



**INDIGENOUS
MEDIA**



Indigenous Peoples and the Media

ANNEX A
KEY NUMBERS & FIGURES

Photography: Anna McKenzie



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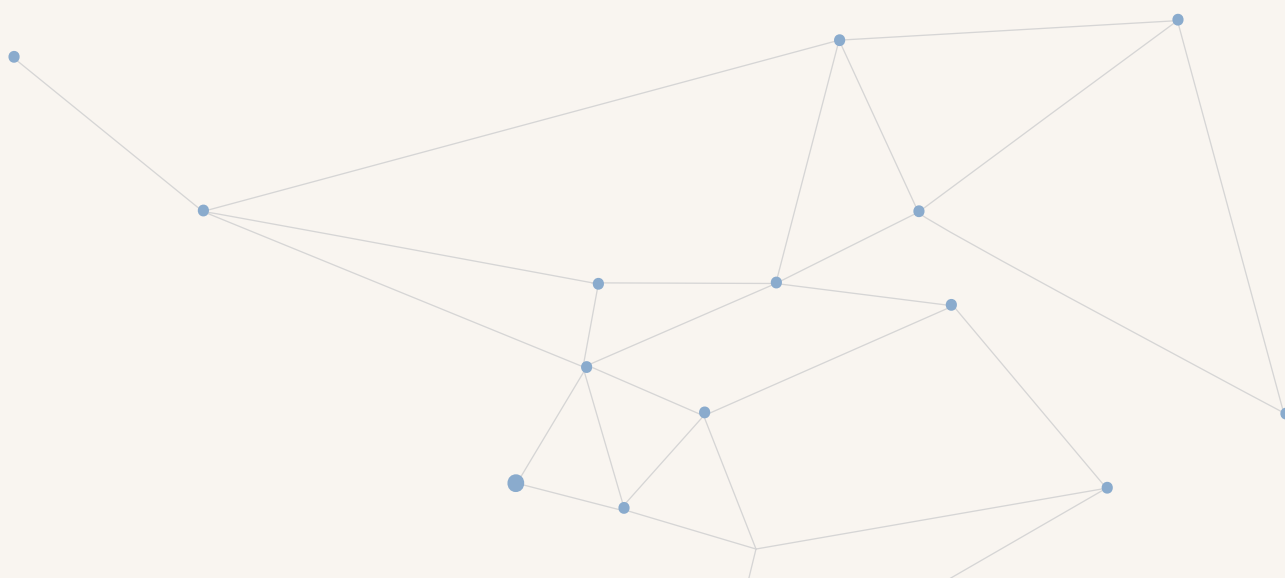
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BACKGROUND

The recommendation E/2023/43/-E/C.19/2023/7, adopted at the 22nd session of the United Nations Permanent Forum on Indigenous Issues (UNPFII), recommended UNESCO to conduct a study concerning Indigenous Peoples and the Media in partnership with relevant UN entities and Indigenous Peoples. The UNPFII invited UNESCO to present the findings of the study at the 24th session of the Permanent Forum (E/2024/43/-E/C.19/2024/8).

OBJECTIVE AND SCOPE

This annex is part of the publication “Indigenous Peoples and the Media”, which examines national policies, practices and funding programmes related to Indigenous Peoples and media. It supports implementing Article 16 of the UN Declaration on the Rights of Indigenous Peoples (UNDRIP), emphasizing Indigenous Peoples’ rights to establish their own media in their languages and access non-Indigenous media without discrimination. The publication also highlights States’ responsibilities to reflect Indigenous cultural and linguistic diversity in media platforms. Furthermore, aligned with UNESCO’s Policy on Engaging with Indigenous Peoples and the Global Action Plan of the International Decade of Indigenous Languages (IDIL2022–2032), an analysis of areas of improvement to media access, policy-making, representation, programming, operations and management practices is offered, as well as recommendations for the development of Indigenous and non-Indigenous media to promote inclusion and fair portrayal in the broader media landscape.



KEY NUMBERS



FOUNDER OF INDIGENOUS MEDIA ORGANIZATIONS

61%

of Indigenous media founded by Indigenous Peoples

EDITORIAL POLICIES, PROGRAMMING AND TRAINING TO COVER INDIGENOUS ISSUES

- ▶ **37%**
of non-Indigenous media offer specific training to cover Indigenous issues
- ▶ **25%**
of non-Indigenous media have no editorial guidelines on Indigenous issues
- ▶ **20%**
of non-Indigenous media seldom take Indigenous Peoples as a source of information on public interest matters
- ▶ **8%**
never do so

TYPE OF MEDIA



34%
Radio stations are the most common type of Indigenous media



23%
Digital media alone



17%
Combined with other types (Hybrid)



6.5% each
Print media and TV

REACH



Local

69%



National

33%



International

24%



Cross-border

8%



ACCOUNTABILITY AND GOVERNANCE

20%

of Indigenous media report to the tribal or community councils



MONITORING OF ENGLISH-SPEAKING MEDIA

1.4 million

media articles (1,600 per day) on
Indigenous Peoples or related issues

Reaching a cumulative audience 3.3 billion
over the period (115 million/month)

Slight but steady growth in the share of articles
with positive sentiment in favour of Indigenous
Peoples and related issues

since November 2022 to December 2024

MANAGEMENT AND OPERATIONS IN INDIGENOUS MEDIA

70%

of Indigenous media have less than
10 paid staff (23% no paid staff)

52%

of Indigenous media have only
Indigenous paid staff, and another
26.6% have majority of Indigenous
peoples in their staff

Corresponding data for non-Indigenous
media are 14% and
16% respectively



INDIGENOUS WOMEN MEDIA PROFESSIONALS IN INDIGENOUS MEDIA

- ▶ **14%**
of Indigenous media have female-only
paid staff
- ▶ **35%**
have a majority of women in their paid staff
- ▶ **9%**
employ no women paid staff

INDIGENOUS WOMEN MEDIA PROFESSIONAL IN INDIGENOUS MEDIA

90%

of Indigenous media
employ Indigenous women

INDIGENOUS WOMEN MEDIA PROFESSIONALS IN NON-INDIGENOUS MEDIA

59%

of non-Indigenous media
employ Indigenous women



INDIGENOUS LANGUAGES IN MEDIA

47%

of non-Indigenous media
publish in Indigenous languages

16%

of non-Indigenous media are
obliged to publish in Indigenous
languages so by quotas

Use of Indigenous
languages is highest in radio
(**84%**) and digital
(**82%**) by Indigenous media

SAFETY OF MEDIA PROFESSIONALS

49%

of Indigenous media staff
are exposed to external threats

33% face a combination of
psychological or online threats

11% face a combination of
physical and legal threats

39%

of non-Indigenous media staff
are exposed to external threats



INDIGENOUS MEDIA ORGANIZATIONS*

74

countries

308 media organizations
responded to the survey



MAINSTREAM MEDIA ORGANIZATIONS

41

countries

128 media organizations
responded to the survey

* 72 are Member States and 2 are Associated Members of UNESCO.

Geographical distribution of responses to the Global Survey on Indigenous and mainstream media*

Geographical Scope

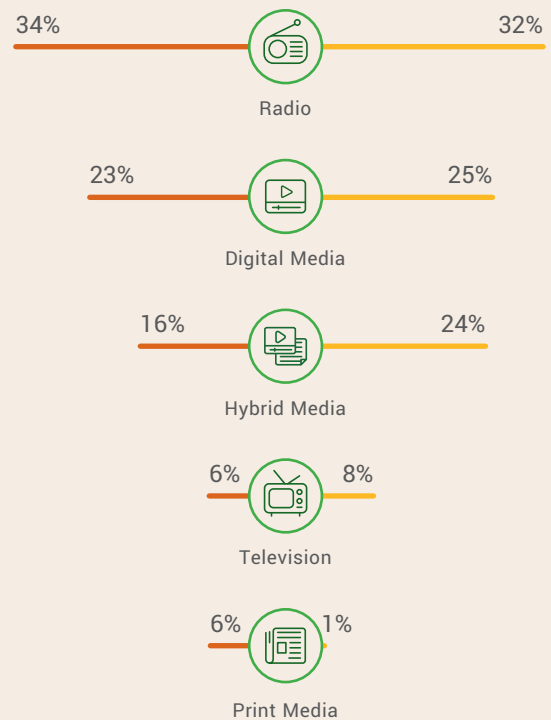
Number of countries with Indigenous Media or Mainstream Media respondents



● INDIGENOUS MEDIA ● NON-INDIGENOUS MEDIA

Breakdown of Indigenous and mainstream media organisations by type of media (% share)

Type of Media that responded to the Global Survey



LITERATURE REVIEW

Academic research

303

articles, books and chapters constituted most of the literature in the review

Governmental, intergovernmental, not-for-profit organizations

51

reports and policy documents

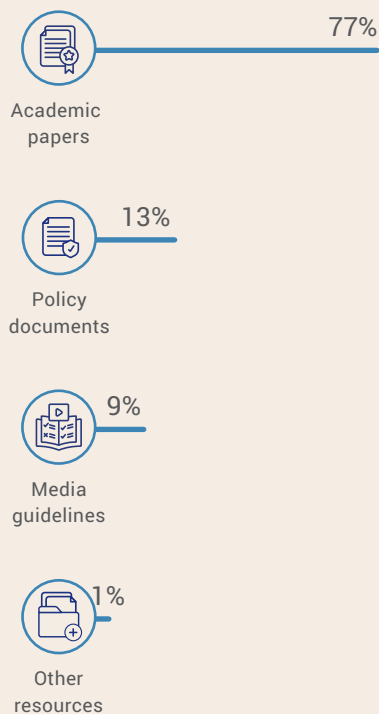
Media organizations

35

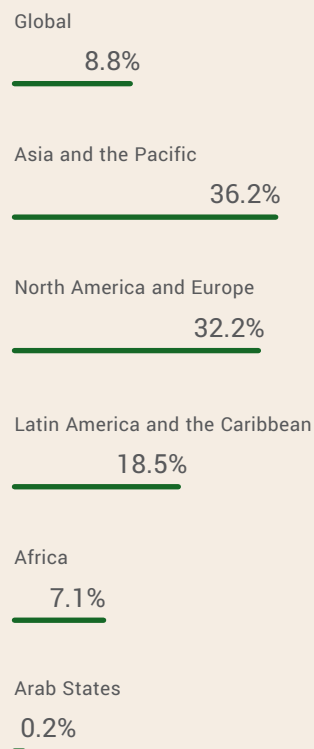
sets of guidelines, codes of practice

*2 countries counted in Africa and Arab States, 2 countries in Asia-Pacific, Europe and North America.

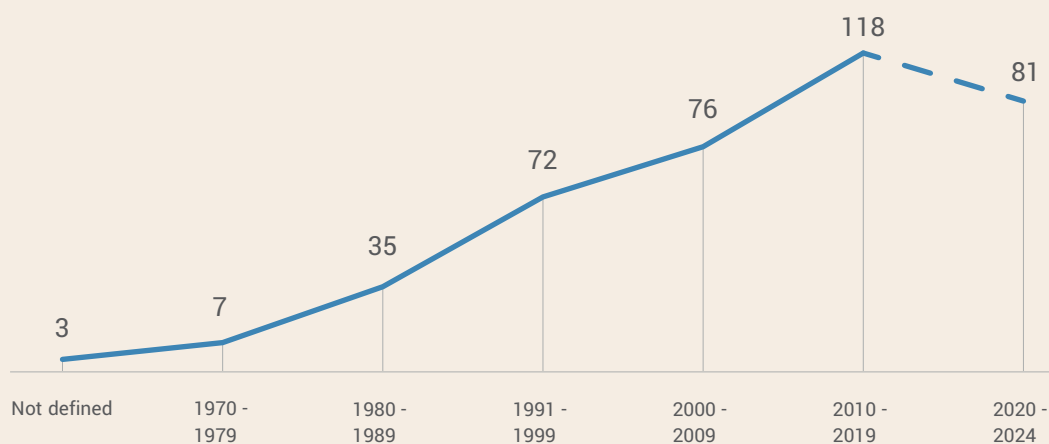
TYPE OF BIBLIOGRAPHICAL SOURCES ANALYSED BY LITERATURE REVIEW (% SHARE)



GEOGRAPHIC SCOPE OF BIBLIOGRAPHICAL SOURCES FROM THE LITERATURE REVIEW* (% SHARE)



BIBLIOGRAPHICAL ITEMS FROM THE LITERATURE REVIEW BY DECADE

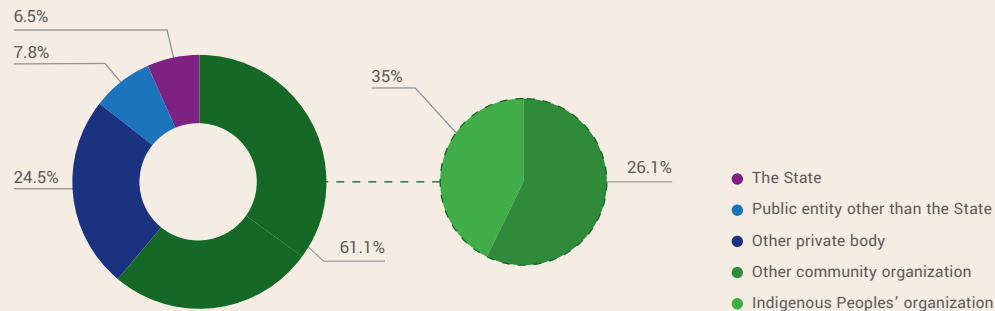


*Where sources refer to two specific regions but are not broadly considered global in scope, they have been counted for each region where they apply.

FIGURES



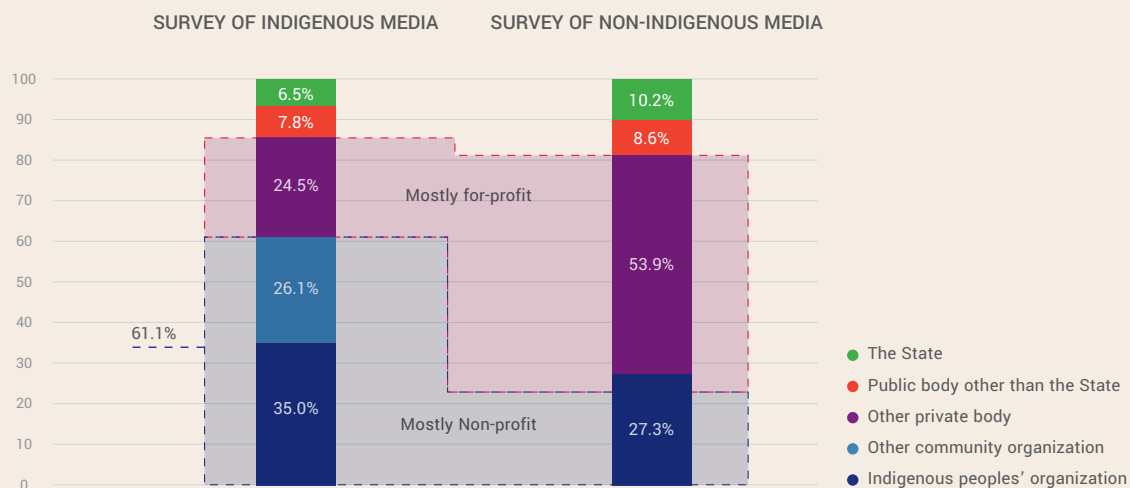
FIGURE 1. Indigenous Media established by type of founder (% share)



According to the global survey, almost two-thirds (61 per cent) of Indigenous media respondents said that either Indigenous Peoples or community founded their media organization. Publicly owned (state or other) media organizations constitute

a relatively small share (14.4 per cent) of the total, but it seems that some Indigenous and other community media organizations rely on public support to function.

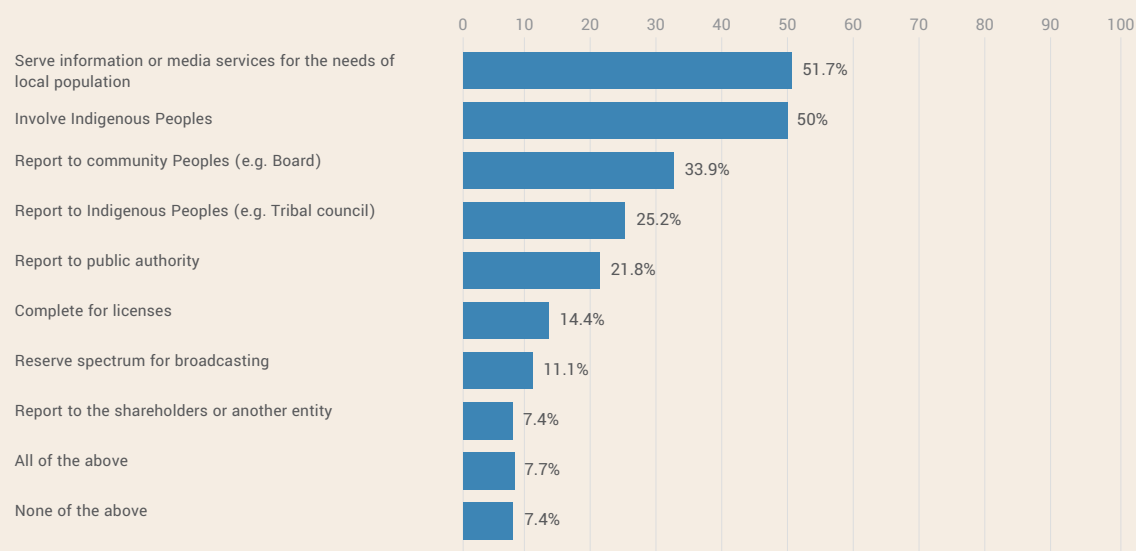
FIGURE 2. Comparison of Indigenous and non-Indigenous media media by type of founder (% share)



When comparing Indigenous and non-Indigenous media by type of founder, the following three conclusions can be drawn: first, it appears that the proportion of publicly founded (or publicly owned) organizations is roughly comparable across Indigenous and non-Indigenous media in the Survey samples (14.4 per cent vs 18.8 per cent); secondly, it seems likely that the majority of 'private' bodies in the sample represent

for-profit companies. Their share as founders of media organizations varies considerably across Indigenous and non-Indigenous media (24.5 per cent vs 53.9 per cent); and thirdly, the majority of Indigenous media organizations have been founded by Indigenous Peoples or Community organizations and are thus non-profit.

FIGURE 3. Requirements met by Indigenous media when applying for legal status or formal recognition (% of respondents)

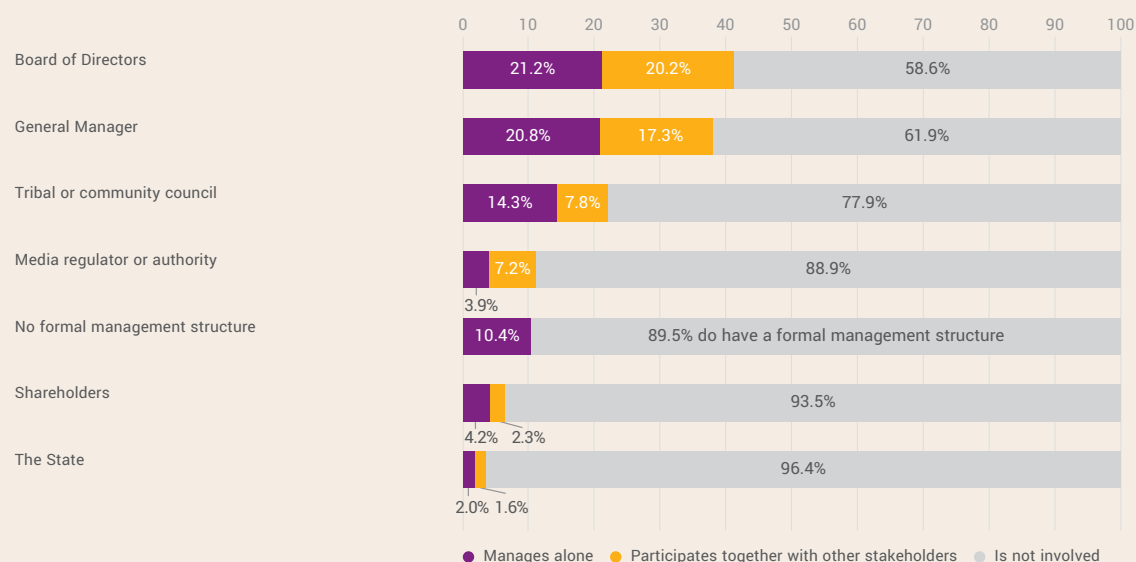


Note: Multiple responses possible

The global survey revealed significant variations among Indigenous media organizations regarding formal recognition and legal status. This indicates a significant level of pluralism

among media organizations, a key factor in ensuring a diverse representation of voices, opinions and analyses in the media.

FIGURE 4. The involvement of different stakeholders in the management of Indigenous issues in Indigenous media organizations (% of respondents)

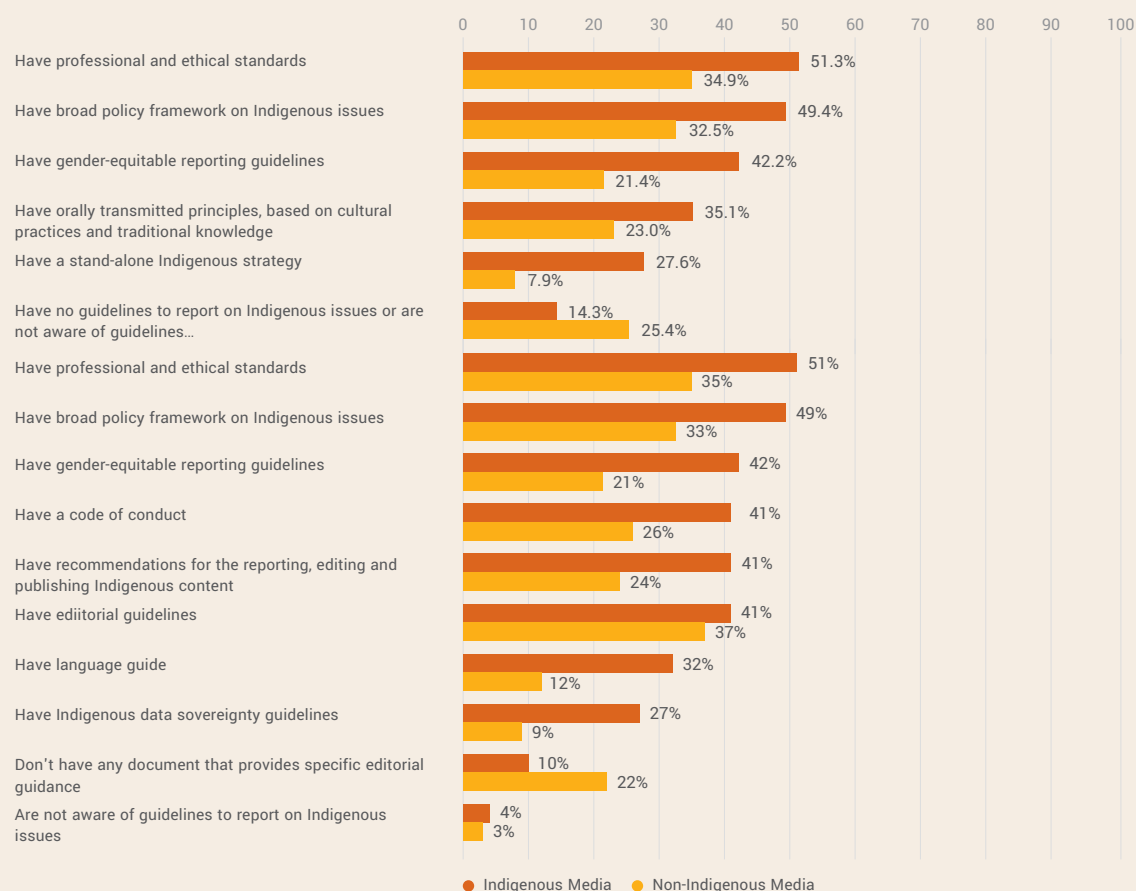


Note: Multiple responses possible

Global survey respondents suggest that some Indigenous media are managed by more than one entity with the most common being a board of directors (41 per cent) or a general manager (38 per cent). Over 22 per cent of respondents indicated that

their media organization is managed by a tribal or community council. The survey also revealed that 10 per cent of Indigenous Media organizations have no formal management structure.

FIGURE 5. Application of editorial guidelines for reporting and programming on Indigenous Peoples and relevant issues by Indigenous and non-Indigenous media organizations (% of respondents)

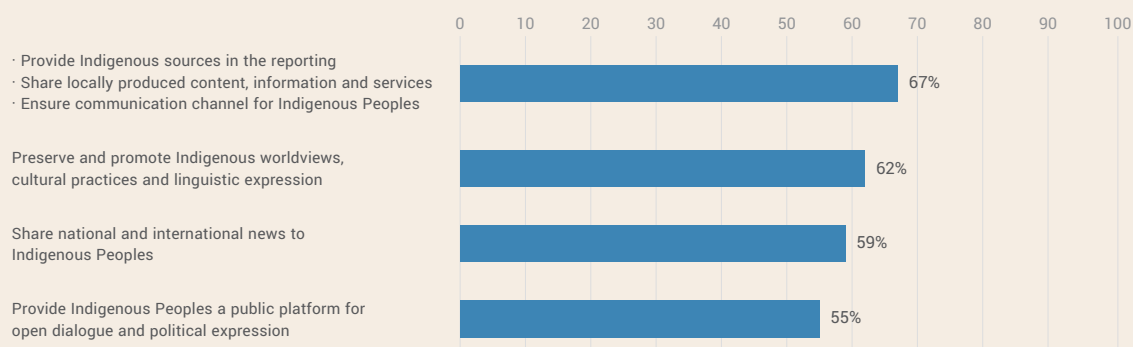


Note: Multiple responses possible

Global survey responses indicate that Indigenous media display a strong commitment to adhering to editorial guidelines that address Indigenous Peoples and relevant issues, reflecting their focus on cultural sensitivity, accuracy and professionalism. A significant majority of Indigenous media respondents reported applying broad policy frameworks covering Indigenous issues

(49 per cent) and maintaining professional and ethical standards (51 per cent). Additionally, many organizations implement editorial guidelines (41 per cent), codes of conduct (41 per cent), and specific recommendations for reporting, editing and publishing Indigenous content (41 per cent).

FIGURE 6. Incidence of factors thought to make Indigenous media organizations distinct from other media organizations (% of respondents)

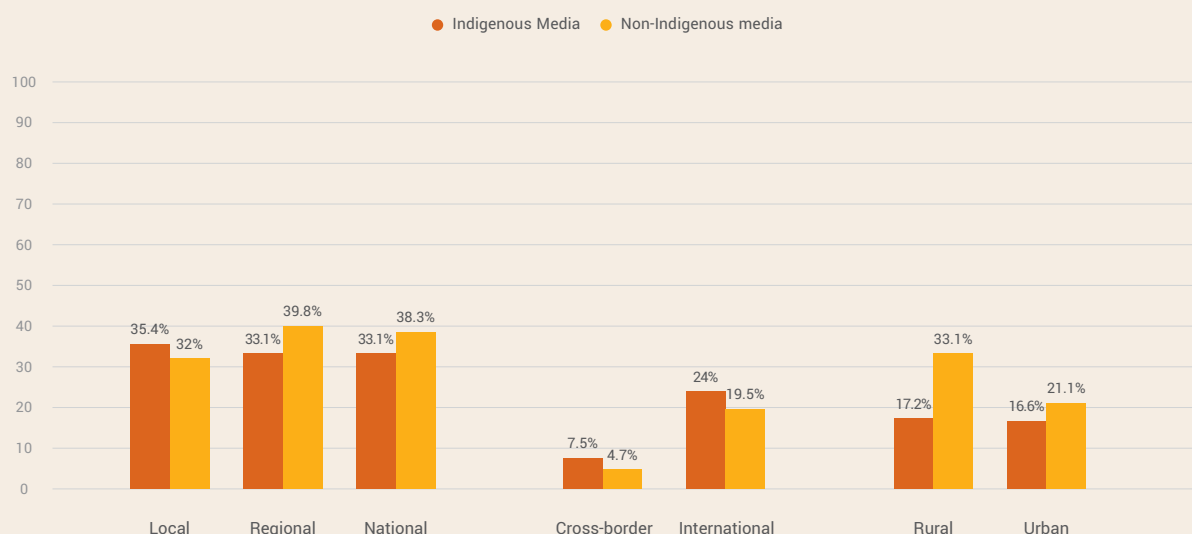


Note: Multiple responses possible

The global survey revealed that Indigenous media respondents identify themselves as primary sources of information and media services for Indigenous Peoples, providing diverse content, fostering public discourse and amplifying Indigenous voices

across various platforms. This distinguishes them from other media organizations and therefore makes them a legitimate media actor within the media landscape.

FIGURE 7. Geographic scope media organizations believe they have (% of respondents)

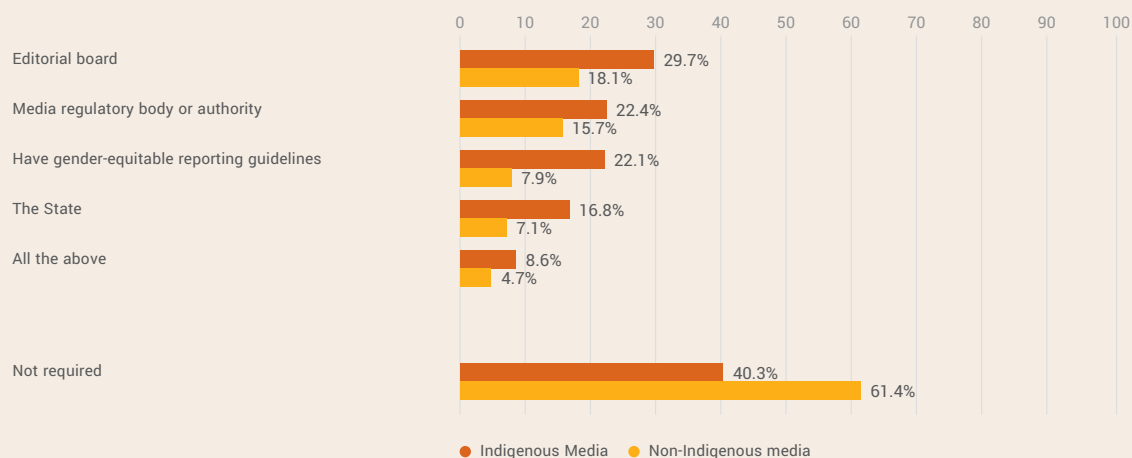


Note: Multiple responses possible

There is minimal discrepancy between the local focus of Indigenous and non-Indigenous media, or indeed their international focus. However, cross-border reach is of greater significance for Indigenous media. Conversely, the rural focus

of Indigenous media is considerably more pronounced. The data constitute self-reporting by media organizations regarding how they see their geographic reach. Hence, the reported shares of urban versus rural do not add to 100 per cent.

FIGURE 8. Authorities requiring airtime/space to be allocated to Indigenous Peoples, or to broadcast specific programmes on their behalf (% of respondents)

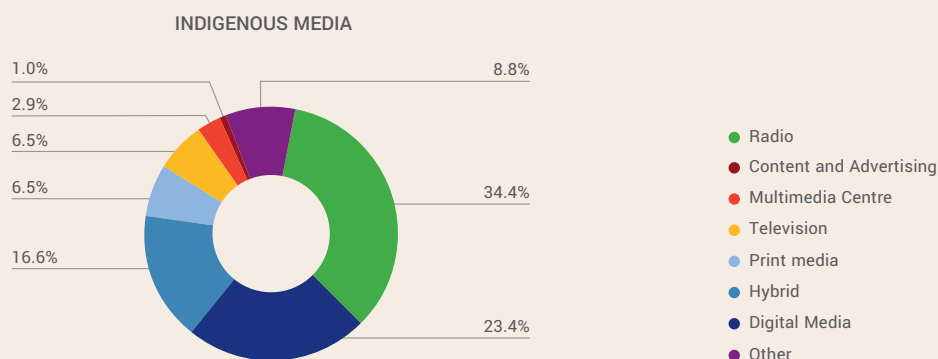


Note: Multiple responses possible

The existence of policies or requirements to allocate space and/or airtime to Indigenous issues in non-Indigenous media are rare.

Over half (61 per cent) of non-Indigenous media respondents said they have no requirements for such allocations.

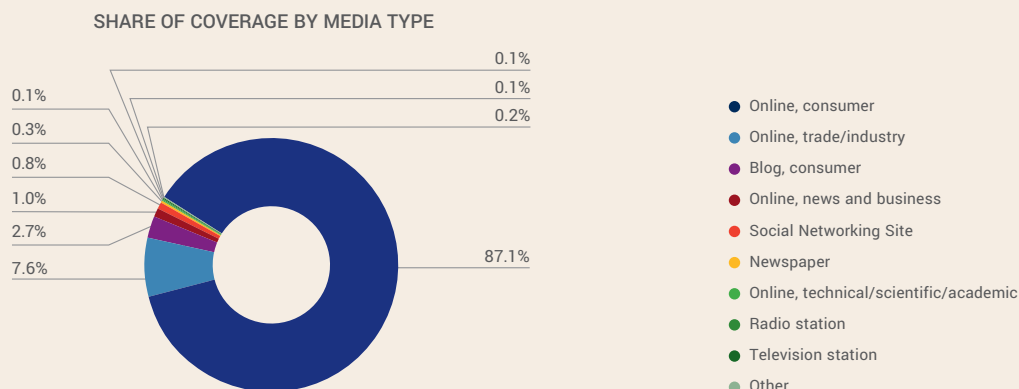
FIGURE 9. Breakdown of Indigenous media organizations by type of media (% share)



Radio is the most widespread type of Indigenous media organization, representing 34.4 per cent of the respondents to the global survey. When taken together, radio, digital media and hybrid media (e.g. multi-platform media, traditional media and digital or social media platform which most often combines

digital with another type) it represents some three-quarters 74.4 per cent of all Indigenous media in the sample. The survey also identifies other types of organizations that are the part of media industry, such as the content production and advertising agencies.

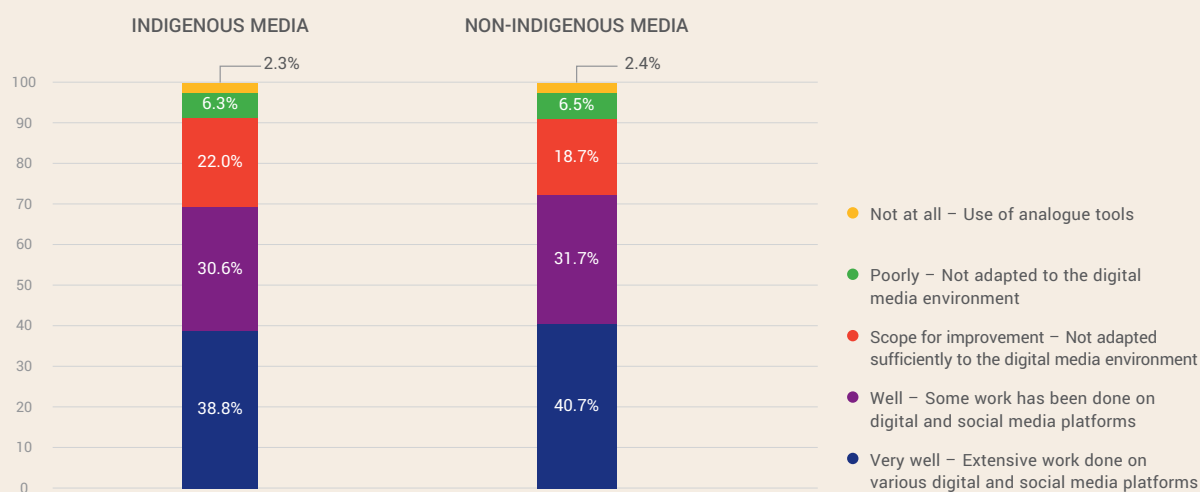
FIGURE 10. Share of coverage by media type (% share)



The results of media monitoring demonstrated that the level of media coverage on Indigenous issues was highest on digital platforms reaching 87.4 per cent, including specialized news for various audiences, such as news and business, scientific

and other content. This finding suggests that digital media is not only a significant source of information but also a powerful tool for content dissemination.

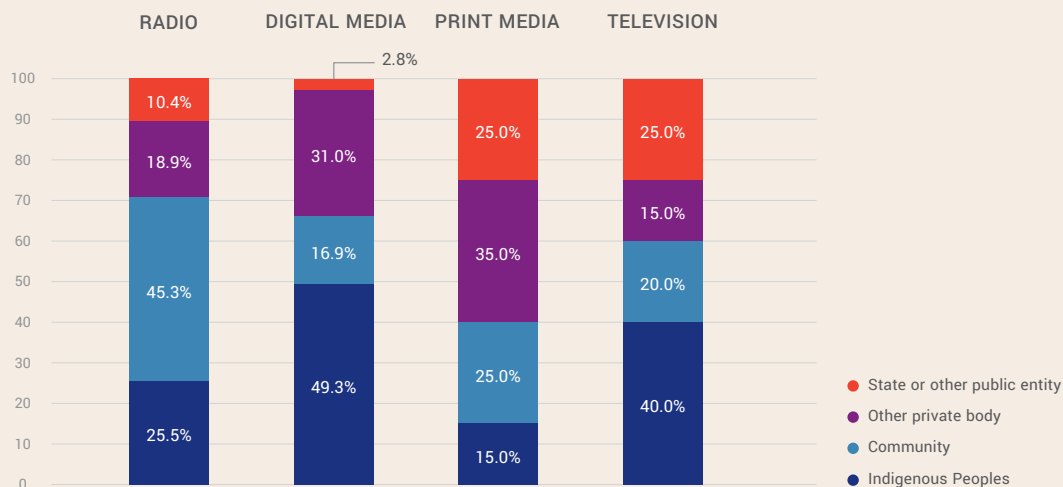
FIGURE 11. How well have media organizations adapted to the digital environment to reach Indigenous audiences? (% share)



The global survey revealed that, on average, Indigenous media organizations consider themselves to be as adapted to the needs of the digital environment as non-Indigenous ones. Furthermore, approximately one third of Indigenous media organizations experience a moderate or severe need to improve their performance

in this regard. In regions such as Latin America and the Caribbean, and North America, the transition to digital publishing in Indigenous media has been particularly significant, often driven by the necessity to adapt to the declining viability of print media.

FIGURE 12. Indigenous media organizations by type and founder (% share)

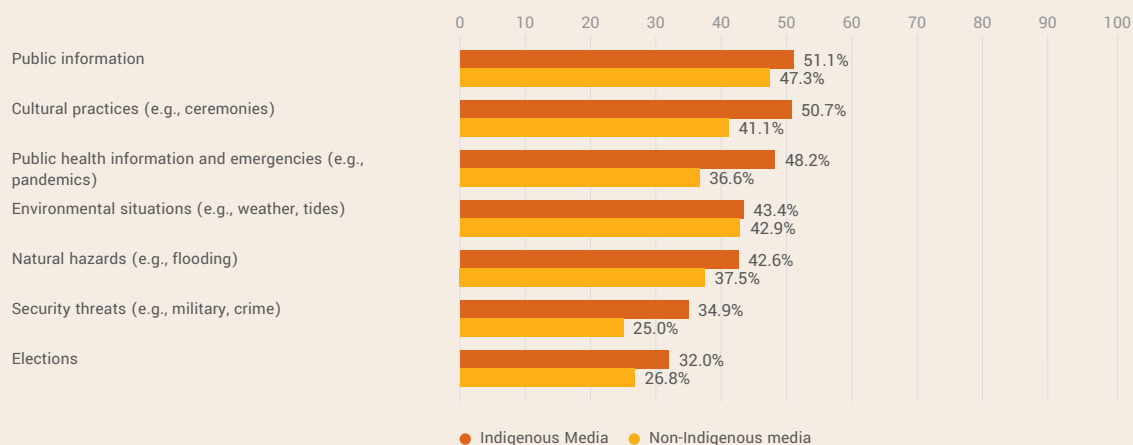


Note: Excluding hybrid organizations

The global survey revealed that radio is the most common type of media established by Indigenous Peoples and communities, followed by digital media, television and print media. Public media, whether state-owned or established by other entities, plays a more

significant role in print and television, as these formats generally require higher levels of investment. Finally, private actors, primarily for-profit entities, have the highest presence in print media.

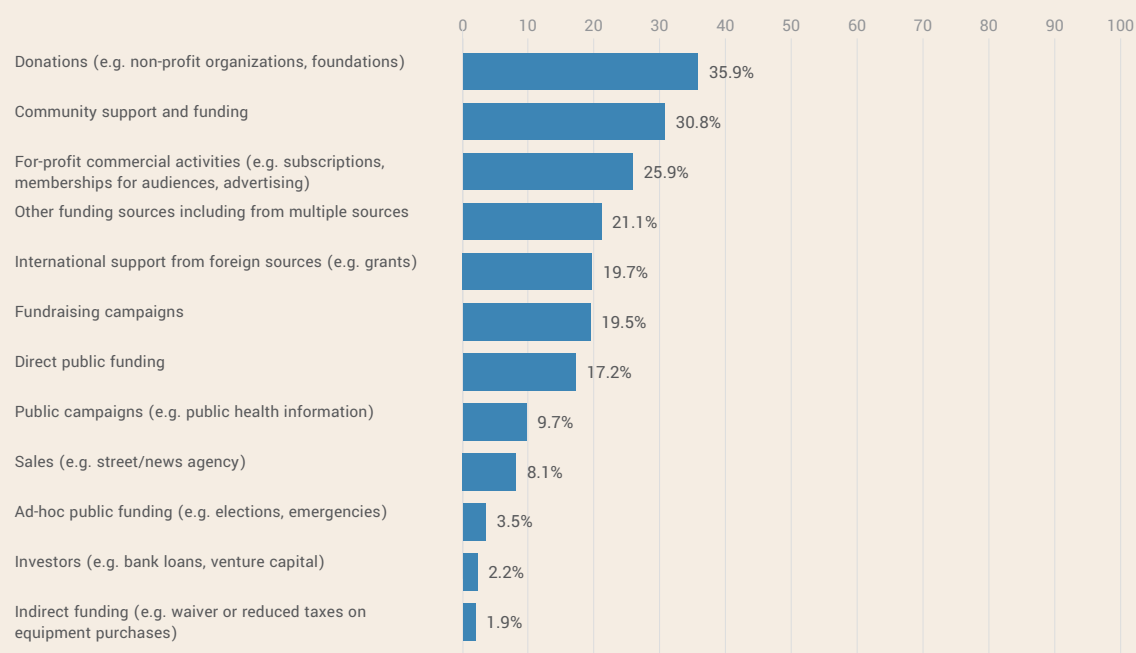
FIGURE 13. Contexts or situations where media organizations are required to allocate airtime/space (% of respondents)



The global survey revealed that both Indigenous and non-Indigenous media allocate airtime/space in specific contexts such as public information, environmental situations, natural hazards and public

health information. It is estimated that around 40 per cent of the allocated time is for emergency situations.

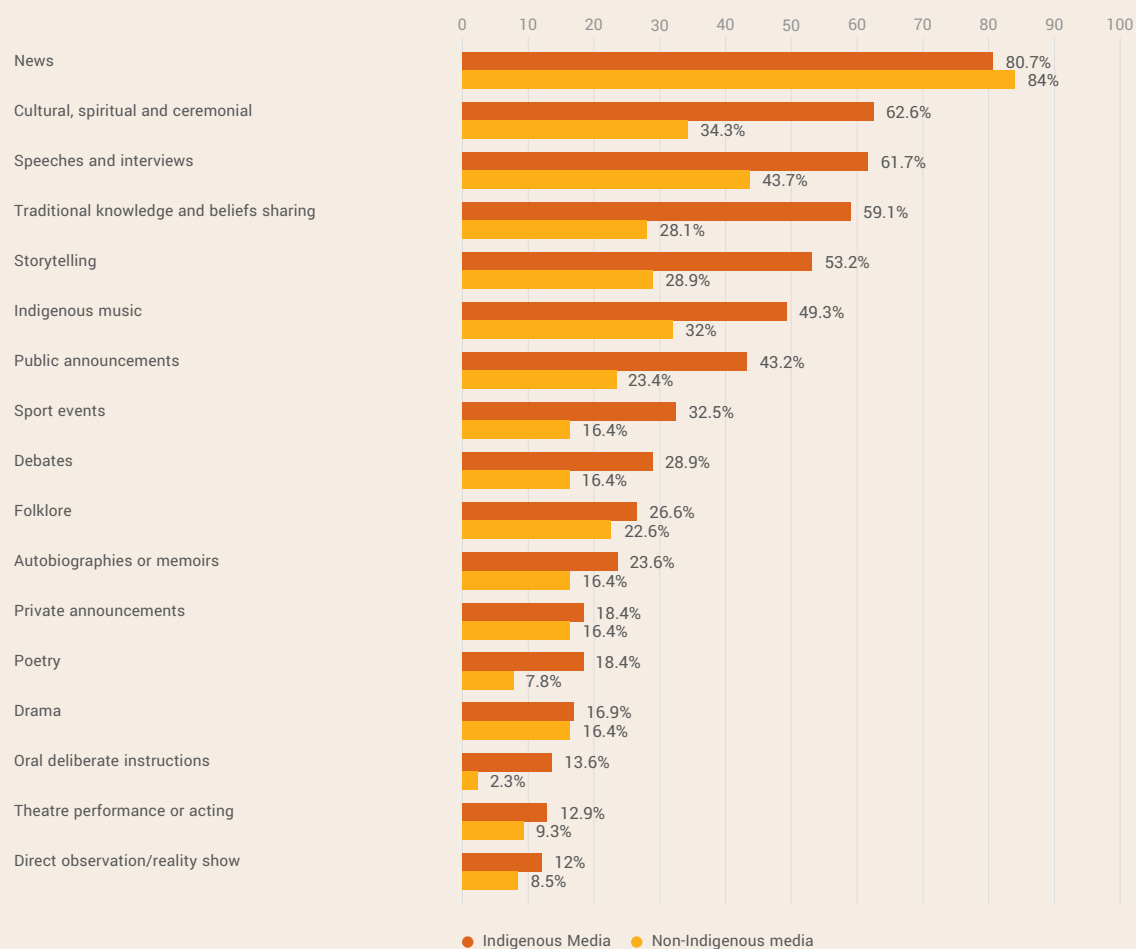
FIGURE 14. Funding modalities for Indigenous media (% of respondents)



Note: Multiple responses possible

Funds for Indigenous media come mainly from donations, community support and for-profit commercial activities such as subscriptions.

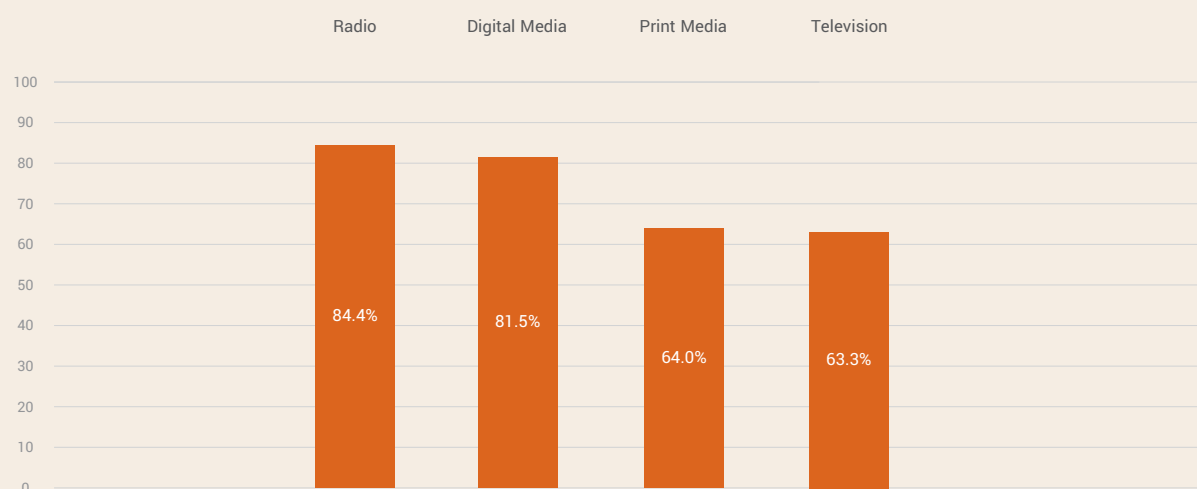
FIGURE 15. Prevalence of different genres in Indigenous and non-Indigenous media (% of respondents)



The global survey revealed that Indigenous and non-Indigenous media allocate a similar frequency to News regarding in their programming for Indigenous audiences. However, the emphasis of Indigenous media in comparison to non-Indigenous media

is significantly greater in areas such as traditional knowledge, cultural, spiritual and ceremonial and practices sharing, as well as storytelling.

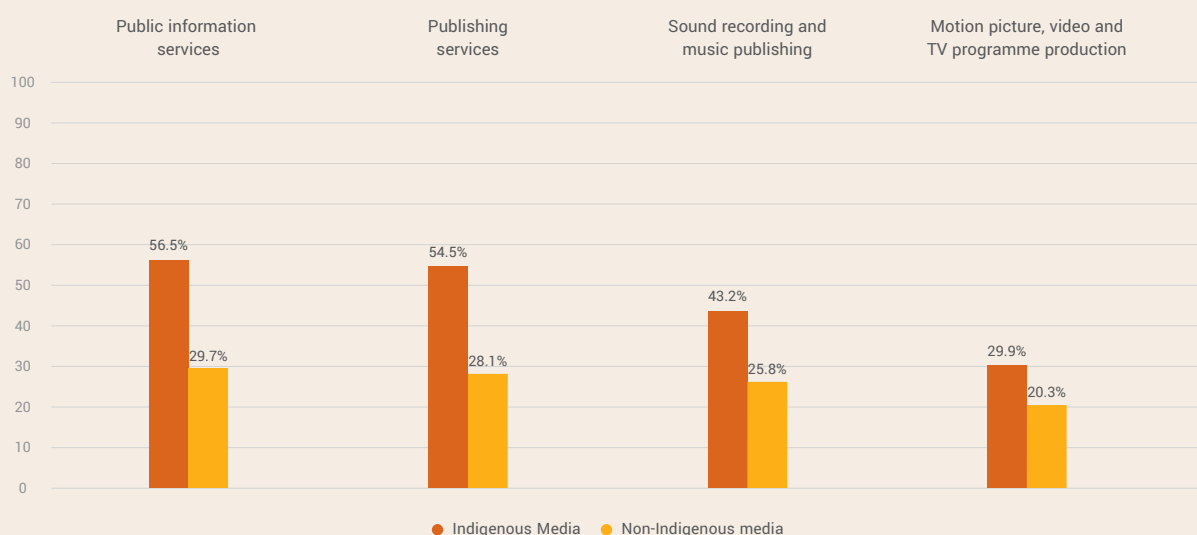
FIGURE 16. Usage of Indigenous languages by type of Indigenous media (% of respondents)



The global survey data highlight the role of Indigenous languages in Indigenous media, with a significant portion incorporating these languages into their services. Radio and digital media lead

in usage, at 84 per cent and 81 per cent respectively, followed by print media (64 per cent) and TV (63 per cent).

FIGURE 17. Usage of Indigenous languages by purpose (% share)



Overall, 80 per cent of Indigenous media respondents affirmed using Indigenous languages in their media content and services. 56 per cent of Indigenous organizations utilize Indigenous languages for public information services and 54 per cent report using Indigenous languages for publishing services, reflecting a

strong commitment to linguistic diversity. Over 40 per cent record and publish music in Indigenous languages. Only 19 per cent of organizations do not use Indigenous languages in their information, communication or content production.

FIGURE 18. The actual usage of Indigenous languages by Indigenous and non-Indigenous media (% share)

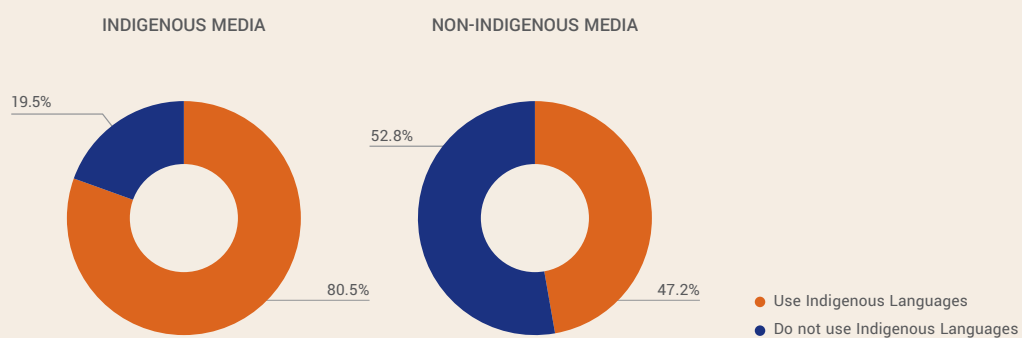


FIGURE 19. Share of non-Indigenous media facing of quotas to broadcast in Indigenous languages (% share)

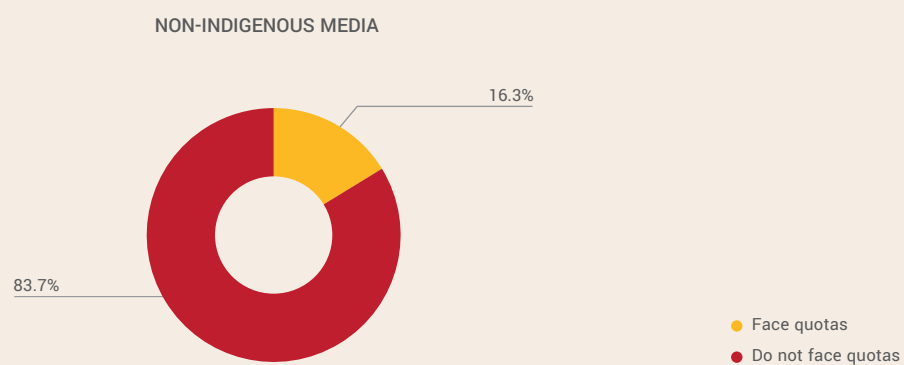
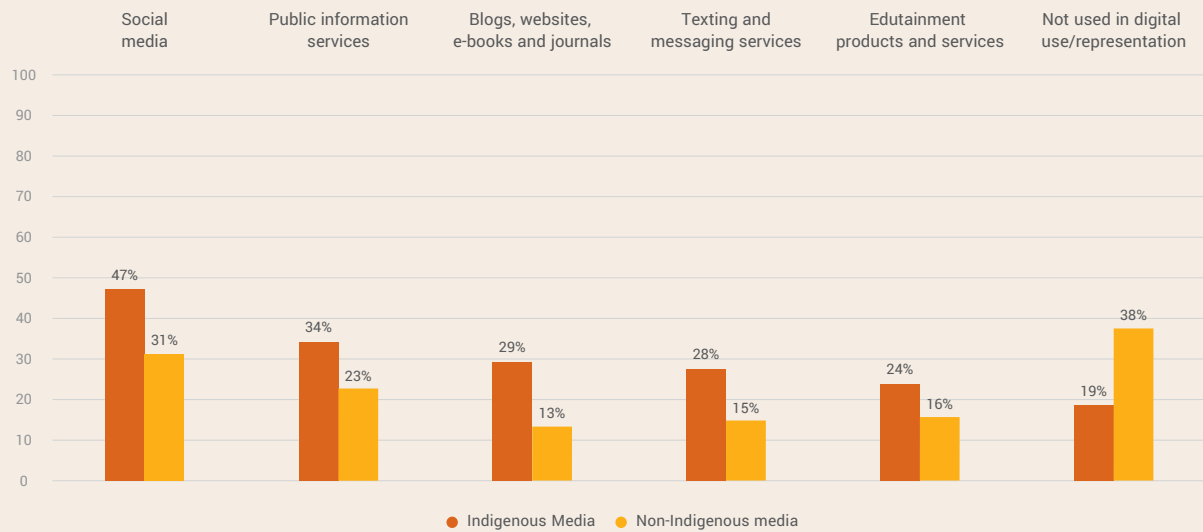


FIGURE 20. Types of usage of Indigenous language(s) in the digital domain (% of respondents)

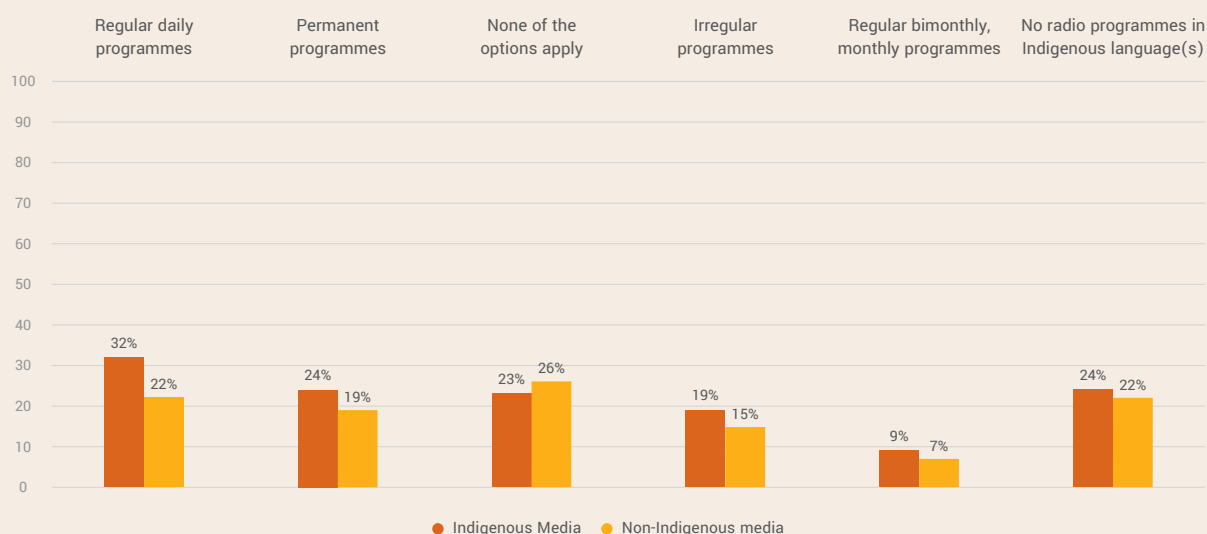


Note: Multiple responses possible

The use of Indigenous languages in the digital domain is notable, with 82 per cent of Indigenous media actively incorporating them into their online presence, particularly on social media (47 per cent). Similarly, 34 per cent of organizations use Indigenous languages for public information services, while 29 per cent of organizations incorporate these languages into blogs, e-books and journals. Texting and messaging services also see substantial usage

reported by 28 per cent of organizations, alongside 24 per cent of organizations utilizing Indigenous languages for edutainment products and services. The results show Indigenous organizations leveraging Indigenous languages on platforms for communication and representation. However, 19 per cent of organizations reported not using them at all.

FIGURE 21. Use of Indigenous language(s) on radio by type of programme (% of respondents)

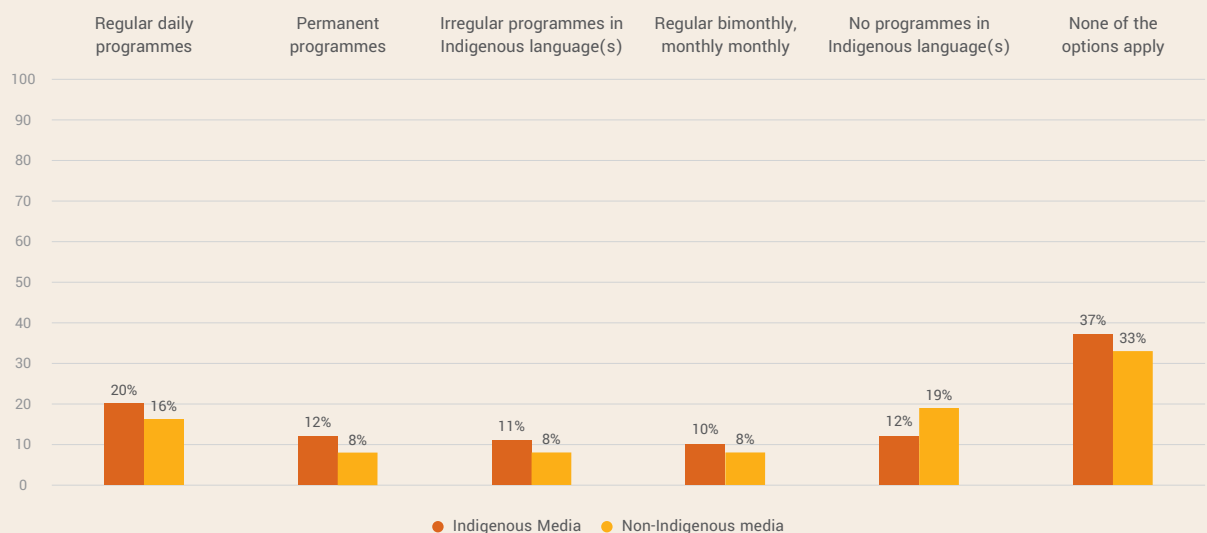


Note: Multiple responses possible

Indigenous languages are prominently used on radio, where many media organizations provide consistent programming to engage Indigenous audiences. Notably, 32 per cent of organizations broadcast daily programmes, and 24 per cent offer permanent programming in Indigenous languages, establishing radio as

a vital platform for preserving and promoting linguistic diversity. In contrast, periodicals, such as magazines and newspapers, show lower levels of Indigenous language use, with only 10 per cent of organizations producing monthly, biweekly or weekly magazines, and 6 per cent publishing daily newspapers.

FIGURE 22. Use of Indigenous language(s) on television by frequency (% of respondents)

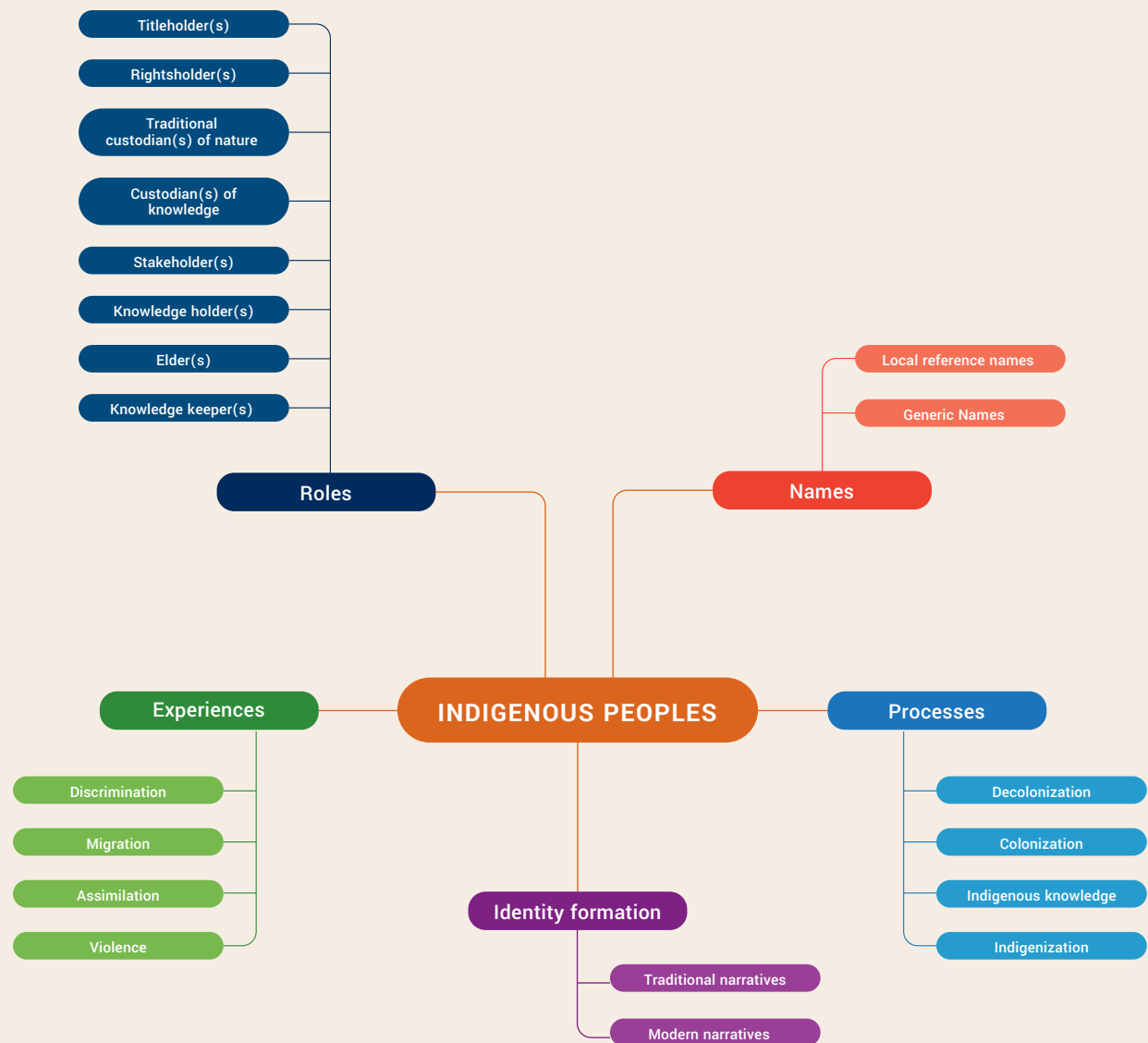


Note: Multiple responses possible

Television sees a minor usage, with 20 per cent of organizations broadcasting daily programmes and just 12 per cent offering permanent Indigenous language content. These patterns highlight

the pivotal role of radio in fostering Indigenous linguistic and cultural representation compared to other media platforms.

FIGURE 23 A. Visualization of a semantic network for all expressions developed to conduct media monitoring



A detailed data model with enriched metadata schemas enabled the analysis of expressions for their emotional and social context. Starting with a review of 95 documents and more than 100 sources in English related to Indigenous Peoples, the data model identified and tagged expressions (larger phrasal units, also named as key-terms or expressions) with varying degrees of sensitivity, ranging from neutral to harmful. Most Information Retrieval Systems (IRS) cannot use such long entities as keywords.

The expressions entries were organized in semantic clusters, which were then integrated into two semantic network display diagrams including 154 expressions above and used for media analysis conducted using CISION Comms Cloud Software (see figures 24-29). By using dynamic visualizations and knowledge graphs, these tools enable media professionals and other actors such as policy-makers, researchers, content producers and educators to understand and address biased language in real-time, thus improving representation of Indigenous issues in media products.

FIGURE 23 B. Visualization of a semantic network for all expressions developed to conduct media monitoring

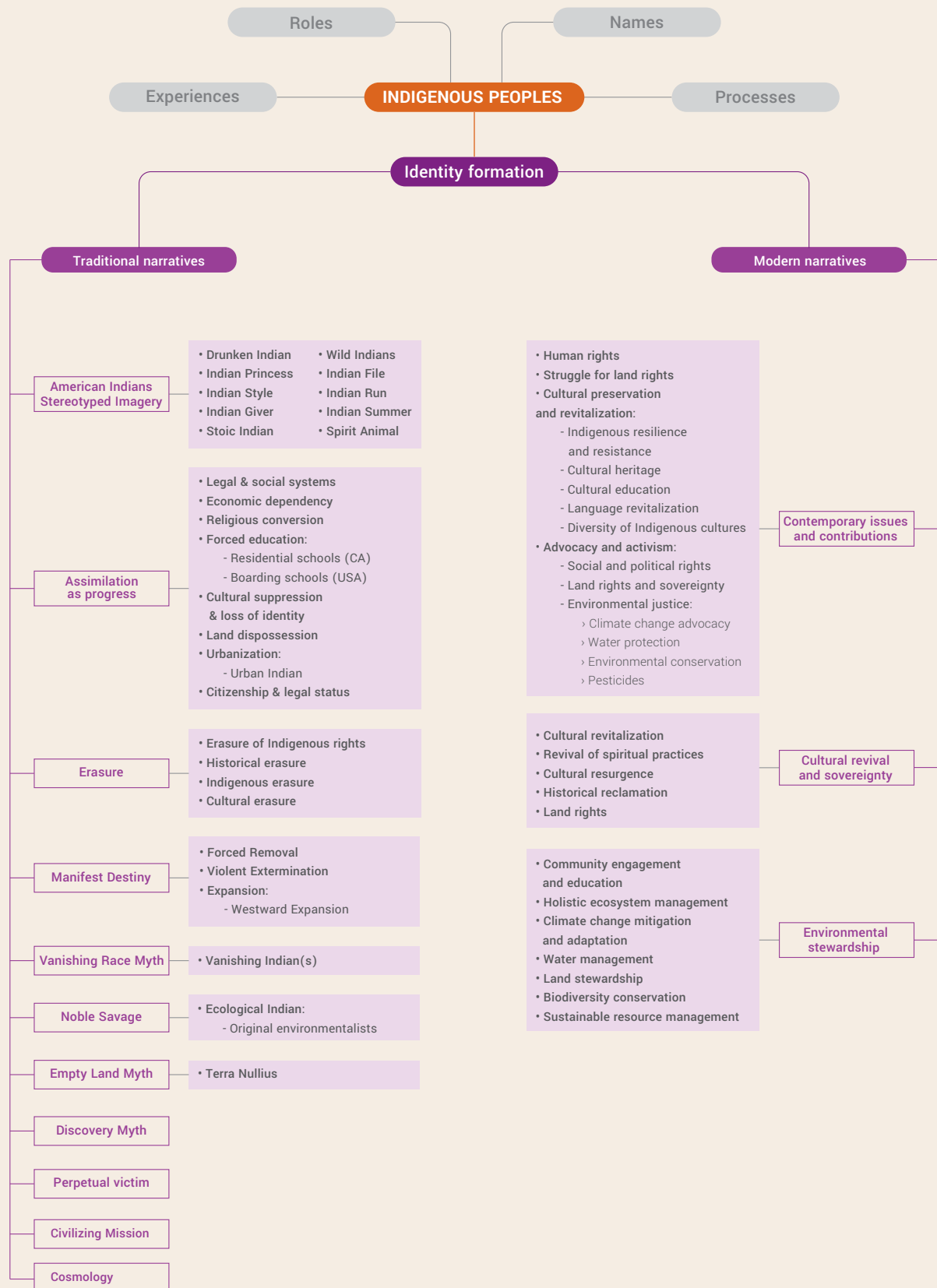


FIGURE 23 C. Visualization of a semantic network for all expressions developed to conduct media monitoring

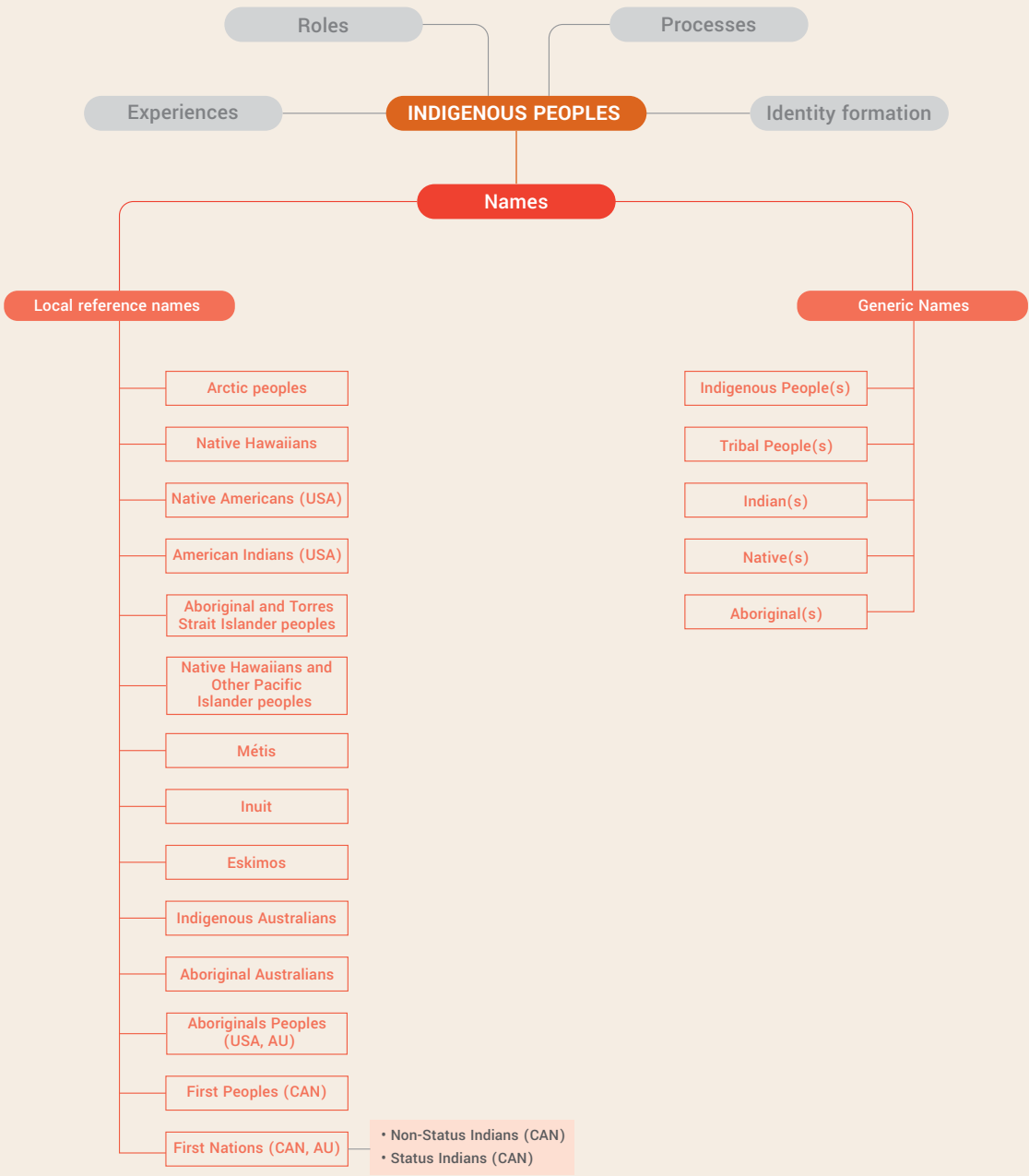


FIGURE 23 D. Visualization of a semantic network for all expressions developed to conduct media monitoring

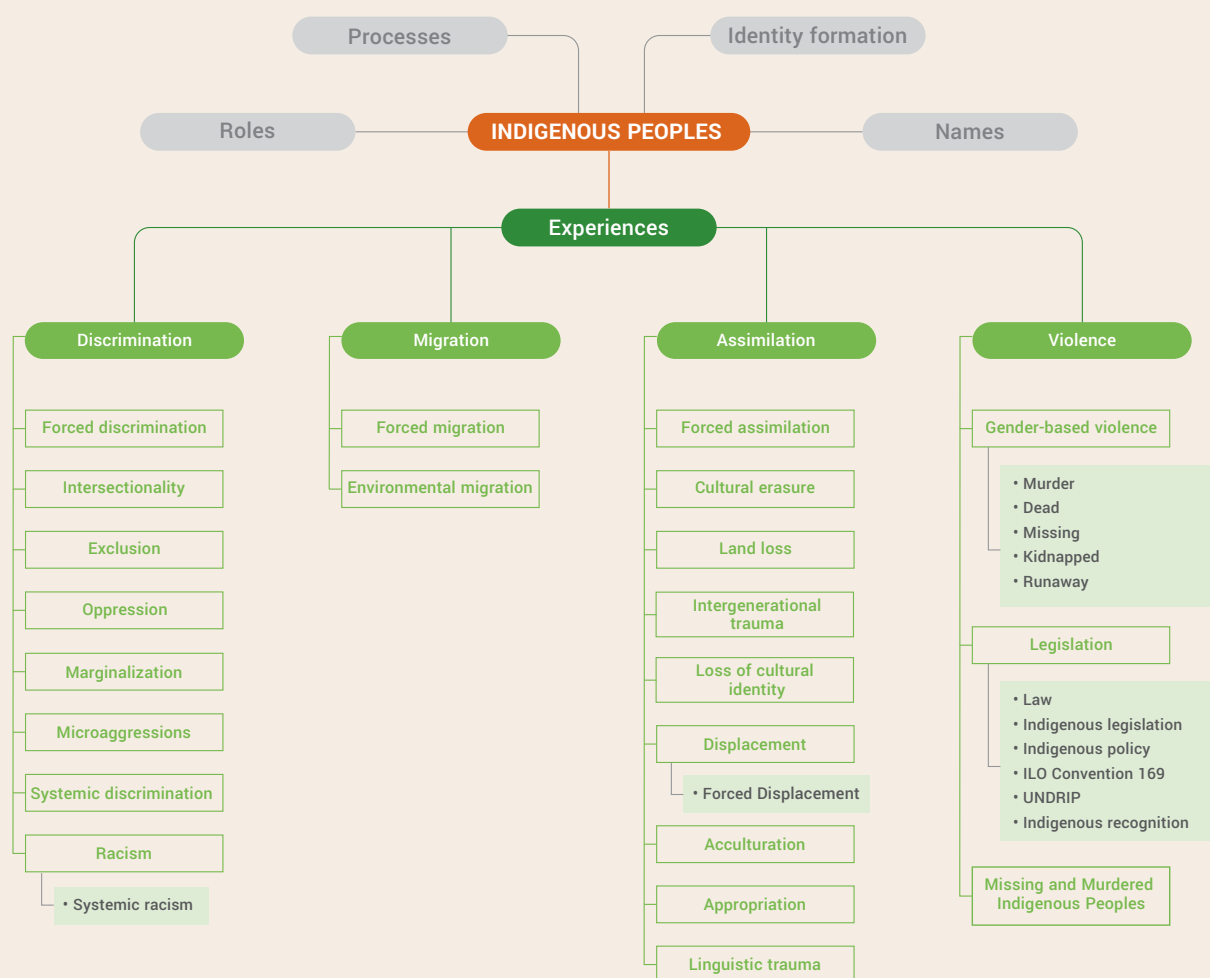


FIGURE 23 E. Visualization of a semantic network for all expressions developed to conduct media monitoring

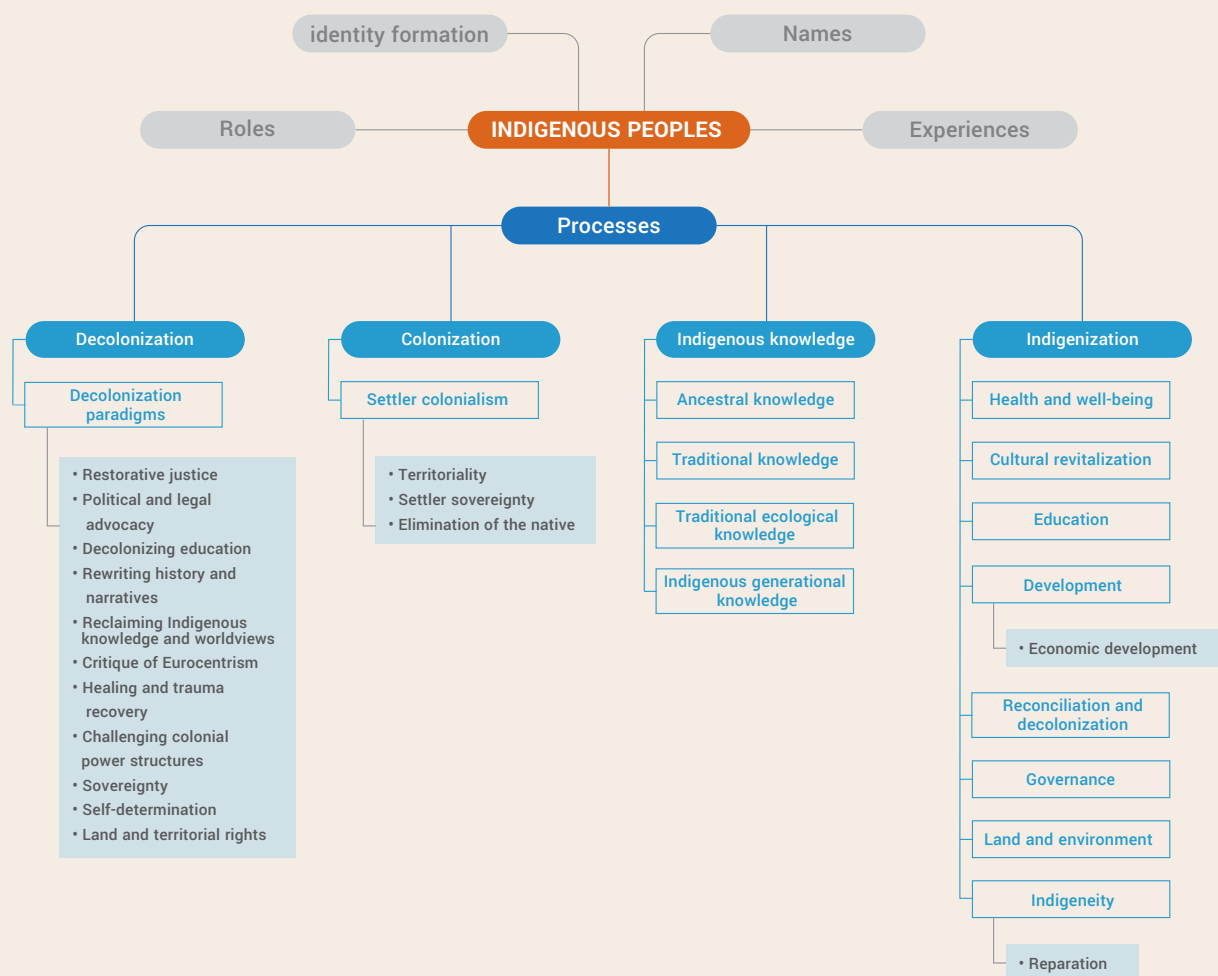
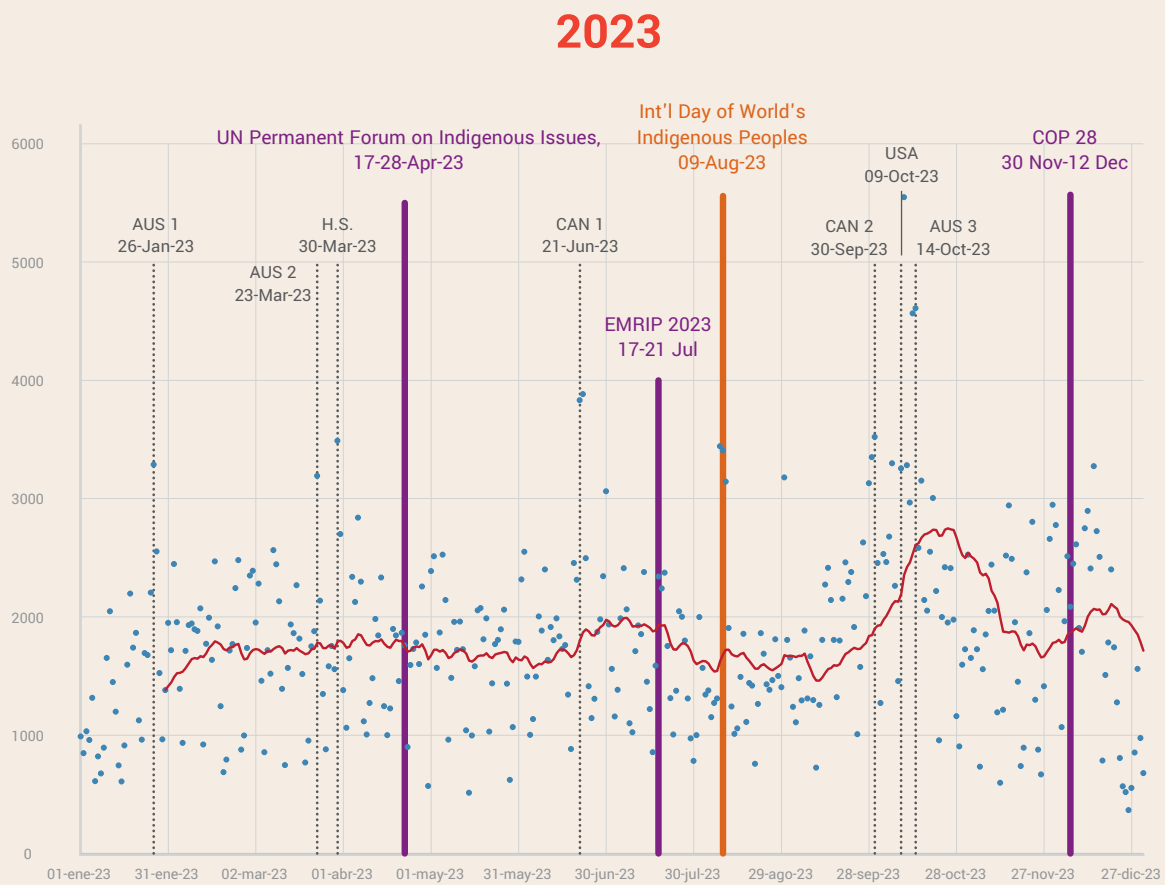


FIGURE 24. Daily mentions of Indigenous Peoples in the English-speaking media in 2023



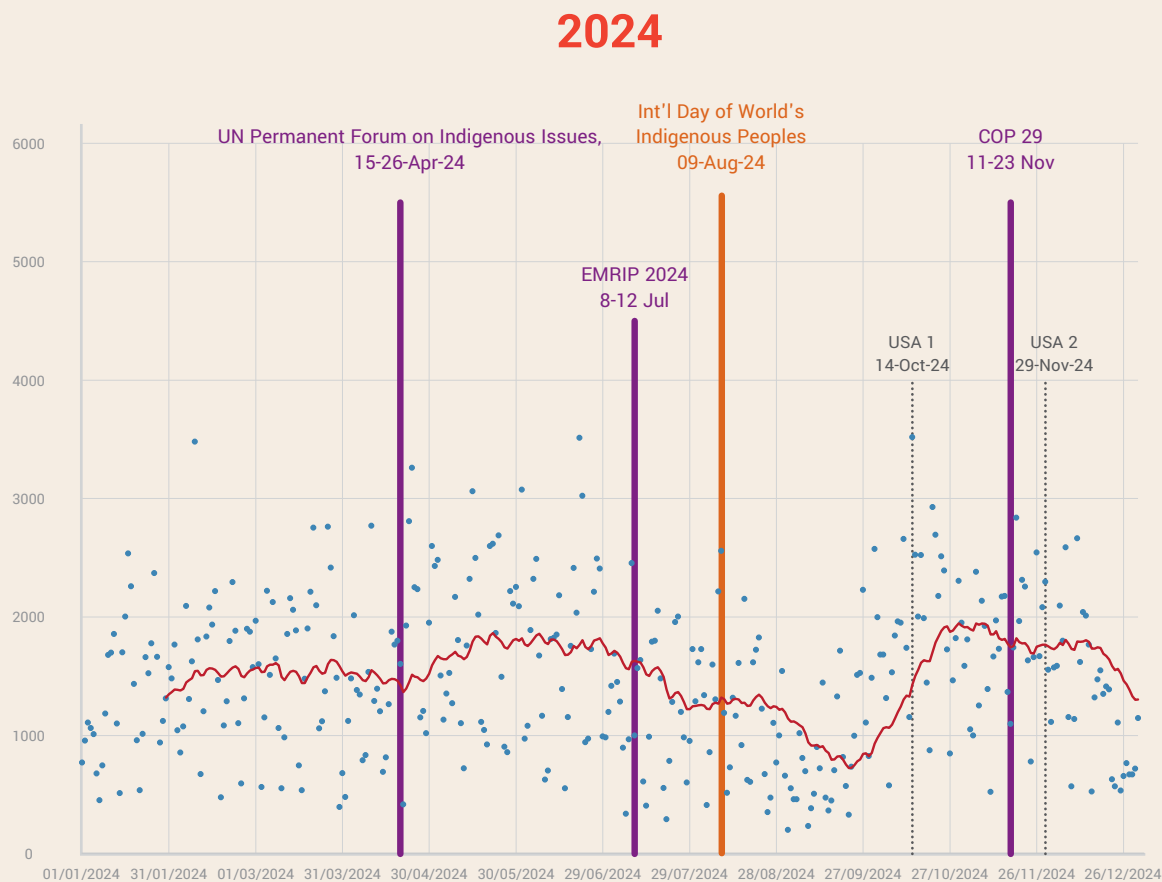
Note: 30-day moving average shown in red

Australia, Canada and the United States of America represent 67 per cent of all observations in 2023 (433,954 out of 651,461). The rise in the moving average of observations in September–October 2023 may be related to the concentration of key events in the three countries, but it is necessary to access the full data set of 651,461 observations to be able to make reliable keyword searches (for instance, of articles about country X published in country).

Media analysis conducted using Cision Comms Cloud software. Note that Figure 24 data may be subject to factors causing

significant, haphazard bias and errors. These include the amalgamation of major news items concerning Indigenous issues with culinary recipes or news from less reputable websites, the repetition of press releases in large numbers of media outlets, and the repetition of these press releases at irregular times for unknown reasons.

FIGURE 25. Daily mentions of Indigenous Peoples in the English-speaking media in 2024



Note: 30-day moving average shown in red

The total number of articles in 2024 (543,741) was 17 per cent less than in 2023 (651,461). It is possible that, following the launch of the IDIL in December 2022, there was an overall surge in articles during 2023 (no complete data for 2022 exists to confirm this with confidence), which then gradually decreased in 2024. Furthermore, the total number of articles for the period 1 January to 27 February in 2025 was 9.4 per cent lower than the level in the same period in 2023. A slight surge was observed in May–June in 2024, as against only June in 2023. It is also noted that the decline during the Northern Hemisphere Summer is more pronounced in 2024 than in 2023. The rise in September commences later in 2024 than in 2023, which is less evident but persists for a longer duration.

Media analysis conducted using Cision Comms Cloud software. Note that Figure 25 data may be subject to factors causing significant, haphazard bias and errors. These include the amalgamation of major news items concerning Indigenous issues with culinary recipes or news from less reputable websites, the repetition of press releases in large numbers of media outlets, and the repetition of these press releases at irregular times for unknown reasons.*

* List of key Indigenous Peoples' dates and articles surveyed by Cision Media (Figures 24 and 25)

2023:

International events (Date, Event): 17–21 April: UN Permanent Forum on Indigenous Issues; 17–21 July: Expert Mechanism on Indigenous Issues; 9 August: International Day of the World's Indigenous Peoples; 30 November–12 December: COP 28.

Selected national events (Daily averages in 2023: Australia: 191; Canada: 391; USA: 607):

AUS 1: 26 January, Australia, Survival Day, 1,056/3,287;

AUS 2: 23 March, Australia, Announcement of a Referendum to be held on 14 October 2023, to give Aboriginal and Torres Strait Islanders recognition in the constitution, 405/3,193;

H.S.: 30 March, Holy See*, Announcement on the rejection of the 'Doctrine of Discovery' (*mentions of 'Vatican' regardless of location), 617/3,487;

CAN 1: 21 June, Canada, National Indigenous Peoples' Day, 1,468/3,830;

CAN 2: 30 September, Canada, Truth and Reconciliation Day, 1,493/3,521;

USA: 9 October, USA, Indigenous Peoples' Day, 1,660/3,253;

AUS 3: 14 October, Australia, The Referendum to give Aboriginal and Torres Strait Islanders recognition in the constitution held (rejected), 1,070/4,610, the next day: 572/2,583.

2024:

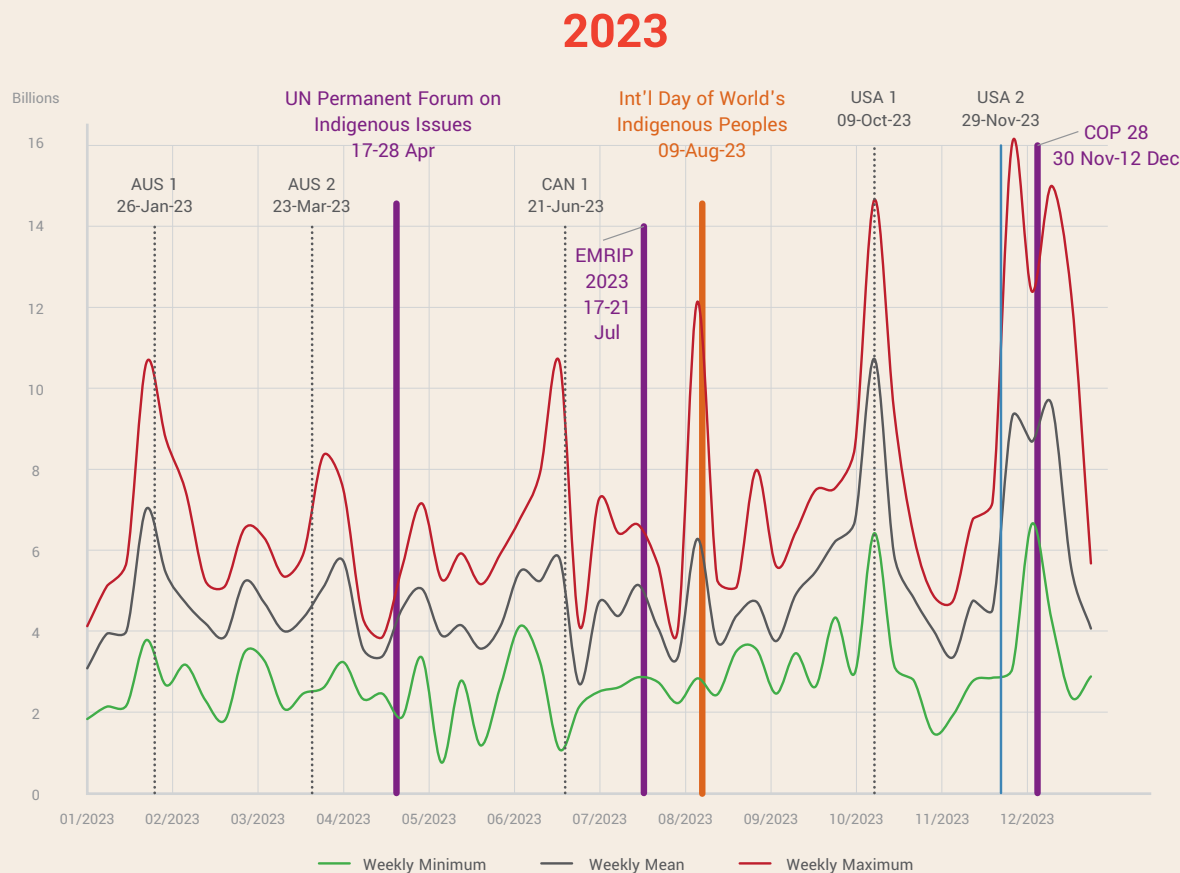
International events (Date, Country, Event): 15–26 April: UN Permanent Forum on Indigenous Issues; 8–12 July: Expert Mechanism on Indigenous Issues; 9 August: International Day of the World's Indigenous Peoples; 11–23 November: COP 29

Selected national events:

USA 1: 14 October, USA, Indigenous Peoples' Day

USA 2: 29 November: USA, Native American Heritage Day

FIGURE 26. Reach of English language online media in 2023

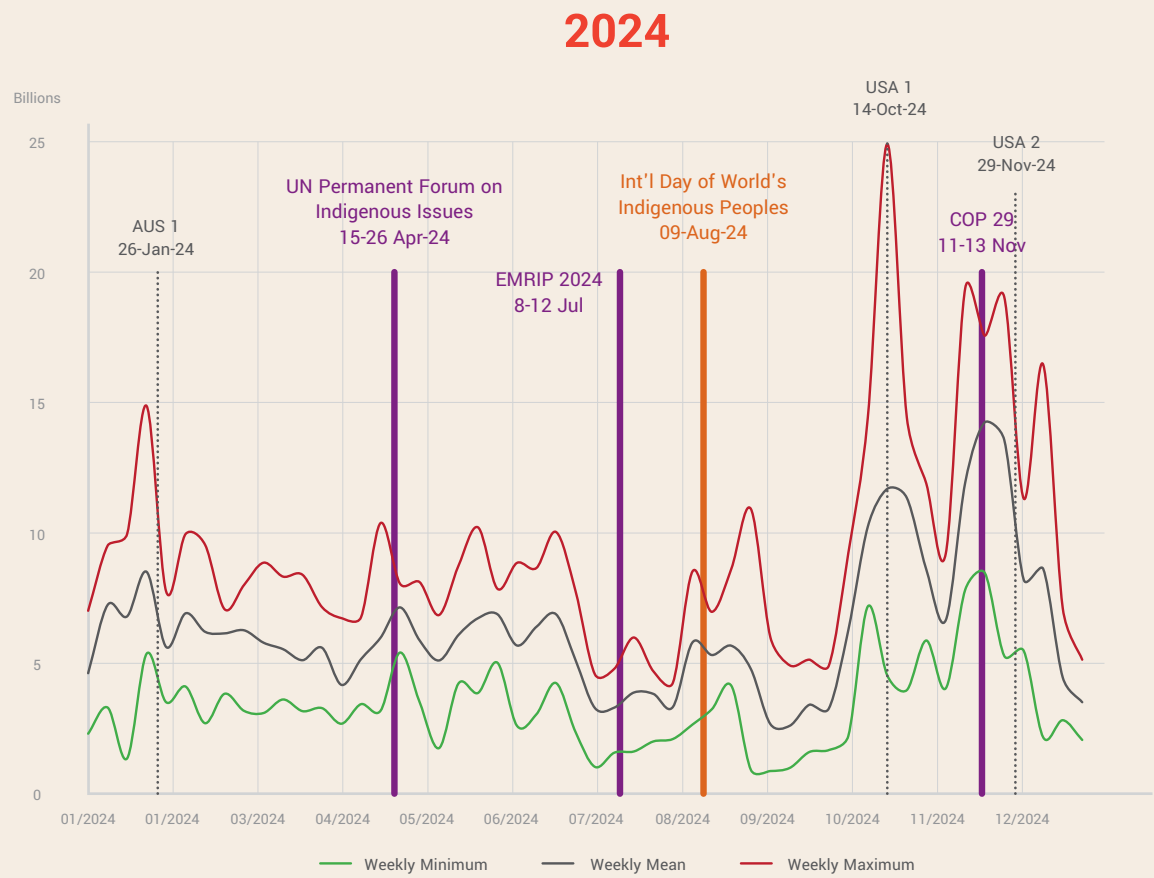


Note: Daily data on Unique Visitors during previous 30 days (UVPM) – Mobile and Desktop combined

The results of media monitoring indicated that major international (UN) events on Indigenous issues are weakly correlated with peaks in the reach of English language media items on Indigenous issues. In contrast, a strong correlation was observed between some of

the main national events in Australia, Canada and the USA and the number of English-language media items on Indigenous issues. Media analysis conducted using Cision Comms Cloud software.

FIGURE 27. Reach of English language online Media in 2024



Note: Daily data on Unique Visitors during previous 30 days (UVPD) – Mobile and Desktop combined

FIGURE 28. Reach of English language print or audio-visual media (November 2022 to March 2025)

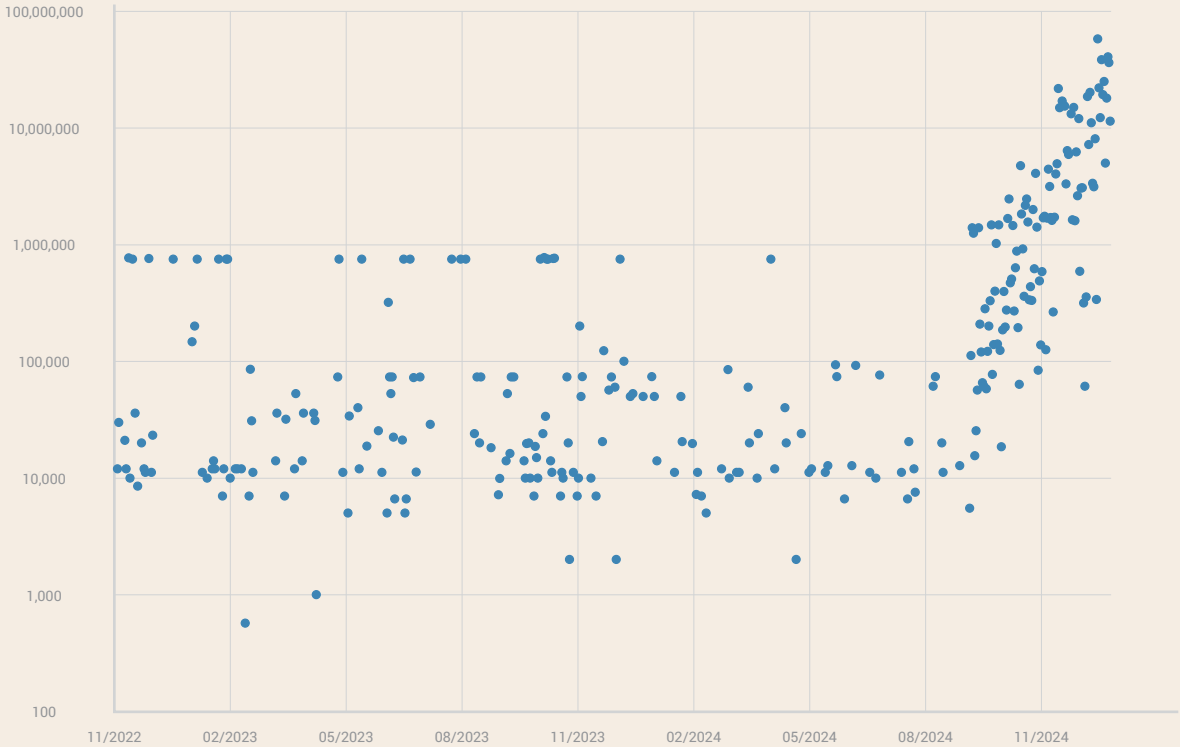
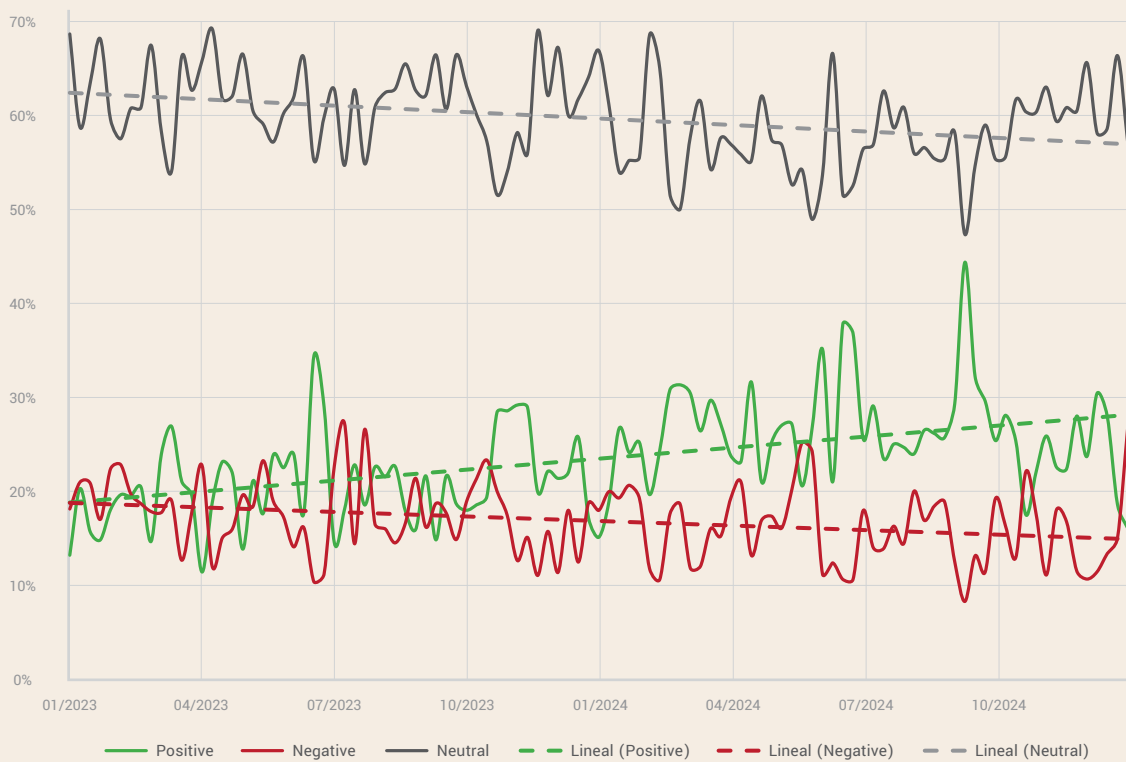


FIGURE 29. Evolution of sentiment in English-language Media (January 2023 to December 2024)



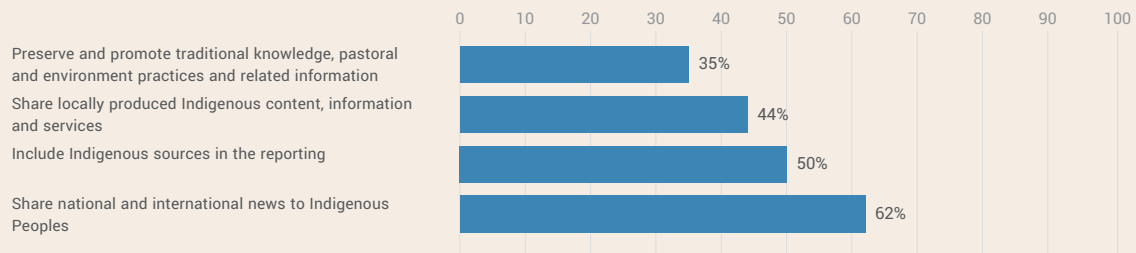
Note: Shares of Positive and Negative Mentions, with their (Linear) Trend lines shown (Linear) Trend lines of the weekly averages shown

The results of media monitoring also revealed that the tentative support for a generally rising incidence of articles with positive 'sentiment' (expect at the very end of the Northern Hemisphere Fall of 2024), and declining 'negative' or 'neutral' ones.

Media analysis conducted using Cision Comms Cloud software. Note that sentiment classification of articles is performed by

automated systems, and in some cases, the assigned sentiment may not fully reflect reality. The calculation is based on context, specifically the 15 to 20 words surrounding the keyword that triggered the article. For instance, for the keyword 'Indigenous People', if a negative term appears nearby, the article may be classified as negative.

FIGURE 30. Specific media services related to Indigenous issues offered by non-Indigenous media (% share)

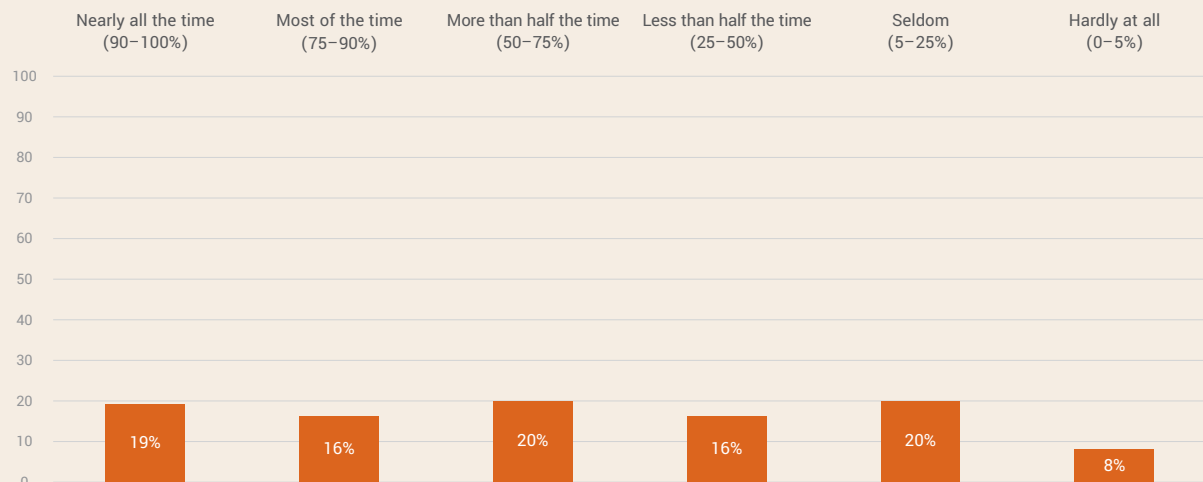


Note: Multiple responses possible

Non-Indigenous media global survey respondents noted that they provide specific media services related to Indigenous issues with the most prevalent being dissemination of national and international

news relevant to Indigenous Peoples (62 per cent), followed by reporting that includes Indigenous sources (50 per cent).

FIGURE 31. Inclination of non-Indigenous media organizations to take Indigenous Peoples as a source of information when dealing with issues that could be classified as being 'in the public interest' (% of respondents)



When asked how often Indigenous Peoples are cited as sources in news stories classified as serving the public interest, a significant proportion (53 per cent) reported frequent use, stating they relied

on Indigenous sources for nearly all, most, or more than half of their stories. However, 28 per cent indicated they use few or hardly any Indigenous Peoples as sources.

FIGURE 32. Application of grounds for reluctance to broadcast or disseminate the content related to Indigenous Peoples and related issues (% share)

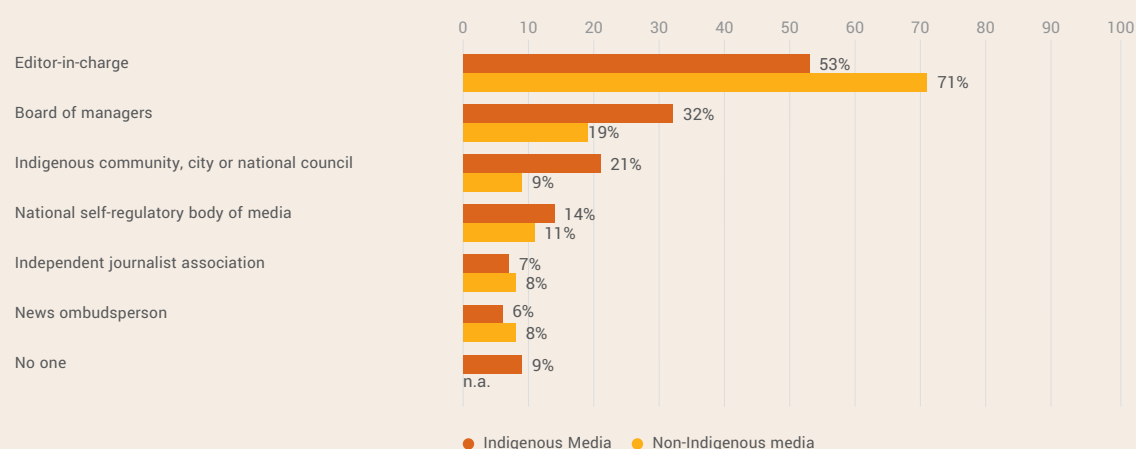


Note: Multiple responses possible

The global survey data from Indigenous respondents suggest that Indigenous media may be handling complaints within resource constraints. Notable approaches include forming ethics committees and utilizing culturally informed channels to validate and address complaints, while non-Indigenous media organizations show limited

engagement in either area. In addition, both media types provided information on the reasons why they could refuse to broadcast or disseminate content related to Indigenous Peoples, and the main reason is unverified sources and/or facts, followed by inappropriate language, and not in line with Indigenous worldviews.

FIGURE 33. The authority who ensures that self-monitoring mechanisms are in place in your media organization to deal with public complaints related to Indigenous Peoples (% share)

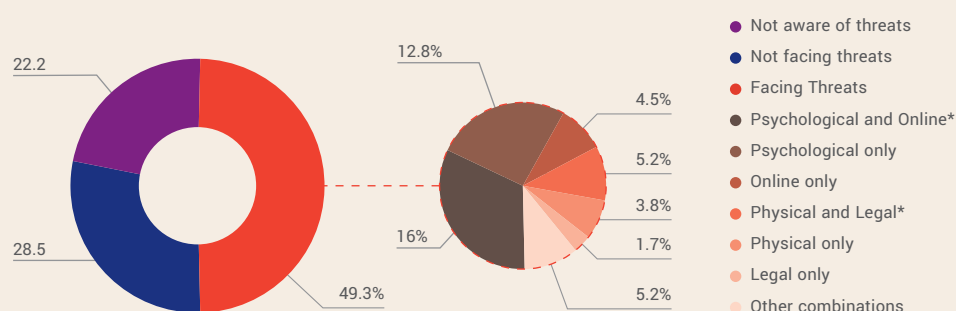


Note: Multiple responses possible

In non-Indigenous media, 71 per cent of respondents said the primary responsibility for ensuring self-monitoring mechanisms lies with the editor-in-charge. This highlights the significant role editors play in maintaining ethical and regulatory standards within these organizations. A smaller but notable portion (19 per cent) of responsibility is attributed to the board of managers, who oversee

broader organizational practices. However, the results also show that the influence of the Indigenous community and the national or tribal council is significant and could be questionable in terms of the media's ability to provide independent and impartial reporting.

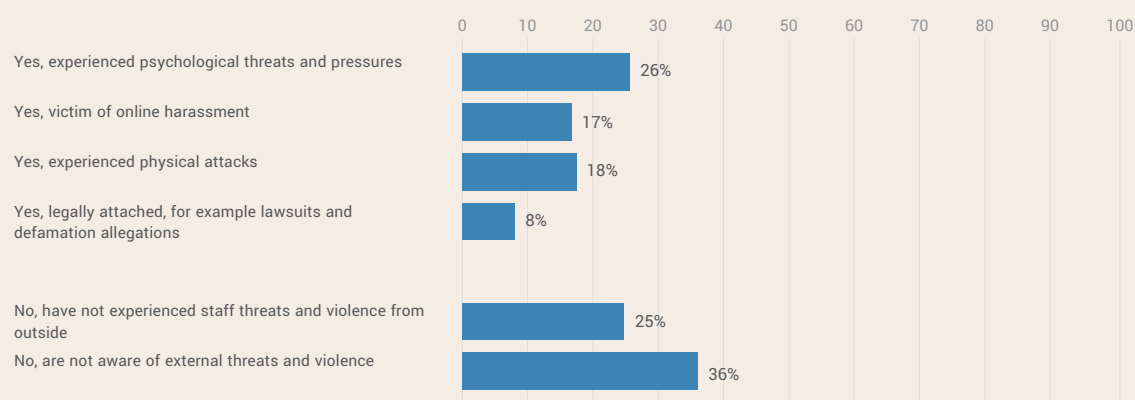
FIGURE 34. Share of Indigenous media organizations reporting that staff are exposed to external threats and violence in the course of their work (% of respondents)



The survey data reveal that Indigenous media staff encounter various forms of external threats and violence in the course of their work. Psychological threats and pressures are the most reported (36 per cent), followed by online harassment, which affects 22 per cent of respondents. Physical attacks were reported by 19 per cent, while 13 per cent indicated exposure to legal attacks such as lawsuits or defamation allegations. However, half of respondents noted an absence of threats and violence or are unaware of any external risks. Note that four types of threats are measured: physical, psychological,

legal and online. Those organizations in the categories 'Psychological and Online' and 'Physical and Legal' may be facing one or two of the other types of threats surveyed as well.

FIGURE 35. Incidence of staff being exposed to external threats and violence in the course of their work in non-Indigenous media (% share)

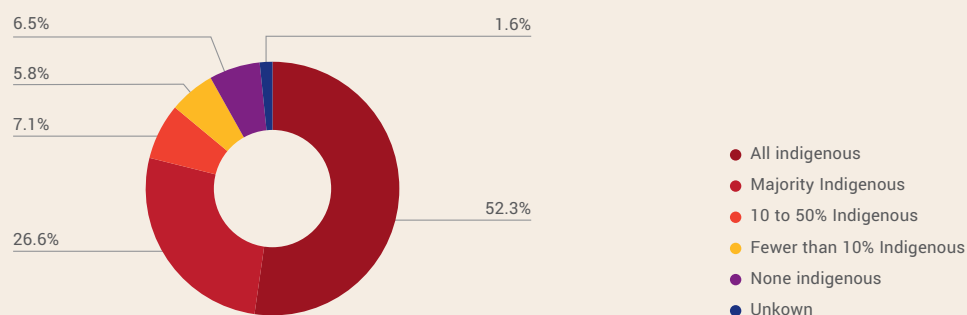


Note: Multiple responses possible

For non-Indigenous media respondents, 39 per cent have staff exposed to threats or violence. Overall, psychological pressure ranks on the top at 25 per cent, followed by online harassment (17 per cent), physical attacks (16 per cent) and legally attached threats (8 per cent).

Note that four types of threats are measured: physical, psychological, legal and online. Those organizations in the categories 'Psychological and Online' and 'Physical and Legal' may be facing one or two of the other types of threats surveyed as well.

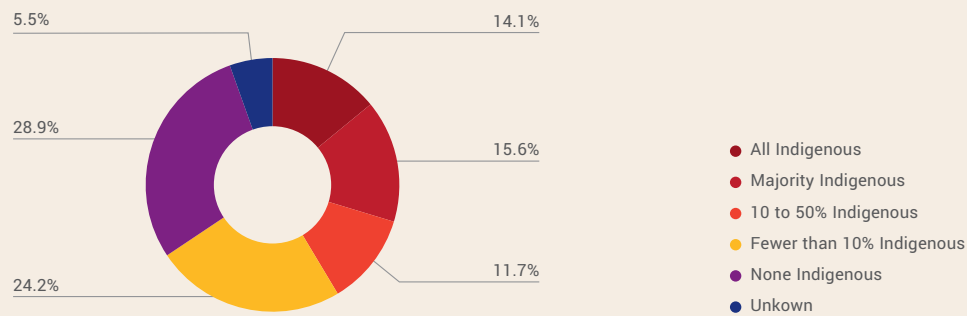
FIGURE 36. Breakdown of Indigenous media by the share of staff who are Indigenous (% of share)



Staffing in Indigenous media organizations emerges as a significant area of progress, with 78 per cent of surveyed Indigenous

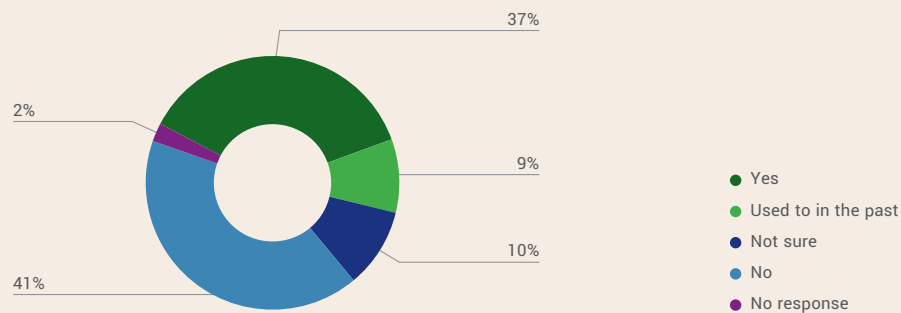
organizations reporting that Indigenous Peoples comprise most of their staff.

FIGURE 37. Breakdown of non-Indigenous media by the share of staff who are Indigenous (% share)



Non-Indigenous media lack similar levels of inclusion when compared to Indigenous media. 34 per cent of them have no Indigenous staff or don't know if anyone in their staff is Indigenous.

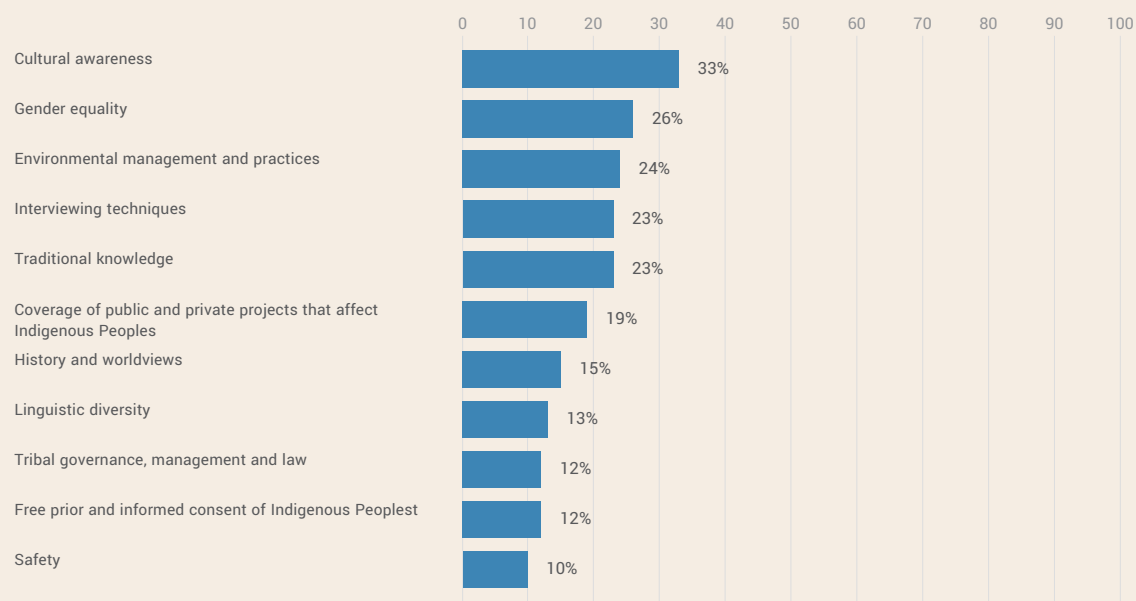
FIGURE 38. Non-Indigenous media organizations offering specific training to cover Indigenous issues (% share)



According to the survey, 60 per cent of non-Indigenous media said they do not offer specific training to cover Indigenous issues, are not sure if they do, or that they used to, but no longer do.

When asked what type of training is offered, cultural awareness ranked highest (33 per cent). Gender equality (26 per cent) and environmental management (24 per cent) followed.

FIGURE 39. Types of specific training programmes to cover Indigenous issues offered by non-Indigenous media (% share)

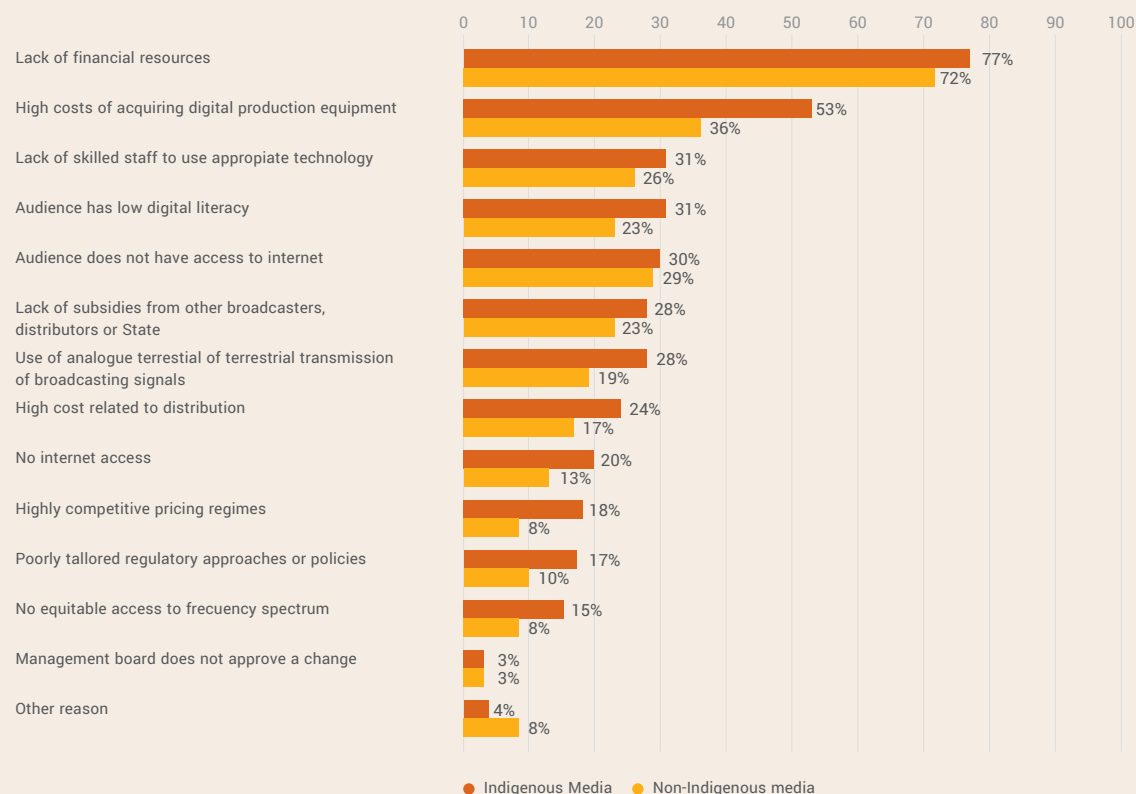


Note: Multiple responses possible

Key areas like interviewing techniques (23 per cent), traditional knowledge (23 per cent), and linguistic diversity (14 per cent) highlight the need for cultural sensitivity and preservation of

heritage. Lower-priority areas included tribal governance (13 per cent), free, prior and informed consent (12 per cent) and Indigenous data sovereignty (10 per cent).

FIGURE 40. Challenges for Indigenous and non-Indigenous media in expanding digital reach to Indigenous audiences (% of respondents)

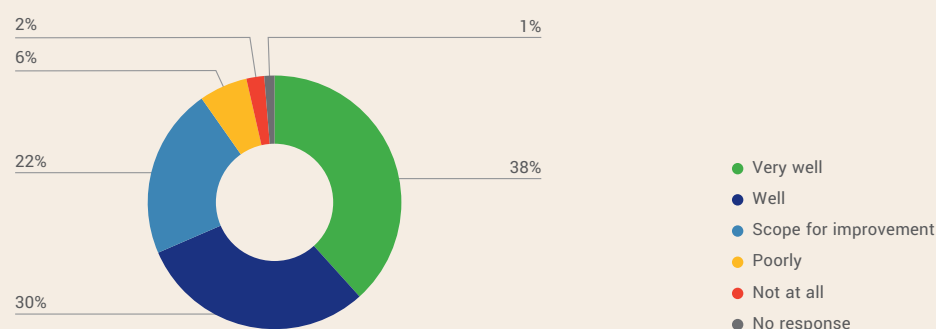


Note: Multiple responses possible

Most media organizations pointed to the high costs of digital production and distribution strain their budgets, particularly in resource-constrained regions. Additionally, limited internet access and low digital literacy among their target audiences undermine their efforts to reach Indigenous populations effectively. Regulatory and

market dynamics present additional hurdles. Some organizations cite poorly tailored regulatory approaches or policies, while others face highly competitive pricing regimes and limited subsidies from broadcasters or the state. The lack of equitable access to frequency spectrum also restricts the ability to expand digital operations.

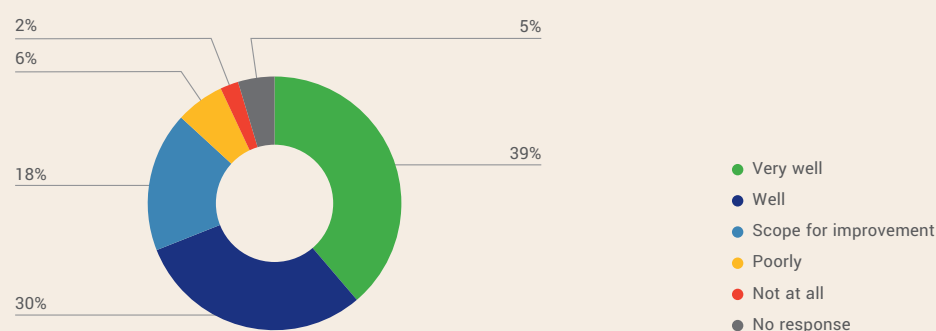
FIGURE 41. The extent to which Indigenous media adapted to the digital environment reaching Indigenous audiences (% share)



Global survey responses from Indigenous media highlight the critical role of digital tools in their media operations and management, as well as preserving languages, traditions and knowledge. Nearly 70 per cent of Indigenous respondents reported adapting well or very well to the digital environment, while fewer than

10 per cent admitted being poor or not at all adapted. Despite these promising figures, Indigenous media organizations face significant barriers that hinder their ability to fully integrate into the digital media landscape.

FIGURE 42. The extent to which non-Indigenous media organizations adapted to the digital environment reaching Indigenous audiences (% share)



Non-Indigenous media exhibit a slower uptake in digital adaptation when engaging with Indigenous audiences. Although 69 per cent of non-Indigenous media respondents report adapting well or very

well to the digital environment, many face similar financial and infrastructural challenges as Indigenous media organizations.

FIGURE 43. Funding for non-Indigenous media to cover Indigenous issues (% share)

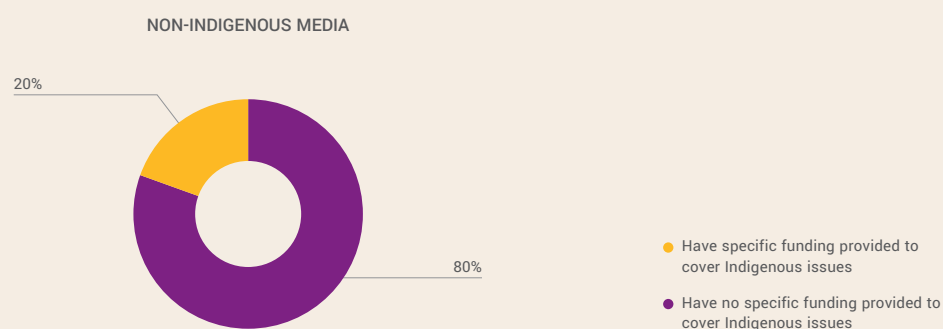
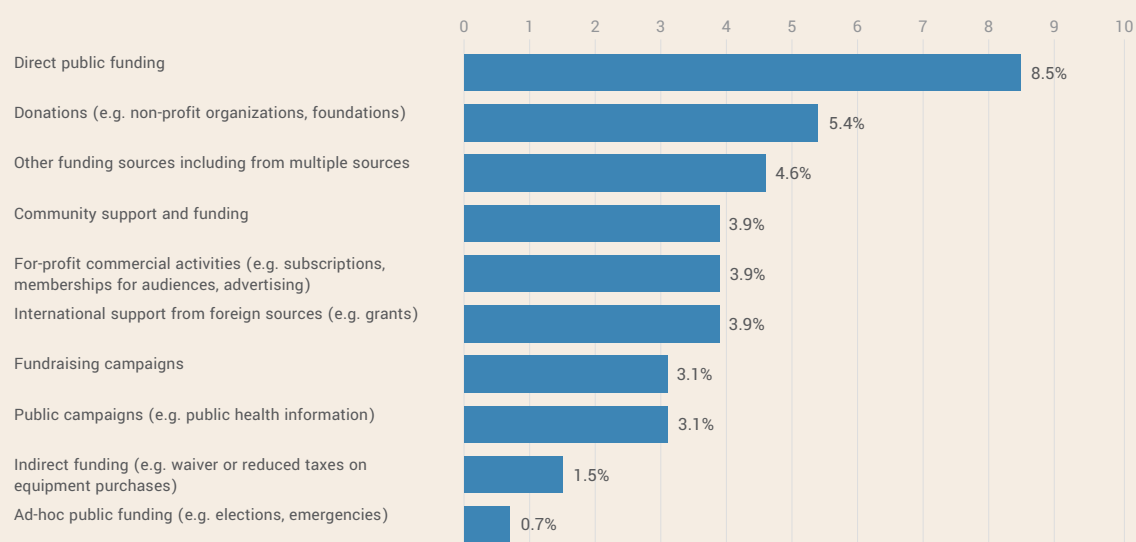


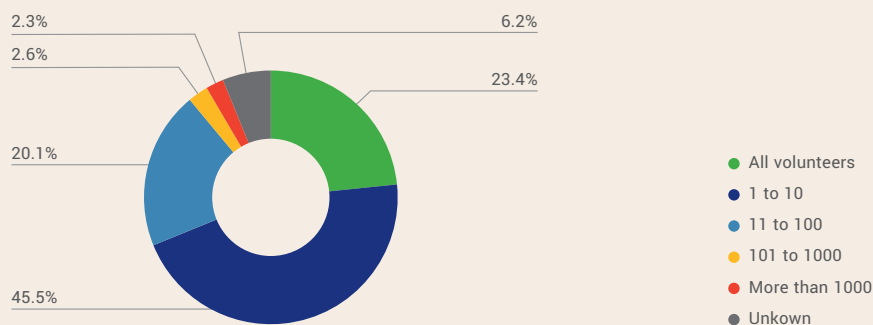
FIGURE 44. Non-Indigenous media organizations with funding to cover Indigenous issues (% share)



For the 20 per cent of non-Indigenous media organizations that receive funding dedicated to the coverage of Indigenous issues, the most part are funded by direct public funding

(8.5 per cent), followed by donations (5.4 per cent) and multiple sources (4.6 per cent).

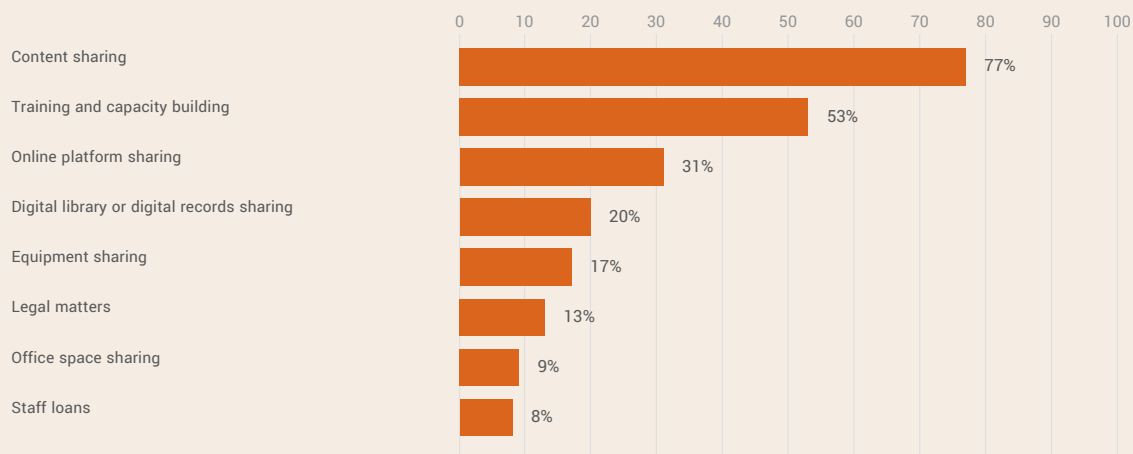
FIGURE 45. Breakdown of Indigenous media by the size of their paid staff (% of respondents)



The findings of the global survey on paid staff at Indigenous media organizations reveal a surprising reliance on volunteer efforts, with the majority operating with minimal or no paid staff. Nearly a quarter (23 per cent) of these organizations are entirely volunteer based, while 45 per cent operate with just 1–10 paid staff members. Interestingly, while rare, a few organizations boast a

significantly larger workforce, with over 1,000 paid staff members in 2 per cent of cases. These figures highlight the vast diversity in the operational capacities of Indigenous media organizations and underscore the critical role of volunteerism in sustaining many of them.

FIGURE 46. Indigenous media organizations' modes of collaboration with other media organizations (% share)

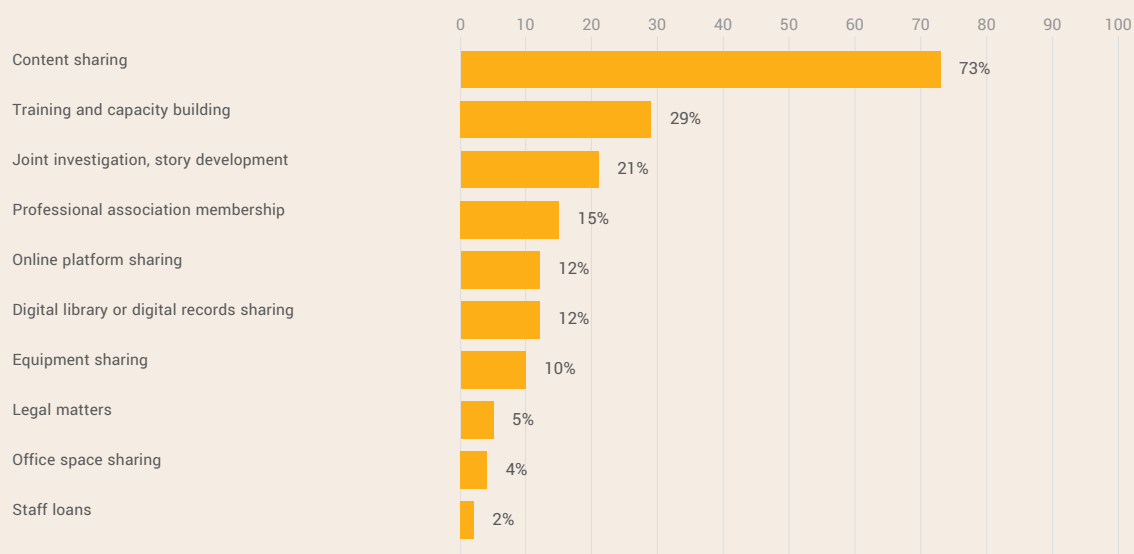


Note: Multiple responses possible

The global survey responses reveal that these partnerships face significant challenges that vary across regions and reflect broader disparities. In parts of Africa and Asia and the Pacific, the sheer linguistic diversity complicates alignment of values and communication styles, making collaboration particularly difficult. Many organizations in these areas also struggle with limited access

to essential resources like funding, equipment and infrastructure. These constraints often inhibit their ability to sustain meaningful collaborations, particularly in regions where economic hardship persists. Even when partnerships are established, maintaining them over time proves challenging due to shifting organizational priorities, the absence of formal agreements or unpredictable funding.

FIGURE 47. Non-Indigenous media organizations' modes of collaboration with other media organizations (% share)

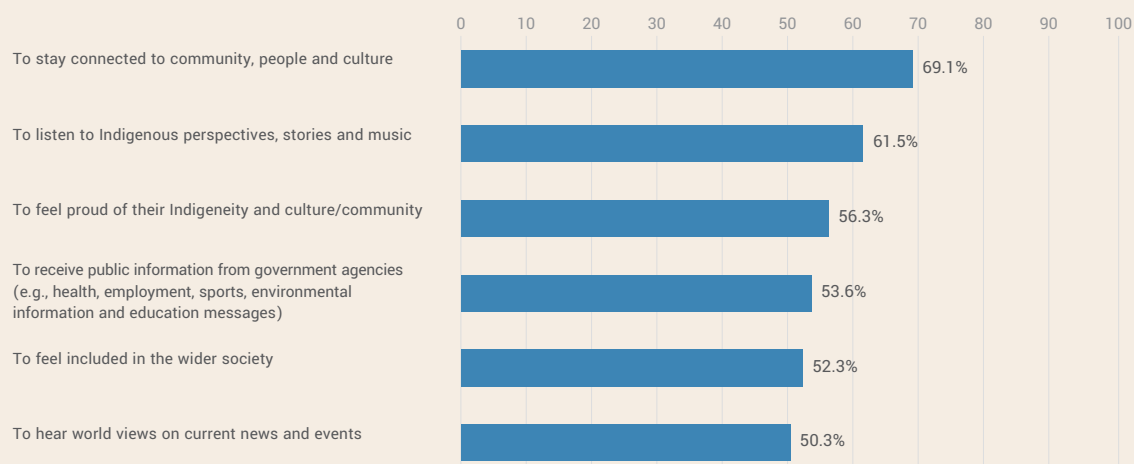


Note: Multiple responses possible

Non-Indigenous media organizations reported significantly fewer collaborative efforts. 26 per cent of respondents from these organizations said they were unaware of any initiatives

to collaborate on Indigenous issues. Among those that did engage in partnerships, content sharing stood out as the predominant method.

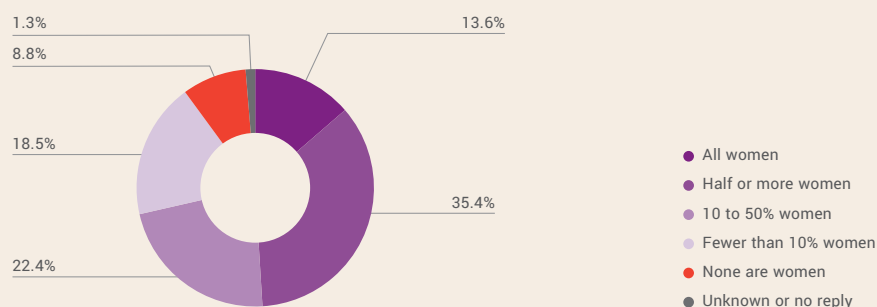
FIGURE 48. Main reasons why Indigenous audiences are listening/reading/viewing content (% of respondents)



According to the survey, Indigenous audiences tend to consume content to stay connected to the community, its peoples and culture (69 per cent), to listen to Indigenous perspectives, stories

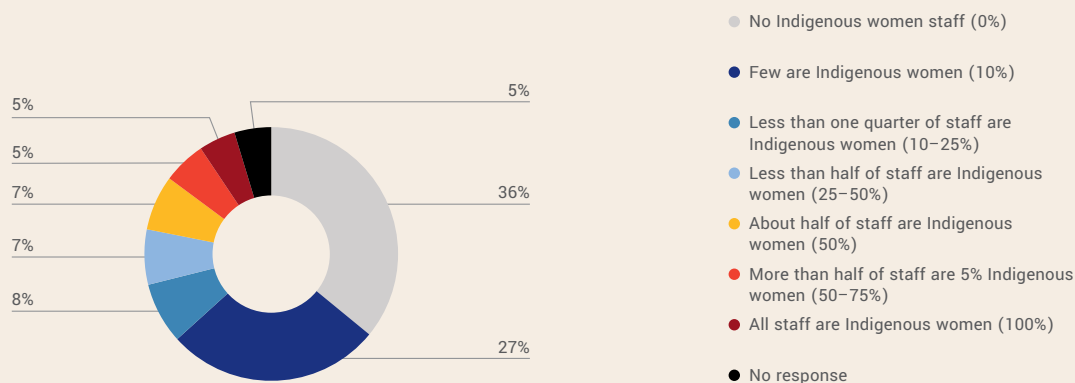
and music (61 per cent), and to feel proud of their Indigeneity (56 per cent), among other reasons.

FIGURE 49. Breakdown of Indigenous media surveyed by the share of women in their staff (% share)



According to the survey, around 90 per cent of Indigenous media organizations have women in their staff. In the most part (22.4 per cent) of organizations, women made up 10 to 50 per cent of the staff.

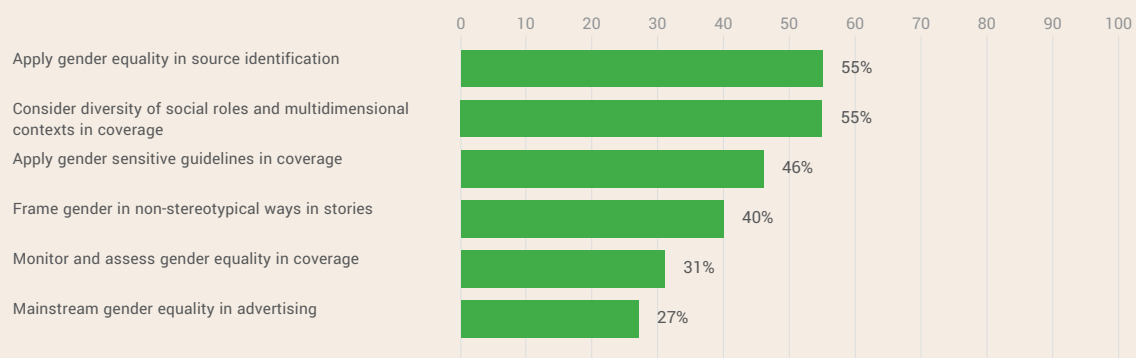
FIGURE 50. Breakdown of non-Indigenous media surveyed by the share of Indigenous women in their staff



A significant portion (36 per cent) of non-Indigenous media reported having no Indigenous women staff at all, while 27 per cent indicated that only a few (approximately 10 per cent) are Indigenous women. Smaller proportions reported slightly higher levels of inclusion: 8 per cent have between 10-25 per cent, 7 per cent have

25-50 per cent, and another 7 per cent have around 50 per cent. Only 5 per cent of organizations reported that more than half (50-75 per cent) of their staff are Indigenous women, and another 5 per cent reported full representation (100 per cent). Additionally, 5 per cent of respondents did not provide an answer.

FIGURE 51. Indigenous media organizations' application of gender equality principles in editorial and programming (% share)



The survey revealed that more than half of Indigenous media organizations apply gender equality in source identification and consider the diversity of social roles and multidimensional context in coverage.

About

The recommendation E/2023/43-E/C.19/2023/7, adopted at the 22nd session of the United Nations Permanent Forum on Indigenous Issues (UNPFII), recommended UNESCO to conduct a study concerning Indigenous Peoples and the Media in partnership with relevant UN entities and Indigenous Peoples. The UNPFII invited UNESCO to present the findings of the study at the 24th session of the Permanent Forum (E/2024/43-E/C.19/2024/8).

CI/MDE/2025/ICM/6

