

FACTSHEET

Gender Equality

02 February 2026

At OBS, gender equality is embedded across our organisation: from our workforce and production teams to the stories we tell and how we tell them. Our goal is not only parity, but lasting impact through inclusive hiring, training, and editorial standards.

1. OBS Workforce

The challenge of achieving gender balance at OBS varies between our permanent staff and our Games-time workforce.

Permanent staff

OBS permanent staff reached full gender parity (50/50) in November 2025, marking a major milestone in OBS' long-term commitment to diversity and inclusion. This journey began in 2005, when the workforce was 80% male and 20% female.

Games-time staff

Gender balance among Games-time staff remains a work in progress. During the Olympic Games, OBS scales up to between 4,300 and 8,300 professionals, including top broadcast experts, freelancers, and vendors of over 100 nationalities.

Milano Cortina 2026

- 8 of 12 departments show equal or higher female representation.
- Commentary: 55% women, up from 29,6% at Beijing 2022. Milano Cortina 2026 mark the first Olympic Games where female commentators are the majority.
- Broadcast Venue Managers: Two-thirds of staff are women

Paris 2024 milestones

- OBS hired more women than at any previous Olympic Games for key broadcast operational roles.
- Female representation increased across venue production teams, including image-generating roles, to achieve more equal portrayal.
- Broadcast Venue Managers: Two-thirds of staff were women (up from 50% at Tokyo 2020).
- Broadcast Operations Centre at the International Broadcast Centre IBC: Two-thirds of staff were women.

- Commentary teams: Women represented 37% of OBS commentators, approximately double the share at Tokyo 2020.

Additionally, OBS has introduced new hiring requirements for freelance production crews to promote gender balance:

- Encouraging team leaders to include more female professionals in their crews.
- Considering gender balance in hiring, with OBS tracking and reinforcing these practices.
- Including at least one female development position per crew.

2. OBS Legacy Programmes

Technical and operational areas such as engineering and production remain male-dominated. OBS is actively addressing these gaps through targeted legacy programmes that build a more inclusive pipeline and equip women with the skills and experience needed to thrive in technical and editorial roles. Several training programmes have been put in place to ensure women are given an equal opportunity to develop their broadcast skills.

“Recognising the gender gap found across various broadcast roles, OBS is determined to make a change and set an example for the industry at large. By empowering women with the skills and experiences needed to thrive in production, editorial or technical roles, we hope to contribute to a more inclusive and diverse broadcast environment in sport.”, Yiannis Exarchos, CEO of OBS.

Women Dedicated Training Programmes

Framing the Future

Training programme aimed to increase the number of female camera operators and to build a legacy in host country:

- Launched at Paris 2024: 70+ female camera operators trained, 40% hired for Games-time in broadcast mixed zones.
- Continued for Milano Cortina 2026: 20 female camera operators trained, 30 % hired for Games time in broadcast mixed zones.
- Some trainees from the Paris2024 cohort are also returning to work in broadcast mixed zones and at the Opening Ceremony. at Milano Cortina 2026.

Engineering the Future

Internship programme aimed to address the gender gap in broadcast engineering, where women make up only about 4–5%.

- Launched in January 2025
- Duration: 6-month part-time internship focused on the planning phase of Milano Cortina 2026.

- 5 interns from Madrid universities were assigned with supervisors covering different engineering areas.
- All 5 interns were offered Mico Games-time positions, 4 accepted.
- Aimed to be continued for the Olympic Games Los Angeles 2028

Olympic Media Innovators Programme (OMIP)

Training programme aimed to empower young women (18-21 years) aspiring careers in sports media.

- Launched in April 2025
- A collaboration between OBS and Olympic Channel Services (OCS)
- 12-week hybrid programme: 10 weeks online workshop, 2 weeks immersive week at OBS and OCS headquarters.
- 15 joined the online workshops; 10 trained in Madrid.

Inclusive Training Programmes

Olympic Commentary Training Programme

Training programme aimed at retired/non-competing Olympians and Paralympians to make the commentary more authentic, insightful and representative as well as to support their career transition.

- Launched ahead of Paris 2024
- Remote seminars and in-person workshops
- Paris 2024: 19 participants in-person workshop, 15 hired (12 female > 80%)
- Milano Cortina 2026: 27 participants in-person workshop, 13 hired (7 female > 64%)

Broadcast Training Programme (BTP)

Training programme aimed to empower host-country students by providing hands-on broadcast training and paid roles alongside OBS teams during the Games.

- Launched at Los Angeles 1984. 14,000+ students trained since
- Paris 2024: 1,300+ hired, 57% women.
- Milano Cortina 2026: 650+ hired, 53% women
- Since Paris 2024 also open for retired/non-competing Olympians & Paralympians:
 - Paris24: 22 athletes hired
 - Milano Cortina 2026: 14 athletes hired

3. Production & Editorial Standards

Ensuring gender-balanced coverage of the Olympic Games is a core objective of OBS. We are committed to delivering fair, inclusive, and high-quality storytelling that celebrates the achievements of all athletes across every sport.

IOC Portrayal Guidelines

- OBS contributed to the [IOC Portrayal Guidelines](#) by sharing its broadcast expertise.
- The guidelines aim to help broadcasters and all communicators promote balanced coverage and fair portrayal of sportspeople in all their diversity.

Equal Production Standard

- OBS applies identical resources, camera coverage, and editorial focus for men's and women's events.

Competition Scheduling

- Historically, women's events were in less desirable slots, while men's dominated prime time.
- Since 2018 significant efforts have been made to balance competition schedules.
- Today, men's and women's events are mixed daily, aiming for 50/50 balance, especially for finals.
- Examples:
 - Paris24: Women's marathon closed the athletics programme
 - Milano Cortina 2026: Games open with curling mixed doubles; last day of competition will see men's ice hockey and women's curling finals.
- Equal athletes' quotas reinforce progress:
 - Paris 2024: 50/50 participation
 - Milano Cortina 2026: 47% female athletes and half of medal events for women.