



GMMP+30 Highlights of Findings: Messaging, Key Findings, Recommendations

Please note: All 2025 GMMP highlights of findings are under **EMBARGO** until **9:00 a.m. EDT (New York), 4 September**. Thank you for not communicating any embargoed information before this date.

Messaging

1. Progress on a plateau: GMMP+30 key findings show that progress towards gender equality in and through the world news media continues to flatline.
2. A radical reset of strategies to advance gender equality is urgently needed by all in the news ecosystem post-Beijing+30.
3. GMMP 2025 findings come at a landmark moment as the world is marking 30 years since the adoption of the Beijing Declaration and Platform for Action at the Fourth World Conference on Women.
4. The GMMP is the sole data source on progress on Beijing's Section J "Women and the Media". The GMMP in 2025 identifies where Section J stands 30 years after UN Member States committed to advance gender equality in this area.

Key Findings

1. Progress towards gender equality in the news media is flatlining.
2. Despite its prominence in the lives of 50% of the population, gender-based violence barely makes the news.
3. Women's participation as sources continues to be primarily in ordinary roles, as popular opinion providers and interviewees giving eyewitness accounts.
4. Strides continue to be made towards gender parity in the news reporter role.
5. Digital news seems not to be a clear pathway to greater inclusion of women as media professionals.
6. Historical patterns confirm that women reporters are much more likely to select female news subjects than their male counterparts.
7. The Beijing Platform demanded non-stereotyped portrayals, reinforced by the recent Pact for the Future (2024) which requires action to dismantle barriers for women and

girls. In 2025, gender stereotypes are more entrenched than they ever were over the past 30 years.

Recommendations

1. Impress upon policy makers in government that gender equality in media is an issue of national security, economic stability and democracy.
2. Move the burden of change from those outside the sector into news organisations themselves.
3. Develop a water-tight business case for gender equality in the news industry.
4. Encourage civil society and media development supporters to pivot from building alternative news systems centred on women, to opening pathways for women's participation in the mainstream news sector where the bulk of audiences are found.
5. Implement all the recommendations of the UN Pact for the Future and its Digital Compact that touch on gender equality and gender justice.