

PROMOTING PAY TRANSPARENCY AND CLOSING THE GENDER PAY GAP IN EUROPEAN AUDIOVISUAL SECTOR

A CALL FOR ACTION

The European Union adopted in 2023 a new Directive aimed at promoting pay transparency and at closing the gender pay gap. The Directive introduces mandatory gender pay gap reporting for companies of 100+ employees. It also imposes on all employers across all EU Member States pre-employment pay transparency obligations and employee information rights to data on pay, as well as a ban on pay secrecy clauses.

Breaking opacity around pay is a must in the European audiovisual industry, as it is in other sectors of our economies. Furthermore, empowering professionals to better understand their remuneration enables them to negotiate remuneration more effectively.

Let's make sure the EU-driven efforts towards more pay transparency also benefit gender equality in the audiovisual sector.

Act for **equality** in the
audiovisual industry

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AUDIOVISUAL NETWORK

THE GENDER PAY GAP – WHAT DO WE KNOW?

In the audiovisual sector, as in many other economic sectors, numbers on the gender pay gap are still very scarce. However, the absence of data does not mean the problem does not exist. This is why the EU decided to adopt the Pay Transparency Directive.

In France, the Gender Equality Observatory of the CNC has published numbers for 2022 that shed light on the existence of a gender pay gap in almost all groups of occupations in film and fiction audiovisual production; a gender pay gap that goes from 5% to almost 35% in some roles. In the European broadcasting workforce, when numbers exist, a gender pay gap is also observed, sometimes reaching more than 22% in favour of men¹.

At EU level, across the different sectors of the economy, the gender pay gap stands at 12.7 % (Eurostat, 2021), with important variations from one country to another and from one sector to another. The gender pay gap has changed minimally over the last decade and it translates into an even higher gender pension gap of almost 30% (Eurostat, 2019). At the current rate of ‘progress’, pay equality will not be achieved across the European Union until the next century (2104).

THE GENDER PAY GAP – WHY DOES IT MATTER?

The gender pay gap has a long-term impact on the quality of women’s lives, and on the lives of their families.

A gender pay gap of ‘a few percentage points’, that may look tiny on paper, translates over the span of a career into a loss of hundreds of thousands for women. The National Women’s Law Centre in the US has calculated that the loss of 16 cents on the dollar for women, which is the average gender pay gap in that country, leads to a loss of \$399,600 over the course of a 40-year career.

Gender equality strategies cannot therefore avoid the challenge of collecting gender pay data, of assessing and understanding the reasons beyond the gender pay gap, and of adopting pro-active policies to correct it.

1. See for example the RTÉ Gender Pay Gap report / 2023, the BBC Studios UK Pay Gap Report 2023, the Channel Four Television Corporation Pay Report 2022, ITV Gender Pay gap 2022, Virgin Media Ireland, 2023

THE GENDER PAY GAP - WHAT SHOULD BE DONE?

The gender pay gap in the audiovisual sector, where the dynamics at play are similar to those in other sectors and in society at large, is due to a range of factors:

- Women are still under-represented in leadership and senior roles.
- Women are more likely than men to work part-time or in flexible roles. Part-time employment is often linked to caring duties.
- Women are more likely than men to take career breaks to raise children or care for older or ill family members. When they return to work, they frequently find they have fallen behind in terms of earning power and promotion opportunities.
- Historic/ engrained workplace gender stereotyping has led to certain roles being held predominately by women, and those roles tend to be undervalued in terms of pay.

To close the gender pay gap in the audiovisual industry, there should therefore be combined efforts to:

- Promote pay transparency to identify where the gender pay gaps are, adopt targeted actions to close the gender pay gap, and assess progress over time; but also to empower professionals to better understand and negotiate their remuneration;
- Take action to support the careers of women, enhance their presence in leadership and senior roles, facilitate the conciliation of personal and professional lives, promote the sharing of caring duties between women and men, ensure a better representation of women and men in all professional roles and promote equal pay across the board of all groups of occupations.

TAKING ACTION FOR GENDER PAY EQUALITY IN THE AUDIOVISUAL SECTOR

ACCESS TO INFORMATION

The EU Pay Transparency Directive, to be implemented by 2026 in all Member States of the European Union, requires all employers (whatever the size) to guarantee better access to information about pay.

Employers will have to inform job seekers about the starting salary or pay range of advertised positions, whether in the vacancy notice or ahead of the interview, and employers will be prevented from asking candidates about their pay history.

Employers will also have to ensure that job vacancy notices and job titles are gender neutral and that recruitment processes are led in a non-discriminatory manner.

Once in the role, workers will be entitled to ask their employers for information about:

- the average pay levels, broken down by sex, for categories of employees doing the same work or work of equal value;
- the criteria used to determine pay and career progression, which must be objective and gender neutral.

To enhance impact in the audiovisual sector:

- Let's make sure these new obligations and information rights are known about and understood extensively across the sector, by organisations and professionals alike.
- Let's make sure gender-neutral recruitment, pay structures and career progression grids are adopted and used in our sector. Let's fight informality in recruitment and career progression!
- Let's promote pay transparency also among the many self-employed professionals that make up the audiovisual sector.

TAKING ACTION FOR GENDER PAY EQUALITY IN THE AUDIOVISUAL SECTOR

GENDER PAY GAP REPORTING

The EU Pay Transparency Directive will require companies with more than 250 employees to report annually on the gender pay gap in their organisation to the relevant national authority. Smaller organisations - 100-250 employees - will be required to report every three years.

If the report reveals a pay gap of more than 5% that cannot be justified by objective, gender-neutral criteria, companies will be required to take action, by carrying out, in cooperation with workers' representatives, a joint pay assessment.

To enhance impact in the audiovisual sector:

- In an industry made up of many small and very small sized organisations, let's also demand gender pay gap reports for companies of less than 100 employees.
- Let's produce gender pay gap reports that also cover self-employed professionals.
- Let's implement a systematic monitoring of the gender pay gap in the budgets of audiovisual productions. Let's add it as a reporting requirement for commissioned productions and for all productions receiving public funding.
- Let's make sure gender pay gap reporting is regular and detailed enough (average pay levels, broken down by sex, for categories of professionals doing the same work or work of equal value) to allow for proper assessments and monitoring, and the adoption of useful action plans to close the gender pay gap.

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WHAT CAN YOU DO ABOUT THE **GENDER PAY GAP** TODAY?



PROMOTE PAY TRANSPARENCY

- Say what you're paid! Break the taboo on talking about money!
- Announce the starting pay range in advertised positions
- Don't ask candidates about their pay history
- Refuse pay-secrecy clauses



FIGHT DISCRIMINATION

- Formalise recruitment processes
- Publish gender-neutral job notices
- Establish objective criteria for pay and career progression



TAKE ACTION FOR GENDER EQUALITY

- Ensure safe workplaces and fight violence and harassment
- Proactively support women's careers and women in leadership
- Combat discrimination against workers with caring duties



ADVOCATE FOR FAIR PAY

- Acknowledge 'gendered occupations' undervalued in terms of pay
- Promote equal pay for work of equal value across all jobs
- Stop working for free!



MONITOR THE GENDER PAY GAP

- Demand/publish regular gender pay reports
- Include freelancers in your reports
- Adopt action plans and monitor progress