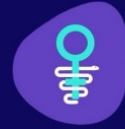


# FEMTECHNOLOGY SUMMIT



Building The Future of Women's Health Through A 360 Degree, Ecosystem Approach

X

# EqualVoice

Equality matters! Aiming to give women and men an equal voice in the media

**Lea Eberle**

Head of Strategy, EqualVoice





52%

of all women perceive the depictions of weight in media and advertising as “unrealistic”.



Less than

**50%**



of women feel that mental health is well represented in the media.

47%

of women believe that media and advertising shy away from talking about women's health issues.





# 25%

of all ads in women's magazines are about beauty products and services, making them the most common type of ad.



**EqualVoice**

82%



of all **media articles** worldwide  
are about **men**

**Sports Media Articles**  
only cover

**4%**  
women

**But they**  
**make up**

**40%**  
of all athletes  
worldwide





Only

**17%**

of all **biographies** on Wikipedia  
are about **women**

A close-up photograph of a human eye with a light-colored iris, looking slightly to the right. The image is overlaid with a vertical gradient from blue on the left to pink on the right. The text "Seeing is believing" is written in white, bold, sans-serif font across the center of the eye.

**Seeing**  
is  
**believing**



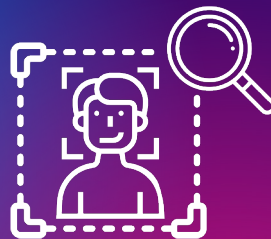
# EqualVoice Factor

# Analysis:

Text



Images



Videos



A close-up photograph of a hand breaking a metal chain link. The hand is positioned on the left, with fingers gripping a link. The chain is made of thick, dark metal links. The background is a soft, out-of-focus gradient of blue and purple. The text 'Break the bias' is overlaid in white, bold, sans-serif font.

# Break the bias

ETH Verification



EqualVoice United



International Expansion





**EqualVoice**

**is a great possibility to  
engage with our readers  
and reach new audiences.**



# Power of Images





EXKLUSIVE RECHERCHE

**Abo** Sergio Ermotti lancierte die CS-Übernahme schon vor sieben Jahren

Vor sieben Jahren lancierte Sergio Ermotti die Übernahme des Rivalen. Jetzt kehrt er zurück – um sie endlich umzusetzen. Mehr...

Dirk Schütz



HINTER DEN KULISSEN

**Abo** So sieht ein Tag im Leben eines Big Boss aus

In Krisen boomt das IT-Beratungsgeschäft. Wir haben Accenture-Länderchef Marco Huwiler einen Tag lang begleitet – und seine Sorgen entdeckt. Mehr...

Andreas Valda



WEIGHT WATCHERS

**Abo** **Dicke Gewinne mit der Dünnmacher-Aktie**

☰ HANDELSZEITUNG

Abo



REAKTION AUF STEIGENDE KRIMINALITÄT

**Audemars Piguet ersetzt der Kundschaft gestohlene Uhren**

Kriminelle haben es verstärkt auf Luxusuhren abgesehen. Audemars Piguet lanciert deshalb einen Art Diebstahlschutz für seine begehrten Zeitmesser. Mehr...



**Make gender equality a reality.**



**EqualVoice**

**Thank you**