



Gender Balance in the Nordic Advertising Industry

Seminar at Blixen, Den Sorte Diamant, Copenhagen, April 24, 2014

SEMINAR April 24 2014, 17 – 19

Byrummets stereotype kvindebilleder – Køn og Reklamer

Location: Blixen, Den Sorte Diamant, Royal Library, Copenhagen

The images of women, and men, in advertising are said to be stereotype. This seminar will bring on a dialogue on these images, online and offline. Does these images impact the audience, are they hindering equality between men and women, and between other groups, and how come there is not more diversity in the images of advertising.

Confirmed speakers: Anne Glad, life style expert and strategic director at Envision, Caroline Heide-Jørgensen, professor, in Law, Centre for European Studies in Economic Law, University of Copenhagen, Eva-Maria Svensson, Professor in Law, School of Business, Economics and Law, University of Gothenburg, Maria Edström, Nordicom, University of Gothenburg, Anna Viemose, high school student. Moderator: Anita Frank Goth, Kvininfo.

The seminar will be held in Scandinavian languages.

Link: forside.kvininfo.dk/om-kvininfo/arrangementer/konogreklamer

Nordic Gender & Media Forum – A Nordicom project

The Nordic Gender & Media Forum is about creating a platform for discussion of gender equality in the media. The media can hinder or hasten progress towards gender equality. Worldwide, only 24 percent of news subjects are women. In Europe, only one in 10 box office films is directed by a woman, while in advertising and computer games there is an abundance of gender stereotypes.

The project can be seen as a regional follow-up to the 1995 Beijing Platform for Action, when all UN member states agreed on the need to increase participation of women in the media and to work against stereotypes. The **Nordic Gender & Media Forum** is collecting gender-based statistics on the Nordic media industry (film, journalism, advertising and computer games), and will present them for discussion at various seminars during the spring of 2014 and at a conference on good practice in Bergen on May 7. Examples of good practice from Nordic countries will also be brought together in a publication.

Target Groups: The Nordic Gender & Media Forum aims to bring together business, researchers, activists and stakeholders within the media sector in the Nordic countries and elsewhere.

The Forum is financed by the Nordic Council of Ministers and run by Nordicom at the University of Gothenburg.

Nordicom is a knowledge centre for media and communications research, a collaboration between the five countries of the Nordic region – Denmark, Finland, Iceland, Norway and Sweden. Nordicom operates under the auspices of the Nordic Council of Ministers.

Nordicom's work is focused on three areas:

- Media and communications research findings in the Nordic countries
- Trends and developments in the media sectors in the Nordic countries
- Research on children, youth and the media worldwide

www.nordicgenderandmediaforum.se

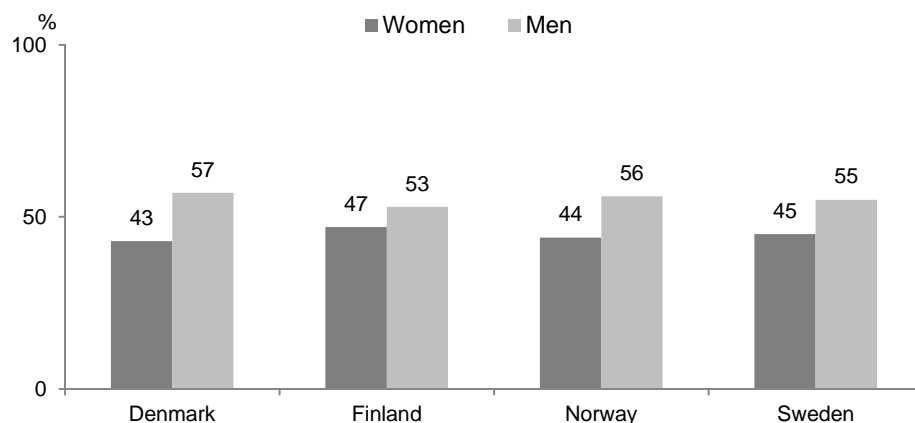
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HANDOUT

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Figure 1. Proportion of women and men employed in advertising and market research in Denmark, Norway, Finland and Sweden 2011 (per cent)



Note: Data refer to SNI/NACE 73, including Advertising agencies, media representations and market research companies. The data for Finland do not include market research companies.

Sources: Statistics Denmark, statbank; Statistics Finland, employment statistics; Statistics Norway, statbank; Statistics Sweden, employment statistics.

Table 1. Proportion of women and men employed in advertising and market research in Denmark, Norway, Finland and Sweden 2011 (per cent)

	Women (%)	Men (%)	Total (%)	Total number
Denmark				
Advertising and market research	43	57	100	14 172
Norway				
Advertising and market research	44	56	100	9 161
Finland				
Advertising agencies	47	53	100	9 859
Media representation	45	55	100	308
Sweden				
Advertising agencies	43	57	100	19 900
Media representation	47	53	100	6 058

Note: The data for Denmark and Norway include Advertising agencies, media representation and market research companies. Market research companies are not included in the data for Finland and Sweden.

Sources: Statistics Denmark, statbank; Statistics Finland, employment statistics; Statistics Norway, statbank; Statistics Sweden, employment statistics.

Table 2. Total advertising market turnover 2012 (billion SEK and million Euro)

	Turnover (billion SEK)	Turnover/ capita (SEK)	Turnover (billion Euro ¹)	Turnover/ capita (Euro ¹)
Denmark	18	3 204	2.068	368
Finland	14.1	2 596	1.620	298
Norway	23,1	4 565	2.654	524
Sweden	32.5	3 400	3.733	391

Calculation: 1 Euro in 2012 = 8.71 SEK in 2012.

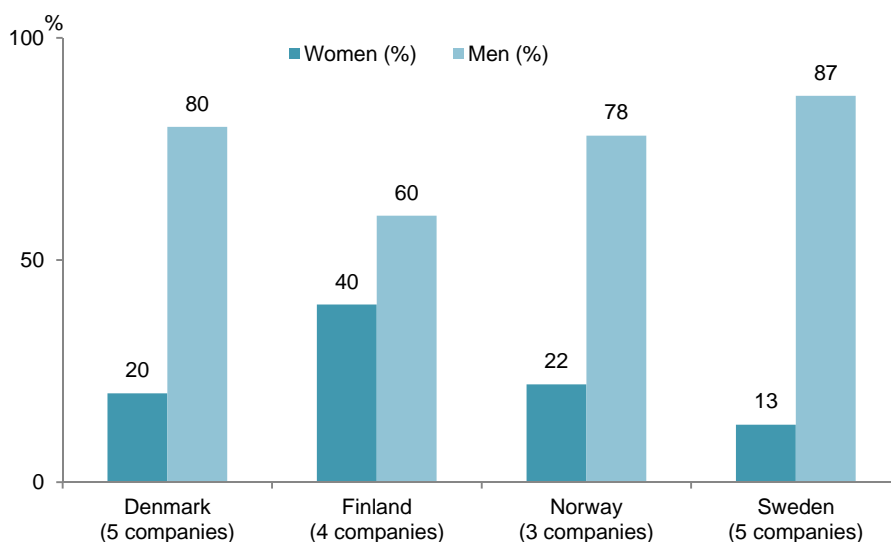
Sources: Andersson, Billy (ed) *Byråvalsguiden 2014. Norden nästa* (Resumé magazine)/IRM, Sveriges Riksbank [Sweden's central bank], Nordicom.

Table 3. The five largest advertising/media agencies in Denmark, Finland, Norway and Sweden

	Denmark	Finland	Norway	Sweden
1	Kunde & co	Dagmar	McCann Worldgroup	Forsman & Bodenfors
2	ZUPA Recommended	SEK & Grey TBWA Helsinki Oy	Try	DDB Stockholm
3	AdPeople	Activeark JWT Oy	Dinamo	Lowe Brindfors
4	Wunderman	Toinen Helsinki Oy	Schjærven	PS Communications
5	Envision	Mitton Oy	Creuna	Creuna

Note: Based on turnover 2012.

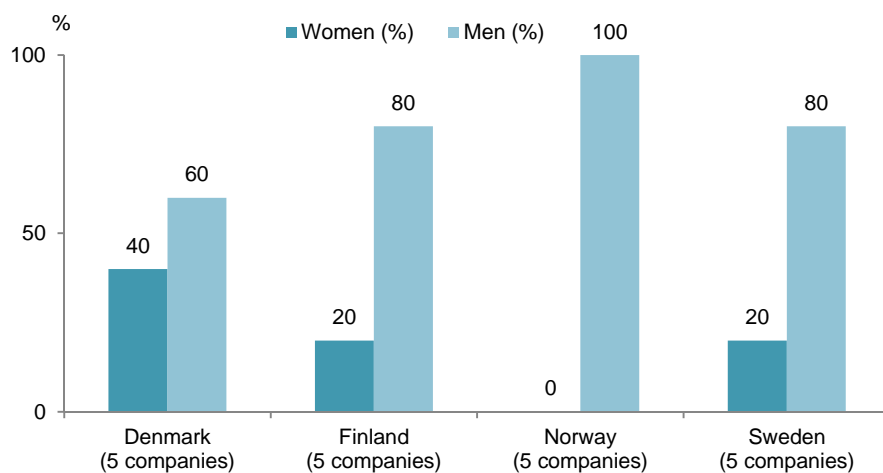
Source: Andersson, Billy (ed) *Byråvalsguiden 2014. Norden nästa* (Resumé magazine).

Figure 2. Proportion of women and men as board members in top five advertising agencies in Denmark, Finland, Norway and Sweden

Note: Latest data available through data base Orbis. Information retrieved April 16th 2014.

Sources: Andersson, Billy (ed) *Byråvalsguiden 2014. Norden nästa*, Resumé, Klippan (2014), data base Orbis – Company information across the globe (Bureau van Dijk) (2014-04-16).

Figure 3. Proportion of women and men as General manager/CEO in top five advertising agencies in Denmark, Finland, Norway and Sweden



Note: Latest data available through data base Orbis. Information retrieved April 16th 2014.

Source: Andersson, Billy (ed) *Byråvalsguiden 2014. Norden nästa*, Resumé, Klippan (2014), data base Orbis – Company information across the globe (Bureau van Dijk) (2014-04-16).

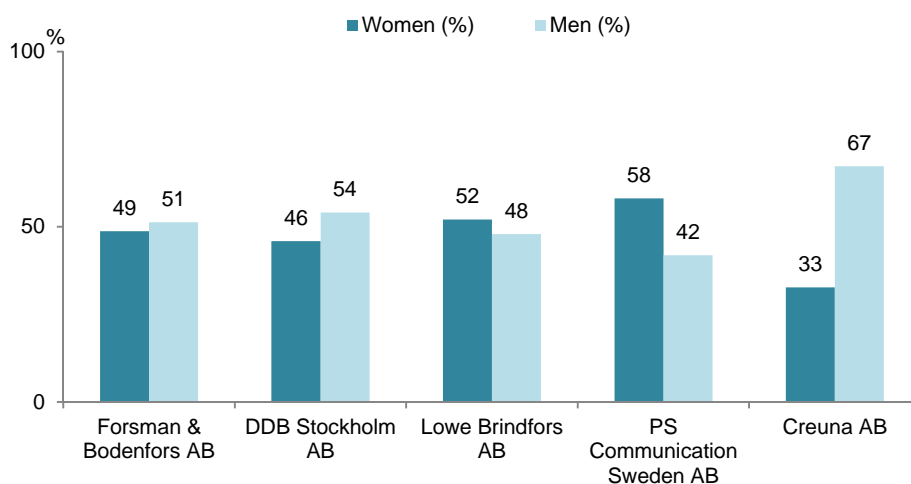
Table 4. Proportion of women and men in different categories within communication agencies in Sweden 2013 (per cent)

Category	Share	
	Women (%)	Men (%)
Owner/share owner	22	78
Member of board	19	81
Manger	48	52
Management team	40	60
Production leader	73	27
Art Director	35	65
Copywriter	42	58
Project manager/Planner	48	52

Note: Data based on a survey to the 50 largest advertising agencies within Komm (the Swedish Association of Communication Agencies), of which 29 completed the survey in full and 11 not at all.

Source: *Resumé* 31 May 2013/Add Gender.

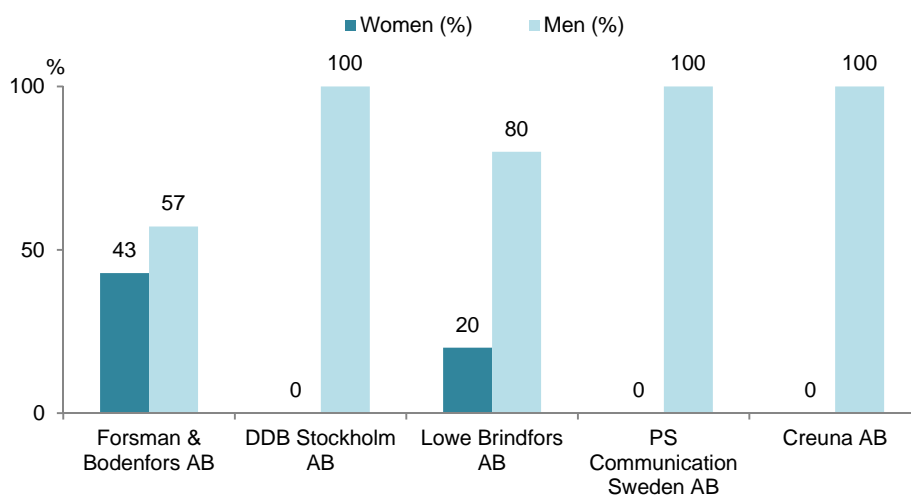
Figure 4. Proportion of women and men employed in five leading advertising/media agencies in Sweden 2012 (per cent)



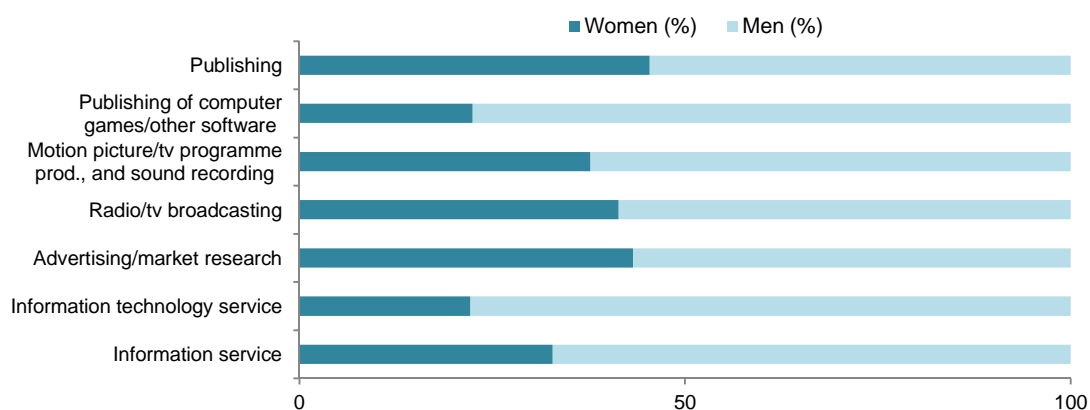
Total number of employees in 2012: 530.

Sources: Retriever business info, annual reports, Andersson, Billy (ed) *Byråvalsguiden 2014* (Resumé magazine).

Figure 5. Proportion of women and men as board members in five leading advertising/media agencies in Sweden 2012 (per cent)



Sources: Retriever business info, annual reports, Andersson, Billy (ed) *Byråvalsguiden 2014*. *Norden nästa* (Resumé magazine).

Figure 6. Proportion of women and men employed in media sectors in Denmark 2011 (per cent)

Note: Data for Denmark are on a more aggregated level than for Finland and Sweden. Therefore not media related industries might be included in the data.

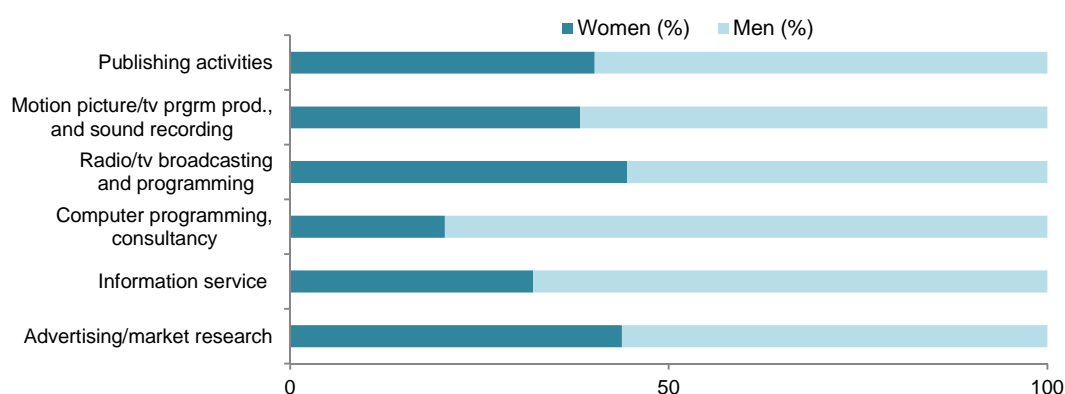
Source: Statistics Denmark, Statbank: Employment statistic (2014).

Table 5. Proportion of women and men employed in media sectors in Denmark 2011 (per cent)

Category	Women (%)	Men (%)	Total (%)	Total number
Publishing	45	55	100	17 811
Publishing of computer games and other software	22	78	100	3 228
Motion picture and television programme production, and sound recording activities	38	62	100	7 244
Radio and television broadcasting	41	59	100	6 066
Advertising and market research	43	57	100	14 172
Information technology service activities	22	78	100	44 605
Information service activities	33	67	100	4 139

Note: Data for Denmark are on a more aggregated level than for Finland and Sweden. Therefore not media related industries might be included in the data.

Source: Statistics Denmark, Statbank: Employment statistic (2014).

Figure 7. Proportion of women and men employed in media sectors in Norway Q4 2011 (per cent)

Note: Data for Norway are on a more aggregated level than for Finland and Sweden. Therefore not media related industries might be included in the data.

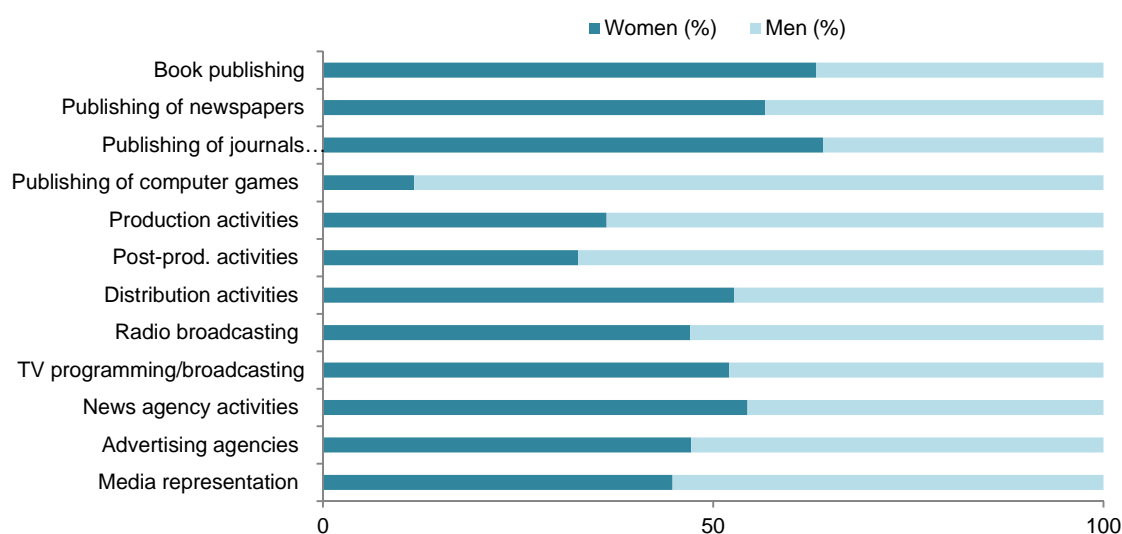
Source: Statistics Norway, Employment, register-based. (2014).

Table 6. Proportion of women and men employed in media sectors in Norway Q4 2011 (per cent)

Category	Women (%)	Men (%)	Total (%)	Total number
Publishing activities	40	60	100	24 476
Motion picture and television programme production, and sound recording activities	38	62	100	5 068
Radio and television broadcasting, programming	45	55	100	6 176
Computer programming, consultancy	20	80	100	34 781
Information service activities	32	68	100	4 696
Advertising and market research	44	56	100	9 161

Note: Data for Norway are on a more aggregated level than for Finland and Sweden. Therefore not media related industries might be included in the data.

Source: Statistics Norway, Employment, register-based. (2014).

Figure 8. Proportion of women and men employed in media sectors in Finland 2011 (per cent)

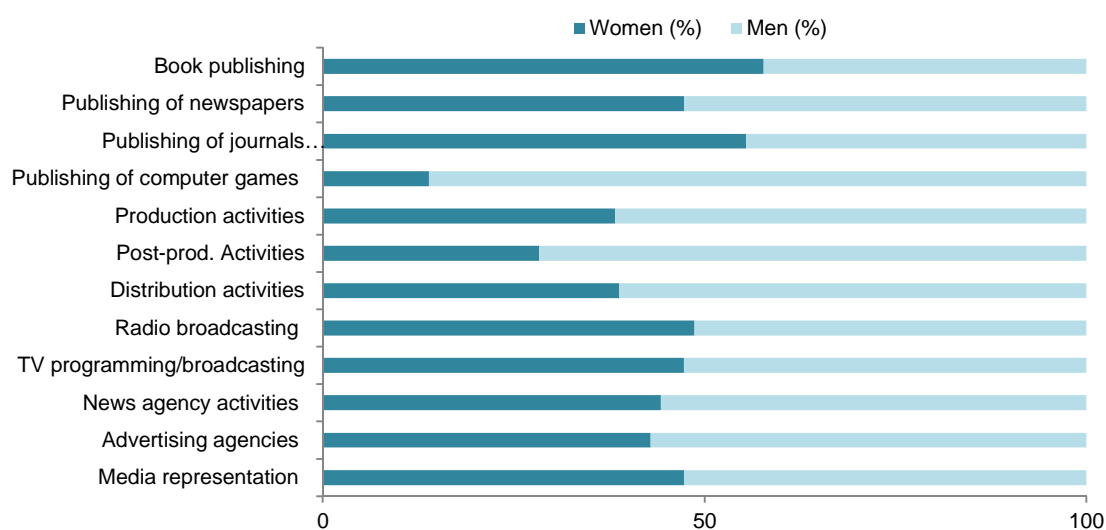
Source: Statistics Finland, employment statistics.

Table 7. Proportion of women and men employed in media sectors in Finland 2011 (per cent)

Category	Women (%)	Men (%)	Total (%)	Total number
Book publishing	63	37	100	1 792
Publishing of newspapers	57	43	100	6 499
Publishing of journals and periodicals	64	36	100	5 178
Publishing of computer games*	12	88	100	154*
Production activities (motion picture, video, tv prgrm)	36	64	100	2 395
Post-prod. activities (motion picture, video, television prgrm)	33	67	100	309
Distribution activities (motion picture, video, tv prgrm)	53	47	100	205
Radio broadcasting	47	53	100	1 502
TV programming and broadcasting activities	52	48	100	4 254
News agency activities	54	46	100	329
Advertising agencies	47	53	100	9 859
Media representation	45	55	100	308

* The encoding of companies can be misleading, if a company is registered with several activities. In the employment statistics a company can only be coded into one category. This might be the explanation of the number of employed in the publishing of computer games. The number presented in this figure is very low compared to the number presented by the industry itself – approximately 1 300 in 2011. Industry figures for 2010 showed that the share of women then was 16%.

Source: Statistics Finland, employment statistics, Neogames Finland.

Figure 9. Proportion of women and men employed in media sectors in Sweden 2011 (per cent)

Source: Statistics Sweden, employment statistics (RAMS2011).

Table 8. Proportion of women and men employed in media sectors in Sweden 2011 (per cent)

Category	Women (%)	Men (%)	Total (%)	Total number
Book publishing	58	42	100	3 818
Publishing of newspapers	47	53	100	10 848
Publishing of journals and periodicals	55	45	100	5 785
Publishing of computer games	14	86	100	1 617
Production activities (motion picture, video, tv prgrm)	38	62	100	7 118
Post-prod. activities (motion picture, video, television prgrm)	28	72	100	614
Distribution activities (motion picture, video, tv prgrm)	39	61	100	850
Radio broadcasting	49	51	100	2 741
TV programming and broadcasting activities	47	53	100	4 080
News agency activities	44	56	100	933
Advertising agencies	43	57	100	19 900
Media representation	47	53	100	6 058

Source: Statistics Sweden, employment statistics (RAMS2011).

Information on the data and sources

Data from national statistical bureaus in Finland and Sweden have data on employment in different media sectors. The data cover grown up, working population, and comes from tax registers. The data from Denmark and Norway are from similar registers, although on a more aggregated level of the industry, than for Finland and Sweden. This means that for Denmark and Norway, employees working with market research are included. Whereas for Finland and Sweden, the data is separated into advertising agencies and media representation companies. For more information on employment statistics:

Denmark: www.dst.dk/en/Statistik/dokumentation/Declarations/register-based-labour-force-statistics--ras-statistics-.aspx

Norway: www.ssb.no/en/arbeid-og-lonn/statistikker/regsys/aar/2013-06-07?fane=om#content

Finland: www.stat.fi/meta/til/tyokay_en.html

Sweden: www.scb.se/en/Finding-statistics/Statistics-by-subject-area/Labour-market/Employment-and-working-hours/Labour-statistics-based-on-administrative-sources/

Resumé is a Swedish periodical focusing on advertising, marketing and communication. The magazine published the annual *Byråvalsguiden*, an overview of the agencies and companies in Sweden. An additional publication is *Byråvalsguiden 2014. Norden nästa*. Aiming to give Swedish agencies and companies information and input how to work on a Nordic market. The publication contains small overviews of the advertising market in Denmark, Finland, Norway and Sweden.

IRM – Institutet för reklam och mediestatistik [The IRM Institute for Advertising & Media Statistics] collects, analyzes and publishes data on the advertising and media markets in the Nordic region. Information retrieved from *Byråvalsguiden 2014. Norden nästa*.

Retriever Business info Sweden – an online database publishing business information on Swedish companies and annual reports.

Orbis – an online data base publishing company information across the globe. (Bureau van Dijk), The data base is not a completely accurate when it comes to gender, information on members of boards and general managers have to be double checked in some cases.

Join the discussion

– Nordic Gender & Media Forum

The media can hinder or hasten the development towards gender equality. Worldwide, only 24 percent of the news subjects are women. In Europe, only one in every ten box office films is directed by a woman, in advertisement and computer games there is an abundance of gender stereotypes. Is there a Nordic way to deal with these issues? Where are the good strategies and the best practices to be found? These are some issues that will be discussed during a number of seminars and a conference during 2014. Welcome to join the discussion, across genres and countries!

Nordic Gender & Media Forum is financed by the Nordic Council of Ministers and run by Nordicom, a knowledge centre for the area of media and communication research at the University of Gothenburg. The project will result in an anthology including gender based statistics for the Nordic media industry (film, journalism, advertisement and computer games).

Events/Calendar:

- January 29, 2014: Film seminar at Göteborg International Film Festival, Sweden.
- March 6, 2014: Journalism seminar at MEG, Media Days Gothenburg, Sweden.
- April 2, 2014: Computer games seminar, Hanaholmen, Finland
- April 24, 2014: Advertising seminar with Kvinfor, Copenhagen, Denmark.
- May 7, 2014: The Conference Nordic Gender & Media Forum, held as a preconference to the Nordic Media Festival in Bergen, Norway. In collaboration with NIKK, Nordic Information on Gender.
- December, 2014: Book launch in Vilnius, Lithuania in collaboration with EIGE and the Nordic Council of Minister's office in Lithuania.

Target groups

Nordic Gender & Media Forum is aiming to gather business, researcher, activists and stakeholders within the media sector in the Nordic countries and elsewhere.

For further information please contact:

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www.nordicgenderandmediaforum.se

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Nordic Information Centre for Media and Communication Research