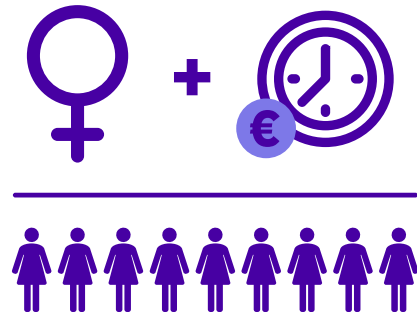
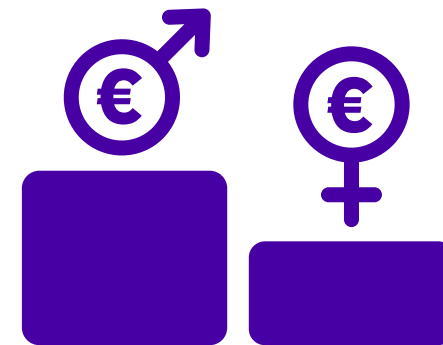


# Gender Pay Gap Report

Bauer Media Audio Ireland  
**2024**

# What is the gender pay gap?

A gender pay gap report measures the differences between the average pay (including base pay, bonuses, and commission) of all male and all female employees, irrespective of their job role or seniority. So that includes everyone from the CEO to the most junior roles in BMAI.



The hourly rate for each role held by female employees is added up and then divided by the number of female employees to get the average hourly rate paid to female employees, and same for hourly pay for males.

## Gender Pay v Equal Pay

It is important to highlight that Gender Pay is different to equal pay, because equal pay means comparing the pay between a man and a woman doing the same role, but the gender pay gap looks at the average pay of all men and all women within the company, regardless of their role.

The mean gender pay gap for this period was **15.2%** (i.e. in favour of men) with the median being **14%** (i.e. again in favour of men).



Factors driving the gender pay gap, and the variance between the mean and the median, include:

A higher proportion of men in the higher paid, senior management roles in the Group during the reference period. This contributed to the mean gap in favour of men.

Acquisition of 2 independently run regional radio stations, iRadio and RedFM and Media Sales House, Media Central, all 3 of which are led by predominantly male senior managers.

It is important to note that the data required as part of this reporting is limited to male and female and is not representative of all the gender identities that we welcome and support within Bauer Media Audio Ireland.

BMAI is fully committed to being a diverse and inclusive workforce and improving gender balance and representation, and wider diversity, having taken actions already including appointing EDI champions and delivering company wide training, paid family leave (maternity, paternity) and flexible working to ensure that we live our values of being a diverse and inclusive organisation. We will continue this and more into 2025.

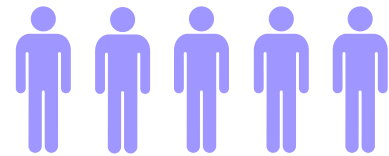
This report has been prepared in line with the Gender Pay Gap Information Act 2021, with reference to the guidelines and additional information provided by the Department of Children, Equality, Disability, Integration and Youth.

# What is the mean and median?

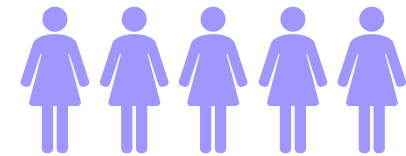
Throughout this report we refer to the mean and median gender pay gap.

The mean and median are two different ways of calculating the average or middle value. Understanding how they are calculated can help to be able to interpret the results better.

The mean is the result when a sum of values is divided by the number of values (what we would usually refer to as the average).

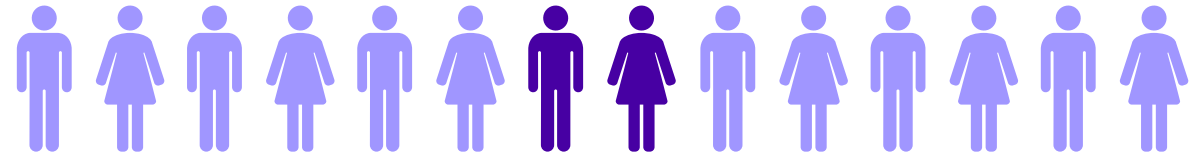


Average



Average

The median is the middle value when a set of values are ordered from lowest to highest.



Lowest

Median

Highest

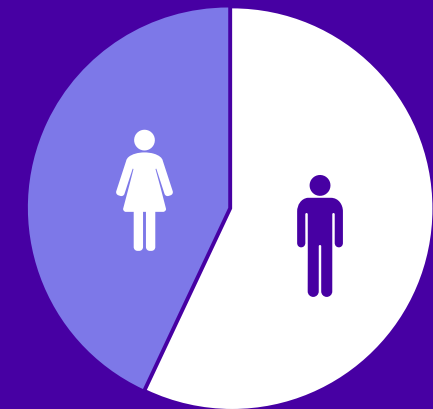
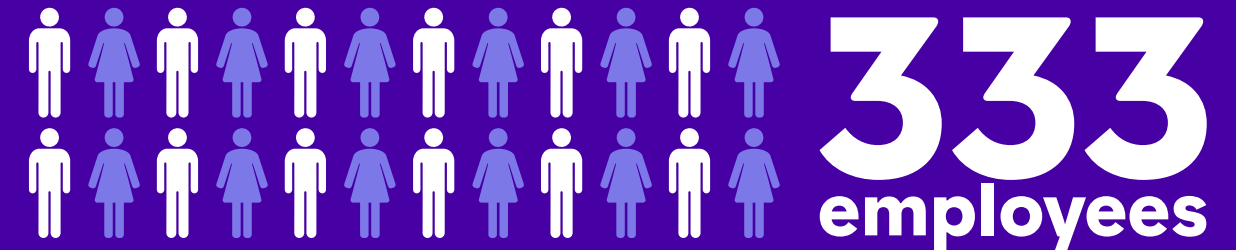
Very high or very low values can have more of an impact on the mean than on the median.

This marks the first year that Bauer Media Audio Ireland is statutorily required to report on the Gender Pay Gap.

The following are the Key Findings of Gender Pay Gap Reporting in BMAI.

**Reporting Date: 30th June 2024.**

BMAI has 333 employees within scope for this report. These are employees who were employed between the reference period 1 July 2023 to 30 June 2024. **47% of these employees were women and 53% men.**



# Our gender pay gap data - 2024

## Gender Representation by Quartile

Quartile	Band	% of Male	% of Female
Quartile 1	Lower	43%	57%
Quartile 2	Lower Middle	52%	48%
Quartile 3	Upper Middle	56%	44%
Quartile 4	Upper	60%	40%
		<b>53%</b>	<b>47%</b>

Mean hourly pay of Male & Female	All Staff	<b>15.2%</b> - in favour of men
Mean hourly pay of Male & Female	Full time Staff	<b>12.4%</b> - in favour of men
Mean hourly pay of Male & Female	Part time Staff	<b>2.8%</b> - in favour of men

## Bonus Recipients

Gender	Percentage
Male	32%
Female	39%
Mean Bonus Pay Gap	21% - in favour of men
Median Bonus Pay Gap	18% - in favour of females

## BIK Recipients

Gender	Percentage
Male	19%
Female	19%

# What actions are we taking?

## Our Commitment to reducing the Gender Pay Gap in BMAI

- ▶ In 2025 we intend to increase resources across our People & Culture function to allow them capacity to support, develop and implement strategies to reduce the pay gap.
- ▶ Collaborate and utilise expertise within our parent Group to learn from and share resources, learning and policies like the Bauer Media Code of Conduct - Bauer Media, including the appointment of internal EDI Champions across our business.
- ▶ Partner with key organisations like Learning Waves and the Irish Centre for Diversity to participate in the sector wide GEDI Strategy and to support sector wider Gender Pay & EDI strategies.
- ▶ Develop a clear Learning & Development plan and programme that will build the capacity of managers and staff to support a more open and inclusive working environment that promotes a positive employer brand and is attractive to diverse groupings. Specific training to include: Unconscious Bias, Gender Equality Training.
- ▶ Monthly reporting to Senior Leadership team, and into the wider business on key People & Culture KPI's including gender balance and annual Gender Pay Gap data.
- ▶ Undertake a compensation and benefits benchmarking review. We are committed to pay transparency as a mechanism to support pay equality.. Develop and promote a better suite of employee benefits e.g. Group Pension Scheme.
- ▶ Develop policies and procedures to support and promote and attract more female's to our business, including at senior levels, to include:
  - ▷ Menopause Policy and related training
  - ▷ Flexible and family friendly policies to allow female employee's access to both personal and professional success
  - ▷ Improve and enhance our Recruitment Policy and Best practice procedures to ensure we be more inclusive and ensure we are reaching, attracting and employing a better balance of genders across all of our roles, especially senior management roles
  - ▷ Equal opportunity policies to include Disability and reasonable accommodation policies



**Bauer  
Media  
Group**

Bauer Media Audio Ireland

**2024**

