

# not the rest the best

In Europe, only 24% of news subjects are female, even though they account for over half of the European population. The 1995, 2000 and 2005 studies revealed that women are grossly under-represented in news coverage in contrast to men. 20% of the British population is disabled but less than 1% is represented in British TV. Lesbian, Gay, Bisexual and Transgender (LGBT) people represents roughly 6% of the population of the United Kingdom but account for less than 1% of the population seen on TV. Sports media coverage does not reflect social and cultural diversity and does not ensure equality for all.

