50:50

PROJECT

All Together Now reached 50% women representation across its last series

FOREWORD

A year ago, I set our teams a challenge: to aim for at least 50% women contributing to BBC programmes and content by April 2019. In this report, you'll see how they've turned that challenge into a creative opportunity which has fundamentally transformed our approach to representation.

This report is an important milestone for the BBC and for our industry. It is proof that fair representation need not be an aspiration. It can be something we do every day. And it drives creative excellence and success.

One of the most remarkable aspects of 50:50 is that it's voluntary: it's grown because our teams have embraced the ambition.

From something that started with one team in our newsroom, we now have up to 5,000 commissioners, producers, journalists and presenters taking part. I have the greatest admiration for what they've achieved.

I would also like to extend a warm welcome to our partners. It's been fantastic to see 50:50 expanding across the world, with pilots running from Europe to America, South Africa and Australia.

BBC teams have led this initiative from the start and have inspired each other to effect change. We hope the same can be true of media organisations the world over.

This project offers all of us the chance to shift our industry as a whole. I'm confident we can seize that opportunity.

TONY HALL – BBC Director-General
May 2019

"It's great that so many big shows are taking part. I think it is a fantastic initiative. I definitely wanted The One Show to be part of that because it plays an important role in presentation and portrayal."

SANDY SMITH, Executive Editor, The One Show

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> *"The 50:50 Project has been an opportunity for us to think about how we reflect our audiences better and rise to the challenge of meeting the target."*

LIZZI WATSON, Deputy Editor, BBC News at Six and Ten

BBC News at Six reached 49% female representation in April – an increase of 7% on their start month

Performance of teams in the 50:50 Project for 12 months+

First entry			
27%	9%	23%	41%

April 2019			
74%	12%	6%	8%

- 50% and above
- 45–49%
- 40–44%
- Under 40%
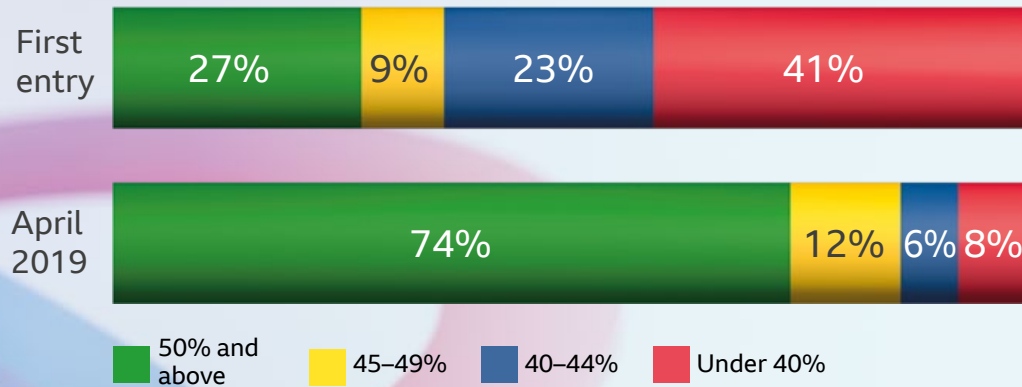
Radio 4's Today Programme reached 48% women in April – up 10% on its start month

EXECUTIVE SUMMARY

The 50:50 Project is a grassroots initiative designed to inspire and assist BBC content-makers to represent women and men equally in their content. It is the biggest ever collective action to increase women's representation in BBC content.

The BBC announced the 50:50 Challenge in April 2018. The aim was two-fold. First, how many English language teams from across news, current affairs and topical programming could sign up to 50:50? Second, how many of those teams could reach 50% women contributors in April 2019 in the content they could control?

For teams who have been part of the initiative for 12 months or more, 74% reached 50% female representation in April 2019. A clear majority of the remaining 26% were above 40% female representation.

The initiative contributes towards the BBC's commitment to ensure our content truly reflects our audiences. The Corporation aims to reach 50% women on-screen, on-air and in lead roles across all genres from Drama to News by 2020.

This report provides evidence of progress to date and of the BBC's ongoing commitment to the 50:50 Project as the Corporation strives to improve the representation of women in our journalism and media content.

44%
latest entry

38%
first entry

Women contributors,
BBC News Channel

BBC News Channel held an event for women experts

KEY FINDINGS

Project growth

The 50:50 Project began in January 2017 with a single television news programme, Outside Source. Its presenter **ROS ATKINS**, created a self-monitoring system that, through word-of-mouth, spread across the BBC newsroom.

When the 50:50 Challenge started in April 2018, 74 English speech programmes and 10 BBC World Service Language programmes had signed-up.

By the end of April 2019, 500 BBC teams had joined the project.

50:50 PROJECT TEAMS	
January – 2017	1
July – 2017	6
December – 2017	17
April – 2018	84
April – 2019	500
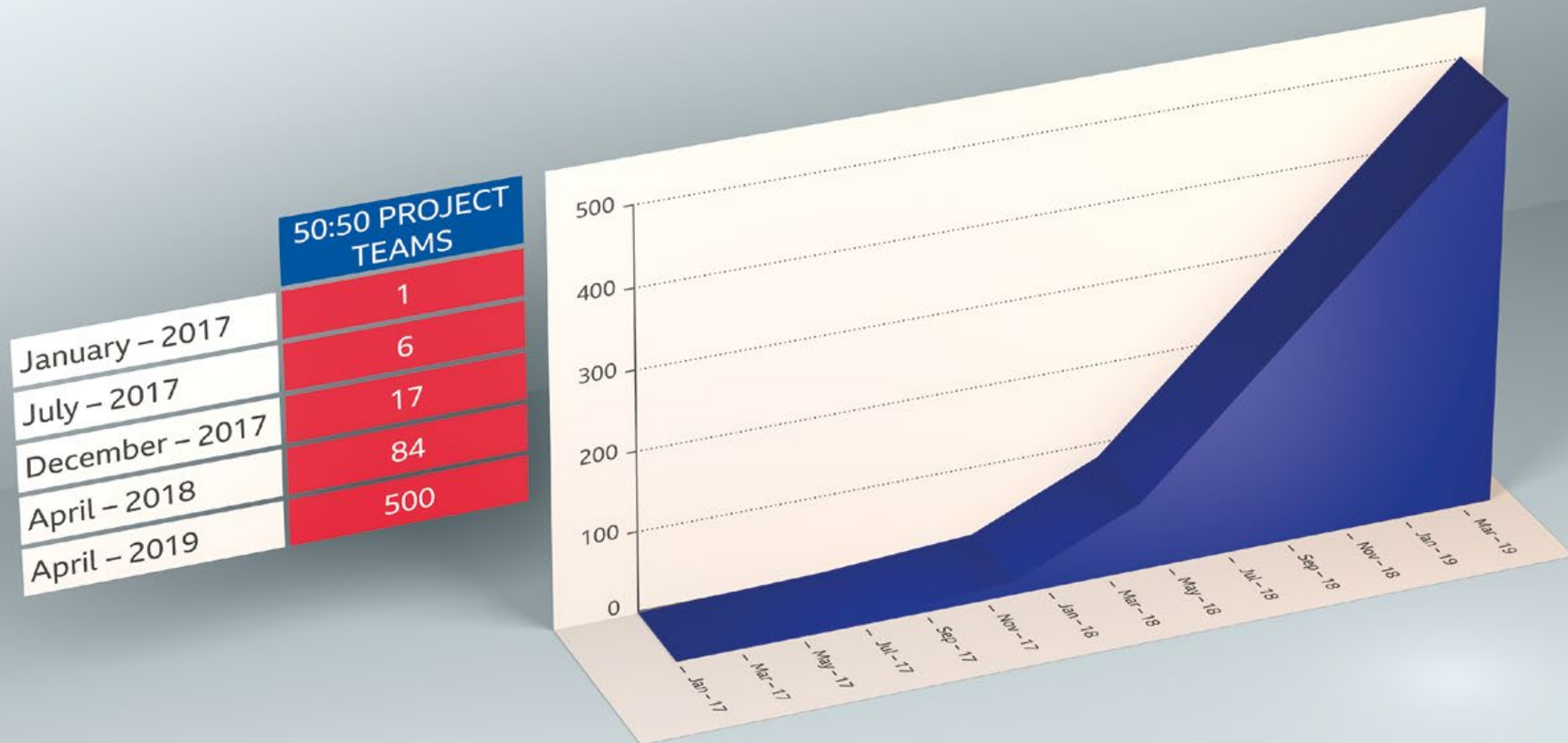
[1]See Appendix for team breakdown of who had joined the 50:50 Project by 30 April 2019.

The Statistics

In this report, the BBC details how English language programmes, involved in 50:50 for 12 months or more, performed in April 2019.

The reason for focussing on this particular group is because bringing about change takes time. Teams who joined the project less than a year ago have had less opportunity to implement change.

In fact, the data suggests the more time a team spends monitoring their contributors, the more likely their content will improve its proportion of women experts and contributors.

Across the whole project 57% of the teams that filed data in April reached the target of 50% female representation in their content.

This increased to 62% for the teams signed-up to 50:50 for six months or more. That rose further to 74% for the group that had been monitoring data for 12 months or more.

Audience Perception

Have you personally noticed any difference in the amount of women you see/hear in BBC programmes compared to a year ago?

1 in 3

A third of respondents claim to have noticed more women on BBC programmes compared to a year ago.

The data collected through the 50:50 Project shows a shift in female representation across BBC content. It was also important to measure and analyse what effect, if any, this has had on the audience's perception.

BBC Audiences conducted nationally representative surveys earlier this year. One in three respondents claim to have noticed more women in BBC programmes compared to a year ago. A fifth of women said higher representation improved their enjoyment of BBC content.

Also, a fifth of people in the 16 to 34-year-old age group are more likely to say they enjoy content where there is a better gender balance.

External Expansion

By early 2018, other media organisations had heard about 50:50 and the BBC began to explore sharing 50:50's methodology. More than 20 external partners are now signed up to the project. Companies from Australia, the US, South Africa and Europe are applying it within their own organisations.

In addition, researchers from the Harvard Kennedy School and London Business School have been studying 50:50 and its impact and are producing a case study. Research fellow **SIRI CHILAZI** said "the world has a lot to learn from the 50:50 Project" and called it "an inspirational example of an evidence-based diversity initiative".

"We like the straightforward approach of the 50:50 Project, based on data tracking, voluntary self-monitoring and friendly internal competition. And we look forward to seeing the results."

Roula Khalaf
Deputy Editor, Financial Times

50:50 began in the BBC newsroom. **ROS ATKINS** is the presenter of Outside Source on BBC News Channel and BBC World News. In January 2017, he created a new approach to increasing the representation of women in BBC journalism and trialled it on his programme.

I started with two goals: I wanted better information on how we were doing on representing women and I wanted to embed this issue in our daily editorial processes. I realised that the two could go hand-in-hand. If the journalists monitor themselves, they both generate the data for the BBC and the data drives their own motivation and engagement. The data would be the engine for change.

My colleagues quite rightly asked searching questions. Will this increase my workload? Is this a quota? Is the data a fair measure of my work? I made sure I had answers. 50:50's system is simple, voluntary and designed to measure the elements the teams can control.

Data is the engine of 50:50 and I wanted it to provide the proof of success to inspire others. The system worked on Outside Source. Within four months we reached 50% from a starting point of below 40%. That was April 2017 and we've been on track ever since.

Since then, more and more teams from across the BBC have shown it is possible. And the more proof we have, the more we can inspire others inside and outside the BBC to take this on.

ROS ATKINS – Presenter, Outside Source

58%
latest entry

39%
first entry

Women contributors, Outside Source

9

51%
latest entry

27%
first entry

Women contributors,
World News Business

60%
latest entry

49%
first entry

Women contributors,
News Channel Business

50:50
PROJECT

BBC Business welcomed experts to their event on International Women's Day

METHODOLOGY

50:50 uses a voluntary self-monitoring system that is designed to fit into existing workflows. It is flexible, fast, cost-free and is being used across digital and broadcast content in English and many other languages. Three core ideas underpin the 50:50 methodology:

We collect data to affect change. Teams self-monitor their content and use the resulting data to set benchmarks and monitor performance against them. The data is gathered as content is produced with the aim of increasing engagement and motivation so it can form part of a team's regular editorial conversations. Teams then share monthly data with the rest of the BBC in a spirit of positive competition and collaboration.

Measure what you control. We measure only the parts of BBC content that we control. In news, this means we do not count people who are central to the stories that we are covering on any given day. For example, we do not count the Prime Minister when she has given a speech or the only eyewitness to a bomb. Without these people, we cannot tell the stories and we have no control over who they are. But we count everyone else – reporters, analysts, academics, case studies – anyone who is helping us to report and analyse the news. Everyone who does count, counts as one.
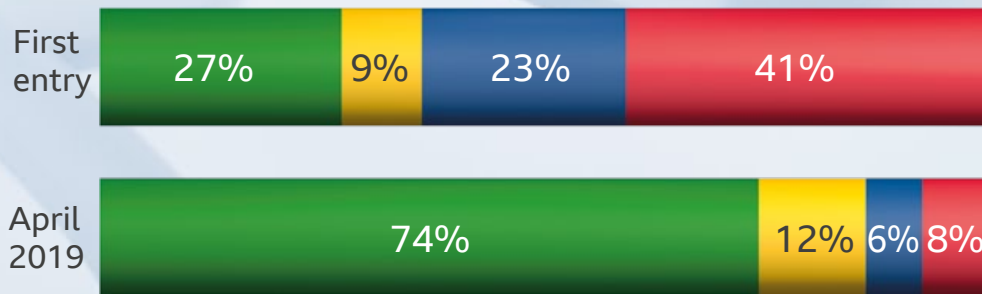
Never compromise on quality. The best contributor is always used, regardless of their impact on a team's 50:50 numbers. Editorial excellence is always the priority. The 50:50 Project aims to help content-makers discover new female and male contributors to reflect the audiences they serve and strengthen the BBC's journalism and content.

CHALLENGE FINDINGS

Teams in 50:50 Project for 12 months+

Bringing about change takes time, and the data suggests the more time a team spends monitoring their contributors, the more likely their content will improve its proportion of women experts and contributors. That's why we've focused on English-language programmes who have been involved in 50:50 for 12 months or more. In April 2018, there were 74 English-language teams taking part in 50:50. Of those teams who have been involved for 12 months or more, 74% reached 50% women contributors in April 2019. Based on their start months, that is an increase of 47 percentage points.

Teams in 50:50 Project including recent joiners

By the end of April 2019, 500 teams had signed-up from genres including news, entertainment, sport and science. Teams who joined the project less than a year ago have had less opportunity to implement change. In April 2019, 57% of all teams taking part reached 50% women contributors. Based on their start months that is an increase of 31 percentage points.

Programmes in 12-month dataset (n=66)

First entry	27%	9%	23%	41%
April 2019	74%	12%	6%	8%

All programmes (n=426)

First entry	26%	12%	19%	43%
April 2019	57%	15%	9%	19%
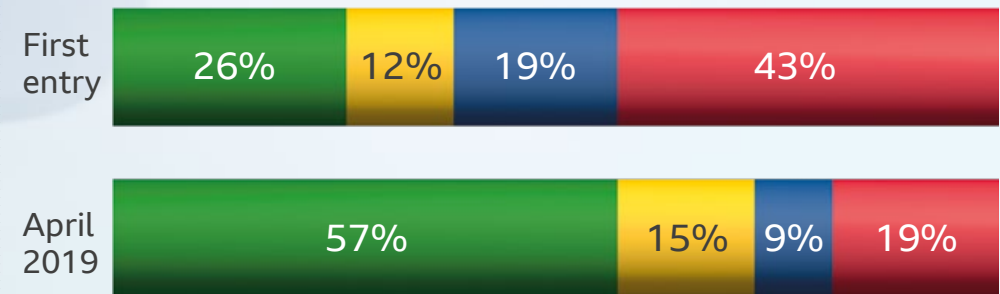
How the proportion of women has increased

- 🟩 50% and above
- 🟨 45–49%
- 🟦 40–44%
- 🟥 Under 40%
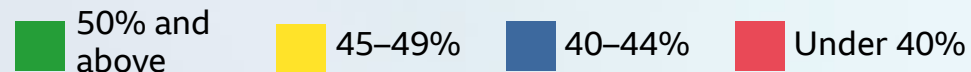
**50%
and
above**

5 Live Investigates, A Point of View, Asia Business Report, Breakfast, Click, CrowdScience, Curious Cases of Rutherford and Fry, From Our Home Correspondent, From Our Own Correspondent (R4), From Our Own Correspondent (WS), GMT, GNS, Global, Health Check, Impact, In Business, Inside Health/All in the Mind, Inside Science, Loose Ends, The Andrew Marr Show, Money Box, Money Box Live, More or Less (R4), News Channel Business, News Online (UK), News Online (World) index pictures, Newsday (WS), Newsday (World News), Newsround, OS (WS), Outside Source, Politics Live, Reporting Scotland, Saturday Live, Science in Action, Start the Week, The Big Debate (Asian Network), The Briefing Room, The Inquiry, The Life Scientific, The Media Show, The One Show, The Real Story (WS), The Why Factor, This Week, Westminster Hour, World Business Report (WS), World News Business (TV), World Update (WS)

45–49%

More or Less (WS), News at Six, News at Ten, PM (R4), BBC Spotlight, Today, World Tonight (R4), World at One (R4)

40–44%

Asian Network Reports, Newshour (WS), Newsnight, Weekend (WS)

**UNDER
40%**

**Teams in 50:50 Project
for 12 months+ in April 2019**

Assignment, Crossing Continents, Global News Pod (WS), Profile, The Newsroom (WS)

49% latest entry

40% first entry

Women contributors,
News at Ten

THE ZOE BALL BREAKFAST SHOW

THE OVERALL CHALLENGES

The collection of data is being used by the BBC as the catalyst for change. While the 50:50 Project focuses on what audiences see on-air and online, the process of data collection reaffirmed that the BBC should continue with its aim for on-air staff to be reflective of its audience.

Outlets heavily reliant on BBC reporters and correspondents for their content reported that they found it more demanding to reach 50:50 over a month period.

News, current affairs and topical programmes fed back that they were finding certain topic areas, such as politics and business, more challenging to reach 50% women representation.

Historically, both sectors have been male heavy. Therefore, the BBC's regular experts have tended to be men. BBC content-makers identified this early on and have been working together to increase the pool of regular contributors. The political and business units have been instrumental in assisting other BBC teams' searches for expert women in these areas.

Meanwhile, other teams highlighted how staffing levels, especially around holiday periods, impacted their workflow and therefore their ability to increase female representation. For example, the aim of 50:50 is to share data to help inform editorial decisions. Lower staffing levels for some teams meant the monitoring was not taking place in time to help with that decision making.

Overall the need for change has been embraced. Teams have a clear understanding that the 50:50 Project is working towards the Corporation's goal of diversifying the voices and opinions in BBC content so it is reflective of the audience as a whole.
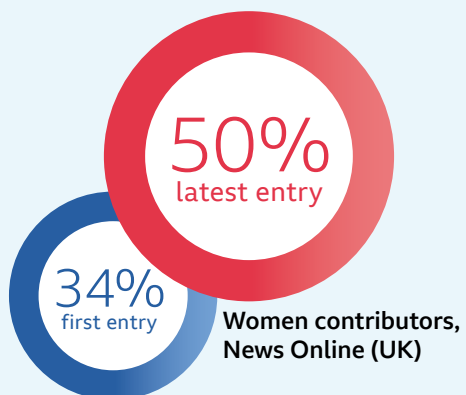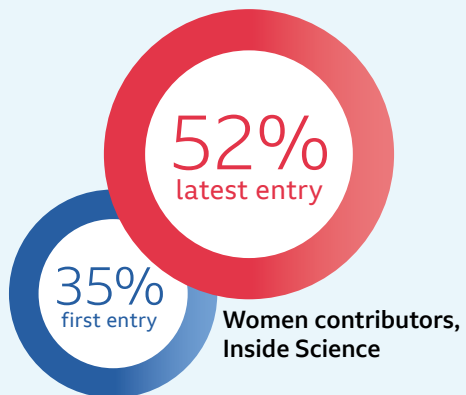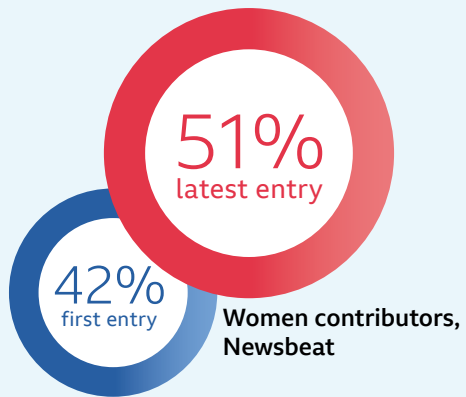
BBC CHANGE INITIATIVES

The BBC is committed to more female representation and has pledged to increase the proportion of women on screen, on air and in lead roles to 50% in 2020.

Other initiatives, away from the 50:50 Project, include the Expert Women scheme. Launched in 2012 it helps the media to train more women in a series of free media familiarisation days held in London, Salford, Glasgow, Cardiff and Belfast.

The BBC's 100 Women initiative showcases women's voices and stories across its global output, including publishing an annual list of inspirational women. The project won a prestigious Gracie Award from the Alliance for Women in Media.

The Corporation also continues to invest in and develop new talent. Internal development programmes embed all aspects of diversity at the heart of our channels and genres. These include: the BBC Apprenticeships, Journalism Trainee Scheme, Assistant Commissioner Development Programme and the Diversity Creative Talent Fund.

51% latest entry
42% first entry
Women contributors, Newsbeat

52% latest entry
35% first entry
Women contributors, Inside Science

50% latest entry
34% first entry
Women contributors, News Online (UK)

LIVE POLITICAL PROGRAMMES

MIRANDA HOLT – Assistant Editor, Live Political Programmes

50:50 Start Month: December 2017

At the beginning there was a concern we wouldn't cover the stories we wanted to, if we couldn't find a female voice. Now output editors and producers don't question why at least half our guests should be women.

We've had the satisfaction of seeing new political voices – politicians, journalists and commentators – on all our programmes. We have shared these contacts via the 50:50 hub across BBC News and then they have appeared on other outlets.

We've had all female panels on the Politics Live programme a couple of times and had great responses from viewers on social media.

This Week try to ensure they have a regular female Labour presenter alongside the Conservative **MICHAEL PORTILLO**.

There are challenges for the production teams. For instance, if on the Andrew Marr Show the main interviewees are male government ministers or shadow cabinet figures, the team gets creative, choosing female journalists to review the newspapers.

Westminster Hour finds the timeslot – Sunday evenings – harder to book the guests than they would like.

Overall, we've had a positive response from political parties who now accept that this is how BBC News operates and have been more imaginative in which spokespeople they put up for interview.

53%
latest entry

44%
first entry

Women contributors, Politics Live

50%
latest entry

30%
first entry

Number of women mentioned in BBC Future articles
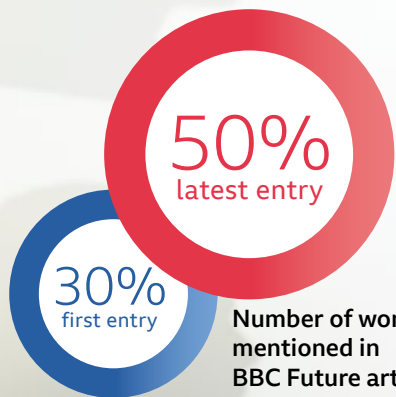
AMANDA RUGGERI – Senior Editor, BBC Future

50:50 Start Month: May 2018

How can you calculate gender representation? Like many other digital journalism teams at the BBC, who are doing 50:50, we use three categories: bylines, references (anyone mentioned in a story) and photographs. The difficulty with this – and the reason why it's called a "challenge" – is often the most established, media-facing experts are more likely to be male. And in many beats that we cover, the more established journalists often are male, too.

It would be easy for us to say it's too much to try to work around it. We decided that wasn't good enough. After all, mirroring gender imbalance with our own coverage isn't a benign act. It perpetuates the problem.

To make it clear, we continue to interview, and reference, the most qualified people. Nothing about seeking out female voices undermines that.

Seeking an array of voices helps us find stories most relevant to you: a diverse, global audience of both men and women. And it helps us tell those stories in the richest, sharpest, most interesting way we can.

Could we pull it off? May 2018 was our "monitoring month". The good news was that our bylines were 54% female. However, references and photos were well below 50%.

As we shared the mission with more of our freelancers and talked more about it as a team, our numbers popped up. In June, our first "active" month, we hit 50% overall. While some months were better than others, we mostly remained close to 50%. So, we have work to do. But one story at a time, we promise you this: we're working on bringing you the best journalism we can.

Reuters/Carl Recine

SPORT TV NEWS

43%
latest entry

20%
first entry

Women contributors, Sportsday

HELEN BROWN – Assistant Editor, Sport TV News

50:50 Start Month: May 2018

Mainstream sport is still male dominated, so we faced very particular challenges in TV Sports News. The 50:50 Challenge fitted in with what we were trying to achieve with BBC Sport's broader ambitions to increase women on our content and gave us a really useful way of measuring our progress.

We were around 85% men, 15% women when we first looked at our figures so I would never have imagined we would get anywhere near 50:50 within a year. We're managing it.

I will not pretend it has been easy, but our producers have bought into what we are trying to do and the competitive nature of anyone who is interested in sport means they all want the best figures.

Our aim is to appeal to a broad audience – as well as sports fans – so a diverse range of contributors helps us achieve that. We have found fantastic female journalists and guests from around the world and this has all coincided with our own drive to cover more women's sport.

There is no doubt our output has been improved by taking part in this. We question our decisions more now, so as a result we end up with more creative programmes that reflect our audience.
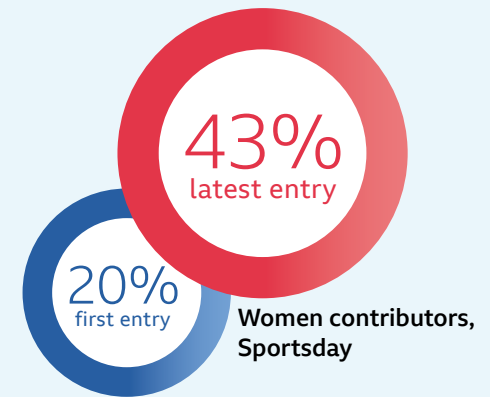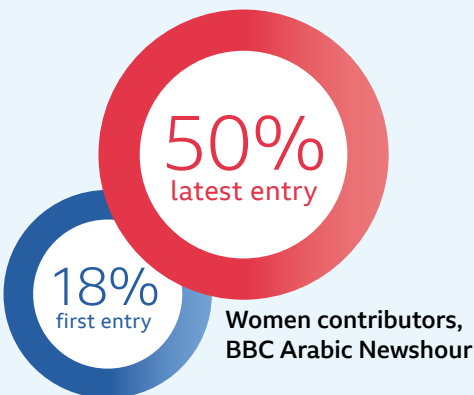
50:50 PROJECT PILOTS

When the 50:50 Challenge was set in April 2018, the BBC focused first on English-language programmes.

World Service Languages, however, showed huge commitment to the project. By 30 April 2019, 111 teams across the services had joined the 50:50 Project and the number continues to grow. For some services, it was felt that cultural differences could make 50:50 a near impossibility. These teams decided to set themselves more realistic goals.

BBC Arabic joined in July 2018 when it had less than 20% female representation. The teams set themselves a target of 30% which they surpassed in August 2018 and maintained ever since. They are now striving for 50% and in April 2019 reached 46% across the its output.

Across the Languages Services 61% were on target in April 2019. Based on their start months that is an increase of 44% percentage points.

50% latest entry

18% first entry

Women contributors, BBC Arabic Newshour

51% latest entry

42% first entry

Women contributors, BBC Azeri digital video

CLAUDIA NEVES SILVEIRA, ROSE KUDABAYEVA, and **ALEKSANDR OREKHOV**
BBC WORLD SERVICE EUROPE AND AMERICAS
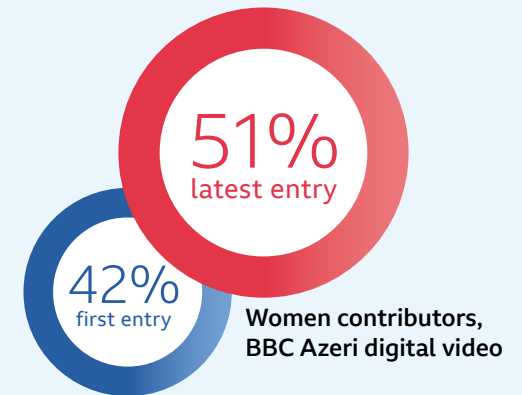
Looking back at our time as a designated 50:50 support team, we can say we had a few challenges, but what is more important – some positive outcomes too.

Mapping six different websites and constantly updating colleagues and editors about progress being made towards achieving 50:50 gender balance; sharing with them best practices from the wider BBC we raised awareness about this initiative. It was good to see that many indicators were improved and there was a clear difference between January and March data.

Creating a database of women-potential contributors we aimed to overcome one of the main problems – dominance of men as experts and commentators in many countries of our region and consequently in our output as well.

It's an everyday effort – to keep a gender balance issue in your mind while planning output, commissioning materials and finding contributors. Of course we are not saying that all data on 50:50 balance will be improved immediately and dramatically but the right tone was set up.

It is not just a temporary campaign anymore, but a more serious approach to gender issues as a whole.

"Hear the voices of tomorrow, today."

WORLD SERVICE LANGUAGES

50:50 CHALLENGE

More experts. More insight. More women.

Over 100 female experts with local and global knowledge now available through the World Service Languages WDEs.

BBC NEWS WORLD SERVICE

FIONA CRACK – Head of Central Services, World Service Languages

As part of the historic expansion of the World Service, across languages we have been talent scouting and have added another 100 female reporters to our prospects. They not only broadcast in one of the BBC's 43 languages but are also excellent English speakers, bringing authentic global knowledge and specialisms. Their efforts and generosity with their time is helping programmes across the BBC achieve 50:50.

Within languages, one of our Persian TV newsroom colleagues **NEGIN SHIRAGHAEI** took matters in to her own hands: *"I wrote the numbers on a whiteboard in the middle of the newsroom. I remember it was 9:91 in January 2018. We couldn't ignore the problem anymore"*.

Negin offered advice for female contributors, to increase their confidence, and asked colleagues to try to be flexible and give more time for them to prepare.

Persian TV are finding innovative ways to reach their target but Negin says one of the challenges that remains *"the majority of women who travel to Iran don't want to put themselves in danger by appearing without the hijab but for some wearing one would be against their principles"*.

Then there is our entire Asia section – 16 language services in all – who were enthusiastic adopters of 50:50. When BBC Hindi Radio started monitoring their output in March last year, they found an unenviable imbalance of 25% women to 75% men. The team introduced a daily huddle to discuss stories from women's perspectives and how female characters could lead the storytelling. Data led conversations about female engagement on Facebook, with teams and from management also made it clear it was a priority. Hindi Radio has slowly climbed and in April 2019 the team reached 51% women to 49% men.

BBC SCOTLAND MUSIC

SHARON MAIR – Editor Radio, Music & Events, BBC Scotland

As the first music department in the BBC to embrace the 50:50 Project, we absolutely welcomed the importance of addressing gender balance across all our music output, as we know that the music industry has been male dominated for a long time.

Our music output at BBC Radio Scotland is so varied and covers many genres including classical, jazz, country, traditional, folk, new music and contemporary, with many live sessions across all these genres. There is no doubt that things are changing but we can do more.

As a team we reflect a lot on the representation of gender balance within our artist choice on radio, TV, social and online. We think and strive, when searching for new talent, to make sure we are considering balance and the best artists.

The act of physically counting the number of female artists vs. male artists makes it front of mind when you are structuring programmes – the essence of 50:50.

Many genres of music, especially going way back, were dominated by male musicians and composers for example classical music, but this can be balanced out across output and that is what we think about every day, to deliver a music experience for our audience that is truly reflective.

BBC PHILHARMONIC

Music Pilots

BBC Scotland Music approached the 50:50 Project to see if the methodology could be adapted to content that was not predominantly speech. It was agreed that vocal and instrumental artists as well as composers should be measured, with the three core 50:50 ideas still applying – collect data to affect change, measure what you control and never compromise on quality.

When the BBC announced the 50:50 Challenge, no music outlets were signed up. By 1 April, 48 teams, including all of the 'Introducing…' programmes were involved. These programmes are using the 50:50 data as a tool to inform themselves and the broader music industry of how they can innovate to increase female representation in the future.

In addition to the World Service Language and Music pilots, BBC Learning English is trialling the 50:50 metrics in educational programming and BBC Norfolk has become the first local Radio Station to roll-out the self-monitoring system across all its output. If successful, it is intended that these trials will expand across other educational content and local radio stations.

SIMON WEBB – Director, BBC Philharmonic

Gender equality in the orchestral sector is a challenging area; an uncomfortable fact that played no small part in the BBC Philharmonic's decision to sign up to 50:50.

Whilst the membership of orchestras is close to 50:50, there is a shockingly small number of female conductors and a serious historical deficit of female composers whose music is known and performed.

Artistic planning can become an iterative process, with old practices becoming habits and established artistic booking patterns repeating themselves through a planning cycle that often spans two years. Change can be slow; we need change to happen faster.

Over the last five years, we have created talent development schemes with external partners to address issues around gender and ethnic balance in the sector and to challenge ourselves to change the landscape; conductor masterclasses with the Royal Northern College of Music; working with the Royal Philharmonic Society to champion female composers; co-hosting conferences to challenge the sector; and of course booking artists, commissioning composers and programming music that delivers this change.

Our audiences and our staff are embracing these changes with enthusiasm; having the monthly statistics uploaded helps us to keep the challenge we are facing constantly in our thoughts as we plan the future.

51%
latest entry

39%
first entry

Women contributors,
BBC Look East (Norwich)

BBC Look East and Radio Norfolk were also among the teams to hold events for women experts

BBC RADIO NORFOLK PILOT

**TIM SPARROW –** Breakfast Editor, BBC Radio Norfolk

Rolling out 50:50 across BBC Radio Norfolk has been a real conversation starter for the whole team. It's provoked a lot of discussion about why we're doing it, and how we can best make sure we are gender balanced across the majority of our output.

It has made everyone think much more carefully about who they're booking as contributors. All programmes have been guilty of choosing the guest most well-known to them on any given topic, but 50:50 has given us a new lease of life.

We're actively looking for new contributors on all stories – and because we're looking harder, we're not only getting better guests, we're more gender balanced too.

The 50:50 contact database which is now available has been a fantastic resource for us, and really shows how sharing information around the BBC can lead to better output for all of us, especially on well-trodden issues like Brexit.

We've had to challenge organisations like the police, local authorities and the NHS to offer us female guests, rather than their go-to male spokesperson, but these conversations have generally gone really well, as they can see the huge value in the 50:50 Project.

50%
latest entry

33%
first entry

**Women contributors,
Radio Norfolk Breakfast**
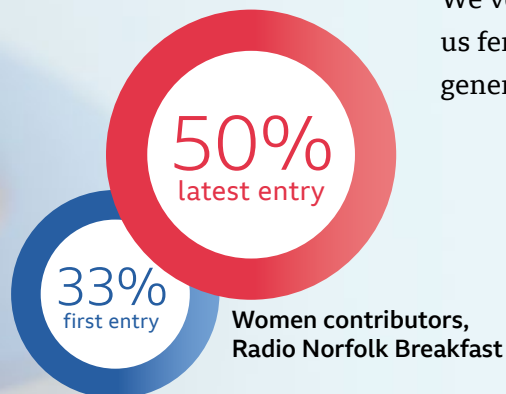
"With 50:50, Yle has finally moved from hoping and trying to actually doing. It has given us concrete tools to monitor the gender ratio and inspiration which comes from being a part of what has now become a global effort. The most important thing has happened in our minds, because 50:50 has changed the way we think."

Heikki Valkama
Head of Content, Yle News, Current Affairs and Sports

"The 50:50 Challenge speaks to Radio Free Asia's commitment to give a platform to those who are underrepresented or denied a voice. Ensuring gender balance and representation remains among RFA's goals as a news organisation tasked with bringing free press to people living in closed societies. Radio Free Asia is proud to be a partner in this important initiative."

Bay Fang
Executive Editor,
Radio Free Asia

"As producers of significant amounts of content, we believe it's our duty to reflect as best as possible an equality of voices across our output. The 50:50 Project is a simple but effective way to ensure production teams are conscious of the impact they can make. As a result we are delighted to be backing the 50:50 Project and committing as many of our teams to it as possible."

Steve Ackerman
Managing Director,
Somethin' Else

"The BBC has been an invaluable and trusted partner on our journey to achieve gender balance in our coverage. The 50:50 team has been there for us with a firm but friendly answer to every question we've had. Fortune looks up to the BBC as an older sibling, having begun this process far earlier than we have."

Adam Lashinsky
Executive Editor, Fortune

"In 2018 Lithuania celebrated 100 years of the restoration of its state and the centenary of women's voting rights. At the time, Lithuania was among most progressive states in the world, in this aspect. However, today the situation of gender equality is not so flattering. Therefore, the BBC 50:50 Project inspired us as a public broadcaster to implement equal representation of women and men in our content and we are ready to join your initiative."

Monika Garbaciauskaite-Budriene
Director General,
Lithuanian Radio and Television

EXTERNAL PARTNERS

Why external partnerships?

The 50:50 Project aims not only to inspire and assist the BBC, but also to encourage and empower others to equally represent women and men in their industries. The BBC believes that to create lasting change it must work with other organisations to ensure there is increased female representation across the board.

To that end, 50:50 has used the BBC's experience to create an implementation plan and strategy that other organisations can use. To date, more than 20 partners around the world have joined 50:50. For a full list of partners please see page 37 in the appendix.

Who has signed up?

The project now involves media companies who create TV, radio and digital output for news and current affairs and other genres such as factual programming and science.

Partners are primarily based in the US and Europe but also from South Africa, South East Asia, Asia Pacific and Australia.

Our first partners were broadcasters, but since then other media organisations, conference businesses, universities and communication consultancies have joined. The 50:50 team has created bespoke methodologies that will work effectively for these different businesses.

How does it work?

The partners start small – just as the BBC did. The 50:50 team works with the partner organisation to identify how to pilot the self-monitoring system once it has been tailored to the partner's needs. The 50:50 Project also helps the partner to establish what they will measure and builds the administrative infrastructure needed to collect the data.

As the process develops, the 50:50 Project connects teams with other partners and BBC teams working in comparable areas. This allows teams to share best practice and knowledge.

For most, the next step is to scale up the project – often with the support of the 50:50 team.

What next?

By working collaboratively on this issue, it is hoped a network of organisations taking part in 50:50 can deliver a fundamental shift in the media. The BBC will continue to seek new partnerships in media, academia and elsewhere to establish new ways of delivering long-term change.

As part of this, the 50:50 Project held its first partnerships conference in May 2019 at BBC New Broadcasting House. It is also collaborating with researchers from the Harvard Kennedy School and London Business School on a study of 50:50.

AUDIENCE RESEARCH

At the heart of the 50:50 Project is ensuring the BBC reflects the make-up of its audience. To understand the impact of the initiative so far, BBC Audiences conducted nationally representative surveys earlier this year.

More than a third of those surveyed said they had noticed an increase in the number of women in BBC programmes compared to a year ago.

A fifth of women said improving female representation had increased their enjoyment.

Across the media, the respondents felt there has been an overall increase in female representation and younger audiences are most likely to welcome this. The younger age groups, 16-34s in particular, say they were more likely to enjoy content more as a result of a better gender balance.

BBC

Have you personally noticed any difference in the amount of women you see/hear in BBC programmes compared to a year ago?

1 in 3

A third of respondents claim to have noticed more women on BBC programmes compared to a year ago.

People's opinions on gender balance are more polarised than they were in 2013, most likely reflecting the growing importance of this area among our audience.
BBC Audiences

Has it made a difference to your enjoyment of what you watch/listen to?

1 in 5

Women increased enjoyment

For over 55s, one in six say they watched or listened less as a result of changes in the gender balance. This highlights the importance of continuing to serve our existing audiences, while striving to reach new audiences through greater diversity.

When looking specifically at television output, the majority of respondents feel representation of women is becoming increasingly important.

BBC Audiences carry out this research annually. Of the women surveyed, there is a significant year on year increase in the number who feel female representation in TV has improved. More than half of TV audiences also believe the BBC represents women in a positive way, which is higher than for television in general.

All Media

Over half of TV audiences feel BBC portrays women positively.

Positive portrayal of women

Has it made a difference to your enjoyment of what you watch/listen to?

1 in 6

1 in 5

Over 55s less likely to enjoy

16-34 more likely to enjoy
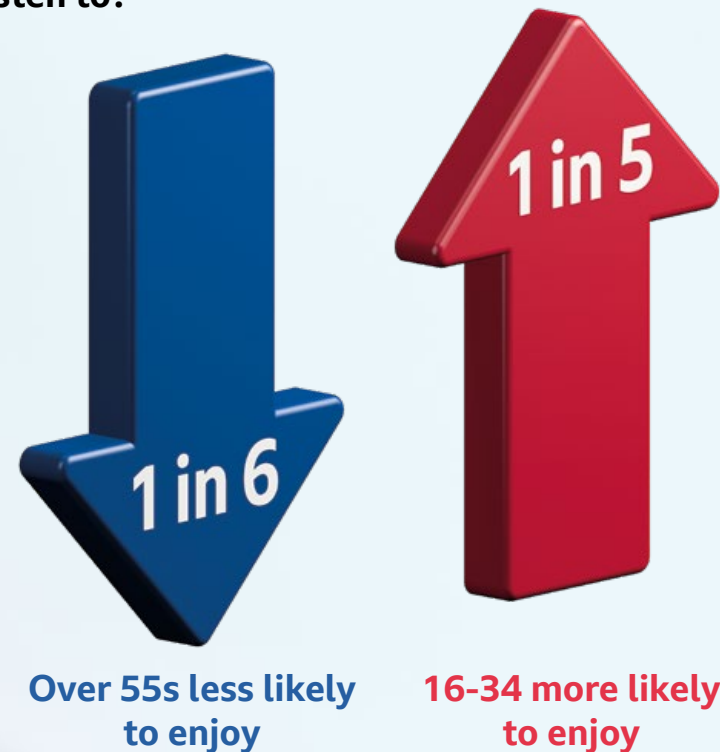
"It's rare to see the Women's England Six Nations news being broadcasted. It was fantastic to see a brief highlight alongside the men's results. Thank you for not forgetting about the women competitors!"

BBC News Channel viewer

"Excellent discussion among the all-female guest politicians; no egos, point scoring, talking off the point... exchange of views in what seemed a pleasant discussion atmosphere, hope to hear more of this style."

The Westminster Hour listener

"Have been hugely frustrated in the past that girls/women do not see sports role models enough. Good to see women sports getting on the news."

BBC Breakfast viewer

"I recently have noticed lots of features lifting women up and positively featuring women's stories. As a young woman it is so refreshing... It has really lifted my mood this week and empowered me!"

BBC News Online reader

APPENDIX I

Special exemptions

Some BBC programmes which already have a focus on gender, such as Radio 4's Woman's Hour, would not be expected to achieve a 50:50 balance because of the very nature of the programme's editorial remit.

BBC definition of diversity

Diversity means all the ways we differ and it includes everyone. It includes our visible differences such as gender, race and ethnicity and visible disabilities.
But it also includes our non-visible differences such as sexual orientation, social class, heritage, religion, unseen disabilities, different perspectives and thought processes, education, family status and age. At the BBC it also includes the nations and regions where our audiences and employees live and work.

(See BBC's Diversity and Inclusion Strategy 2016–2020 for more information.)

APPENDIX II

Below is an overview of how the 50:50 Project has grown since the Challenge was set in April 2018.

	TEAMS JOINED BY APRIL 2018	TEAMS JOINED BY APRIL 2019
Whole Project	84	500*
English only	74	324
WS Languages	10	111
Music only	N/A	48

The following are the teams that had signed-up by 30 April 2019. Some will not be reporting until later in 2019 or until 2020 because they are series-based programmes. Others will have joined 50:50 in the month of April 2019 so their first reporting month will be May 2019.

*This includes 16 Gaelic language teams and BBC Global News.

BBC Africa 2020

- Money Daily (Business daily)
- Smart Money (English weekly)
- Cash Eco (French daily)
- Questions d'Argent (French weekly)
- Mitikasi Leo (Swahili daily)
- Biashara Bomba (Swahili weekly)
- What's New?
- Actu Jeunes

BBC Arabic

- Dardasha (Midnight Talk)
- Egypt Time (Arabic TV)
- World @ One (Arabic TV)
- Hadeeth (Arabic radio)
- BBC XTRA
- Newshour (Arabic TV)
- Talking Point (Arabic TV)
- World @ One (Arabic radio)
- bbcarabic.com
- Arabic Digital Video

BBC East Africa

- Amka na BBC
- Dira ya Duniya
- Swahili Online
- Swahili Video
- Amharic Radio
- Amharic Video
- Amharic Online
- Tigrinya Radio
- Tigrinya Online
- Tigrinya Video
- Afaan Oromo Radio
- Afaan Oromo Online
- Afaan Oromo Video
- Somali Online
- Somali Video
- Somali Radio

BBC Gaelic

- Coinneach (Kennth MacIver)
- Feasgar (Afternoon)
- Eòrpa
- Trusadh
- Leugh Mi
- Nochd
- An Sgrùdaire
- Dreach Ùr
- Fuine
- Glasgow Gaels
- Radio Ad Hoc Features

BBC Global News

- Global News Events

BBC Music Introducing

- Introducing in the North East
- Introducing in Beds, Herts and Bucks
- Introducing in Devon & Cornwall
- Introducing in Suffolk
- Introducing in Humberside
- Introducing in Solent
- Introducing in Oxford
- Across The Line (NI)
- Introducing in Cambridgeshire
- Introducing in Norfolk
- Introducing in London
- Introducing in Coventry & Warwickshire
- Introducing in Lincolnshire
- Introducing in Scotland
- Introducing in Lancashire
- Introducing in Sheffield
- Introducing in Stoke
- Introducing in West Midlands

- Introducing in Jersey
- Introducing in Guernsey
- Introducing in Cumbria
- Introducing in Tees
- Introducing in Shropshire
- Introducing in Manchester
- Introducing in York & North Yorkshire
- Introducing in West Yorkshire
- Introducing in Merseyside
- Introducing in Berkshire
- Introducing in Northampton
- Introducing in Hereford and Worcester
- Introducing in Essex
- Introducing in the South
- Introducing in Kent
- Introducing in East Midlands
- Introducing in the West

BBC Persian

- Nazeran, bbcpersian.com
- Red Carpet
- Tamasha
- #Shoma
- Purple Christal
- Aparat Panel

- Newsroom
- 60 minutes
- Pargar
- BBC Persian Radio
- Page 2
- 37 degrees
- Hardtalk (Persian)
- Persian Click

BBC Scotland

- An La
- BBC Scotland Disclosure
- BBC Scotland MPP Development Slate
- BBC Scotland News Digital Video
- BBC Scotland News Online
- BBC Scotland Sport Online
- Brainwaves
- Breaking the News
- First Minister's Questions
- Good Evening Shetland
- Good Morning Scotland
- Life Cycle
- Mornings (Radio Scotland) Programme
- Our Story
- Out for the Weekend

- Out of Doors
- Politics Scotland
- Reporting Scotland
- Scotland Radio Ad hoc Features
- Shereen
- Street Feast
- Sunday Morning With...
- Sunday Politics Scotland
- The Afternoon Show (Radio Scotland)
- The Nine (Scotland News)
- Time Travels
- Timeline

BBC Wales

- Aled Hughes
- BBC Wales Digital News Online
- BBC Wales Digital News Video
- Bore Cothi
- Cymru Fyw
- Good Morning Wales
- Newyddion Naw
- Radio Cymru Breakfast
- Sunday Politics Wales
- Sunday Supplement
- Wales Today

Children's

- Newsround
- Wild Academy

Digital

- BBC Capital
- BBC Culture
- BBC Future
- BBC Ideas
- BBC Minute Posts
- BBC Minute Video Posts
- BBC Reel
- BBC Stories
- BBC Travel
- Business Online
- Crossing Divides
- News Analysis
- News Online (UK) online
- News Online (World) pictures
- News Online digital video
- Ouch
- WS Trending
- PFTW digital video

Learning English

- English in a Minute
- The English We Speak
- News Review
- 6 Minute English
- Mandarin Home Page
- Instagram (English)
- Facebook (English)
- All English Home Page

Local Radio Breakfast shows

- BBC Radio Berkshire Breakfast
- BBC Radio Bristol Breakfast
- BBC Radio Cambridgeshire Breakfast
- BBC Radio Cornwall Breakfast
- BBC Radio Gloucestershire Breakfast
- BBC Radio Derby Breakfast
- BBC Hereford & Worcester Breakfast
- BBC Radio Devon Breakfast
- BBC Radio Jersey Breakfast
- BBC Essex Breakfast
- BBC Radio Lancashire Breakfast
- BBC Radio Guernsey Breakfast
- BBC Radio Lincolnshire Breakfast
- BBC Radio London Breakfast

- BBC Radio Humberside Breakfast
- BBC Radio Kent Breakfast
- BBC Radio Leeds Breakfast
- BBC Radio Norfolk Breakfast
- BBC Radio Northampton Breakfast
- BBC Radio Manchester Breakfast
- BBC Radio Oxford Breakfast
- BBC Radio Sheffield Breakfast
- BBC Radio Merseyside Breakfast
- BBC Newcastle Breakfast
- BBC Radio Stoke Breakfast
- BBC Radio Nottingham Breakfast
- BBC Surrey Breakfast
- BBC Sussex Breakfast
- BBC Somerset Breakfast
- BBC Three Counties Radio Breakfast
- BBC Wiltshire Breakfast
- BBC WM 95.6 Breakfast
- BBC Radio York Breakfast
- BBC Radio Suffolk Breakfast
- BBC Tees Breakfast
- BBC Coventry & Warwickshire Breakfast
- BBC Radio Cumbria Breakfast
- BBC Radio Leicester Breakfast
- BBC Radio Shropshire Breakfast

- BBC Radio Solent Breakfast
- BBC Radio Solent (Dorset) Breakfast

Local Radio Pilot

- BBC Radio Norfolk Mid-Morning Show
- BBC Radio Norfolk Afternoon Show
- The Scrimmage
- BBC Radio Norfolk Saturday Breakfast
- BBC Radio Norfolk The Gardening Programme
- BBC Radio Norfolk Sunday Breakfast
- The Jack Jay Show
- The Game
- The Social (BBC Radio Norfolk)
- The Sophie Little Show
- BBC Radio Norfolk Weekday Drive
- Politix & Chill (BBC Sussex)

Music

- Another Country
- Classics Unwrapped
- Get it On
- Grant Stott's Vinyl Collective
- Jazz Nights
- Vic Galloway

- Pipeline
- Scottish Symphony Orchestra
- Quay Sessions
- In Tune
- Take the Floor
- Travelling Folk
- BBC Philharmonic

Nations & Regions

- GNS
- 6.30 Oxford
- 6.30 East Midlands
- 6.30 East / Cambridge
- 6.30 Look North Yorkshire (Leeds)
- 6.30 Yorkshire & Lincolnshire
- 6.30 East / Norwich
- 6.30 Points West
- Northern Ireland 6.30
- 6.30 South
- 6.30 North West
- 6.30 London
- 6.30 South East
- 6.30 West Midlands
- Spotlight (South West, 6.30)
- 6.30 Channel Islands
- 6.30 North East

Network Radio News

- Broadcasting House
- World this Weekend
- Newsbeat
- Asian Network Reports
- OS (WS)
- Ouch Podcast
- PM (R4)
- Beyond Today
- iPM
- Global News Pod (WS)
- Today
- Newsday (WS)
- Newshour (WS)
- Tech Tent
- The Big Debate (Asian Network)
- The Newsroom (WS)
- The Real Story (WS)
- Weekend (WS)
- World at One (R4)
- World Business Report (WS)
- World Tonight (R4)
- World Update (WS)
- Kan D Man & Limelight (BBC Asian Network)
- Marketplace Morning Report (WS)
- PFTW Radio

- WS Trails
- WS Presentation
- WS Trending

Network TV

- Antiques Roadshow
- Gardeners World
- Songs of Praise
- Countryfile
- Crimewatch Roadshow
- The One Show
- Who Do You Think You Are?
- Sunday Morning Live
- Springwatch
- The Graham Norton Show
- Dragon's Den
- All Together Now
- Who Dares Wins
- All Round to Mrs Brown's
- Big Questions
- Flower Shows
- Have I Got News For You?
- Breakfast
- News at Six
- News at Ten
- Newsnight
- See Hear

News Channels

- News at Nine
- Sport Today
- News Channel Team Daily totals
- Newsroom Live
- News at One
- Afternoon Live
- News at Five
- Evening News (News Channel)
- The Papers
- The Briefing
- Sportsday (News Channel)
- Asia Business Report
- GMT
- News Channel Business
- Newsday (World News)
- Outside Source
- Beyond 100 Days
- Global
- Impact
- World News Business (TV)
- Focus on Africa
- World News America
- Victoria Derbyshire
- Weekend Early (News Channel)
- Weekend Late (News Channel)

Newsgathering

- World Planning Diary
- UK Planning Diary
- Health
- Science & environment
- Arts, Media & Ents
- Education, social affairs & religion
- Home & legal affairs
- Europe Newsgathering
- Business Newsgathering
- UGC

Politics

- Question Time
- The Andrew Marr Show
- This Week
- Westminster Hour
- Politics Live
- Today in Parliament
- Week in Parliament
- Sunday Politics

Radio 1 & 1Xtra

- Jamz Supernova (BBC Radio 1 Xtra)
- Kenny Allstar (BBC Radio 1 Xtra)
- The Rock Show (BBC Radio 1)
- Ricky, Melvin & Charlie
- Edu's Destination Africa
- Seani B
- The Radio 1 Residency Show
- 1Xtra Residency Show

Radio 2 & 6 Music

- Jeremy Vine
- Cerys Matthews Blues show
- Graham Norton (Radio)
- Marc Riley
- Liz Kershaw
- 6Music Docs
- Cerys Matthews Sunday 6 Music
- Steve Lamacq
- Freak Zone
- Giles Peterson
- Steve Wright In The Afternoon
- Trevor Nelson Show
- The Folk Show with Mark Radcliffe
- Claudia on Sunday
- The Michael Ball Show

- Sound of the 80s
- Ana Matronic's Dance Devotion
- The Zoe Ball Breakfast Show

Radio 3

- The Early Music Show
- Essential Classics
- The Listening Service
- Record Review
- Afternoon Concert
- Music Matters
- J-Z

Radio 4 Factual

- In Our Time
- Thinking Allowed
- Loose Ends
- Start the Week
- Any Questions?
- Farming Today
- Great Lives
- Saturday Live
- The Media Show
- Poetry Please
- A Good Read
- Gardeners' Question Time

- Word of Mouth
- One-to-One
- Kitchen Cabinet
- Costing the Earth
- The Food Programme
- Week in Westminster
- MBK Radio Docs

Radio 5 Live

- 5 Live Breakfast
- 5 Live Drive
- Adrian Chiles
- Afternoon Edition
- Emma Barnett
- Phil Williams
- Pienaar's Politics
- Stephen Nolan
- Up All Night
- Your Call
- Wake Up To Money
- Question Time Extra Time

Radio Current Affairs

- 5 Live Investigates
- A Point of View
- Analysis
- Assignment
- Crossing Continents
- File on 4
- Four Thought
- From Our Home Correspondent
- From Our Own Correspondent (R4)
- From Our Own Correspondent (WS)
- Global Business
- In Business
- Law in Action
- Money Box
- Money Box Live
- More or Less (R4)
- More or Less WS
- Profile
- The Bottom Line
- The Briefing Room
- The Inquiry
- The Why Factor
- Trumped

Religion & Ethics Radio

- Good Morning Sunday (R2)
- Sunday Worship
- Daily Service
- Sunday programme (R4)
- Thought for the Day
- Prayer for the Day
- Moral Maze
- Beyond Belief

Science

- The Infinite Monkey Cage
- Science Stories
- Click
- CrowdScience
- Curious Cases of Rutherford and Fry
- The Life Scientific
- Health Check
- Inside Health/All in the Mind
- Inside Science
- Science in Action

WS Americas

- BBC Brasil online
- BBC Brasil digital video
- BBC Mundo online
- BBC Mundo digital video

WS Asia

- BBC Bangla Online
- BBC Bangla digital video
- BBC Bangla radio
- BBC Bangla TV
- BBC Burmese digital video
- BBC Burmese online
- BBC Burmese radio
- BBC Chinese digital video
- BBC Chinese online
- BBC Gujarati online
- BBC Gujarati digital video
- BBC Hindi online
- BBC Hindi digital video
- BBC Hindi radio
- BBC Hindi TV
- BBC Indonesia digital video
- BBC Indonesia online
- BBC Korean digital video
- BBC Korean online
- BBC Korean radio
- BBC Marathi online
- BBC Marathi digital video
- BBC Marathi TV
- BBC Nepali digital video
- BBC Nepali online
- BBC Nepali radio
- BBC Punjabi online
- BBC Punjabi digital video
- BBC Sinhala digital video
- BBC Sinhala online
- BBC Tamil online
- BBC Tamil digital video
- BBC Telugu online
- BBC Telugu digital video
- BBC Telugu TV
- BBC Thai digital
- BBC Thai online
- BBC Urdu radio
- BBC Urdu TV
- BBC Vietnamese digital video
- BBC Vietnamese online

WS Europe

- BBC Azeri online
- BBC Azeri digital video
- BBC Russian online
- BBC Russian digital video
- BBC Russian TV
- BBC Serbian online
- BBC Serbian digital video
- BBC Ukrainian online
- BBC Ukrainian digital video
- BBC Ukrainian TV

APPENDIX III

External Partners

More than 20 organisations outside the BBC have signed-up to the 50:50 Project. Here is the list of the partners happy to be publicly named:

7DIGITAL

ABC NEWS

BFBS

EDELMAN PR

FALMOUTH UNIVERSITY

FINANCIAL TIMES

FORTUNE

LANSONS

LITHUANIAN RADIO AND TELEVISION

NATIONAL FILM AND TELEVISION SCHOOL

RFA

SOMETHIN' ELSE

STV

VOA

VRT

WHISTLEDOWN

WISEBUDDAH

WNYC

YFM

YLE