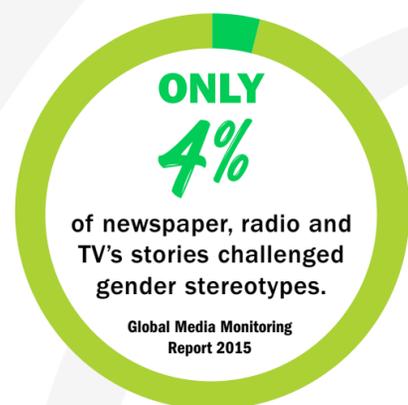


People in the news

In 2015, only 21% of people represented in radio news were women.



Reporting and presenting the news



96%

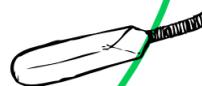
Sports/Women

In 2015, only 4% of the stories on sports, events, players, facilities, training and funding had women as a central focus.



4%

Global Media Monitoring Report 2015



ONLY 7%

OF SPORTS PEOPLE IN THE MEDIA WERE WOMEN

Global Media Monitoring Report 2015

Traditional sports and games

46%



are excited about new sports and 1/3 follow non-mainstream sports.

The Future of the Sports Fan - Performance communication and CANVAS8 - UK



OF FANS ARE ACCESSING SPORTS CONTENT ON RADIO ON A DAILY BASIS.

The Future of the Sports Fan - Performance communication and CANVAS8 - UK

Sports for peace and development

“ With such huge reach, sports provide some of the most powerful platforms to inspire positive change in the world. Research shows that fans not only see athletes as role models in sport, but in life in generally, and consider their personality to be more important than skill. ”

64%



think sports are likely to inspire positive change compared to

39% for politics &



28% for religion.



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51%



think it's important that sports teams support local communities.

The Future of the Sports Fan - Performance communication and CANVAS8 - UK

Radio & Sports