/topics on the agenda: politicians, religious figures, sportspeople, and businesspeople, with few differences between legacy and digital media.

Table 1. Occupations and social positions of women news subjects and sources in legacy and digital media

Occupation or social position	Women	Men	Total N
Homemaker, parent (male or female)	67%	33%	18
Not stated	54%	46%	37
Science/ technology professional, engineer, etc.	50%	50%	2
Celebrity, artist, actor, writer, singer, TV personality	43%	57%	44
Media professional, journalist, film-maker, etc.	40%	60%	10
Academic expert, lecturer, teacher	38%	62%	13
Villager or resident no other occupation given	36%	64%	11
Student, pupil, schoolchild	33%	67%	12
Other only as last resort & explain	33%	67%	12
Retired person, pensioner no other occupation given	33%	67%	3
Child, young person no other occupation given	32%	68%	25
Government employee, public servant, spokesperson, etc.	31%	69%	29
Agriculture, mining, fishing, forestry	25%	75%	4
Lawyer, judge, magistrate, legal advocate, etc.	23%	77%	26
Business person, exec, manager, stock broker...	17%	83%	58
Activist or worker in civil society org., NGO, trade union	17%	83%	24
Politician/ member of parliament, ...	16%	84%	499
Tradesperson, artisan, laborer, truck driver, etc.	12%	88%	25
Sportsperson, athlete, player, coach, referee	9%	91%	97
Religious figure, priest, monk, rabbi, mullah, nun	5%	95%	169
Criminal, suspect no other occupation given	2%	98%	47
Police, military, para-military, militia, fire officer	0%	100%	30
Royalty, monarch, deposed monarch, etc.	0%	100%	2
Health worker, social worker, childcare worker	0%	100%	2
Office or service worker, non-management worker	0%	100%	2
Doctor, dentist, health specialist	0%	100%	1
Total	18%	82%	1202

Table 2. Occupations and social positions of women news subjects and sources in digital media

Occupation or social position	Women	Men	Total N
Office or service worker, non-management worker	100%	0%	2
Celebrity, artist, actor, writer, singer, TV personality	65%	35%	102
Homemaker, parent (male or female)	63%	38%	8
Retired person, pensioner no other occupation given	50%	50%	4
Science/ technology professional, engineer, etc.	50%	50%	2
Media professional, journalist, film-maker, etc.	42%	58%	19
Lawyer, judge, magistrate, legal advocate, etc.	41%	59%	46
Not stated	38%	62%	63
Child, young person no other occupation given	36%	64%	11
Royalty, monarch, deposed monarch, etc.	33%	67%	9
Government employee, public servant, spokesperson, etc.	25%	75%	12
Doctor, dentist, health specialist	25%	75%	8
Politician/ member of parliament, ...	20%	80%	169
Business person, exec, manager, stock broker...	16%	84%	37
Sportsperson, athlete, player, coach, referee	15%	85%	104
Police, military, para-military, militia, fire officer	7%	93%	14
Religious figure, priest, monk, rabbi, mullah, nun	2%	98%	63
Criminal, suspect no other occupation given	0%	100%	15

Occupation or social position	Women	Men	Total N
Tradesperson, artisan, laborer, truck driver, etc.	0%	100%	10
Activist or worker in civil society org., NGO, trade union	0%	100%	6
Academic expert, lecturer, teacher	0%	100%	2
Agriculture, mining, fishing, forestry	0%	100%	2
Other only as last resort & explain	0%	100%	1
Health worker, social worker, childcare worker	0%	100%	1
Total	28%	72%	710

The only high-visibility categories where women's representation approaches 50% are celebrities (43% in legacy media and 64% on the internet) **and legal professionals on the internet**, where they reach 40%.

In all other roles, women only achieve a majority in categories that are overall marginal in the 6 May 2025 agenda. These include homemakers/parents (in both legacy and digital media), as well as science/technology professionals, and media professionals/journalists/filmmakers. Academics/experts/lecturers/teachers is another such category in legacy media, as are office/service workers and retired persons on the internet.

Lastly, but of no lesser importance, **women are frequently represented both in legacy and digital media among people whose profession or social standing is unspecified** (Not stated category), suggesting that their job or social position is deemed irrelevant to the news story. This is the case, for example, with people who appear in the news as narrators of personal experiences, eyewitnesses, or expressions of popular opinion. These narrative roles are typically associated with common people, focusing on their lived experiences and individual/private status, rather than their specific professional or social position. Indeed, in this category, women account for a significantly higher percentage than the average (**Graphic 9**).

People who appear in the news as **subjects, spokespersons, or experts** are rarely “anonymous” regarding their professional or social position.

People become the subjects of news stories to the extent that they play a key role in narratives that pass the threshold of newsworthiness. For example, politicians in political news; representatives of law enforcement or the judiciary, criminals, and victims in crime and violence stories; and religious figures in the numerous religious stories that followed the vigil before the conclave on 6 May, 2025.

Regarding **spokespersons**, these are people who represent a company, an organization, a trade union, or a political party, and therefore have a specific professional and social status.

Finally, the people interviewed by the media as **experts** or commentators play a crucial role precisely because of their expertise and knowledge of the world. Therefore, they generally have a declared and often publicly known professional and social status (this is the case, for example, for opinion makers).

Functions in the news

Graphic 9 shows that, overall, **women in the news are more often mentioned or interviewed as voices of popular opinion or narrators of personal experience than as newsmakers, spokespersons, or experts.** Although, there are significant gaps between different types of media.

Legacy media show a more conventional profile, with women largely relegated to the roles of narrators of personal experience, eyewitnesses, and voices of popular opinion. In these roles, they reach or exceed **50%** of the representation. However, they constitute fewer than one in five newsmakers (subjects), just one in five spokespersons, and less than one in five experts.

Digital media, on the other hand, **show greater inclusion of women as news subjects and, especially, as voices of expertise.** A result, this last one, that deserves to be viewed with interest.

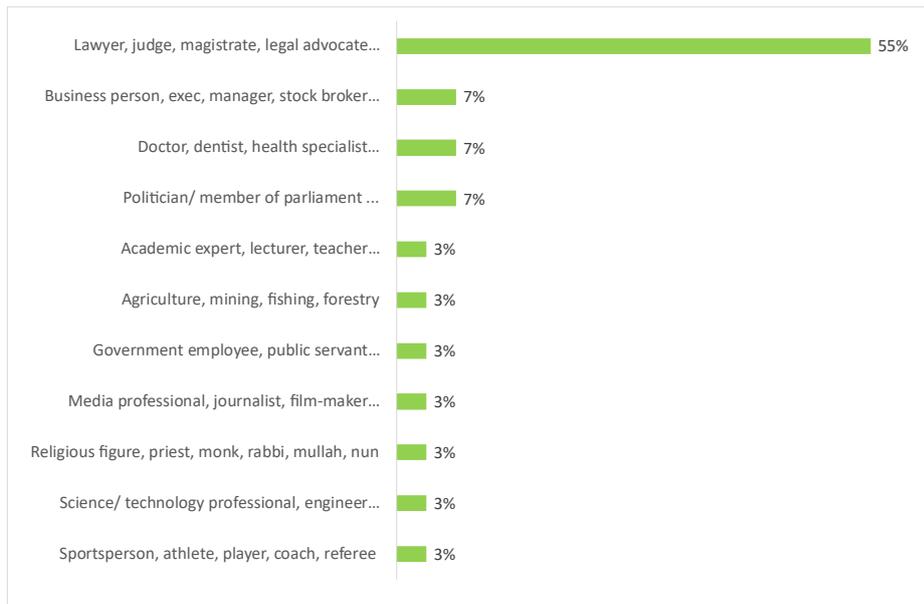
The 2020 edition of the GMMP had in fact seen the percentage of women as experts increase globally (from 19% to 24% in legacy media; from 21% to 25%), but decrease nationally (from 18% to 12%, in legacy media, from 16% to 14%, in digital media), due to the COVID agenda which, in many news outlets around the world, had represented an opportunity for female expertise in the medical-scientific field to emerge, but not in Italy.

Graphic 9. Functions of women news subjects and sources in legacy and digital news



A further analysis of the GMMP 2025 results highlights that the experts consulted are primarily legal professionals, predominantly in online news stories concerning the major topics of Crime & Violence (38%) and Society & Legal (31%).

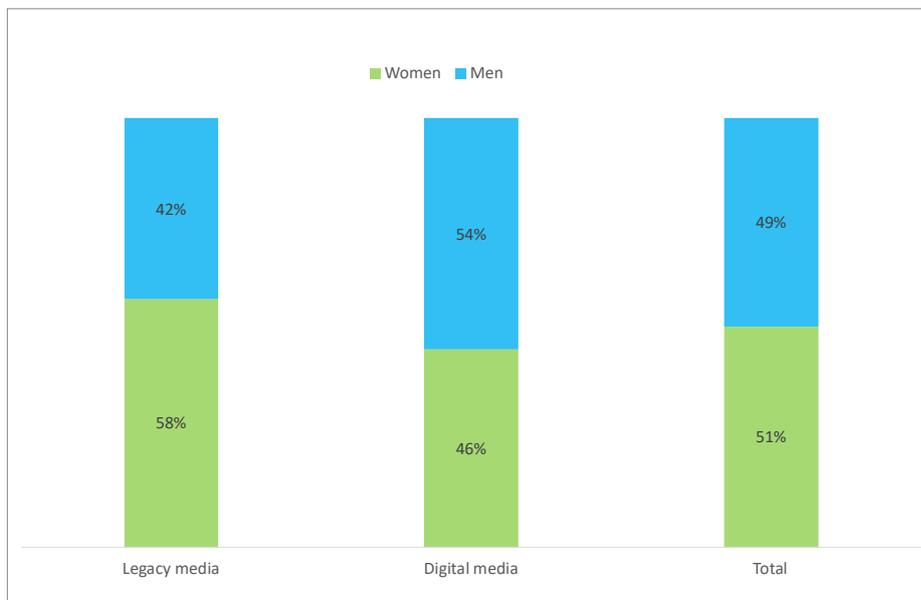
Graphic 10. Profession of women experts in legacy and digital news



Family status

In addition to providing more space for women compared to traditional media and giving them a voice in authoritative narrative roles, such as experts, digital media also attest to less stereotyping of women in their representation based on their family status. As is well known, presenting women based on their family relationships (as mothers, wives, or daughters of) is often a way to reduce their identity to that of others, sidelining their individual professional and personal achievements and reinforcing the outdated idea that a woman's value is defined by her domestic role rather than her own merits.

Graphic 11. People mentioned by family status in legacy and digital news, by gender



Age

We also looked at the age of subjects/sources and coded for age when it was explicitly mentioned or where the monitors were able to detect it through the images in print, TV, and Internet stories.

Overall, as also observed in previous GMMP editions, **women's ages are less frequently unknown than men's. This presumably indicates that women have greater exposure to journalistic information or images that allow for the detection of their age, since the age data is collected precisely from these sources.** This underscores how a woman's age is considered an important demographic detail.

In contrast to previous GMMP editions, **women's visibility does not decrease with age.** Although women are less represented than men in the oldest ages, and particularly the most significant gender gap emerges within the older adult group, which is also the most visible one.

Table 3. People in the news across the ages in legacy and digital media, by gender

Age	Women	Men	Total %	Total N
Do not know	20%	80%	57%	1093
Child (12 and under)	58%	42%	1%	19
Teenager (13-19)	12%	88%	2%	34
Young adult (20-30)	30%	70%	7%	128
Middle age (31-50)	39%	61%	8%	153
Young old (51-64)	29%	71%	8%	154
Older adult (65-79)	10%	90%	10%	193
Elderly (80+)	5%	95%	2%	44
Total	21%	89%	100%	1912

When comparing the age distribution of women to that of men and adjusting for their varying representation across each medium, some difference emerges.

TV shows the highest gender gap (in favor of men) among **older adults**, followed by print media.

Meanwhile, the internet records its highest gender gap in the **middle-age** group, but in favor of women.

Table 4. People in print news across the ages, by gender

Age	Women	Men	Total %	Total N
Do not know	70%	69%	69%	573
Child (12 and under)	2%	0%	0%	3
Teenager (13-19)	2%	1%	1%	10
Young adult (20-30)	4%	6%	5%	45
Middle age (31-50)	10%	4%	5%	38
Young old (51-64)	9%	7%	7%	59
Older adult (65-79)	2%	11%	9%	77
Elderly (80+)	0%	3%	2%	20
Total	100%	100%	100%	825

Table 5. People in TV news by gender across the ages

Age	Women	Men	Total %	Total N
Do not know	6%	5%	5%	15
Child (12 and under)	3%	0%	1%	3
Teenager (13-19)	0%	6%	4%	12
Young adult (20-30)	22%	11%	13%	38
Middle age (31-50)	30%	21%	23%	65
Young old (51-64)	22%	18%	19%	53
Older adult (65-79)	17%	35%	31%	87
Elderly (80+)	0%	5%	4%	10
Total	100%	100%	100%	283

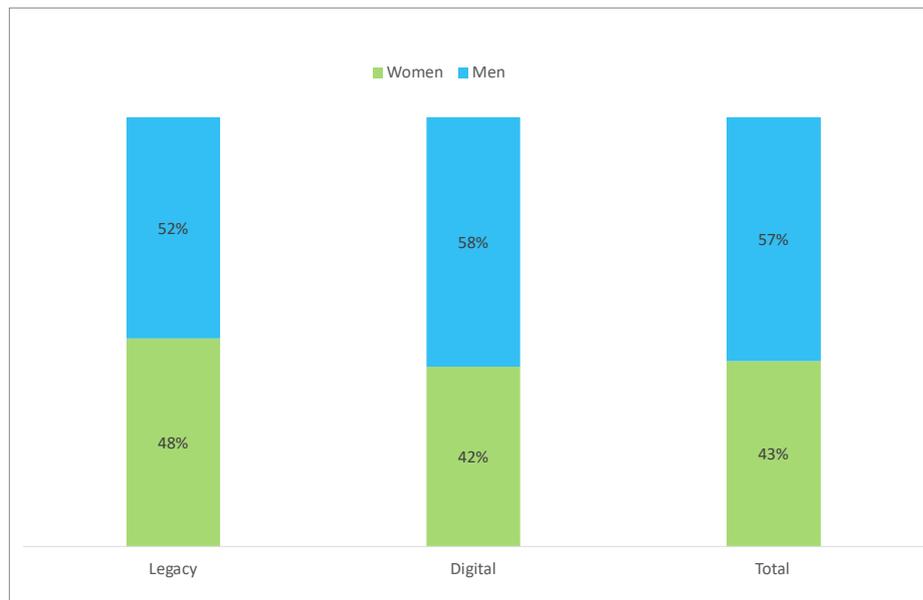
Table 6. People in Internet news across the ages, by gender

Age	Women	Men	Total %	Total N
Do not know	63%	74%	71%	505
Child (12 and under)	3%	1%	2%	13
Teenager (13-19)	1%	2%	2%	12
Young adult (20-30)	9%	5%	6%	45
Middle age (31-50)	13%	5%	7%	50
Young old (51-64)	9%	5%	6%	42
Older adult (65-79)	2%	5%	4%	29
Elderly (80+)	1%	2%	2%	14
Total	100%	100%	100%	710

Minority groups

Across traditional and digital news, racial, ethnic, religious, and other minority **groups make up 17% of the 1,912 women and men who were seen, heard, or spoken about.** Of this minority representation, **women account for 43%.**

Graphic 12. Women and men news subjects and sources from minority groups in legacy, digital and all media



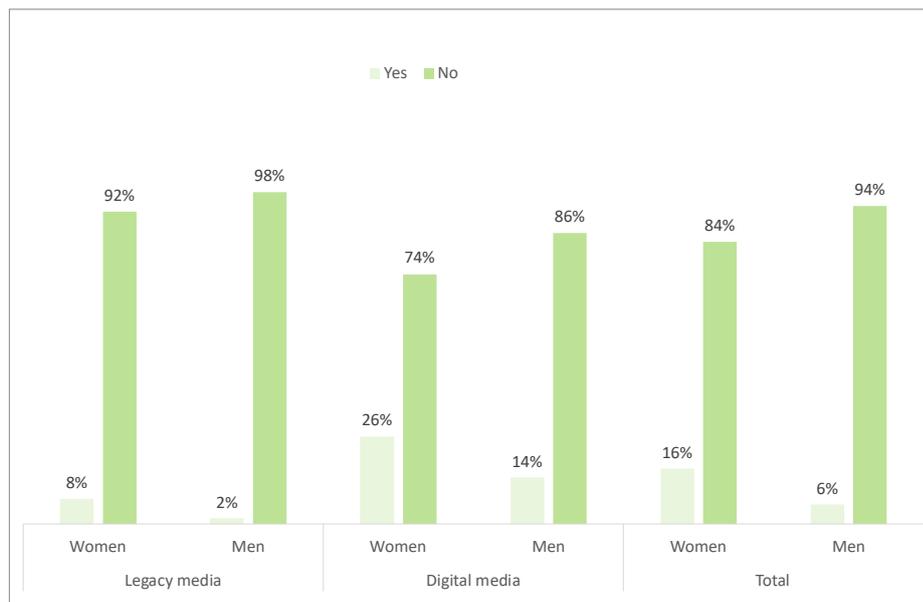
However, when comparing men and women as separate groups, the data shows a significant difference in representation.

Minority women make up 16% of all featured women (Tot N=408), while minority men represent just 6% of all men (Tot N=1,501).

This suggests that **although women are less numerous overall in the media, their profiles are more varied.** In other words, women featured in the media more often represent minority groups than their male counterparts.

Furthermore, comparing different media types, **digital media seem to provide greater visibility to women from minority groups than legacy media.**

Graphic 13. People from and not from minority groups in legacy and digital news, by gender



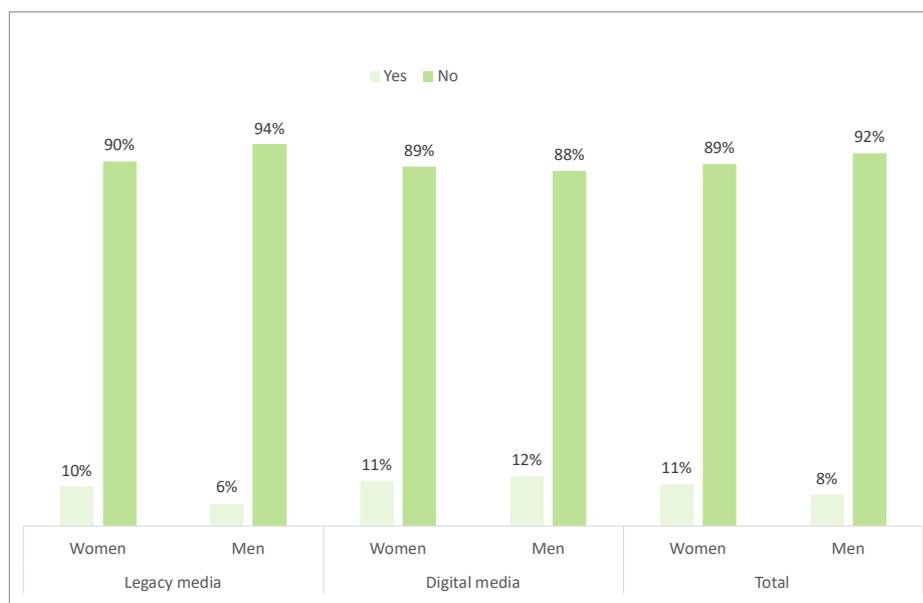
Victims and survivors

We coded 161 (8%) people who were described as victims or survivors, 27% women and 73% men.

When comparing women and men as two distinct groups, **women are proportionally more likely to be featured in the news as victims or survivors than men are: overall, 11% vs.8%.**

However, these proportions change when we disaggregate the data by media type: **traditional media accentuate the gender gap, while digital media show a more balanced representation.**

Graphic 14. People in the news mentioned as victims or survivors in legacy and digital media



The number of people presented solely as victims (**140**) is double that of those presented solely as survivors (**70**). Among victims alone, the proportion of women to men is **28% vs. 72%**; for survivors alone, the proportion is **22% vs. 77%**. This indicates that women are less likely than men to be represented as survivors.

The largest victim category was from accidents, natural disasters, or poverty, comprising **31%** of all victims. In this group, women comprised just **5%** of victims, while men made up the remaining **95%**.

However, women comprised a commanding **91%** of all victims of domestic violence, rape, or murder. Furthermore, they made up **36%** of victims of non-domestic sexual violence, with men surprisingly comprising the other **64%**.

The largest survivor category was also from accidents, natural disasters, or poverty (**30%** of all survivors). Notably, women comprised **0%** of survivors in this category, while men accounted for **100%**. Women also made up **58%** of survivors of domestic violence and **56%** of survivors of non-domestic sexual violence.

Special questions

The GMMP 2025 also provided, like the previous edition, three optional research questions that each country could introduce to analyze issues of national interest.

In Italy, we decided to focus the three questions respectively on:

1. **gender-sensitive language** (continuing the focus from the GMMP 2020 edition);
2. the **visibility of women on matters of peace and global security** (given the relevance of the two war fronts open on Europe's borders: in Gaza and Ukraine);

3. and finally, on the **secondary victimization of victims of male violence** (another highly topical issue in the Italian context).

The three special questions (all about people in the news) were formulated as follows:

1. **Is the person presented using a gender-marked job/institutional title?**

In the Italian language, the inflection of a job/institutional title provides for the feminine form for women, the masculine form for men, or the use of endings (such as the schwa) or specific symbols for non-binary or gender-fluid people.

2. **Does the person talk about women, peace, and/or security, or do they have a role related to the topic of women, peace, and/or security?**

For example, is the person a subject of a news story that mentions this person as a promoter of an event **highlighting** the role of women as peace builders in Gaza?

3. **If the person is a victim and/or survivor of gender-based violence, are they subjected to secondary victimization?**

For example, **are they blamed** for the violence?

Special question 1

Overall, 55% of the 1,912 news subjects or sources were found to be presented with a title (professional, institutional, political, or otherwise) consistent with their gender. The remaining 45% were either not introduced with any title or were introduced with a title inconsistent with their gender.

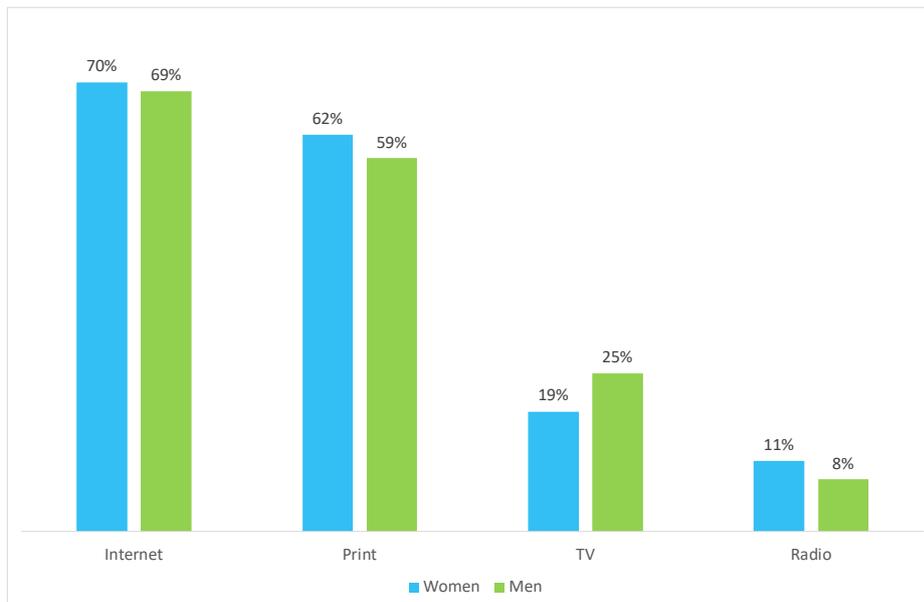
Considering that the widespread use of the **maschile sovraesteso (over-extended masculine)**, meaning the use of the masculine form to introduce women people, is common in Italian, this latter percentage, when disaggregated by gender, can give us a measure of how persistent the use of masculine forms is when referring to women.

The percentage of women who were introduced with a title consistent with their gender is 58% (vs. 54% of men), while those who were not presented with a title *tout court* or were introduced with a masculine title is 42% (vs. 46% of men).

This result can be considered at least partially positive: in an informational context where titles are not always used to introduce men and women, women are presented with a title, and with a title that makes their gender visible, more often than men.

When comparing various media types, the **Internet** and **print media** prove to be more careful in introducing both women and men with titles, appropriately inflected according to their gender, compared to **TV** and **radio**, which decidedly neglect this practice, as illustrated by the data in the Graphic.

Graphic 15. People consistently presented using gender-sensitive language in print, radio, TV, and Internet news, by gender



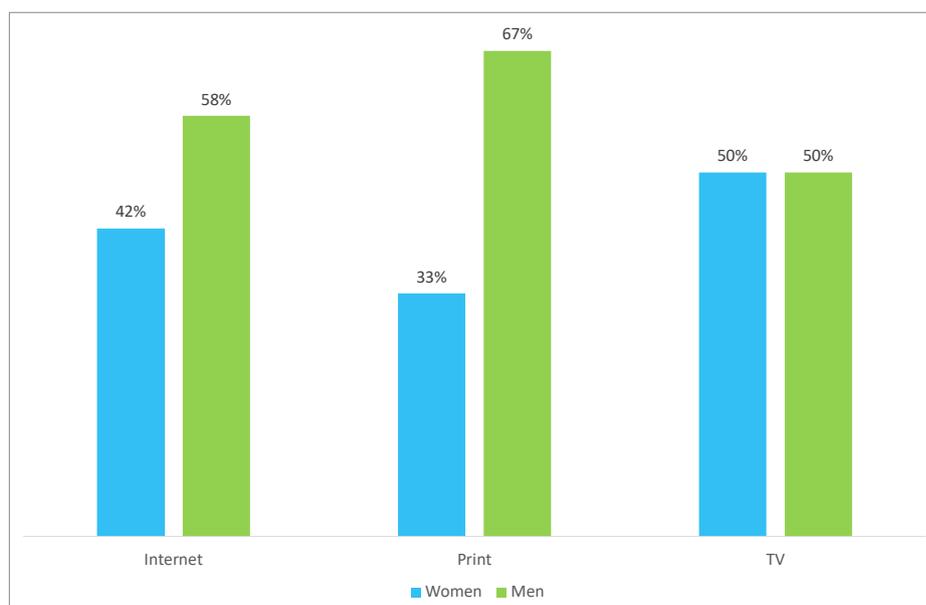
Special question 2

Turning now to the second research question, a total of 39 individuals were involved on the topic of global peace and/or security, of whom 44% were women and 56% were men.

The finding that **44% of individuals involved on global peace and/or security were women**, compared to 56% men, represents a **significant positive outcome**, as it indicates that media coverage on highly relevant geopolitical topics—such as the conflicts in Gaza and Ukraine, which are shaping the current global context—is **valuing women as authoritative voices and sources of expertise** at a near-parity level. This result suggests a conscious effort to move beyond traditional gender roles in news reporting, positioning women not merely as victims or subjects of humanitarian stories, but as **key contributors and experts** on strategic issues of global peace and security.

If we compare the different types of media, we find that it is primarily **TV**, followed by the **Internet**, that highlights women in relation to issues of global peace and security.

Graphic 16. People involved on women, global peace and/or security in print, radio, TV, and Internet news, by gender



Special question 3

The third optional research question, concerning the **secondary victimization** of victims of male violence, revealed a persistent yet statistically limited phenomenon. Specifically, **six individuals** were the subject of a gender-based violence narrative that explicitly or implicitly assigned blame, and **all of them were women**.

While this number is statistically small—representing **1% of all women subjects or sources** in the news and 14% of women represented as victims of gender-based violence—the finding is crucial because it confirms the continued existence of **secondary victimization** within news media coverage.

Secondary victimization occurs when a victim of violence is subjected to further harm or trauma, not by the aggressor, but by the mass media (or the institutions) that handle the aftermath of the event. In journalism, this means the victim is, either explicitly or implicitly, **held responsible for the violence they endured**, often through questioning their choices, clothing, or state of mind (i.e., victim-blaming).

This persistence is particularly significant given the numerous public awareness campaigns and targeted training courses for journalists in recent years aimed at eradicating victim-blaming. The registration of even a small number of such cases highlights that media professionals occasionally revert to ingrained stereotypes when covering violence against women, signaling a critical need for continuous vigilance and dedicated professional education in this area.

JOURNALISTS AND REPORTERS

The overall presence of women across **legacy media** (print, radio, and TV) is **44%** of a total of **350 journalists** who covered the 331 news (presented or reported). This value indicates a **decrease of 3 percentage points** from the GMMP 2020, which registered 47%.

Regarding **Internet**, women are **29%** of the **73 authors** of 148 online news (most of which are not signed), marking a **decrease of 1 percentage point** from 30% in 2020.

If we look at the **role of journalists by medium**, women are **under-represented** in nearly all roles across all types of media. The clear exception is their dominant presence as **TV presenters**, where they account for **76%**. This pattern shows a structural imbalance where women often fill visible, front-of-camera roles but are less represented in reporting, expert, or editorial roles that typically involve setting the news agenda.

Table 7. Journalist by media and gender

ROLE	PRINT			RADIO			TELEVISION			INTERNET		
	Women	Men	Tot N	Women	Men	Tot N	Women	Men	Tot N	Women	Men	Tot N
Presenter	n/a	n/a	n/a	18%	82%	57	76%	24%	51	n/a	n/a	n/a
Reporter	42%	58%	125	38%	62%	21	47%	53%	96	29%	71%	73

Looking at the results on minor topics covered by women and men reporters in legacy and digital media, several interesting and common trends emerge (Graphic 17 and 18).

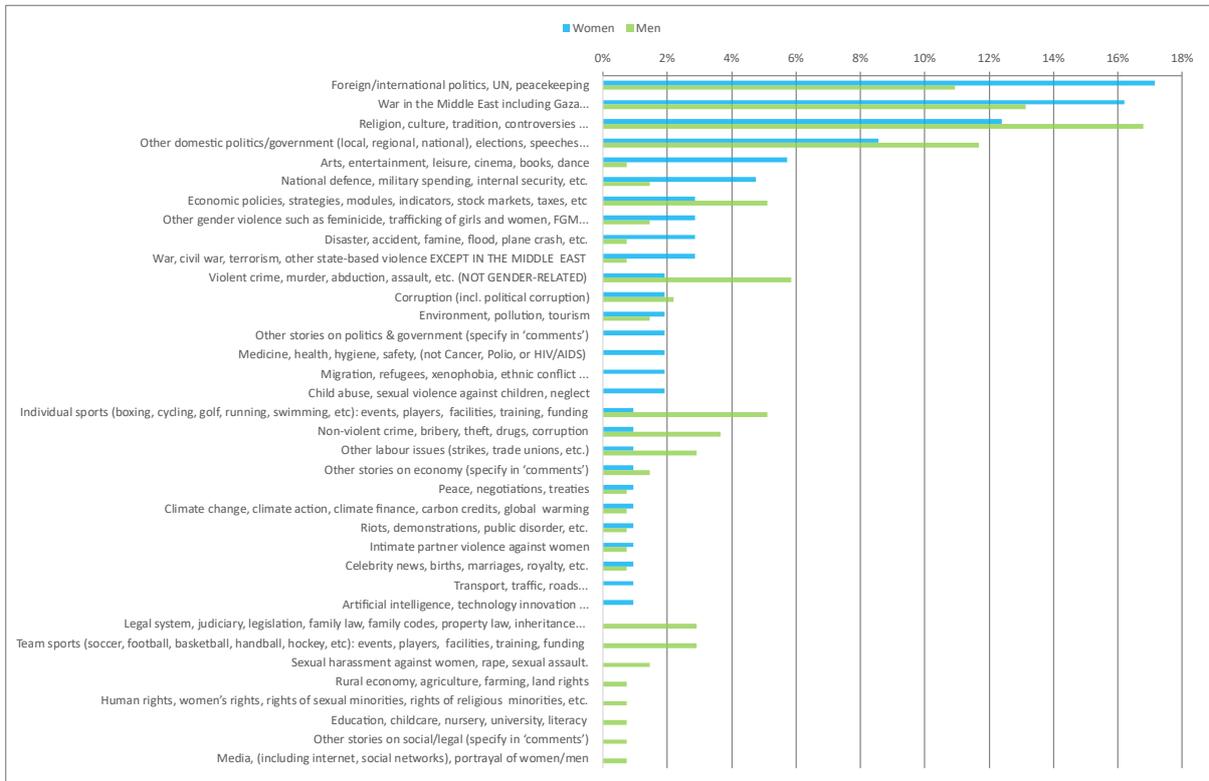
In both media environments, **women reporters prevail in the coverage of hard news such as Foreign/international politics** (17% in legacy vs. 11% men; 14% in digital vs. 8% men) and **War in the Middle East** including Gaza (16% in legacy vs. 13% men; 10% in digital vs. 8% men) and **War, civil war, terrorism, other state-based violence except in the middle east** (3% in legacy vs. 1% men; 5% in digital vs. 0% men)

In contrast, **men journalists prevail in the coverage of Religious news**, particularly concerning the Conclave on 6 May 2025 (legacy: 17% men vs. 12% women; digital: 13% men vs. 0% women), and other hard news such **Other domestic politics/government (local, regional, national), elections, speeches...**(legacy: 12% men vs. 9% women; digital: 6% men vs. 5% women) and **Economic policies, strategies, modules, indicators, stock markets, taxes, etc ...**(legacy: 15% men vs. 3% women; digital: 2% men vs. 0% women).

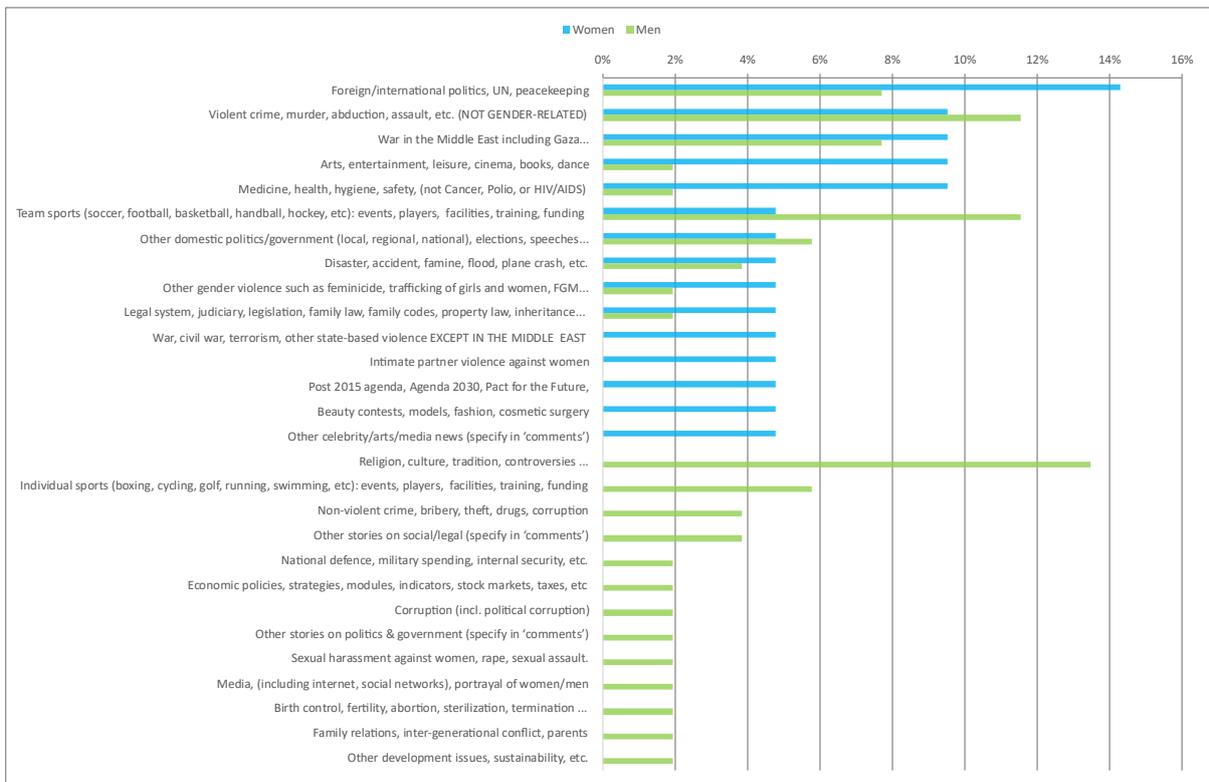
Men cover more non-gender-based Violent crime news than women, while women cover more femicides than men. However, gender-based violence is not covered only by women; for example, stories on Sexual harassment against women, rape, sexual assault are covered more by men than by women in both legacy and digital media.

In both of these macro-areas, one concerning power and major global changes, and the other crime, **the results certainly indicate editorial choices that value the competence of women journalists while also attempting not to exclude men from topics such as GBV** (Gender-Based Violence), recognizing the imperative for societal, non-gendered, involvement.

Graphic 17. Women and men reporters by minor topics in legacy media



Graphic 18. Women and men reporters by minor topics in digital media



The two areas where a traditional thematic distribution clearly emerges are the Arts, entertainment, leisure, cinema, books, dance, on the one hand, predominantly assigned to women (legacy 6% vs 1% men; digital 10% women vs 2% men), and **Team sports**, which is assigned to men (legacy 3% vs 0% women; digital 5% men vs 2% women).

JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

Women's centrality

Overall stories presenting women as a central focus account for **9%** of the total news sample (N=459), with a significant gap between legacy and digital news outlets.

Digital news dedicates far more centrality to women than legacy news: **16%** (out of 148 news items) compared to **5%** (out of 311 news items). This suggests that the digital environment, with its lower barriers to entry, allows for a **broader, more inclusive news agenda** that significantly increases space for female figures and issues.

The composition of news about women shows a marked **redistribution of focus**, moving away from the highly critical or narrow narratives prevalent in legacy media:

Gender-based violence, which constituted a dominant **75%** of all news about women in legacy media, **drops significantly to 54% in digital media**. While violence remains the single largest category, the decrease from three-quarters to just over half indicates that the narrative about women is becoming **more diverse** and less exclusively focused on their role as victims. The digital space is allowing **other female narratives to emerge**.

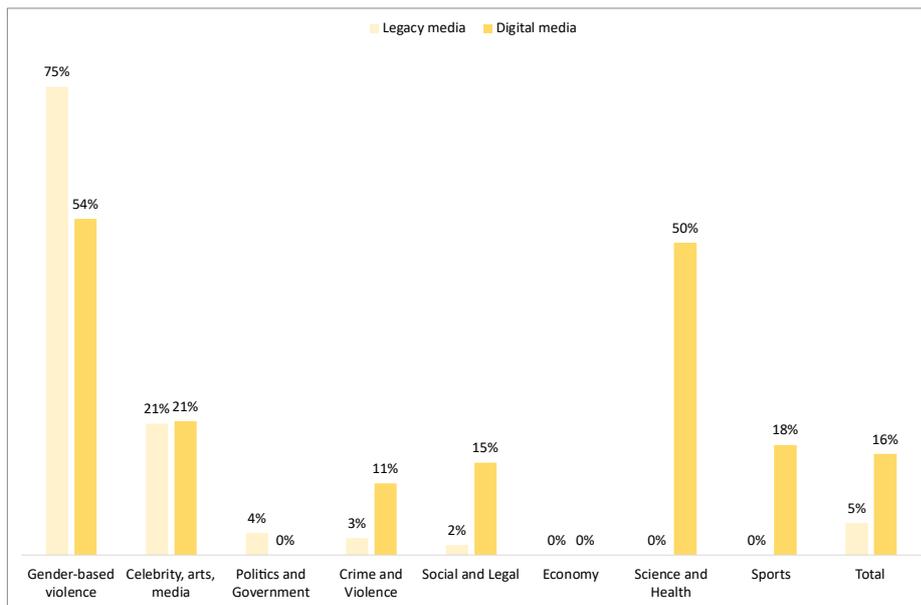
Science and Health jumps from **0% to 50%**. The digital medium is giving visibility to **women experts in science and health**, correcting the historic invisibility seen in legacy media (where women's expertise is often ignored, as noted in general media studies).

Social and Legal rises significantly from **2% to 15%**. This reflects the broader, more inclusive agenda of digital news, which gives attention to women's voices and experiences in areas concerning legal rights, social movements, and community issues.

Sports rises from **0% to 18%**. This directly addresses a key omission in legacy media, where women's competitive sports and female athletes were almost completely excluded. Digital platforms are actively expanding the visibility of **women's achievements in competitive sports**.

Despite the overall increase in visibility and expertise, the news about women in **Politics and Government** remains marginal or non-existent in the digital space, with the percentage of women's centrality dropping from **4% to 0%** compared to legacy media. This suggests that the **highest level of institutional power remains a persistent blind spot**, even as other specialized areas of expertise (Science, Health) gain ground.

Graphic 19. Women's centrality in the news across legacy and digital media, by major topic



Gender in/equality

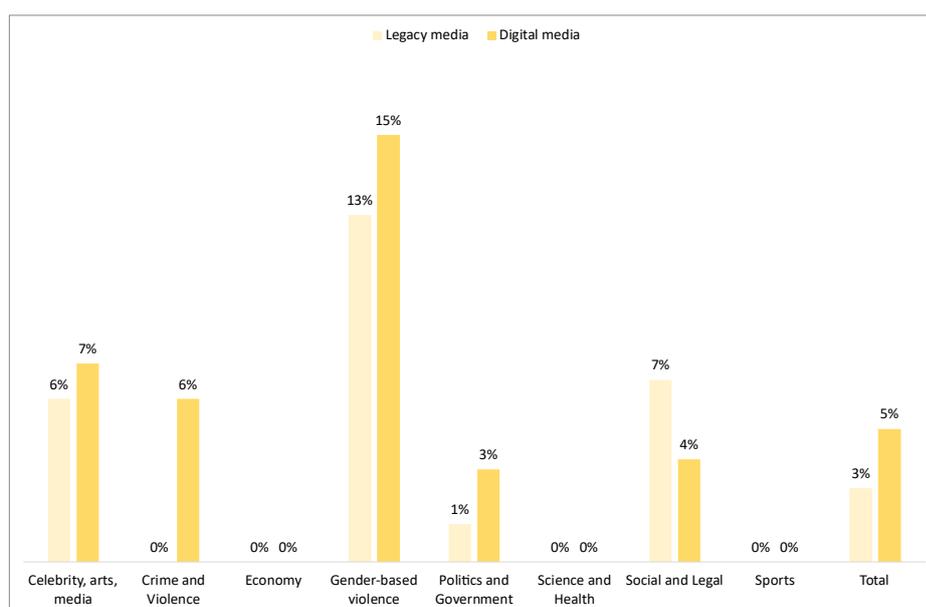
The disparity between legacy and digital media also persists concerning news that highlights **gender (in)equality issues**. These issues have a low presence in legacy news, accounting for **3%** (out of 264 total news¹⁰), compared to a higher **5%** in digital news (out of 146 total news¹¹).

Both media types address gender equality/inequality issues under the same **major topics**, though with varying percentages: **Gender-based violence, Social & Legal, Celebrity, Arts, Media, and Politics & Government**. Crucially, neither **legacy nor digital platforms** focus on these issues within stories related to **Economy, Science and Health, or Sports**.

¹⁰ Excluding 47 news stories for which the variable was not applicable

¹¹ Excluding 2 news stories for which the variable was not applicable

Graphic 20. News that highlights gender (in)equality across legacy and digital media, by major topic



Gender equality and human rights legislation or policy

Gender equality and human rights legislation or policy – as promoted by international, regional, and national instruments, such as the Beijing Platform for Action and the 2030 Agenda for Sustainable Development (SDGs) – account for 5% out of 412 news items¹², with a slight difference between legacy and digital media: 6% versus 4%.

Gender-based violence is the category where the mention of legislation/policies on gender equality and human rights is most frequent across both media types, but particularly in **Legacy media (25%)**, which show a coverage rate more than three times higher than Digital media (8%).

The **Social and Legal** category shows a relatively low but more balanced presence across the different media types: **8%** in Legacy media and **7%** in Digital media, which is an expected result given the legal theme of the category.

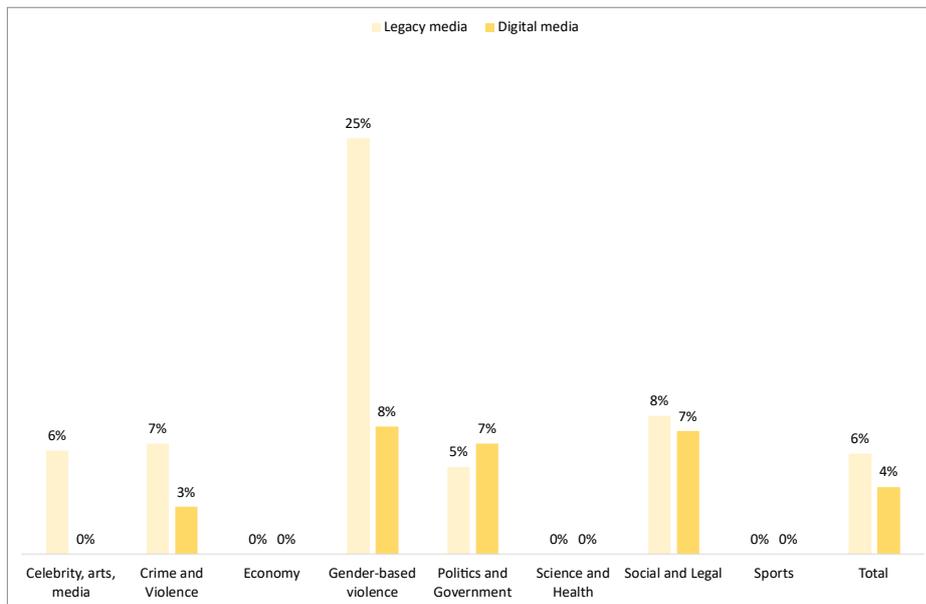
In **Politics and Government** news, the mention of legislation/policies on gender equality and human rights is slightly higher in **Digital media (7%)** compared to Legacy media (5%).

Legislation/policies on gender equality and human rights are also mentioned in the soft news category of **Celebrity, Arts, Media** conveyed by Legacy media (6%), while it is completely absent in the same category within Digital media.

No law or policy concerning gender equality or human rights is mentioned in any news item classified under the other thematic categories: **Economy, Science and Health, and Sports**.

¹² Excluding 47 news stories for which the variable was not applicable

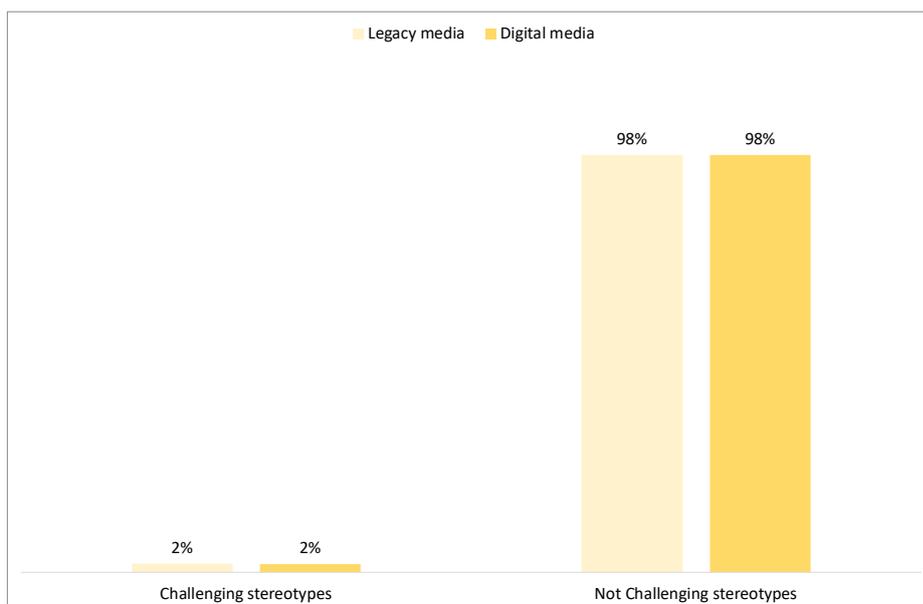
Graphic 21. News that mentions gender equality or human rights legislation or policy across legacy and digital media, by major topic



Gender stereotypes

The number of news items challenging gender stereotypes is extremely low, totaling just seven (five in legacy media and two in digital media), representing 2% of the news in each media environment (+1 pp compared to 2020). This percentage is critically low, indicative of an **inertia** on the part of news reporting to actively engage in a challenge that is as necessary as it is improbable, except through **direct, deliberate action**.

Graphic 22. News that challenges gender stereotypes across legacy and digital media

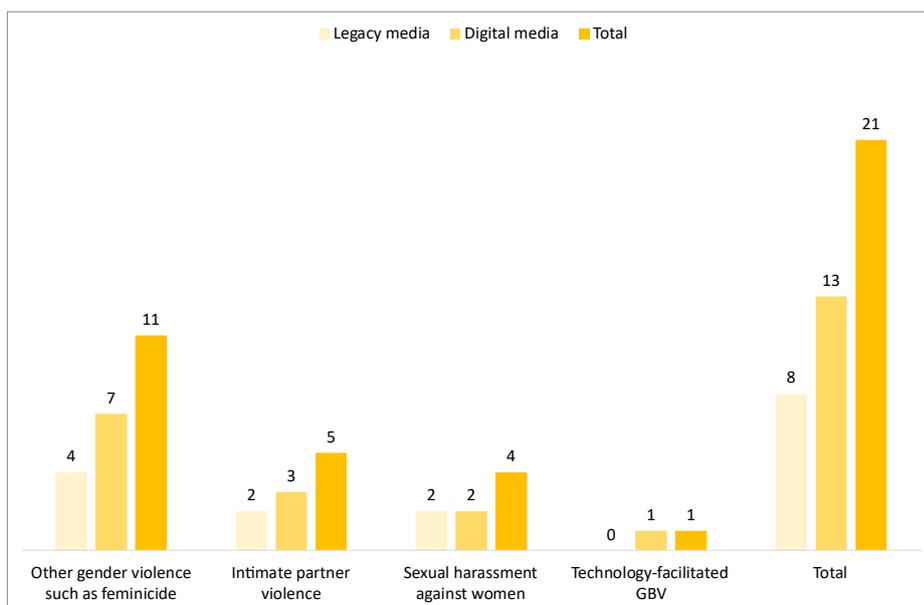


FOCUS ON GENDER BASED VIOLENCE

Various forms of gender-based violence (GBV) are featured in less than 5 out every 100 news, 21 stories of which 11 on Femicide, 5 on Intimate partner violence, 4 Sexual harassments against women and 1 on Technology- facilitated GBV.

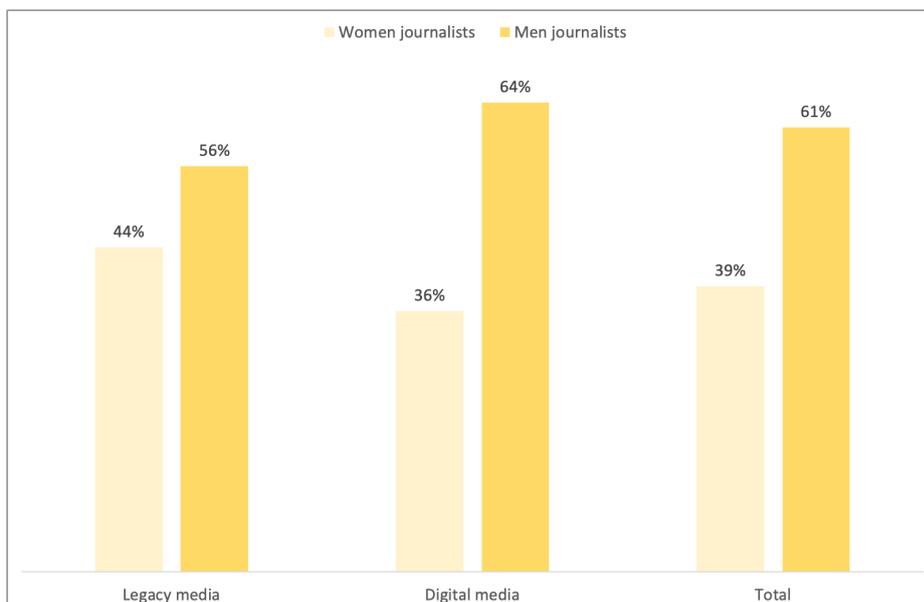
GBV stories are more likely to make it on online news than to legacy media.

Graphic 23. GBV stories across legacy and digital media, by major topic



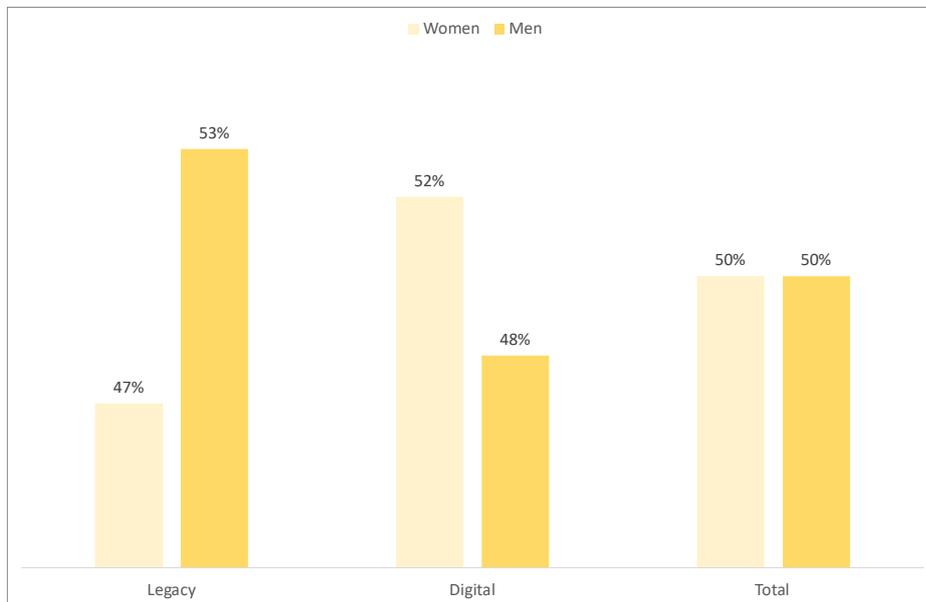
Women journalists cover 39% of GBV stories, with men journalists covering the remaining 61% (Tot N=23). The percentages change when distinguishing between media types, highlighting a greater **balance for legacy media**, where **women journalists cover 4 out of 9 news stories (44%)**, compared to **digital media**, where **women cover 5 out of 14 news stories (36%)**.

Graphic 24. GBV news reporters by gender across legacy and digital media



People news subject and sources of GBV stories are 112, 56 women and 56 men. If we focus specifically on GBV stories, the overall degree of inclusion between women and men is balanced, with both women and men sharing visibility at 50%. Differences emerge, only, between legacy and digital media, with women having a greater presence in GBV news online compared to offline GBV news.

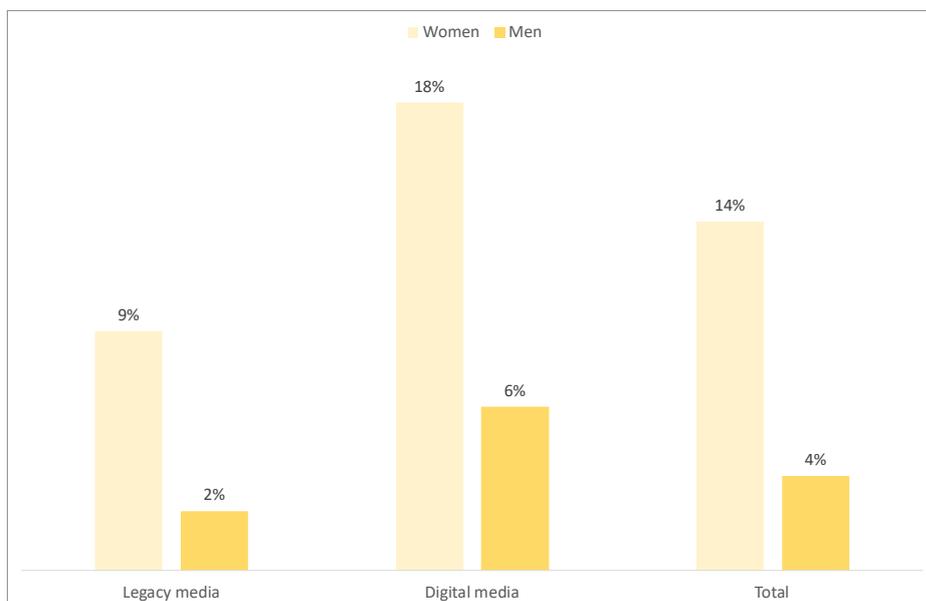
Graphic 25. People in GBV stories across legacy and digital media, by gender



Nevertheless, in proportion, **women are overall more included in this genre of news than men: 14% (from a total of 402 women sources/subjects) compared to 4% of men (from a total of 1,503 men sources/newsmakers).**

This gender gap is more pronounced in legacy media than in digital media, as illustrated in the following graph.

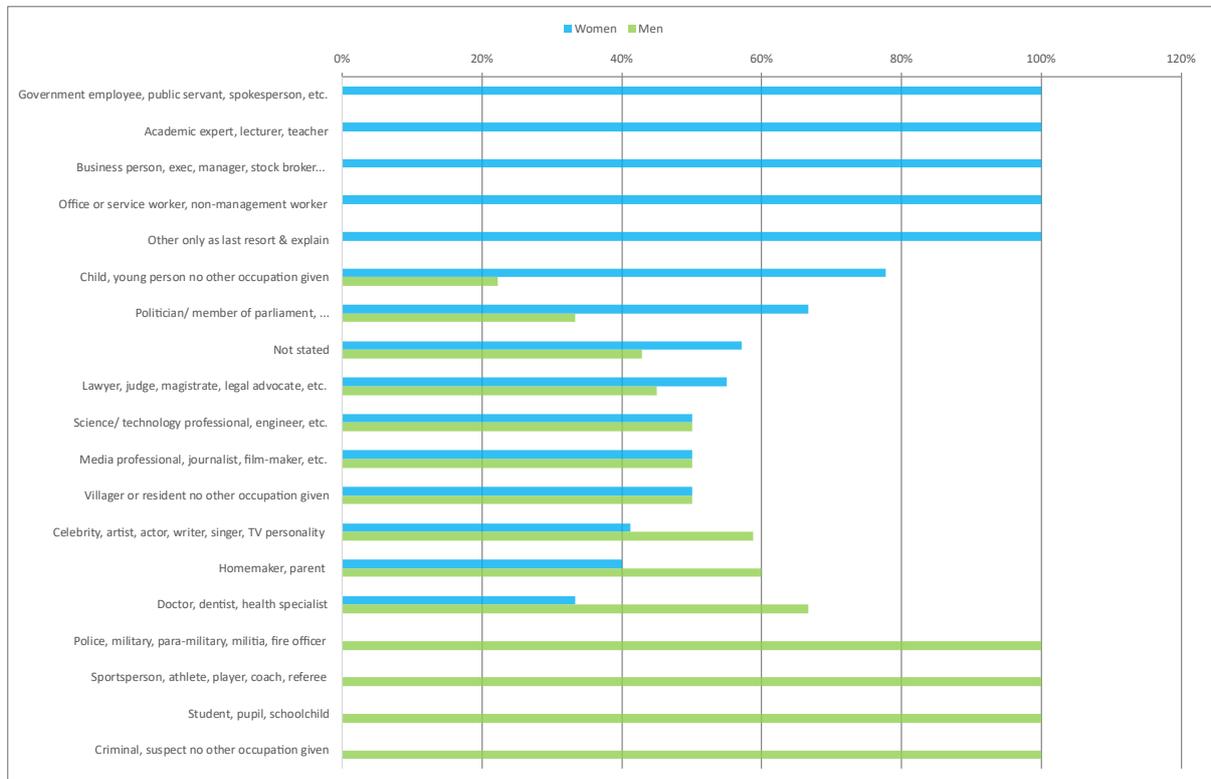
Graphic 26. Women and men news subjects and sources of GBV stories across legacy and digital media



If we focus specifically on GBV stories, the overall degree of inclusion between women and men is balanced, with both women and men sharing visibility at 50%.

Differences emerge, however, between legacy and digital media, with women having a greater presence in GBV news online compared to offline GBV news (Graphic 27).

Graphic 27. Women and men in GBV stories across legacy and digital media, by minor topics



CASE STUDIES

The GMMP methodology includes not only a content analysis with a structured form that yields quantitative results, but also a **qualitative analysis** aimed at identifying and exploring journalistic **bad and good practices**, according to GEM classification system, a standard scheme that detects, on one hand: 1) **blatant stereotypes**, 2) **subtle stereotypes**, or latent ones, a bit like fine dust that we don't see but that pollutes the air we breathe, 3) **missed opportunities** (to give visibility to women)/**gender-blind**, examples of bad practices; and on the other hand: 1) **challenges to stereotypes**, 2) **source balancing**, 3) **in-depth coverage of specific gender issues**, as examples of good practices.

Below are some case studies considered exemplary of journalistic practices, whether bad or good, with the hope that they will be read and understood by journalists (both male and female), to better grasp the mechanisms of information, which are sometimes insidious, that can contribute to **diminishing women** and **hindering progress towards gender equality**, or, conversely, to **valorizing women** and **promoting the path towards equality**, within and through the media.

For the purposes of presentation, the case studies are categorized according to the GMMP framework, which refers to an abstract schema that does not perfectly fit every news item. For this reason, the analysis has sought to highlight the full complexity of each case, beyond its formal classification.

Stories that are blatantly stereotyped

Story 1

Title: Il nuovo dramma di Mia, violentata dal personal trainer dopo la prigionia di Hamas (Ex-Hamas hostage Mia faces new trauma: raped by trainer after Hamas captivity)

Media: Il Messaggero (newspaper)

Abstract: The story focuses on the sexual violence committed by a man against an Israeli woman. This victim's account is particularly harrowing as she had recently been released from captivity at the hands of Hamas.

Analysis

The article under examination presents an approach to narrating violence that warrants critical analysis, particularly regarding its emotional tone and the framing of the victim.

The headline immediately establishes an emotional tone by referring to the victim solely by her first name. This choice prefigures a process of the individualization of violence that is developed in the body of the article. Instead of framing the event within a broader discussion

of structural gender violence, the narrative tends to present the woman as the recipient of a series of assaults that appear to concern only her personal sphere.

The language used raises significant concerns. There is an emphasis on the perpetrator's professional role (the "Personal Trainer"), a detail that may distract from the core event. Concurrently, the absence of the word "rape" in the text is noticeable, suggesting an attempt to downplay or diminish the severity of the violence suffered.

Regarding sources, although the woman's direct quotes detailing her experience are included, these are problematically accompanied by introductory comments that question the veracity of her account. The article also exhibits clear traces of victim blaming, emphasizing details such as the fact that the victim invited the aggressor to her home and openly questioning her statements.

The visual impact is limited to a single close-up photograph of the female victim. Finally, the placement of the article on pages 2 and 3, within a news context dedicated to the conflict in Palestine, suggests that the story has been framed and published, in part, in relation to her previous trauma of captivity, adding another layer of complexity to her media representation.

Story 2

Title: Trump chiede di archiviare una causa che punta a limitare l'accesso alla pillola abortiva (*Trump ask to dismiss a lawsuit seeking to limit access to the abortion pill*)

Media: [larepubblica.it](https://www.larepubblica.it) (Internet news)

Abstract: After more than a hundred days in office, Donald Trump surprises by asking for the dismissal of a lawsuit to restrict the use of the abortion pill Mifepristone, aligning himself with the position of former President Biden. The lawsuit had been promoted by three Republican states to introduce new restrictions, such as banning it for minors and prohibiting telemedicine prescriptions. The move is unexpected, given Trump's anti-abortion past. Now the decision rests with a judge appointed by Trump himself.

Analysis

Discussing legal restrictions on the abortion pill inevitably involves a broader narrative about women's role and autonomy in society. The issue of abortion is deeply tied to self-determination and gender rights, yet the news coverage presents an entirely male-centered perspective. There is a complete absence of the female point of view; the focus is solely on political and legal decisions made by men—Trump, male judges, male attorneys general. The people most directly affected are voiceless, highlighting a silence rooted in an implicit stereotype: individuals with a uterus are treated as objects of regulation rather than active subjects. Furthermore, the use of technical and legal language depersonalizes a deeply emotional and personal issue, concealing the conflict between individual freedom and societal control over the body.

The picture that goes with the online article shows former U.S. President Donald Trump in a formal setting. The image captures a moment of intensity and reinforces his characteristic presence in political media as a central and polarizing figure. The absence of women in the visible frame reflects a broader issue in political imagery, where men are often foregrounded in scenes of power.

Story 3

Title: I porporati dall'ex principessa-punk. Il "preconclave" nel palazzo romano (*The Cardinals from the former punk-princess. The "pre-conclave" gathering in the Roman palace*)

Media: corriere.it (Internet news)

Abstract: The article recounts the informal role of Princess Gloria Thurn und Taxis in the "pre-conclave" in Rome, describing how her palace served as a meeting point for conservative Cardinals, including Burke and Müller. Described as a former punk and linked to German nobility, the Princess is known for her devotion to traditional liturgy and her closeness to Pope Ratzinger. The narrative intertwines aristocratic anecdotes with ecclesiastical power dynamics, underscoring the intense diplomatic and social activity that precedes the election of the Pope.

Analysis

A deeply stereotyped female representation of women as a "sideline" figure to male power emerges: Princess Gloria Thurn und Taxis is described as close to influential cardinals, but always in a social, ornamental or symbolic role, not institutional or decision-making. The contrast between her rebellious appearance and the current adherence to "classical" ecclesiastical values is highlighted, a type of narrative that polarizes female images between "transgressive" and "devout". Her transformation from a "punk princess" to a rigid woman in family values, adhering to the traditional and conservative ideal of the feminine (veil, Latin masses, support for the patriarchal model) is emphasized.

The photo that goes with the online article shows Princess Gloria kneeling to kiss Cardinal Müller's ring: a traditional Catholic gesture, but one that symbolically reinforces a patriarchal dynamic in which men hold spiritual and institutional power and women are relegated to roles of reverence.

Stories that convey subtle stereotypes

Story 4

Title: Annalisa, "Il vip che ha perso la testa per lei" (Annalisa, "the celebrity who lost his mind over her")

Media: liberoquotidiano.it (Internet news)

Abstract: The article reports a gossip item about a purported crisis between the singer Tananai and his partner Sara Marino, linked to a possible interest the singer has in Annalisa, who is married, and with whom he collaborated.

Analysis

The article fits into a media narrative that remains strongly sexist, reducing Annalisa – an accomplished singer – to an object of male desire, shifting the focus from her career to a man’s alleged romantic interest in her. The identity of the “VIP,” Tananai, becomes more important than Annalisa’s talent, and phrases like “ha perso la testa per lei” (*he’s lost his head over her*) reinforce a patriarchal perspective in which a woman’s value is measured by the attention she receives from a man. There is no real focus on her work or achievements: male-driven narrative is amplified at the expense of female subjectivity, which is silenced and objectified. This kind of storytelling perpetuates stereotypical portrayals of women in the entertainment industry.

The image that goes with the article is contradictory to the content of the article: it shows singer Annalisa as an active artist in the middle of her performance, while the article, focused on gossip, reduces her to an object of male desire, ignoring her role and talent. There is a clear contrast between the visual representation and the narrative, which reinforces sexist stereotypes.

Story 5

Title: Basciano minacciava di uccidermi Oggi vivo in contatto con i carabinieri (Basciano threatened to kill me. Today, I am living under contact with the Carabinieri¹³)

Media: Corriere della Sera (newspaper)

Abstract: The influencer Sophie Codegoni recounts the threats, stalking, and psychological abuse she suffered from her ex-partner Alessandro Basciano, which left her living in constant fear. Despite her formal complaint and the court's decision to impose an electronic bracelet on him, she says she still feels empty and under pressure.

Analysis

It is difficult to fit this article in the GEM classification as the topic is gender violence and it is not totally addressed correctly or incorrectly.

¹³ The Carabinieri are Italy's national gendarmerie (police force with military status), responsible for domestic and foreign security duties.

We opted for “a story that conveys more subtle stereotypes”, due to a number of problems that go against optimal gender aware communication. However, the interview also gives space to the victim to share her personal experience and views on the matter.

Some particular questions in the interview require attention:

"Un po' di sollievo?" (*A little relief?*): This question oversimplifies the complex emotional state of someone who has just taken legal action against their abuser. It assumes that taking such a step should bring comfort, potentially minimizing the trauma and ongoing fear the victim may still be facing.

"Pensava davvero che potesse funzionare?" (*Did you really believe it would work?*): This subtly implies poor judgment on the part of the victim for giving the relationship another chance. It places emotional decisions made under pressure and manipulation under scrutiny, which can come across as victim-blaming.

"Come ha fatto a vivere così, per tanti mesi?" (*How did you survive like that for months on end?*): While possibly meant to highlight the victim's strength, this question may unintentionally cast doubt on her choices. It risks making the victim feel as if enduring the abuse for an extended period was a decision, rather than a complex result of manipulation, fear, or lack of safe options.

"Sembra davvero un calvario infinito. Ma quando e come ha capito che doveva fare qualcosa?" (*This really seems like an endless ordeal. But when and how did you realize it was time to act?*): This question might imply that the victim should have acted sooner, subtly suggesting a delay in her response. It risks overlooking the fear, isolation, and psychological conditioning that often delay action in abusive relationships.

The emotional difficulties of the victim are sometimes sensationalized. Some of these passages seem to imply that women are emotional and fragile.

In part, the victim is blamed for her temporary second thought about her decision to end the relationship with her abuser.

The victim's age and physical appearance are underlined “23 anni, giovane e bella” (*23-year-old, young and beautiful*).

Lack of expert opinions or journalist comments reflecting on the physical and psychological abuse experienced by women and how it is criminalized by Italian laws.

Nevertheless:

- The article explains the precautionary measures that can be taken to ensure the safety of women who are victims of stalking and other specific crimes.
- The article let only the victim speak, allowing her to share her story in the first person.

- It is an article about gender violence giving the accurate victim perspective which is not usual in Italian newspapers.

Story 6

Title: Il nuovo dramma di Mia violentata dal personal trainer dopo la prigionia di Hamas (*New trauma for Mia: raped by personal trainer after Hamas captivity*)

Media: Il Gazzettino (newspaper)

Abstract: Mia Schem, former Hamas hostage, reported being raped in March by an Israeli influencer after her release. He was arrested but freed for lack of evidence. The assault, following her trauma in captivity, highlights how violence can occur even in supposed safety.

Analysis

Some journalistic choices are questionable:

- The term “nuovo dramma” (*new trauma*) in the title links two deeply traumatic experiences, kidnapping and sexual assault, into a sensationalized narrative.
- Phrases like “non ricorda più niente” (*she doesn’t remember anything anymore*) and “sarebbe davvero terribile se il racconto di Mia trovasse conferme” (*it would be truly awful if Mia’s story were confirmed*) introduce subtle skepticism, which undermines the victim’s credibility.
- The use of just “Mia” throughout the piece, with no consistent use of surname contributes to a tone of familiarity undermining her story.
- A significant portion of the article focuses on Mia Schem’s captivity by Hamas. While relevant to her story, this emphasis overshadows the rape she suffered afterward, which is not framed as gender-based violence.
- The narrative subtly constructs Mia Schem as a passive victim whose trauma happens to.
- The alleged rapist’s identity is hidden. Meanwhile, Mia Schem is named multiple times, often just by her first name and she is also portrayed in the picture, without the same consideration for privacy.
- Mia Schem is quoted only through previously aired or written interviews. There is no direct voice or reaction from her on the most recent assault, so that her experience is filtered through the journalist’s lens.
- There is no inclusion of psychologists, women’s rights experts, or legal perspectives to explain the dynamics behind sexual violence.

Story 7

Title: Minaccia la ex ed è subito libero “Un giorno di follia, poi la cattura” (*Threatens ex-partner, immediately freed: “A day of madness, then the capture”*)

Media: Il Gazzettino (newspaper)

Abstract: A 19-year-old man assaulted and threatened his ex-girlfriend with scissors after tricking her into meeting him. After a brief police detention, he mocked the authorities online and continued harassing her with violent threats, including against her family and pets. Following multiple prior abuse reports, an urgent protection order was activated. The victim is now in a safe place with psychological support. The man was later detained, and authorities are deciding on further actions.

Analysis

While the article offers a detailed and chronological account of the events, its journalistic framing lacks in addressing gender-based violence. The use of expressions like “follia” (*madness*), “sufficientemente folle” (*mad enough*) reflect broader societal narratives that excuse male violence as irrational, and the inclusion of “la giovane gli aveva creduto” (*the girl had trusted him*) introduces subtle victim-blaming. Additionally, the survivor’s voice is missing. Despite protecting the victim's identity, the piece reinforces problematic media ways of addressing violence against women, portraying the aggressor as out of control, and the victim as passive rather than resilient.

The journalist notes that the survivor is in a safe location and supported by a psychologist, showing awareness of the long-term impact of trauma, and highlights that the victim had previously filed reports, implicitly drawing attention to the failure of prevention and the importance of institutional response.

Stories that are a missed opportunity or gender blind

Story 8

Title: no title

Media: Italia 1 (TV Channel)

Abstract: The news story is a report on the Italian tennis players, who are currently having a particularly successful season of victories

Analysis

The article enthusiastically describes Lorenzo Musetti's rise, celebrating his recent sporting achievements and mentioning some of the leading figures in Italian men's tennis. However, what is striking is the total absence of any reference to the great protagonists of Italian women's tennis, whose achievements have had a significant impact both nationally and internationally.

This omission cannot be interpreted as a mere coincidence: it is a narrative choice that,

consciously or not, contributes to presenting a distorted and incomplete image of Italian tennis tradition. Excluding the contributions of female athletes diminishes the value of their achievements and reinforces a narrative that continues to favor male protagonists. In this way, the narrative of the sport becomes unbalanced, and women's achievements risk being relegated to the margins, ignored, or treated as exceptions rather than an integral part of our sporting history. It is precisely in these seemingly minor details that an unequal view of the sporting world lurks, one that is still too often lacking in real equality in representation.

Story 9

Title: Scuola, aumento stipendi:150 euro lordi per i docenti e 130 euro per il personale Ata. Riprende la trattativa sul contratto (*Schools: pay raise of €150 gross for teachers and €130 for ATA staff. Contract negotiations resume*)

Media: ilmessaggero.it (Internet news)

Abstract: The news concerns the resumption of negotiations for the renewal of the National Labour Contract for the Education and Research sector for the three-year period 2022-2024, which involves about 1.3 million workers including teachers, ATA staff¹⁴, university staff, and researchers. Average monthly increases of €150 gross for teachers and €130 for ATA staff are foreseen, judged insufficient by the unions compared to inflation. Among the topics under discussion: career progressions, pay differences between school levels, meal vouchers, and bonuses linked to training

Analysis

The education sector is predominantly female, especially among teachers and ATA staff, yet the article does not address this aspect or examine how the proposed measures may affect women and men differently. Pay disparities and poorer working conditions compared to other public sectors can disproportionately impact women, but this gendered perspective is entirely absent from the piece. The photo accompanying the article shows a classroom with two female teachers standing in front of the blackboard and a group of students, both girls and boys, seated at their desks, some with their hands raised. The setting is typical of an Italian school, with a crucifix on the wall and educational materials displayed. The image reinforces the gender stereotype that teaching is a female profession, as it depicts only women in teaching roles. This visual representation contributes to the normalization of the feminization of the education sector, without questioning structural inequalities such as wage gaps and the undervaluation of educational work. The absence of male figures in similar roles supports a gendered narrative of work and caregiving.

¹⁴ The Administrative, Technical, and Auxiliary staff who work in state-run schools

Story 10

Title: Uccisa dal marito a Settala, nella denuncia di due anni fa la 43enne diceva: "Penso che mi ammazzerà" (*Killed by her husband in Settala, the 43-year-old said in a complaint two years ago: "I think he's going to kill me"*)

Media: Fanpage (Internet news)

Abstract: Femicide case. A woman was brutally killed by her husband in front of their 10-year old daughter. She had previously denounced him to the police for physical abuse and violence.

Analysis

The article warrants further analysis, as elements of secondary victimization and victim blaming emerge, as well as biases such as the "sudden rage" narrative, which once again refers to randomness rather than addressing the underlying cultural issue

Stories that challenge gender stereotypes

Story 11

Title: Storie di donna e libertà (*Stories of women and freedom*)

Media: Corriere della Sera (newspaper)

Abstract: The article presents the New York edition of Tales & Tellers, a multidisciplinary performance project by Italian fashion brand Miu Miu and artist Goshka Macuga, exploring female creative expression through cinema, art, and fashion. Set in a dark tunnel at Manhattan's Terminal Warehouse, the immersive experience features live performers embodying characters from Women's Tales, a film series by female directors.

Analysis

The article offers an interesting portrayal of women in contemporary art and society, in stark contrast to much of the stereotyped or superficial coverage found in mainstream Italian media. By centering female voices, avoiding objectification, and subtly highlighting the political nature of women's artistic and social expression, it moves in a positive direction for gender-aware journalism.

The journalist gives Goshka Macuga the space to articulate her views in her own words, without distorting or appropriating the speaker's message.

The quote “Ovunque ci si trovi, la condizione femminile rappresenta esattamente la direzione in cui quella società si sta muovendo” (*Wherever you may be, the status of women precisely reflects the direction in which that society is moving*) centers gender as a structural and political issue, portraying women’s rights as indicative of societal progress or decline.

Unlike many portrayals of women in the Italian cultural press, the article does not reduce the female subject to her appearance, age, or emotionality. Instead, it frames women as active agents, emphasizing their intellectual and political contributions.

By referencing 29 short films by women directors, the article gestures toward a wider movement: not isolated voices, but a transnational feminist network.

There are a couple of negative points:

- Although Macuga’s voice is powerful, the article could have benefited from including a gender studies scholar, sociologist, or political analyst to frame her ideas within broader social structures.
- The journalist presents gendered topics as part of the artist’s worldview, but does not explicitly frame the article itself around gender inequality.

Story 12

Title: Sophie Codegoni: “Basciano ora è in America, tornerà con il braccialetto elettronico. Sono svuotata: decisive le chat di 3 anni di rapporto” (*Sophie Codegoni: “Basciano is in America now; he’ll return with an electronic bracelet. I’m drained: the chats from 3 years of our relationship were decisive”*)

Media: Corriere.it (Internet news)

Abstract: In an interview, influencer Sophie Codegoni recounted the ordeal she suffered alongside her ex-partner Alessandro Basciano, who is currently under investigation for aggravated stalking and subject to an electronic monitoring bracelet. The relationship, which began during *Grande Fratello Vip* (*Big Brother VIP*), deteriorated into psychological abuse, obsessive control, threats, and persecution even after their separation. Sophie describes her difficult journey toward filing a complaint, the repeated relapses into the relationship, the sense of guilt, and the loneliness, while also criticizing the slowness of the institutions (judicial system).

Analysis

The article tells a story of psychological violence and coercive control, often underestimated forms of abuse. It highlights the systemic vulnerability of women victims of violence, the weight of social stereotypes including judgment by other women, the lack of immediate support, and the slowness of the judicial response. The language of the article is respectful, without victim blaming, and allows us to understand the psychological mechanisms that trap many women.

It is therefore an important content also for the purposes of education and social prevention. The image of Sophie Codegoni, which goes with the article, shows a polished and elegant young woman, perfectly styled - yet her distant gaze and resting head convey exhaustion and emotional weight. The visible police-issued bracelet starkly contrasts with her composed appearance, symbolizing the violence she has endured. This contrast challenges stereotypes of how victims “should” look, reminding us that abuse can affect anyone, even those who appear strong and glamorous.

Story 13

Title: no title

Media: Canale 5 (TV channel)

Abstract: On the occasion of the election of the new Pope, a Channel Five news outlet aired a major feature giving voice to two female journalists and one black male journalist, who were invited as experts to comment on the event and its implications for the future of the Catholic Church. Their views were given equal weight to those of other commentators, and the overall tone was neutral and professional. The language used was respectful and free from stereotypes, with no reference to gender, race, or other identity traits used in a sensationalist or patronizing way.

Analysis

This story is worth analyzing because it offers an example of inclusive representation and implicitly challenges established stereotypes. It gives visibility to black and female journalists - groups often marginalized in mainstream media coverage of major religious events - by presenting them as credible and authoritative sources. Their presence in a central news piece helps expand the range of voices typically heard in discussions of global religious and political power. The respectful tone and equal treatment make this a case of good journalistic practice, and the normalization of these voices contributes symbolically to redefining who is seen as legitimate and authoritative in public discourse.

Story 14

Title: Il Met Gala più politico di sempre: una celebrazione dei dandy neri nell’America di Donald Trump (*The most political Met Gala ever: a celebration of Black dandies in Donald Trump’s America*)

Media: ilfattoquotidiano.it

Abstract: The 2025 Met Gala celebrated African American fashion with a focus on the “Black dandy”, transforming the red carpet into a political and cultural moment; BIPOC (Black, Indigenous, and People of Color) designers and stars took center stage, with tributes to history and reflections between activism and spectacle.

Analysis

The presence of Hunter Schafer, a transgender model, at the 2025 Met Gala reinforces the connection between fashion and gender non-conforming identities. Additionally, the figure of the “Black dandy” appears subversive in relation to historical stereotypes of Black men: it highlights a model of elegant masculinity that is not hypermasculine but refined and a symbol of cultural resistance. This represents a gendered rewriting that breaks with the colonial narrative, in which Black men have often been dehumanized or reduced to mere bodies. Beyond these elements, the ambivalence of language should also be considered: on the one hand, it challenges gender stereotypes (by associating male artist A\$AP Rocky with the anticipation of a third child, breaking the conventionally feminine-coded imagery of pregnancy); on the other hand, it reinforces them (Rihanna is referred to as “A\$AP Rocky’s partner” rather than as an artist with her own professional career).

The main image portrays the American singer and actor Usher Raymond IV, known simply as Usher.

Stories that are gender-aware

Story 15

Title: La battaglia di Gino Cecchettin "C'è ancora bisogno di fare rumore, ho fiducia nelle nuove generazioni" (*Gino Cecchettin's battle: "We still need to make noise; I have faith in the new generations"*)

Media: Il Resto del Carlino (newspaper)

Abstract: Interview with the father of femicide victim Giulia Cecchettin, a student whose story had a significant media impact. He has since become a public advocate in the fight against gender-based violence.

Analysis

The interview gives voice to the fight against gender-based violence, recognizing it as a structural dimension. The interviewee uses words that rarely gain legitimacy in public debate, such as “patriarchy” and “sex education.” The interviewee has repeatedly taken a public stand on the issues of rights and the struggle against gender violence. The accompanying images feature him and Giulia Cecchettin, his daughter who was a victim of femicide.

Story 16

Title: no title

Media: TV 2000 (TV channel)

Abstract: During the days of the papal Conclave, a meeting of Catholic religious women-superiors was held. In the article, the nun shared their hopes for a new pope who will continue Pope Francis's path - someone open, close to the people, and committed to peace and inclusion, also for those on the margins of the Church.

Analysis

This story shows religious women speaking clearly and thoughtfully about the future of the Church - something not often seen in media coverage of papal elections. Even if the article doesn't talk about gender roles or equality directly, it gives visibility to women in a context usually dominated by men. By including their reflections and hopes, the article helps breaking the stereotype of women being silent or passive in religious life and shows them as active voices in the Church. The article uses a neutral tone and does not mention gender inequality, but it gives space to the voices of women during a time when most news focused on cardinals and male figures.

SUMMARY AND CONCLUSIONS

The GMMP 2025 data for Italy reveals a dynamic, yet contradictory, media landscape characterized by a **regulatory progress** (moving from moral to legal mandates) but marked by a persistent **regression in the overall visibility of women** in traditional media. While the digital environment shows a slight edge in inclusion and thematic diversification, the news landscape remains overwhelmingly driven by the **traditional, gender-skewed narratives** of legacy media.

The overall visibility of women as news subjects and sources has dramatically **decreased from 26% in 2020 to 21% in 2025** across all media.

This drop is most pronounced in **legacy media (print, radio, TV)**, where female visibility has plummeted from 24% to a mere **18%**. This trend reverses the upward trajectory observed between 1995 and 2020, indicating a significant structural challenge or a heavy editorial focus on male-dominated "hard news" during the monitoring period (dominated by the Conclave and geopolitical conflicts).

The news agenda on 6 May, 2025 (dominated by the Conclave, foreign policy, and conflicts) is inherently male-skewed, reinforcing traditional male dominance in categories like **Politics & Government, Crime & Violence, and Religion**.

In contrast to legacy media, women's visibility in **digital media remains stable at 28%**, confirming the Internet's role as the most inclusive platform.

Digital news gives significantly more **centrality to women (16%)** compared to legacy media (5%).

Moreover, it diversifies the narrative about women: compared to radio, print and TV news, website news about women is less dominated by Gender-Based Violence (54% in digital vs. 75% in legacy) and more distributed visibility in **Science and Health jumps to 50%** in digital (from 0% in legacy), and **Sports rises to 18%** (from 0%), demonstrating that digital media addresses historic omissions in expertise and achievement.

Additionally, digital media shows greater inclusion of women as **news subjects and, especially, as voices of expertise (39%)**.

Digital media also distinguishes itself with higher female inclusion regarding coverage of global peace and/or security issues (42%). This result is mirrored by TV (50%). This suggests a successful effort, particularly by Internet, and TV, to position women as authoritative experts on highly relevant geopolitical issues (such as the war in Gaza and Ukraine).

Yet, digital media demonstrates an **inertia** in actively challenging gender stereotypes, a practice **shared by** legacy media, with the percentage of news stories doing so remaining at a low **2%** in both environments.

The period 2021-2025 saw crucial **regulatory and deontological advancements**, including the entry into force of the “Nuovo codice deontologico delle giornaliste e dei giornalisti” (New Code of Ethics), which explicitly uses inclusive language and strengthens commitments against revictimizing language in GBV reporting.

According to the GMMP 2025 results, women are introduced with a job title, gender-consistent, more often than men, suggesting a growing, albeit incomplete, professional awareness. Print and Internet are more careful in this regard than TV and Radio.

Indeed, despite the regulatory context, the study confirms the persistence of **secondary victimization** (victim-blaming) of women in GBV narratives. While statistically small (14% of women victims of GBV), this finding highlights the need for continuous vigilance and dedicated professional training.

Women overwhelmingly account for victims of **domestic violence, rape, or murder (91%)**. Conversely, men are vastly over-represented as victims/survivors of **accidents, natural disasters, or poverty (95% of victims, 100% of survivors)**, indicating a gendered framing of vulnerability and societal risk.

Finally, regarding the journalists and reporter roles, women are dominant as **TV presenters (76%)** but are generally under-represented in reporting, expert, and editorial roles, confirming a structural imbalance where visibility does not translate into agenda-setting authority.

Women journalists show notable presence in the coverage of **Foreign/international politics** and the **War in the Middle East**, indicating editorial choices that value their competence in hard news topics. However, men prevail in covering **Religious News** (especially the Conclave) and **Economic policies**.

RECOMMENDATIONS AND ACTION PLAN 2026-2030

For legacy media (print, radio, TV)

The primary goal is to **reverse the decline in female visibility** (from 24% to 18%).

- **Revision of editorial policies on "hard news"**: establish internal **binding gender parity targets** for the selection of sources and subjects in categories traditionally dominated by men (Politics, Economy, Religion, and Crime).
- **Deconstruct news-making criteria**: train editors-in-chief to prevent agenda setting (e.g., Conclave, conflicts) from becoming an automatic excuse for male dominance. Actively encourage the inclusion of female voices as analysts or geopolitical experts (as already successfully done by TV and the Internet regarding conflicts).
- **Structural promotion within newsrooms**: address the structural imbalance where women dominate as presenters (76% on TV) but are underrepresented in **agenda-setting roles** (editors, specialized reporters, opinion leaders). Implement accelerated mentorship programs to position women in senior editorial roles.

For digital media and online platforms

The goal is to **sustain inclusivity** and **capitalize on thematic diversification** (Science, Health, Sports).

- **Leverage thematic diversification**: support and expand the coverage of women in Science, Health, and Sports (where digital media has filled historical gaps). Create permanent features or sections that celebrate women's achievements and expertise, maintaining their high centrality (currently 16% vs. 5% in legacy media).
- **Address stereotype inertia**: develop specific editorial guidelines for the **fact-checking of gender stereotypes** in online content and audience interactions. The current 2% of stories challenging stereotypes is unacceptably low in an otherwise progressive environment.
- **Digitalization of GBV best practices**: despite the lower incidence of Gender-Based Violence (GBV) in digital media (54% vs. 75% in legacy), intensify specific training for digital journalists on the "Nuovo codice deontologico delle giornaliste e dei giornalisti" to eliminate secondary victimization and victim-blaming (the problem persists, although statistically small at 14%).

For regulatory bodies and the National Order of Journalists

The goal is to ensure that regulatory advancements translate into practice.

- **Continuous and mandatory professional training:** promote mandatory professional training dedicated to the “Nuovo codice deontologico delle giornaliste e dei giornalisti”, focusing in particular on inclusive language and the elimination of secondary victimization in GBV reporting.
- **Specific monitoring on GBV:** establish a Supervisory Commission to actively monitor GBV reports, signalling and sanctioning violations that fall under secondary victimization or the use of non-inclusive language.

For academia and civil society organizations (CSOs)

The goal is to provide data, tools, and external pressure.

- **Additional qualitative analysis:** conduct qualitative studies to understand the **editorial reasons** for the regression in legacy media (2020–2025). Was it a conscious choice, a difficulty in finding female sources, or a simple inertia due to the dominant "male" agenda (Conclave, war)?
- **Development of expertise toolkits:** promote collaboration between media and universities to develop toolkits and databases of female experts in Geopolitics, Economy, and Religion, to immediately fill the "historical omissions of expertise" in legacy media.
- **Advocacy for parity in leadership roles:** exert public pressure and advocacy to demand gender parity on the **boards of directors** and in **management roles** of major news organizations, aligning with the finding that visibility does not translate into agenda-setting authority.

Annex 1. Methodology

Over a full 24-hour cycle, thousands of volunteers from the Pacific to the Caribbean monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. Marking a first for the GMMP, 2025 relied entirely on electronic data capture, with no handwritten forms used; coding sheets were submitted to the technical team either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that the majority of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level and in six of the eight regions, reflecting the ongoing shift toward digital news sources.

Despite these evolutions, the fundamental GMMP methodology has remained consistent over the decades, preserving the comparability of findings across survey rounds.

How the monitoring took place

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, *how is gender portrayed on an ordinary news day?* The GMMP country networks, ranging from university research teams to media advocacy groups, brought with them deep expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage across the world. In some regions, collaboration crossed borders; teams in Latin America and Asia supported neighbouring countries with data entry, ensuring that knowledge and effort were shared wherever needed.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received refresher training on the sampling methodology and monitoring procedures, along with an introduction to the updated topic breakdowns. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender representation across news media, or short monitoring, which captured only the key GMMP indicators.

The training sessions also covered the use of the GMMP's custom data capture platform, which has been used since 2015. Available in English, French, and Spanish, the platform serves as the central system for consolidating responses from country teams after the monitoring day. On the monitoring day itself, teams carry out the initial data capture offline, as discussion and reflection are a key part of the monitoring process. These collaborative sessions allow teams to review findings, compare interpretations and ensure consistency. To maintain accuracy, radio and television bulletins were recorded, and copies of digital and print media were collected for reference.

The GMMP questions capture quantitative data on four key dimensions of each news item: i) About the story: the topic, story placement and scope; ii) About the people in the story - subjects and sources; iii) About the news personnel - announcers, presenters and reporters - in the story; and, iv) The quality of the story from a gender perspectives (gender stereotypes, women's centrality, rights- and gender equality angles). Country teams can also include up to three additional questions about the people in the story, to explore concerns of specific national interest. Additionally, teams provide qualitative context to aid interpretation, describing the news agenda on the monitoring day, their reasons for selecting particular media outlets, and key features of their national media system. Teams also conduct a structured qualitative analysis following the GMMP's standard framework, complementing the quantitative data with insights that help explain patterns and trends in gender representation in the media.

While teams were not limited in the number of outlets they could monitor, guidance was provided on the recommended minimum through the GMMP media bands chart. The media bands system, first introduced in 2005, was designed to promote a more balanced distribution of data and to provide each country with guidance on the minimum number of media outlets to monitor. The bands were determined by the overall number of each type of media in each country. Over the years, desktop research has formed the basis for compiling these numbers, which were then validated with country teams. For this edition, many of the media research databases previously relied upon were outdated, prompting us to turn inward and draw on historical GMMP databases as a reference for nationally relevant outlets. This list was reviewed and confirmed by country and regional coordinators.

In several countries, the number of media outlets relevant to this study has declined since 2020, reflecting shifts in the media landscape. Subsequently, the number of media bands was reduced; for instance, broadcast media bands were scaled down from five to three. For internet news, countries were ranked according to internet usage rates published by the International Telecommunication Union (ITU) and grouped into corresponding media bands.

Conclusion

From classrooms and offices to shared virtual spaces, the GMMP network turned a single ordinary news day into a globally representative snapshot of gender in the media. This achievement would not have been possible without the dedication of thousands of volunteers, whose careful and diligent monitoring of media outlets worldwide sustains this important tradition of media monitoring.

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Annex 2. List of Monitors

Agnese Rolandi
Alice Baroni
Alice Rampolla
Angela Panza
Angelica Facente
Anna Micol Tropeano
Antonia Bosco
Arianna Bussoletti
Arianna Mainardi
Arianna Pellizzer
Beatrice Antola
Caterina Picciolini
Cécile Vicquery
Claudia Padovani
Dario Lucchesi
Dilan Giannoccaro
Elisa Rossi
Elisabetta Ginevra Iida
Elisabetta Maria Mani
Federica Corigliano
Federica Peroni
Federica Sarro
Francesca Tampone
Francesca Comunello
Francesca Pignataro
Gemma Gentile
Giada Stallone
Giovanna Vingelli
Giuseppe Mangialardi
Greta Rocco
Ilary Zito
Jada Pontello
Laura Tedeschi
Linda Scali
Maria Masnovo
Maria Pia Scilinguo
Marilyù Mastrogiovanni
Marinella Belluati
Marta Grazzo
Monia Azzalini
Niccolò Morimanno
Rachela Nascente
Rossella Iannone
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Stefania Tola
Valentina Isernia
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