

Equal Ground

On the evolution
of gender inequalities
in sports media
coverage

laCourneuve

PARIS 2024


Graphic artwork installed on the handball
court in Parc Marville, La Courneuve.

Equal Ground



fig 1 Across all television channels, women's sports receive significantly less air time than men's.
Average breakdown: 50.5% men's, 39.5% mixed, 10% women's

fig 2 Only 11 out of 70 national technical directors are women — just 15.7%

Sport and art both have the power to bring people together, build communities, and foster shared experiences. The concept of movement is the common thread behind this artistic trail commissioned by the City of La Courneuve and the Seine-Saint-Denis Department, in the context of the 2024 Olympic Games. This initiative takes the form of a walkable route through the city. As part of this program, Atelier Baudelaire was invited to create a monumental work on the scale of a handball court.

During the “Sport Féminin Toujours” awareness campaign (14–20 February 2022), the Ministry for Sports provided an overview of progress made in the feminization of sport and its representation in the media.

In January 2023, ARCOM (the French broadcasting authority) published a report analyzing the media presence of women's sports between 2018 and 2023. Despite these efforts, on the evening of the Women's Handball World Championship final, broadcaster TF1 explained that it could not air the full match. On average, 3.95 million viewers watched the first half of the match; 3.2 million then had to switch to a cable channel (TMC) to view the second half — and the French team's world title victory. This key moment inspired the project Equal Ground, which offers a colorful graphic composition based on data and statistics illustrating the gender inequalities and systemic injustices still present in contemporary sports.

Founded by Camille Baudelaire and Olivia Grandperrin, Atelier Baudelaire is a research and design studio operating at the intersection of graphic design, spatial forms, culture and pedagogy. Camille and Olivia have been partners since 2021 and divide their time between experimental research and commissioned design projects, with a strong focus on collective intelligence and pedagogical design. They regularly lead workshops and give lectures in institutions and schools, with a strong commitment to intergenerational transmission.

More information :

<https://inseinesaintdenis.fr/parcours-vibration>
www.atelierbaudelaire.com

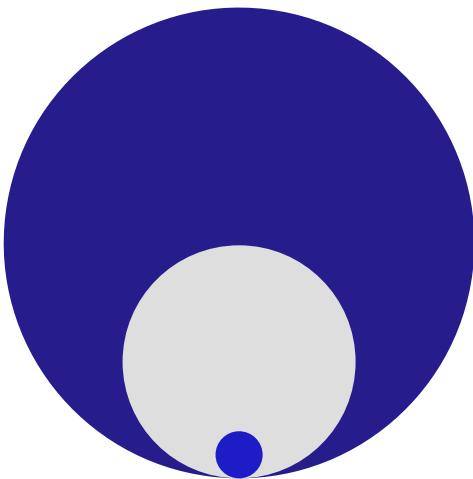


fig 1

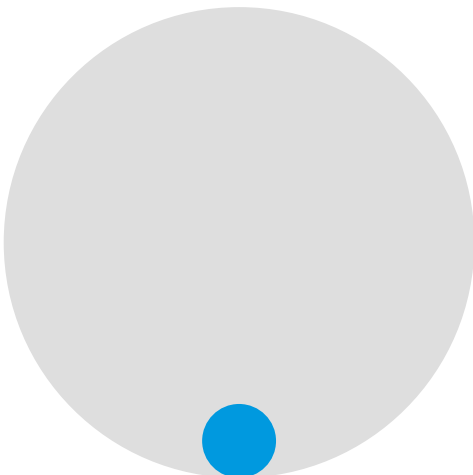


fig 2

Equal Ground

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A graduate of École Estienne, ESAA Duperré and EnsAD Lab, Camille is the founder and creative director of Atelier Baudelaire. For over ten years, she has worked at the crossroads of graphic design, spatial design, and research — collaborating with museums, cultural institutions, artists, curators, and architects. Her work spans editorial objects, signage systems, and emerging technologies. Deeply committed to feminist and civic causes, she also teaches social and participatory graphic design in urban contexts at the École des Arts Décoratifs (EnsAD).

A graduate of the École supérieure des Arts Décoratifs (ESAD Strasbourg), Olivia has co-directed Atelier Baudelaire since 2021. After three years in Canada and the Netherlands, where she specialized in branding, educational tools, and spatial graphic design, she returned to Paris in 2015 and worked with various design agencies in cultural, institutional, and corporate sectors. With a particular interest in public-interest design, writing, and signage, her practice is multidisciplinary and socially engaged.







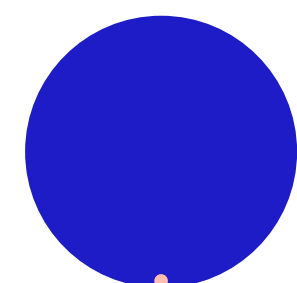
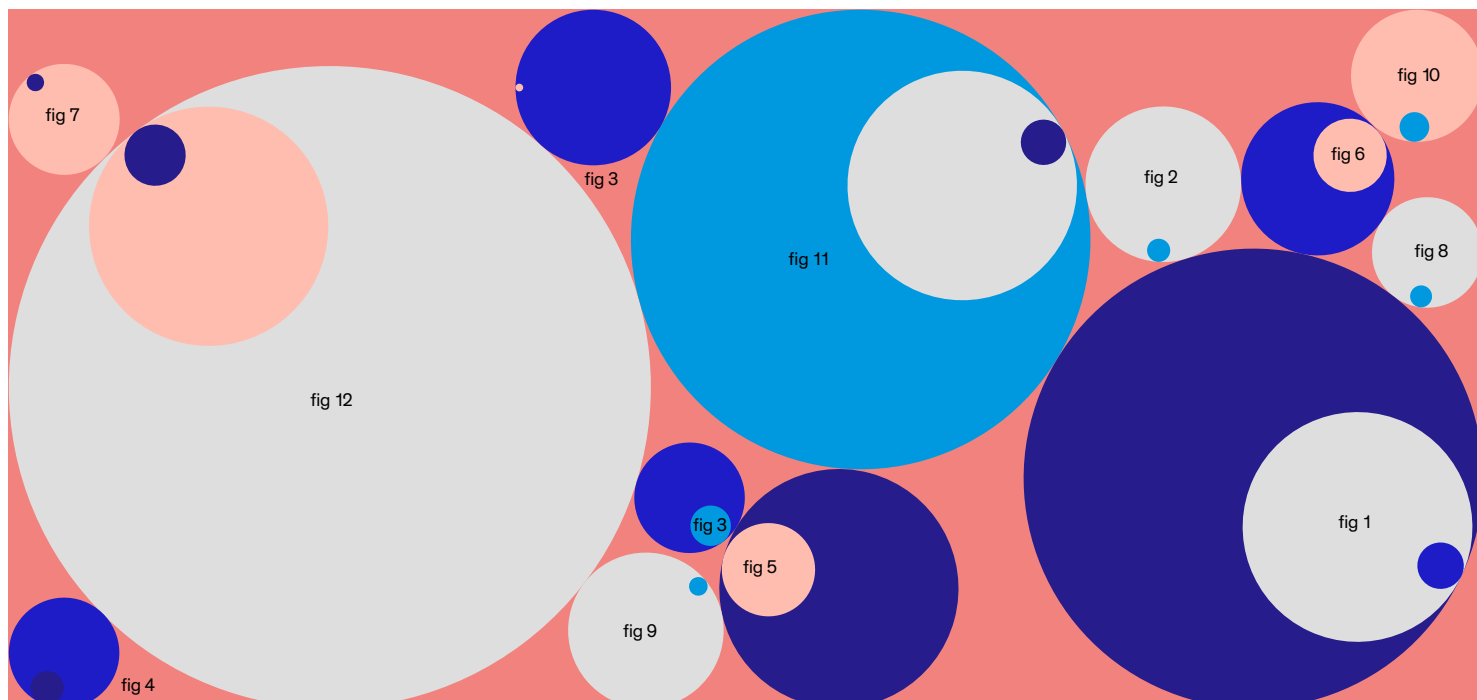


fig 3 In football, rugby, and ice hockey, only 5% of referees are women

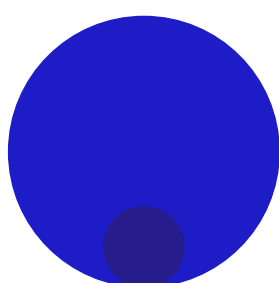


fig 4 In university-level sports science (STAPS), women make up less than 30% of students

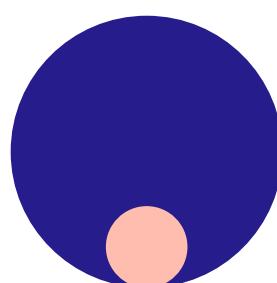


fig 5 19 out of 115 sports federations are led by women (including 2 Olympic disciplines). 37% of board members are women

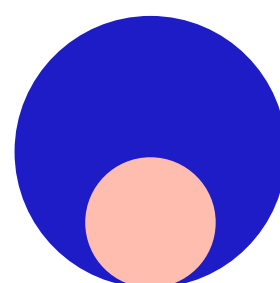


fig 6 In sports administration, gender distribution is more balanced: 48% women, 52% men

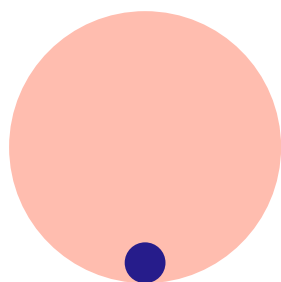


fig 7 Among professional athletes, only 15% are women — 49 women versus 280 men

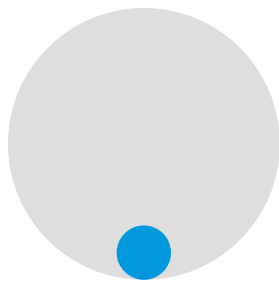


fig 8 Just 20% of sports journalists are women in broadcast and audio media

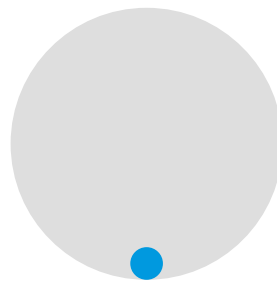


fig 9 Female journalists speak only 12% of the time in sports segments — the lowest across all media sectors

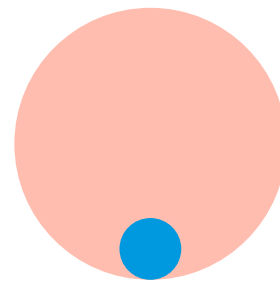


fig 10 Among elite athletes in France: 77.3% men, 22.7% women

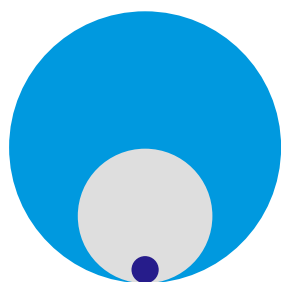


fig 11 Breakdown of sports broadcast hours on generalist free-to-air TV: 10% women's, 39.5% mixed, 50.5% men's

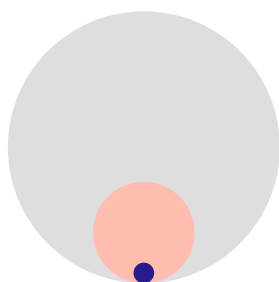


fig 12 By type of broadcaster (2018–2021): 7.6% women's, 29.7% mixed, 62.7% men's

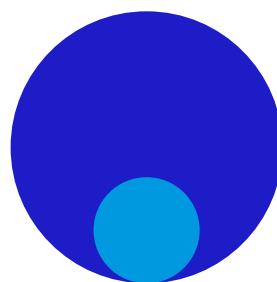


fig 13 Overall, the number of elite female athletes rose slightly — from 5,904 to 5,943 out of 15,331, reaching 39% women versus 61% men

Sources : ARCOM Report, January 2023 — on the media coverage of women's sports between 2018 and 2023.