

# EUROPE

# Global Media Monitoring Project 2010 Regional Report



## Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an interregional NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2010 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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#### Preface

#### **Global Context**

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive
  research on gender in the news media. It began in 1995 when volunteers in 71 countries around the
  world monitored women's presence in their regional radio, television and print news. The research
  revealed that only 17% of news subjects the people who are interviewed or whom the news is about –
  were women. It found that gender parity was 'a distant prospect in any region of the world. News
  [was] more often being presented by women but it [was] still rarely about women.<sup>1</sup>
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.<sup>2</sup>
- The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news just under 10% of all stories focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).
- The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

#### **Regional context**

- News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.
- This report provides the regional averages on different indicators of gender in European news media. Contextual information and detailed discussions for the various countries are provided in the individual country reports available at <u>www.whomakesthenews.org</u>.

<sup>&</sup>lt;sup>1</sup> Global Media Monitoring Project, Women's participation in the news. Regional Watch on Images of Women in the Media (MediaWatch) Inc. 1995

<sup>&</sup>lt;sup>2</sup> Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project.* 2000

6,367 stories containing 13,338 people in the news and 7,244 news personnel were monitored.

The research found that 26% of subjects in European news are female. This is a significant rise from the 2005 research when the statistic was only 21%. It also evidences considerable change since 1995 when a mere 16% of news subjects were female.

The research also uncovered that 41% of all stories are presented and reported by women. This statistic has been more or less constant over the past decade: in 2000 and 2005 the figures were 40% and 42% respectively.

#### **TOPICS IN THE NEWS ON 10 NOVEMBER 2009**

• **Topics in the news**: The GMMP methodology classifies news stories under seven major topic areas: Politics and Government, Economy, Science and Health, Social and Legal news, Crime and Violence, Celebrity, Arts, Media and Sports, and the Girl-Child.

News on politics and government dominated print and radio news, while crime and violence stories prevailed in television newscasts. This dominance may be explained by the news focus on the 20-year anniversary celebrations of the fall of the Berlin Wall.

Торіс	PRINT	RADIO	TELEVISION	Ν
Politics and Government	39%	26%	18%	1770
Economy	13%	18%	18%	1089
Science and Health	9%	9%	11%	642
Social and Legal	11%	9%	11%	687
Crime and Violence	16%	20%	22%	1230
Celebrity, Arts and	11%	14%	17%	810
Media, Sports				
The Girl-child	*	*	*	12
total	100%	100%	100%	6367

\*less than 1%

• Overall presence of women and men in European news as news subjects:

Торіс	Female news subjects	Male news subjects
Politics and Government	21%	79%
Economy	22%	78%
Science and Health	36%	64%
Social and Legal	31%	69%
Crime and Violence	28%	72%
Celebrity, Arts and Media,		
Sports	29%	71%
Regional average	26%	74%

As persons heard, seen or read about in the news, females are grossly underrepresented in all major news topics. Out of all topics, they are most visible in stories on science and health, at 36% of news subjects in this topic. They are least visible in stories on politics and government at 21%, followed closely by stories on the economy, at 22%.



• Presence of female and male news subjects in Europe by medium – radio, TV and newspapers: Over 70% of news subjects across print, radio and television news are male. This disparity is most pronounced in radio newscasts, in which only 24% of subjects are female.



• **Function of female and male news subjects:** Only one quarter (25%) of the persons who the news is about (subject) are female. As persons interviewed in the news, women appear most as persons providing popular opinion and least as spokespersons (21%) and experts (22%).

Function in News Story	Female %F
Subject: the story is about this person, or about something the person has done, said etc.	25%
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	21%
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	22%
Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group	39%
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	32%
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people.	54%

• News media constructions of 'victims' and 'survivors: Despite being only 26% of news subjects, 1 out of every 5 persons portrayed as 'victims' of non-domestic sexual violence or abuse are female. Interestingly, almost an identical proportion (78%) are portrayed as survivors of such violence. 1 out of 5 'victims' as well as 'survivors' of war and state-based violence are male.

	Female	Male
Victim of an accident, natural disaster, poverty, disease, illness	51%	49%
Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder		
	66%	34%
Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking	80%	20%
Victim of other crime, robbery, assault, murder	37%	63%
Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning	39%	61%
Victim of war, terrorism, vigilantism, state-based violence	19%	81%
Victim of discrimination based on gender, race, ethnicity, age, religion, ability	53%	47%

	%F	%M
Survivor of an accident, natural disaster, poverty, disease, illness	38%	62%
Survivor of domestic violence (by husband/wife/partner/other family		
member), psychological violence, physical assault, marital rape, murder	77%	23%
Survivor of non-domestic sexual violence or abuse, sexual harassment,		
rape, trafficking	78%	22%
Survivor of other crime, robbery, assault, murder	30%	70%
Survivor of violation based on religion, tradition, cultural belief, genital		
mutilation, bride-burning	21%	79%
Survivor of war, terrorism, vigilantism, state-based violence	19%	81%
Survivor of discrimination based on gender, race, ethnicity, age, religion		
	58%	42%

• Identity and family status in the news: Female news subjects are 3 times more likely than their male counterparts to be identified by their family status. Family status is mentioned for 18% of females compared to only 6% of males in European news.

	Female %F		Male %F	
Whether identified by family status	%	Ν	%	Ν
No	82%	2899	94%	9300
Yes	18%	567	6%	541

• **Images in the news:** Females in newspaper stories are much more likely to be photographed than males. The research found that 30% of females in contrast to 22% of males appear in print news photos.

#### WHO DELIVERS THE NEWS?

• 41% of the news is reported and presented by women. The research found that stories on radio are reported and presented equally by women and men, at 50% each of all radio newscasts. Stories in print and television news however are reported and presented mostly by men. On television 56% of stories are reported and presented by men. Further, almost 70% of stories in newspapers are reported by men.

Announcers & reporters			
	Female		
Media Type	%F	F-N	
Print	31%	705	
Radio	50%	1020	
Television	44%	1341	
REGIONAL			
AVERAGE	41%	3066	

#### • Age of presenters and reporters

We find relatively equal numbers of stories presented by women and men on television who are between 35 and 64 years of age. 52% of stories by presenters in the 35 to 49 years old age-group and 54% of stories by those between 50 to 64 years old, are presented by women.

The situation is starkly different in the case of reporters. In all age groups, stories by male reporters grossly exceed those by female reporters. Less than 40% of stories by reporters in each age group are reported by women.

Age of presenters	Female %F	F-N
19-34	43%	222
35-49	52%	533
50-64	54%	591
65 years +	45%	96

Age of reporters	Female %F	F-N
19-34	38%	351
35-49	39%	650
50-64	38%	627
65 years+	39%	175

• **Reporters**. Only 35% of stories are reported by women. Across the three mediums, women have the least share in print news, reporting 31% of the stories, and almost identical shares in radio and television news stories, reporting 40% and 42% of the stories respectively

Stories reported by women, by medium			
	%F	F-N	
Print	31%	705	
Radio	40%	283	
Television	42%	576	
REGIONAL AVERAGE 35% 15			

Stories reported by women, by scope			
	%F F-N		
Local	34%	263	
National	39%	825	
National and other	29%	232	
Foreign/International 32% 235			
REGIONAL AVERAGE 35% 1564			

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Female reporters on major topics			
	%F	F-N	
Politics and Government	26%	352	
Economy	40%	273	
Science and Health	49%	233	
Social and Legal	42%	200	
Crime and Violence	33%	272	
Celebrity, Arts and Media,			
Sports	40%	197	

Women report almost half of the news on science and health, at 49% of stories under this topic. They are least represented in political stories, reporting only 26% of such news.

#### **GENDER AND THE NEWS**

**Women's centrality in the news:** 12% of stories in European news focus centrally on women. Women are central in 13% of stories by female reporters, in contrast to only 9% of stories by male reporters.

	Female reporters	Male reporters
No, women are not central	87%	91%
Central	0170	9170
Yes, women are central	13%	9%

- 3% of stories highlight issues of gender equality or inequality issues:
- 4% of stories challenge gender stereotypes.

Further details are provided in the annexes provided at the end of this summary report.

### ANNEXES

#### 1. Women's presence in different story topics

	% Female	N (Females only)
Women in political power and decision-making (local, regional, national),	33%	60
Women electoral candidates (local, regional, national),	40%	21
Peace, negotiations, treaties(local, regional, national),	24%	38
Other domestic politics/government (local, regional, national), elections, speeches, the political process	19%	309
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt)	12%	17
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping	20%	290
National defence, military spending, military training, military parades, internal security	11%	23
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	25%	131
Economic policies, strategies, models (national, international)	16%	82
Economic indicators, statistics, business, trade, stock markets	14%	24
Economic crisis, state bailouts of companies, company takeovers and mergers	22%	57
Poverty, housing, social welfare, aid to those in need	31%	35
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	59%	18
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment	20%	47
Rural economy, agriculture, farming practices, agricultural policy, land rights	18%	22
Consumer issues, consumer protection, regulation, prices, consumer fraud	40%	66
Transport, traffic, roads	14%	24
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	25%	21
Science, technology, research, funding, discoveries, developments	20%	9
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)	39%	111
HIV and AIDS, incidence, policy, treatment, people affected	39%	29
Other epidemics, viruses, contagions, Influenza, BSE, SARS	41%	260
Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy	50%	54
Environment, nature, pollution, global warming, ecology, tourism	20%	34
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	20%	18
Development issues, sustainability, community development	27%	19
Education, child care, nurseries, pre-school to university, adult education, literacy	37%	81
Family relations, inter-generational conflict, single parents	53%	29
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities	47%	66
Religion, culture, tradition, controversies, teachings, celebrations, practices	25%	56
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia	21%	27
Women's movement, activism, events, demonstrations, gender equality advocacy	30%	11
Changing gender relations, roles and relationships of women and men inside and outside the home	100%	1

	% Female	N (Females only)
Family law, family codes, property law, inheritance law and rights	54%	21
Legal system, judicial system, legislation (apart from family, property & inheritance law)	25%	90
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	26%	54
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice)	15%	110
Violent crime, murder, abduction, kidnapping, assault, drug-related violence	27%	207
Gender-based violence, feminicide, harassment, domestic violence, rape, trafficking, genital mutilation	42%	110
Child abuse, sexual violence against children, trafficking, neglect.	37%	40
War, civil war, terrorism, state-based violence	26%	54
Riots, demonstrations, public disorder	10%	7
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash	41%	127
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	35%	47
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty	43%	88
Arts, entertainment, leisure, cinema, theatre, books, dance	32%	154
Media, including new media (computers, internet), portrayal of women and/or men, pornography	26%	29
Beauty contests, models, fashion, beauty aids, cosmetic surgery	55%	39
Sports, events, players, facilities, training, policies, funding	12%	57
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	32%	42
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)	50%	17

#### 2. Occupations of female news subjects

	% Female	N (Females only)
Royalty, ruling monarch, deposed monarch, any member of royal family	28%	15
Government official, politician, president, government minister, political leader, political party staff, spokesperson	19%	907
Government employee, public servant, bureaucrat, diplomat, intelligence officer	27%	180
Police, military, para-military group, militia, prison officer, security officer, fire officer	8%	57
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker	33%	146
Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist	36%	176
Science or technology professional, engineer, technician, computer specialist	11%	19
Media professional, journalist, video or film-maker, theatre director	23%	67
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk	17%	102
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker	14%	116
Office or service worker, non-management worker in office, store, restaurant, catering	53%	93
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker	25%	44
Agriculture, mining, fishing, forestry worker	5%	5
Religious figure, priest, monk, rabbi, mullah, nun	6%	11
Activist or worker in civil society organisation, non-governmental organisation,	35%	107

	% Female	N (Females only)
trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations		
Sex worker, prostitute	51%	7
Celebrity, artist, actor, writer, singer, radio or television personality	34%	199
Sportsperson, athlete, player, coach, referee	11%	54
Student, pupil, schoolchild	54%	115
Homemaker, parent, either female or male. Code this only if no other occupation is given, e.g. a doctor who is also described as a mother is coded 6.	72%	152
Child, young person (up to 18 years). Code this only if no other occupation/position is given, e.g. a schoolchild is coded 19; a child labourer is coded 12.	47%	105
Villager or resident engaged in unspecified occupation. Code this only if no other occupation is given, e.g. a teacher who is also described as a villager is coded 5.	46%	94
Retired person, pensioner. Code this only if no other occupation is given, e.g. a retired police officer is coded 4; a retired politician is coded 2.	50%	50
Criminal, suspect. Code this only if no other occupation is given, e.g, a lawyer suspected of committing a crime is coded 9; a former politician who has committed a crime is coded 2.	8%	24
Unemployed. Code this only if no other occupation is given, e.g. an unemployed actor is coded 17; an unemployed person who commits a crime is coded 24.	38%	15
Other. Use only as a last resort (specify the occupation/position in 'Comments' section of coding sheet)	38%	61

## 3. Whether news stories reinforce, challenge or neither reinforce nor challenge

	Reinforces stereotypes	Challenges	Neither reinforces nor challenges stereotypes
Women in political power and decision-making (local,			
regional, national),	45%	9%	46%
Women electoral candidates (local, regional, national),	60%	10%	30%
Peace, negotiations, treaties(local, regional, national),	65%	2%	33%
Other domestic politics/government (local, regional, national), elections, speeches, the political process	56%	1%	43%
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt)	55%	0%	0%
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping	54%	4%	42%
National defence, military spending, military training, military parades, internal security	36%	1%	62%
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	59%	3%	38%
Economic policies, strategies, models (national, international)	58%	4%	38%
Economic indicators, statistics, business, trade, stock markets	53%	0%	0%
Economic crisis, state bailouts of companies, company takeovers and mergers	47%	2%	50%
Poverty, housing, social welfare, aid to those in need	46%	4%	50%
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	31%	19%	51%
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment	50%	2%	48%
Rural economy, agriculture, farming practices, agricultural	49%	7%	45%

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	Reinforces stereotypes	Challenges stereotypes	Neither reinforces nor challenges stereotypes
policy, land rights			
Consumer issues, consumer protection, regulation, prices,			
consumer fraud	57%	5%	38%
Transport, traffic, roads	53%	0%	0%
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	48%	0%	0%
Science, technology, research, funding, discoveries, developments	58%	0%	0%
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)	46%	3%	51%
HIV and AIDS, incidence, policy, treatment, people affected	52%	7%	41%
Other epidemics, viruses, contagions, Influenza, BSE, SARS	52%	2%	46%
Birth control, fertility, sterilisation, amniocentesis, termination	000/	20/	220/
of pregnancy Environment, nature, pollution, global warming, ecology,	66%	2%	32%
tourism Other stories on science or health (specify the subject in	68%	1%	32%
'Comments' section of coding sheet)	44%	1%	55%
Development issues, sustainability, community development	47%	5%	48%
Education, child care, nurseries, pre-school to university, adult education, literacy	46%	4%	49%
Family relations, inter-generational conflict, single parents	29%	21%	50%
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities	55%	24%	21%
Religion, culture, tradition, controversies, teachings, celebrations, practices	35%	12%	53%
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia	28%	9%	64%
Women's movement, activism, events, demonstrations, gender equality advocacy	16%	4%	79%
Changing gender relations, roles and relationships of women and men inside and outside the home	0%	0%	0%
Family law, family codes, property law, inheritance law and rights	32%	38%	30%
Legal system, judicial system, legislation (apart from family, property & inheritance law)	56%	4%	41%
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	54%	5%	41%
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice)	53%	1%	47%
Violent crime, murder, abduction, kidnapping, assault, drug- related violence	44%	4%	52%
Gender-based violence, feminicide, harassment, domestic violence, rape, trafficking, genital mutilation	56%	12%	32%
Child abuse, sexual violence against children, trafficking, neglect.	54%	7%	39%
War, civil war, terrorism, state-based violence	52%	1%	47%
Riots, demonstrations, public disorder	50%	1%	49%
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash	46%	6%	48%
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	65%	1%	34%

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	Reinforces stereotypes	Challenges stereotypes	Neither reinforces nor challenges stereotypes
Celebrity news, births, marriages, deaths, obituaries, famous			<b>,</b>
people, royalty	61%	3%	36%
Arts, entertainment, leisure, cinema, theatre, books, dance	61%	4%	35%
Media, including new media (computers, internet), portrayal of women and/or men, pornography	36%	15%	50%
Beauty contests, models, fashion, beauty aids, cosmetic			
surgery	73%	7%	19%
Sports, events, players, facilities, training, policies, funding	59%	3%	37%
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	43%	2%	55%
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON	C0%	40%	2007
THE GIRL CHILD)	62%	10%	28%

#### 4. Methodology

Each participating region was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the regional media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each region reflects the density and diversity – audience, ownership, language – of media in each region.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and regional coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, regional coordinators were trained by the regional coordinator via teleconference. In some countries, regional coordinators provided advance training to volunteer monitoring groups.

In each region monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to regional, interregional and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2010.* 

### **Annex 2. List of Countries**

Austria	Iceland
Belgium	Republic of Ireland
Belarus	Italy
Bosnia & Herzegovina	Kosovo
Bulgaria	Malta
Croatia	Montenegro
Cyprus	Netherlands
Czech Republic	Norway
Denmark	Poland
Estonia	Portugal
Finland	Romania
France	Spain
Georgia	Sweden
Germany	Switzerland
Greece	Turkey
Hungary	United Kingdom (England, Northern Ireland, Scotland, Wales)

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