



Workshop

“Diversity and inclusion in the audiovisual industries”

*The perception of diversity on-screen:
the CSA Barometer*

10th december 2020



1. Methodology

- ❖ **18 TV channels** are analyzed.
- ❖ **Two weeks of programs** released from 5 pm to 11 pm, excluding commercials, were observed - Fiction, Current affairs, Magazine/Documentary, Entertainment, Sport -
- ❖ The study represents more than **1200 hours** of broadcast and **40 000 speaking characters**.
- ❖ The speaking characters are classified according to:
 - ❖ **quantitative criteria** -ethnic origin (2009), sex (2009), profession (2009), disability (2009), age (2013), place of residence (2017), poverty situation (2018)-
 - ❖ **qualitative criteria** - status (hero, main character, secondary character (2009)), possible to cross criteria (2009), weighting is applied according to the role and the duration of the program (2009) and attitude – positive, negative, neutral- (2013)-.



2. Problems the CSA faced

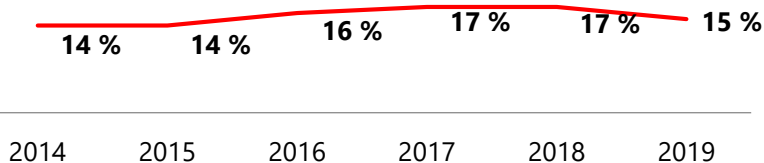
- ❖ Ethnical statistics are forbidden in France
- ❖ According to the law, personal information shall not appear in data base
- ❖ Critics
- ❖ CSA only has duties on-screen for this topic (not off-screen)



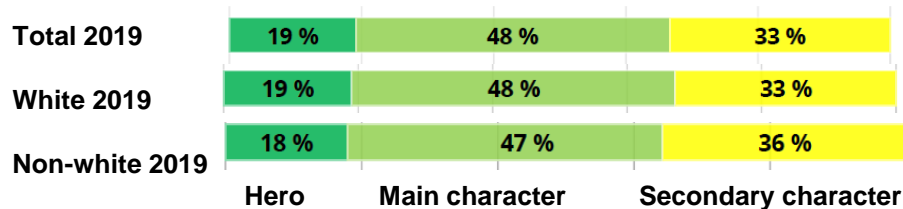
3. Results

Observation n° 1 – Ethnicity level on screen remains below 17 % and non-white speaking characters are mostly represented as secondary characters

Evolution of representation of people viewed as “non-white” between 2014 and 2019 on TV



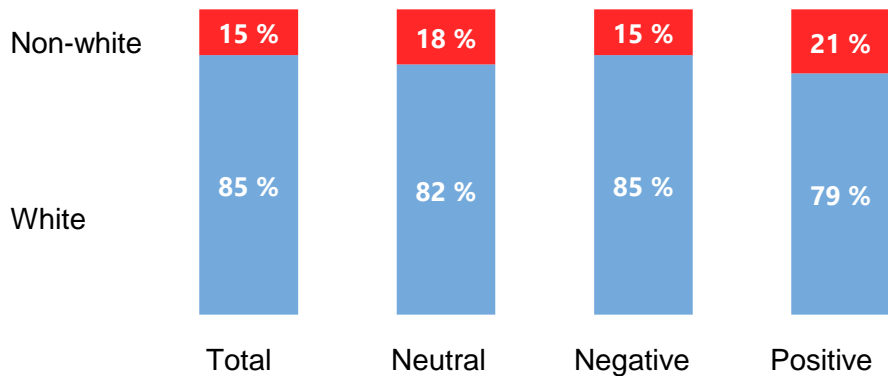
Representation of status according to ethnic origin



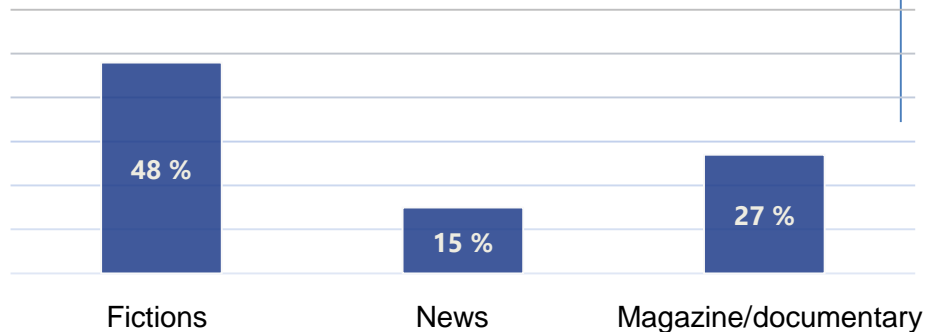


Observation n° 2 – People of color are more likely to have a positive role and mainly in fiction

Representation of ethnic origin regarding attitude in 2019



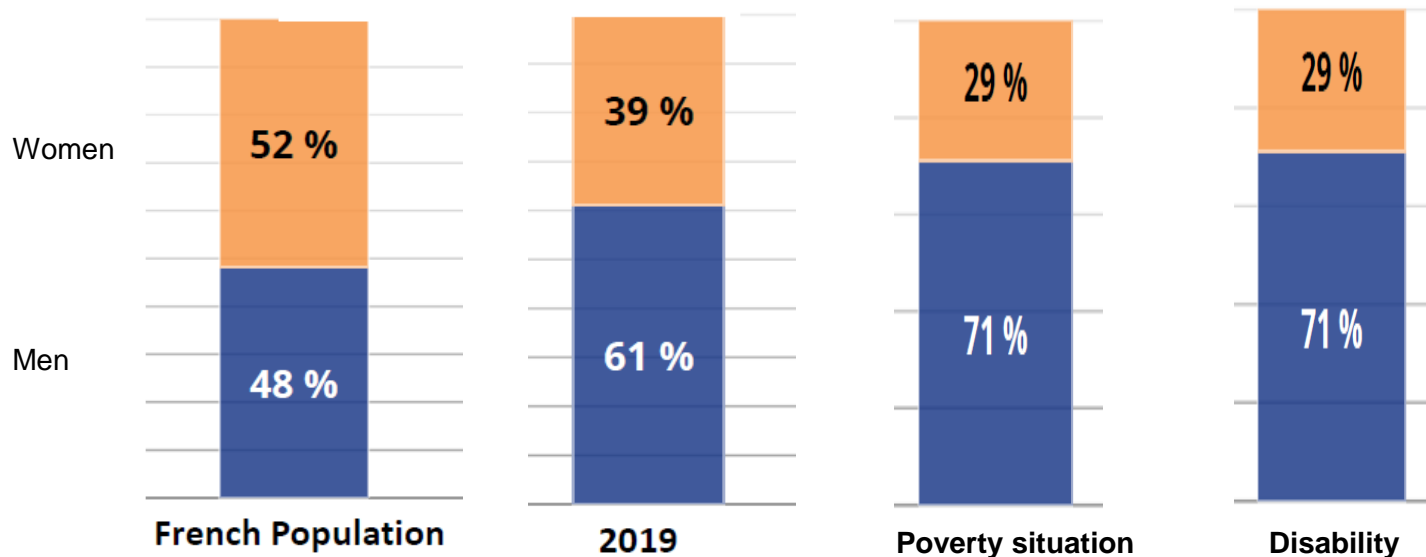
Non-white speaking characters with a positive attitude according to the different broadcast





Observation n° 3 – Women are still underrepresented on TV, especially when cumulating two discrimination criteria

Representation of women and men on TV



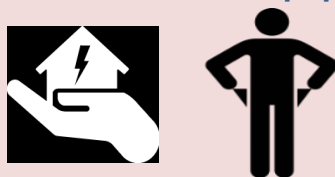


Observation n° 4 – Certain groups barely exist on French TV

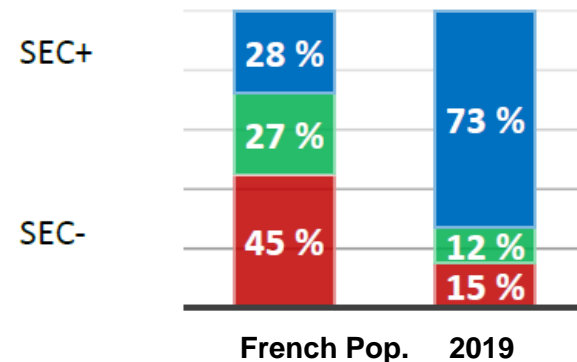
Only 0,7% people are disabled on TV
vs. 20% in the French population



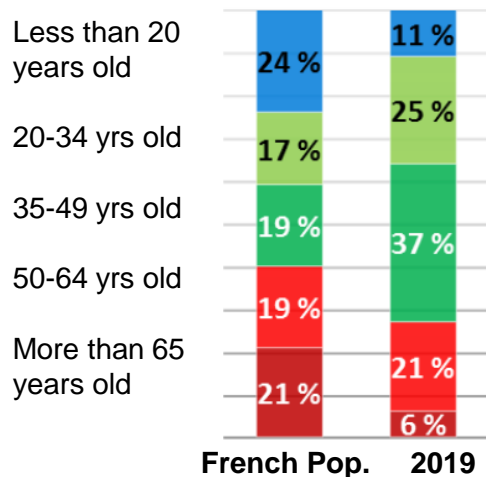
Only 0,8% people are in situation
of poverty on TV
vs. 20% in the French population



Socio-economic groups



Age groups



	Overseas	City center	Suburb	Working-class area	Country side
On screen	10%	52%	7%	21%	10%
French population	0,4%	32%	27%	25%	16%



4. What happens next ?

- ❖ Only global results are published (no 'naming and shaming')
- ❖ Individual results are also available and shared with the media
- ❖ According to their individual results, the TV channels can make concrete commitments and develop specific strategies in order to improve their results for next year
- ❖ These commitments and strategies are discussed and agreed by the CSA.



Thank you for your attention

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