Gender Pay Gap Report

Bauer Media Audio Ireland

2026

Introduction

This is Bauer Media Audio Ireland's third year of statutory gender pay gap reporting. The report presents our gender pay gap position using a snapshot date of 30 June 2026 and compares the results with 2025.

A total of 390 employees were included in the 2026 report, compared with 368 in 2025. Women represented 51% of employees and men represented 49%.

Our mean gender pay gap was 15.2%, compared with 14.0% in 2025. Our median gender pay gap was 14.7%, compared with 11.6% in 2025. Both gaps are in favour of men.

The principal factors influencing the result were the greater representation of men in higher-paid and senior positions and the greater representation of women in lower-paid, casual roles. Women represented 62% of the lower pay quartile, while men represented 59% of the upper pay quartile.

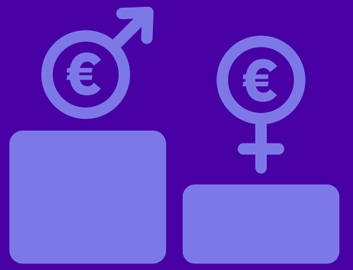
We are disappointed that the gap increased in 2026. The result reinforces the need for sustained action on senior representation, recruitment, succession planning, career development and access to progression opportunities. Our 2027 priorities and proposed measures are set out later in this report.

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.

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 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 the same is done for hourly pay for males.

Gender Pay v Equal Pay

Gender pay gap is not the same as equal pay. Equal pay concerns whether men and women receive equal pay for equal work. The gender pay gap compares the average hourly earnings of all men and women across the organisation, irrespective of role or seniority.

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 interpret the results more clearly.

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.



Our gender pay gap data - 2026

Gender Representation by Quartile

		2025		2026	
		% of Men	% of Women	% of Men	% of Women
Quartile 1	Lower	60%	40%	38%	62%
Quartile 2	Lower Middle	52%	48%	42%	58%
Quartile 3	Upper Middle	42%	58%	56%	44%
Quartile 4	Upper	43%	57%	59%	41%
		49%	**51%**	**49%**	**51%**

The 2026 data shows that women are more highly represented in the two lower pay quartiles, while men are more highly represented in the two upper quartiles. The most significant year-on-year movement occurred in the upper quartile, where the proportion of men increased from 43% to 59%. This change contributed to the increase in the overall gender pay gap.

The reporting data includes 76 employees whose total earnings during the reference period were between €1,000 and €30,000. Many are casual street-team employees who work variable hours around events, and 65% of this group are women. The gender composition of this cohort contributes to the greater representation of women in the lower pay quartiles.

Bonus Recipients

Measure	2025	2026	Movement
Men	29%	31%	+2 percentage points
Women	34%	37%	+3 percentage points
Mean Bonus Gap	8% in favour of men	10% in favour of men	Widened by 2 points
Median Bonus Gap	9% in favour of women	1% in favour of women	Reduced by 8 points

BIK Recipients

	2025	2026
Gender	Percentage	Percentage
Men	16%	15%
Women	12%	12%

Our Commitment to reducing the Gender Pay Gap in BMAI

Bauer Media Audio Ireland remains committed to building a diverse and inclusive workforce. While progress has been made in developing the policies, structures and partnerships needed to support greater gender balance, the 2026 results show that further targeted action is required, particularly in relation to representation in senior and higher-paid roles.

Bauer Media Audio Ireland operates in an increasingly competitive media market spanning radio, digital audio, print and television. Recruitment challenges in some roles affected the organisation's workforce profile and talent acquisition during 2026. These market conditions provide context, but they do not lessen our commitment to improving gender representation and reducing the gender pay gap.

Key People Priorities 2027

Most of our key People priorities in 2027 will encompass and support a focus on Gender and Equal Pay. In line with our preparations for the EU Transparency Directive our business will prioritise the following priority areas:

- Talent pipeline, succession and workforce planning – this includes internal Development Programmes for Production staff, policy to support Transition Year Programmes, Internship and College Placements to ensure gender balanced talent pipelines are coming through the business.

  Measure: Applicant, participant and completion data by gender. Design and deliver workforce planning strategies for key stations by Q2 2027

- Integration of Competency Framework – the framework, along with its AI career pathway tool, supports transparency in career development and a tool from which to plan and access career development support from management and the business

  Measure: Uptake and progression outcomes reported by gender

- Partnership with Irish Centre for Diversity to gain Bronze & Silver accreditation in 2027, this will support a full survey of BMAI staff followed by an action plan, developed in collaboration with ICD staff.

  Measure: Staff survey completed and action plan agreed in 2027

- Appointment of internal EDI working group, informed and trained by ICD and supported and in collaboration with Learning Waves GEDI working group which will support sector wider Gender Pay & EDI strategies.

  Measure: EDI working group appointed and Terms of Reference issued Q2 2027

- Learning & Development
  - People & Culture Director has been appointed to the Board of Learning Waves which will support and influence G,E,D & I training accessibility to all staff in BMAI
  - As part of a two year management development training programme, the following has been agreed and will be delivered by various trainers
    - Inclusive Leadership
    - Disability Awareness and Neurodiversity Awareness training
    - Unconscious Bias

  Measure: Annual training plan developed & communicated by end Q1 2027

- Development of a management portal (intranet), which will support guidelines, training and processes for managers to access at all times. This will begin with inclusive recruitment practices and policies.

  Measure: At least 80% of hiring managers trained by Q3 2027

- Monthly reporting to Senior Leadership Team, and into the wider business on key People & Culture KPIs including gender balance and annual Gender Pay Gap data

  Measure: Gender representation, hiring, promotion and pay indicators reviewed by the Senior Leadership Team.

- Issue an updated and fully reviewed Employee Handbook with new policies and procedures that have been developed and introduced 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
  - Access to additional learning opportunities
  - Equal opportunity policies to include disability and reasonable accommodation policies

  Measure: Update employee handbook issued to all staff by end of Q1 2027. Contractor handbook issued to all non-employees by end Q2 2027



Bauer Media Group

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