Female entrepreneurs in digital journalism

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Female Entrepreneurs in Digital Journalism

The objective of this research is to identify whether any differences exist between journalistic entrepreneurships that include and those that do not include the participation of women. Four hundred and fifty-six digital news media registered in the directory SembraMedia were analysed. Sembramedia is a nonprofit organisation dedicated to increasing the diversity and quality of Spanish language content by helping digital media entrepreneurs become more sustainable and successful. The results of this study reveal that digital media which include women cover socially sensitive issues and give visibility to the most marginalised groups; they go to more diversified sources of income and more participatory governance systems; and they offer more deliberate and reflective information, less dependent on immediacy and topicality.

Introduction

Gender inequality in journalism has been widely discussed in the academic literature (Van Zoonen, 1998; Delano, 2003; De Bruin and Ross, 2004; North, 2009; Steiner, 2012; Byerly, 2013; Lobo, Silveirinha, Torres da Silva and Subtil, 2017). More recently, entrepreneurship in the sector has interested academics (Achtenhagen, 2008, 2020; Khajeheain, 2017; Hang, 2018, Horts and Hitters, 2020). However, there exist few works which analyse entrepreneurship from the gender perspective (Caro-González, 2014).

The digitalisation of journalism is causing essential changes in the structure and content of traditional media companies (Kosterich, 2020) and the emergence of new business models led by women (SembraMedia, 2017). These changes can alter the

consideration of journalism as a male activity. In the case of emerging projects, we must add the perception that women are less competent in digital skills (De Vuyst and Raeymaeckers, 2019), so that access to the digital world could , in principle, be challenging to feminise journalism.

This article intends to specify, from a gender point of view, the new journalistic entrepreneurships and how the situation of change can affect the future of journalism from a feminist perspective. In this, several questions are posed: Are there any differences between the entrepreneurships of men and women? Are there any differrences between the news services offered by men and women? To answer these research questions a study has been carried out of 456 journalistic entrepreneurships with the aim of finding significant differences between the projects led by men and by women. The results show how these differences exist and contribute to reinforcing feminist theories which show that the business world and the media world can be more diverse and enriching with a greater female presence.

This paper aims to make the following contributions. Firstly, it analyses, from a gender perspective, how the sector is being transformed, and new journalistic formats with the capacity for social transformation are appearing. Secondly, it contributes to reducing the deficit of research on the topic of media entrepreneurship that is witnessing an increasing level of academic attention (Achtenhagen, 2017, p.1) incorporating into the debate the gender approach (Caro-González, 2014) and contributing evidence of the geographic context of HispanicAmerica which **has seldom received scholarly attention in the mainstream research and journals concerning** entrepreneurship in journalism (Achtenhagen, 2017).

Theoretical *review*

Women, Crisis and Journalistic Digital Entrepreneurship (JDE)

Research in the field of communication with a feminist perspective has shown the secondary role of women as objects (their representation in the media) and subjects (their role in journalistic companies) of information (Kearney, 2012). "Women in all types of media tend to be thin and sexualized. They talk less than men. They have fewer opinions. And they are far less likely, in the entertainment industry, to play roles as leaders or professionals, or even as women who work for a living" UN Women (2015). This role is the product of patriarchal capitalism that values masculine forms of organisation and knowledge (Acker, 1990; Byerly and Ross, 2006).

Journalistic companies are undergoing a profound transformation derived from two factors: the impact of information and communications technology (ICT) (Jarvis, 2015) and the lack of credibility of journalistic work. These factors are contributing to the transformation of traditional business models and the emergence of new digital native journalistic projects (Galán, 2017; Achtenhagen, 2020).

Low costs, job insecurity and the ability to detect (and take advantage of) new information niches are giving a boost to the emergence of innovative projects. In fact, by 2015, 73% of the "native-digital" organisations in Hispanic America had been founded between 2010-2014 (Meléndez, 2016). The number of new entrepreneurial organisations has grown around the world (Robinson, Grennan and Schiffrin, 2015). In Spain alone, during the economic crisis (2008-2016), journalists created more than 500 new media (APM, 2016). The new business models appear as one of the solutions that guarantee the survival of journalistic companies (Larrañaga-Rubio, 2010).

Media entrepreneurship can be seen from a narrow perspective or a wiser perspective (Horts and Hitters, 2020, p. 26). The former is centred on considering

entrepreneurship in the traditional sense, focusing on new products and services in the media industry (Achtenhagen, 2008; Khajeheain, 2017; Hang, 2018). The latter is founded on the comprehension of entrepreneurship considering the convergence of sectors, digitalisation across industries and the use of digital media in various contexts (Achtenagen, 2017; Horts and Hitters, 2020). We will concentrate ourselves on the first approach, aiming to more thoroughly understand female entrepreneurship in the framework of the creation of news products or services in the media-industry.

Native digital journalistic companies, sometimes catalogued as disruptive for the innovations that they entail (García-Avilés, Carvajal-Prieto, De Lara-González and Arias-Robles , 2018), are awakening interest in their transformative potential (Schmitz, De Macedo, Harlow and Calmon, 2018, p. 88). Their key activities are "advancing, renewing, and transforming existing industry practices with new ideas" (Horts and Hitters, 2020, p. 28). This is particularly so in the Hispanic-American context where "entrepreneurs in digital media are playing an increasingly important role" (SembraMedia, 2017, p. 6) due to their capacity for social innovation. In the same way, media entrepreneurs play the role of change agents in society (Achtenhagen, 2008, p. 138).

The change that the sector is experiencing is morphogenetic; that is, it affects the DNA of organisations, and it is expected that future generations of journalistic entrepreneurs will acquire and reflect those changes. It affects the strategy, the organisational structure, the company's culture and, of course, the productive routines (Laughlin, 1991). The emerging media are born without the restrictions and inertia of the traditional media. They start from scratch; they can organise the work without considering the androcentric vision of the journalistic profession (Djerf-Pierre, 2007; Murthy and Anita, 2010), which hinders personal and occupational conciliation (Caro-

González, García-Gordillo and Berzunartea-Valencia, 2014). In this line, academics point out that with the emergence of digital journalism, progress is being made towards greater equality in the media (De-Miguel-Pascual, Berganza-Conde and Parratt-Fernández, 2017).

Female digital entrepreneurship

Female entrepreneurship contributes significantly to economic growth and poverty reduction (EIGE, 2013). Also, female entrepreneurship can contribute to social change (Kickul, Griffiths, Bacq and Garud, 2018). According to the European Working Conditions Survey (Eurofound, 2016), female entrepreneurs in Europe represent 37% of the total number of entrepreneurs. In the sector of ICT, however, they are only 23.4%. On the other hand, they must make great efforts to legitimise their position as entrepreneurs (Swail and Marlow, 2018).

This is a positive fact in the Hispanic-American digital media sector since almost 40% of the founders of the digital natives included in the SembraMedia study (2017, p. 9) (100 media from four Hispanic-American countries) are women. In contrast, in Europe, only 14.8% of digital start-ups have been founded by women (Kollmann, Stöckmann, Hensellek and Kensbock, 2016). Also, some research reveals that entrepreneurship in the communication sector continues to be a masculine activity, in a masculinised profession (Djerf-Pierre, 2007), where men assume that they can and should be entrepreneurs, unlike women who need the approval of their closest environment (Caro-González, Romero-Benabent and Sánchez-Torné,2017).

But the importance of the increase of female entrepreneurs is not only quantitative. There is research in different sectors which notes that male and female entrepreneurs start different types of businesses (Kepler and Shane, 2007, p.10).

A greater critical mass of women in the newsrooms and management positions of these new media could lead to equality in all spheres of journalistic production (Beam and Di Cicco, 2010; De-Miguel-Pascual et al., 2017). Starting with what is considered valuable information, researchers believe that the growing number of women in journalism goes hand in hand with a "feminisation" of news content (Van Zoonen, 1998; Djerf-Pierre and Lofgren-Nilsson, 2004), and it is argued that soft news will occupy more space in the media and increase its status (North, 2016). What interests women will begin to be as crucial as what interests men (Ross and Carter, 2011, p. 1149) and, therefore, the women who cover this information will gain more prominence in the newsrooms (Van Zoonen, 1998; Lumby, 2000). To sum up, it would be interesting to know if, as happens in other sectors, women opt for business projects centred on the social value rather than on the economic value (Lortie, Castrogiovanni and Cox, 2017; Matherne III, Bendickson, Santos and Taylor, 2020).

Objectives and hypothesis

The objective of this research is to identify differences between journalist ventures including and not including women within their founders and editorial team. The former, to know if the crisis in the communication sector is entailing a favourable change in gender equality in the sector through the incorporation of women as promoters of digital media. In an exploratory way, the purpose is to identify differentiated behaviours between companies "including women within its founders or editorial team" (IW) and those "not including women within its founders or editorial team" (NIW).

The variables considered are those reflected in the SembraMedia database defining the nature of information services: sources of income, coverage, type of

content, journalistic genre, the technique used, content origin, and the project's profit/non-profit orientation.

In this way, this empirical study attempts to answer the following research questions (RQ):

RQ 1: Are there any significant differences between the digital entrepreneurships of women and men?

RQ 2: If there are such differences, what are they?

Materials and methods

To typify the journalistic companies from a gender perspective, a comparative analysis of the digital entrepreneurships collected in the SembraMedia directory (https://www.sembramedia.org/) was carried out. From this directory, 456 Hispanic-American media were selected (as of February 20, 2018), which had relevant information on founders, mission, journalistic genre, owners, or sources of income. This database has been used in other studies concerning the journalistic sector (Rojas-Torrijos, Caro-González and González-Alba, 2020).

SembraMedia was founded in 2015. It is a non-profit entity based in the United States, under the fiscal sponsorship of the Institute for Non-profit News. The mission is to increase the opportunities for the success of entrepreneurs in digital information media. To do so, it creates an online community in which to house them and facilitates contact, the interval of resources, and mutual learning. It focuses on projects in Spanish from Latin America and Spain; and all in Spanish. There are two ways to be part of the SembraMedia database: the company itself requests registration or the SembraMedia team proposes it. The data is self-informed by the organisations themselves that choose

to be part of the SembraMedia database, but there is a team which studies each company before its inclusion.

The criteria for inclusion in the directory are growth ambition; informative and public interest content; own content in Spanish; news information that does not respond to a partisan political agenda; an independent editorial line; digital native media; and transparency about the financing of the company.

The presence of digital media collected by SembraMedia is not identical in all the countries covered: Argentina (9.21%), Chile (10.09%), Colombia (14.04%), Costa Rica (3.73%), Cuba (1.32%), Ecuador (10.09%), El Salvador (1.10%), Spain (12.72%), the United States (0.22%), Guatemala (1.75%), Honduras (1.32%), Mexico (5.04%), Nicaragua (1.54%), Panama (1.54%), Paraguay (0.66%), Peru (1.75%), Port Rico (1.75%), Uruguay (4.61%), Venezuela (12.94%). Despite this, it encompasses many countries and, these results are adequate for the purpose of this study. Based on the preceding, SembraMedia is a reliable, quality, and up-to-date source of information.

We consider that the population of companies examined is relevant. Journalistic projects are analysed in a peripheral territory that is not usually studied in journals of the anglophone world.

We are aware of the heterogeneity of the countries in which they carry out their activity, but the context of a media company developed in Chile has little in common with another in Guatemala. Nevertheless, it should also be noted that these countries have a common colonial past from which they have inherited shared cultural values and, above all, have a common language (Spanish is at least one of their official languages). In any case, it is common to find statistical data referring to this territory (UNESCO and UN).

For the extraction of directory data, a Phyton language programme was developed using the Beautiful Sopup Library to locate and extract the necessary information from the SembraMedia Website. It is necessary to point out that the percentages included in the tables are established considering the answers obtained, i.e., in the calculations any NA responses were not computed. Therefore, the totals are not the same for all the tables shown in the results section.

The number of emerging digital media is constantly increasing and SembraMedia cannot collect them in their entirety. Despite this, in this investigation the totality of those included in the SembraMedia directory is analysed, so it is not necessary to perform an inference analysis. On the other hand, the Phi Coefficient (rø) was used to measure the existence of an association between two questions with dichotomous responses, which allowed the results obtained among the variables studied to be consolidated with the presence of women in journalistic social enterprises. This coefficient is defined as follows:

$$R\emptyset = (p\_xy - p\_x\,p\_y)/\sqrt{(p\_x\,q\_x\,p\_y\,q\_y)}$$

Where:

X: dichotomous variable with values 0 and 1

Y: dichotomous variable with values 0 and 1

px: proportion of response 1 in variable X

qx: proportion of response 0 in variable X

py: proportion of response 1 in variable Y

qy: proportion of response 1 in variable Y

Results

Description

The population studied is composed of 456 digital media. In general, it is found that 37.2% of the projects include women within their founders or editors (Table 1). This figure reflects that women develop a lesser activity in journalistic entrepreneurships.

** In relation to the economic orientation of the enterprises, we found a low and positive relationship between "non-profit" organisations and JDE-IW (rø = 0.197, p<0.05).

Sources of Income and profit/non-profit orientation

The first variable analysed refers to the business model of digital media. Revealing differences are observed between NIW and IW companies (Table 2). The former has shown a higher percentage of income in "advertising in the format of national banners". The NIW organisation addresses the advertising of the natives. Native advertising is not a new phenomenon, but only recently has it reached news media outlets that stand for high-quality journalism (Bachmann, Hunziker and Rüedy, 2019).

 IW Organisations, on the other hand, showed a higher result in "Crowdfunding", "Donations from individuals", and "Foundations and subsidies". Women are opting for business models that are further away from the commodification of information and the dependence on commercial activity. This fact makes us think that women's editorial projects are more oriented to the common good and therefore seek and obtain the collaboration of their environment for the maintenance of the project.

The association test reinforced the results obtained. Specifically, a low and negative relationship was found (rø = -0.239, p<0.05) between journalistic companies

IW and the use of national banners. A low and positive relationship was found between JDE-IW and the use of crowdfunding ($r\phi = 0.183$, $p<0.05$), donations from individuals ($r\phi = 0.125$, $p<0.05$), and foundations and subsidies ($r\phi = 0.172$, $p<0.05$).

Coverage and Content origin

Coverage refers to the territory that the new media aim to cover with their informative services. Normally, the geographical areas analysed are international, national and local. Currently, a boom is being experienced of hyperlocal medias (Metzgar, Kurpius and Rowley, 2011 Tang and Lai, 2018), but, regrettably, this category is not considered in the database used. The predominant territorial coverage (Table 3) in the group of companies analysed is national (78% NIW and 72% IW). As to the origin of the content, digital media mostly turn to professional journalists to develop their news content (Table 54.

In these two variables, no significant differences were found between the two groups of analysis.

Type of Content

In general, three main contents (Table 5) of the digital media are analysed: "culture and entertainment" (53% NIW and 59% IW), "politics" (48% NIW and 46% IW), and "society and human rights" (38% NIW and 52% IW). Irrespective of these results and the detailed analysis that is developed, it is observed with immediacy that NIW organisations had a higher percentage in sports-related content. On the other hand, IW media evidenced a superior result in the environment, society and human rights topics. With these first data, we can observe the horizontal segregation in terms of topics and correspondence with soft content. The association test reinforced the results obtained,

specifically, a statistically significant, low and negative relationship (rø = -0.128, p<0.05) was found between JDE-IW and "sports". Sports journalism is the domain of male journalists (North, 2012). A low and positive relationship was found between JDE-IW and "environment" (rø = 0.151, p<0.05), "society and human rights" (rø = 0.133, p<0.05).

The contents related to "sports", "economy and business", "lifestyle", "judicial and political", "culture and entertainment", "society and human rights" present subdivisions in the database. Special attention is paid to the last four since this is where significant differences are found between NIW and IW media. Within "culture and entertainment", music represents the main topic for both types of organisations. IW Media showed a higher result in: "art", "cinema", "literature" and "theatre" (Table 6). A low and positive relationship was found between JDE-IW and "art" (rø = 0.222, p<0.05), "cinema" (rø = 0.124, p<0.05), "literature" (rø = 0.137, p<0.05) and "theatre" (rø = 0.139, p<0.05).

The main contents within the "lifestyles" topic were: "events", "travel" and "gastronomy" and, specifically, IW organisations showed a significantly higher percentage in "fashion" (Table 7). Fashion remains a "pink ghetto" (Franks, 2013), almost exclusively for women. A statistically significant, low and positive relationship was found between JDE-IW and "fashion" (rø = 0.200, p<0.05).

Within the "judicial and political" topic, it was observed that 30% of IW companies covered drug trafficking while only 11% of NIW companies did so (Table 8).

We believe that this variable requires an empirical study to know, for example, if women deal with judicial and police issues differently from men (Cullen, O'Brien and Corcoran, 2019; Easteal, Holland and Judd , 2015; Jackson, 2018).

It is also interesting that women deal more with drug trafficking issues. This is probably due to the geographic context of the newspaper company. A low and positive relationship was found between JDE-IW and "drug trafficking" (rø = 0.229, p<0.05).

As regards the topic dedicated to "society and human rights", differences are found. In this way, IW organisations show a higher percentage in topics related to inequality: "gender", "indigenous peoples" and "LGBT" (Table 9). A low and positive relationship was found between JDE-IW and "gender" (rø = 0.230, p<0.05), "LGTB" (rø = 0.159, p<0.05), and "indigenous peoples" (rø = 0.149, p<0.05).

Genre and technique used

Concerning the journalistic genre used by digital media, that most used was "informative" (60% NIW and 57% IW) and "opinion" (57% NIW and 53% IW). On the other hand, significant differences have been found with higher percentages in IW organisations in the genres of "investigative journalism", "interview and report" and "essay" (Table 10): genres more linked to reflection, opinion, and contextualisation than to breaking news. A low and positive relationship was found between JDE-IW and "interview" and "report" (rø = 0.120, p<0.05) and "essay" (rø = 0.121, p<0.05).

The most recurrent technique used to develop the information offered by the media collected in SembraMedia is "news updates or breaking news". We must not forget that a highly valued quality in journalistic information is immediacy. At the same time, NIW organisations opted for this modality the most, since they showed a higher percentage (83%). In contrast, IW entities showed a higher result in "coverage" and "data journalism" (Table 11). These data are consistent with the genres most used in companies IW. A low and negative relationship was found (rø = -0.156, p<0.05) between JDE-IW and "news updates", and a low and positive relationship was observed

between JDE-IW and "coverage" (rø = 0.243, p<0.05) and "data journalism" (rø = 0.105, p<0.05).

Discussion and Conclusion

The objective of this research is to analyse the differences between the digital media led by women and those led by men. In carrying this out, the comparison between emerging media Including Women and Not Including Women within its founders allows the identification of significant differences in these entrepreneurial groups. These ventures remarkable transformations in journalism. Chart 1 shows, in summary, the predominant values in each of the types of entrepreneurships (Including Women and Not Including Women).

It is observed that digital media Including Women (IW) shows a more humane approach coinciding with some details of the research of Lortie et al. (2017). This fits the values that research has been considering within the logic of the female gender in journalism (Djerf-Pierre, 2007, p. 97): empathy, subjectivity, orientation to readers, concern for social needs and interests, the intimate sphere, daily problems, or greater involvement in projects.

Regarding the **sources of income**, it is observed that IW companies are more diversified and consider more social and participatory financing systems (crowdfunding, as in Hunter and Di Bartolomeo, 2018). This approach helps to address information services without the need to commercialise information and pursue the search for audiences at any price to increase advertising revenues. These business models are associated directly with the final purpose of the company: profit or non-profit. JDE-IW has a significant "non-profit" orientation. This result is consistent with the analysis made so far about women's enterprises (Matherne III et al., 2020): these are

projects that deal with social issues, which are financed from social resources and not so attached to current information. Women journalists address socially sensitive business projects oriented towards the common good.

The social nature of the **content** of JDE-IW stands out, which is why we agree with Fadnis (2018) and Shelly and Thorson (2003) since these companies cover socially sensitive issues and give visibility to the most marginalised groups that do not find a space in the traditional media[1]. In this same line, a more leisurely and reflective type of information is observed, less dependent on the immediacy and the topicality of NIW media. The treatment of the information in a deeper way allows the details of the information to be addressed and nuances to be introduced in the relation of news events.

The analysis carried out reveals some exciting pieces of evidence, such as the fact that horizontal segregation in the sector remains, as is manifested in the distribution of content in the newsrooms. Women are opting for journalistic projects that deal with "soft" content. That division typical of traditional media, in which women were relegated to certain sections, is maintained (Djerf-Pierre, 2007; North, 2016). However, this data, far from being harmful, entails a value enhancement of the informative interests of women.

The media run by women contribute to the prioritisation in the media agenda of other types of topics that are more sensitive to social problems (De-Miguel-Pascual et al. 2017). The higher weight that these news items −or the media that cover them− are acquiring, can make "soft" content gain importance in the information hierarchy, and the treatment of "soft" news ceases to be a brake on women's professional development.

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[1] In any case, we must qualify that it is a matter of statistic generalisations. For example, Achtenhagen (2008) describes a new Swedish *traditional* media which innovates addressing information about this country's immigrant population. It is also a media promoted by a man: "The innovative perspective started out as offering Gringo a different reporting style about immigrants and life in the suburbs in a funny, entertaining way, yet with a serious undertone" (p. 135)

Another fact which is very encouraging, and which reflects the change that is taking place in the sector, is the role of women as entrepreneurs. As already indicated, the percentage of female entrepreneurs in digital media is much higher than in other sectors related to digital technology. For instance, Kepler and Shane (2007, p. 53) showed that male entrepreneurs were significantly more likely than female entrepreneurs to found technologically intensive businesses. This fact increases the visibility of female entrepreneurs and their presence in the public sphere, which makes them a benchmark for future journalists (Baker, Aldrich and Liou, 1997). Also, this occurs in a highly masculinised regional context in which women are relegated to a second social background as can be seen in the disheartening number of women who own traditional media (SembraMedia, 2017).

In conclusion, it is observed that women can perform a different type of journalism, one that is closer and more sensitive to social problems justifying the proposals of Kepler and Shane (2007) that entrepreneurships by men and women are different. These are consistent with the study by SembraMedia (2017, p. 41), which determined that "after working with hundreds of female digital media entrepreneurs, there is considerable anecdotal evidence that media organisations led by women are more cooperative, more inclined to form alliances and share resources; and they produce part of the most relevant coverage for underprivileged communities".

The present research has various implications of an academic and professional nature. From an academic point of view, it is one of the few studies that analyse emerging digital entrepreneurships from a gender perspective. Also, it studies a very dynamic and innovative region of the world that is not usually explored by researchers, more specifically, in anglophone academic journals, that have been criticised for lacking a diversity of races, nationalities, and ethnicities in their editorial boards, topics, and

authors (Usher, 2019). It highlights the need for more research in the field of female entrepreneurship in communication (Caro-González, 2014).It also encourages us to investigate the processes that favour this change and how women face these challenges. More studies in this field would help to identify with more precision the distinctive characteristics of companies including women and to know their impact on a new media ecosystem.

For the profession, it is highlighted that women are increasingly occupying a media space from which they used to be relegated. More women in journalism contribute to taking advantage of the intelligence and creativity of that 50% of the population that tend to find limitations when developing their projects. Women have a more precarious situation in the profession, and their access to management positions will contribute to their dignity and promote equality. More differentiated and socially aware information approaches will help a more egalitarian society. This research highlights the value of female journalistic ventures and makes them visible. It would be interesting for women entrepreneurs to follow the "one of the girls" strategy proposed by Van Zoonen (1998); creating networks to exchange experiences and content among women can serve as leverage for women on the path to decisionmaking and power (De Vuyst and Raeymaeckers, 2019, p. 14).

The limitations of the research range from theoretical to empirical limitations. First, there is a lack of a conceptual model that addresses the number and quality of the measurement of several variables that integrate it or incorporate data from other sources of information. It is also necessary to go thoroughly into the conceptualisation of digital journalistic entrepreneurship to advance in the creation of a shared theoretical framework. On the other hand, the empirical limitations are caused by temporal delimitations, as well as by the method of data collection. Undoubtedly, limitations set

difficulties, from increasing the number of variables considered and the literature that supports them, to an increase in data collection methods.

Finally, future research lines should focus on:

(1) Studying the evolution of female entrepreneurships. Will the same happen with information professionals who leave before their male colleagues? What will be the average duration of these entrepreneurships? What causes their failure and success?

(2) Inquiring about the informative routines of female journalistic entrepreneurships. Are they more egalitarian? Do they facilitate the reconciliation of personal and family life? Are decision-making systems more participatory? How do they relate to their environment?

(3) To obtain larger samples that allow for comparative studies among countries, to analyse how contextual factors influence information services.

Disclosure statement

We have no potential conflict of interest.

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Table 1. Presence or absence of women within the founders or editorial team of digital media.

	Organisation NIW		Organisation IW		Total Organisation	
	Frequency	%	Frequency	%	Frequency	%
Organisation Profit	227	68.58%	104	31.42%	331	72.59%
Organisation Non-Profit	59	47.20%	66	52.80%	125	27.41%
Total Organisation	286	62.72%	170	37.28%	456	100%

Source: SembraMedia. Own elaboration.

Table 2. Source of income of digital media Including Women or Not Including Women within its founders and/or editors.

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
National Advertising Banners	79	37.80%	68	62.96%
Local Advertising Banners	130	62.20%	40	37.04%
International Advertising Banners	66	31.58%	36	33.33%
Crowdfunding	19	9.09%	6	5.56%
Consulting services	7	3.35%	14	12.96%
No source of income	17	8.13%	12	11.11%
Google Ads	4	1.91%	5	4.63%
Donations from individuals	19	9.09%	8	7.41%
Product marketing and online store	12	5.74%	14	12.96%
Government funds	6	2.87%	2	1.85%
Education	14	6.70%	7	6.48%
Entertainment and workshops	6	2.87%	7	6.48%
Foundations and subsidies	6	2.87%	7	6.48%
Production of content for clients	15	7.18%	20	18.52%
Related events	23	11.00%	16	14.81%
Native Advertising	26	12.44%	9	8.33%
Memberships with benefits	24	11.48%	10	9.26%
Subscriptions	2	0.96%	3	2.78%
Design services for clients	9	4.31%	5	4.63%
Web technical services for clients	3	1.44%	3	2.78%
Donations from companies	4	1.91%	2	1.85%
Other	4	1.91%	3	2.78%
Syndication of contents	3	1.46%	3	2.78%
Sale space available for content producers	3	1.44%	0	0.00%
Sponsors	1	0.48%	0	0.00%

Table 3. Coverage of digital media Including Women or Not Including Women within its founders or editors.

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
International	103	38.15%	55	33.95%
National	211	78.15%	116	71.60%
Local	106	39.26%	61	37.65%

Table 4. Origin of the content of digital media Including Women or Not Including Women within its founders or editors.

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
Professional journalists	228	86.36%	127	84.67%
Citizen Journalism	26	9.85%	16	10.67%
Assigned to professional contributors/special collaborators (like professors, businessmen or other experts)	0	0.00%	1	0.67%
Content about material quoted from other sites	50	18.94%	27	18.00%
National and/or international news agencies	38	14.39%	24	16.00%
Founder	19	7.20%	15	10.00%

Table 5. Type of Content of digital media Including Women or Not Including Women within its founders or editors.

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
Science	20	7.14%	14	8.54%
Environment	42	15.00%	45	27.44%
Journalism	26	9.29%	23	14.02%
Politics	134	47.86%	75	45.73%

	Frequency	%	Frequency	%
Health	49	17.50%	41	25.00%
Technology	69	24.64%	37	22.56%
Culture and entertainment	152	53.15%	100	58.82%
Sports	101	36.07%	39	23.78%
Economy and business	82	29.29%	44	26.83%
Lifestyle	94	33.57%	56	34.15%
Judicial and political	96	34.29%	64	39.02%
Society and human rights	107	38.21%	85	51.83%

<div align="center">Source: SembraMedia. Own elaboration.</div>

Table 6. Type of Culture and Entertainment content of digital media Including Women or Not Including Women within its founders or editors.

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
Art	6	3.95%	17	17.00%
Cinema	18	11.84%	21	21.00%
Comics	8	5.26%	8	8.00%
Literature	8	5.26%	13	13.00%
Music	32	21.05%	22	22.00%
Theatre	5	3.29%	10	10.00%
Television	9	5.92%	5	5.00%
Culture and Entertainment (without specifying)	139	91.45%	92	92.00%

<div align="center">Source: SembraMedia. Own elaboration.</div>

Table 7. Type of Lifestyle content of media Including Women or Not Including Women within its founders or editors.

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
Architecture	6	6.38%	6	10.71%
Graphic design	1	1.06%	2	3.57%
Events	38	40.43%	19	33.93%
Gastronomy	20	21.28%	19	33.93%
Gardening	0	0.00%	2	3.57%
Fashion	13	13.83%	17	30.36%
Vehicles	7	7.45%	0	0.00%
Travels	30	31.91%	23	41.07%
Wines	0	0.00%	2	3.57%

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
Lifestyle (without specifying)	25	26.60%	12	21.43%

<div align="center">Source: SembraMedia. Own elaboration.</div>

Table 8. Type of Judicial and Political content of digital media Including Women or Not Including Women within its founders or editors.

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
Corruption	7	6.54%	19	22.35%
Judicial	7	6.54%	14	16.47%
Drug trafficking	5	4.67%	11	12.94%
Judicial and Political (without specifying)	0	0.00%	2	2.35%

<div align="center">Source: SembraMedia. Own elaboration.</div>

Table 9. Type of Society and Human Rights content of digital media Including Women or Not Including Women within its founders or editors.

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
Gender	7	6.54%	19	22.35%
LGTB	7	6.54%	14	16.47%
Indigenous peoples	5	4.67%	11	12.94%
Refugees	0	0.00%	2	2.35%
Society and human rights	103	96.26%	81	95.29%

<div align="center">Source: SembraMedia. Own elaboration.</div>

Table 10. Genre of digital media Including Women or Not Including Women within its founders or editors.

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
Investigation journalism	32	16.08%	35	27.13%
Informative	119	59.80%	74	57.36%
Interview	53	26.63%	49	37.98%
Opinion	114	57.29%	69	53.49%
Review	11	5.53%	14	10.85%

Humour	7	3.52%	5	3.88%
Satire	12	6.03%	2	1.55%
Chronicle nonfiction	20	10.05%	18	13.95%
Essay	7	3.52%	12	9.30%

Source: SembraMedia. Own elaboration.

Table 11. Technique used to obtain information in digital media Including Women or Not Including Women within its founders or editors.

	Organisation NIW		Organisation IW	
	Frequency	%	Frequency	%
News updates or breaking news	142	82.56%	74	69.16%
Coverage	47	27.33%	55	51.40%
Curatorship and aggregation	21	12.21%	19	17.76%
Data journalism	12	6.98%	16	14.95%

Source: SembraMedia. Own elaboration.

Chart 1. Main characteristics of media IW/NIW.

Variables	Digital Media IW	Digital Media NIW
Source of Income	Crowdfunding. Donations from individuals. Foundations and Subsidies.	National Advertising Banners.
Coverage	National and Local.	National and Local.
Type of Content	Environment. Society and human rights. Art. Cinema. Literature. Theatre. Fashion. Drug Trafficking. Gender. LGBT. Indigenous Peoples.	Sports.
Genre	Investigative journalism. Interview. Essay.	Satire.
Technique Used	Coverage and data journalism.	News updates or breaking news.
Content Origin	Professional journalists. Citizen journalism. Content about materials quoted from other sites and founders.	Professional journalists Content about the material quoted from other sites. National and/or international news agencies.
Profit/Non-profit orientation	Non-profit.	Profit-oriented.

Source: Own elaboration.