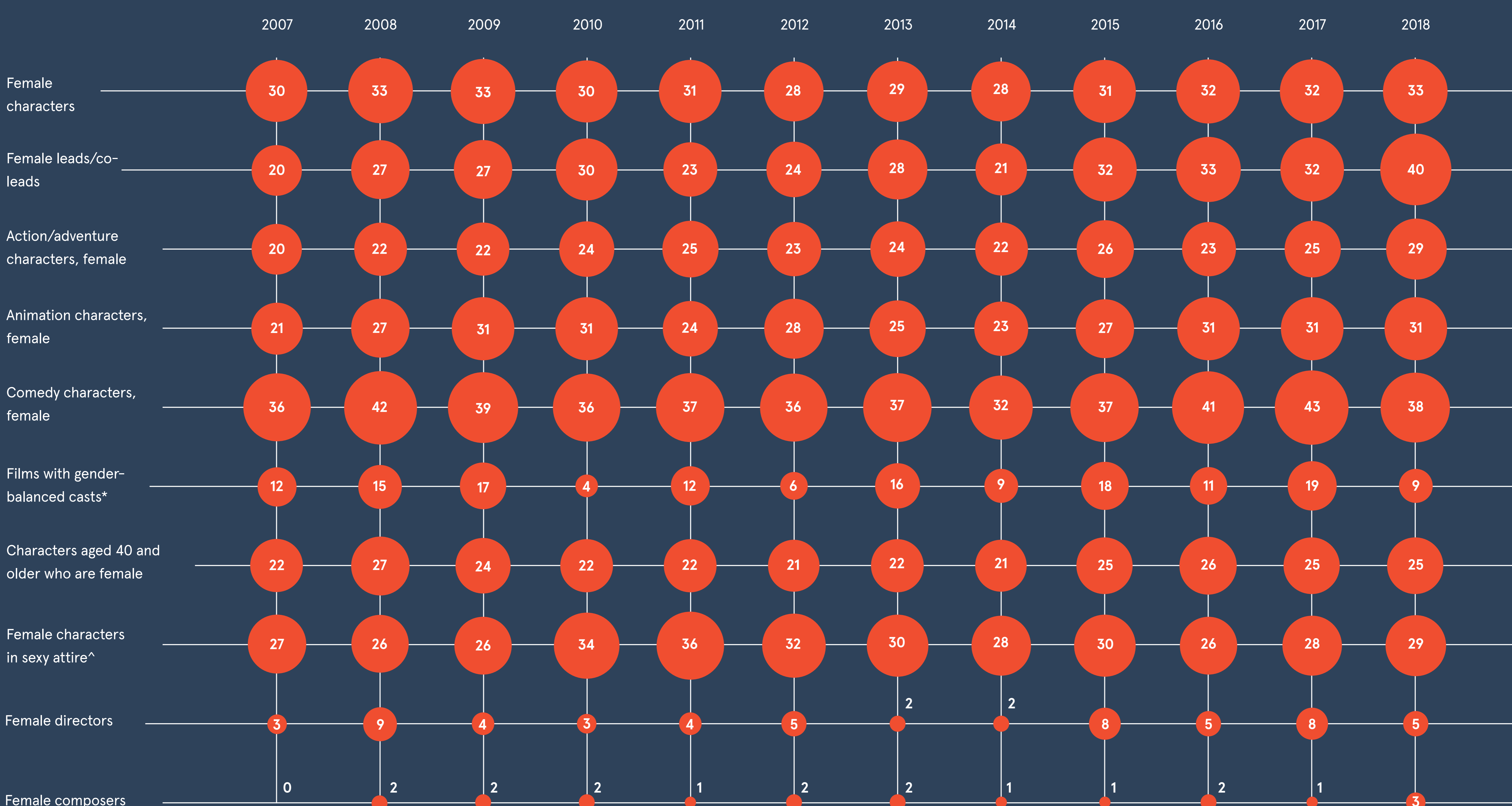


GIRLS NOT ON FILM

Sadly it is a truism that gender inequality is still rife across the movie business. The number of female leads in film and TV has risen over the past decade, but the proportion of total characters that are women has barely changed, and things are little better behind the scenes. When female-led movies are proven to make more money than those that are not, it begs the question, will the status quo ever change?

LITTLE PROGRESS FOR FEMALE REPRESENTATION

Study of the top 100 fictional films at the US box office for each year



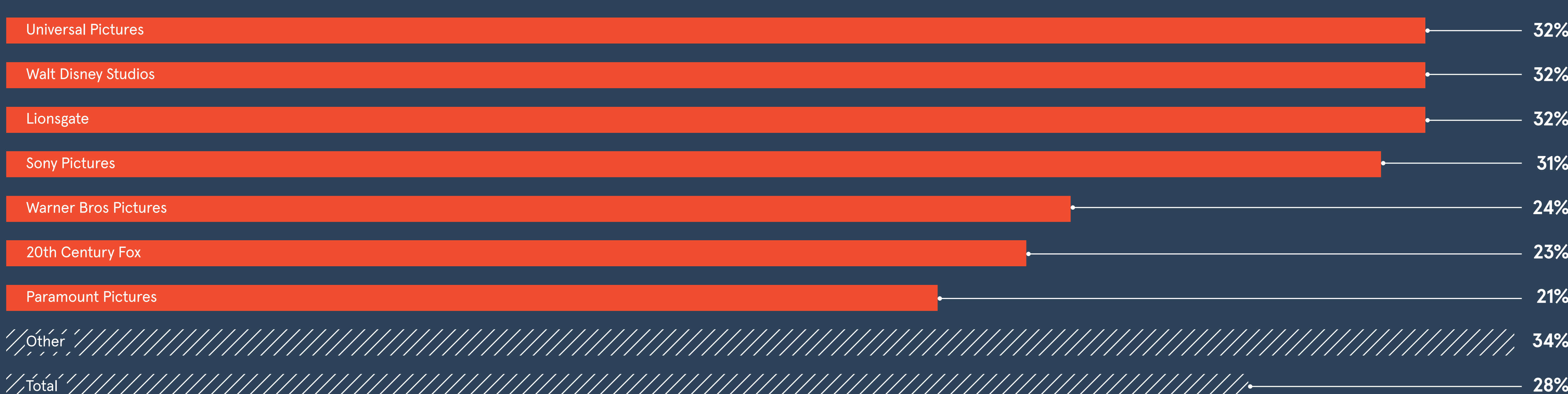
*A gender-balanced movie is defined as having a cast that is 45 to 54.9 per cent female

^Female characters who were depicted in sexually revealing clothing

USC Annenberg Inclusion Initiative 2019

FEMALE REPRESENTATION BY FILM STUDIO

Film distribution companies behind the top 100 fictional films at the US box office for each year between 2007 and 2018; percentage of films distributed with a female lead or co-lead

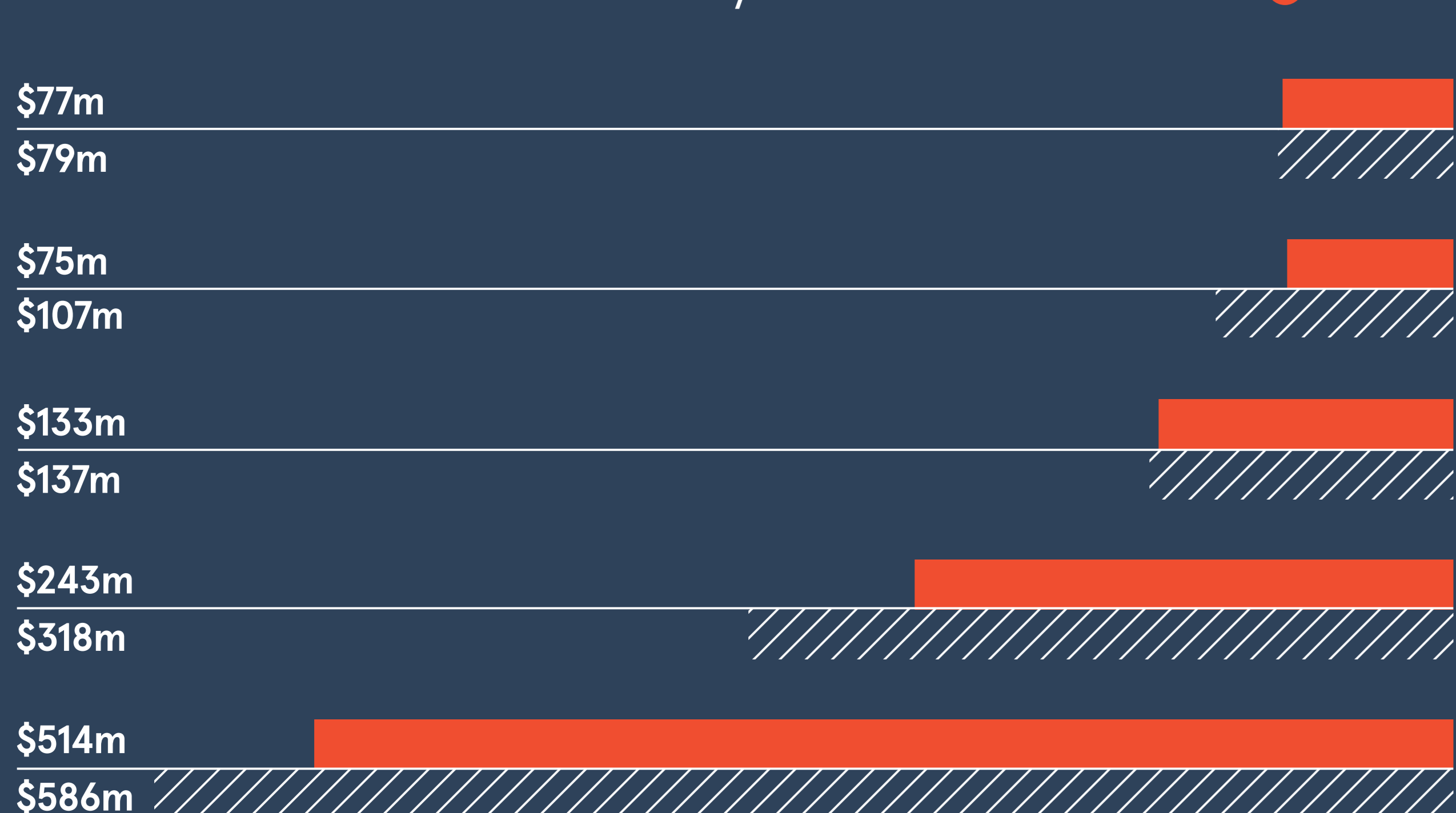


USC Annenberg Inclusion Initiative 2019

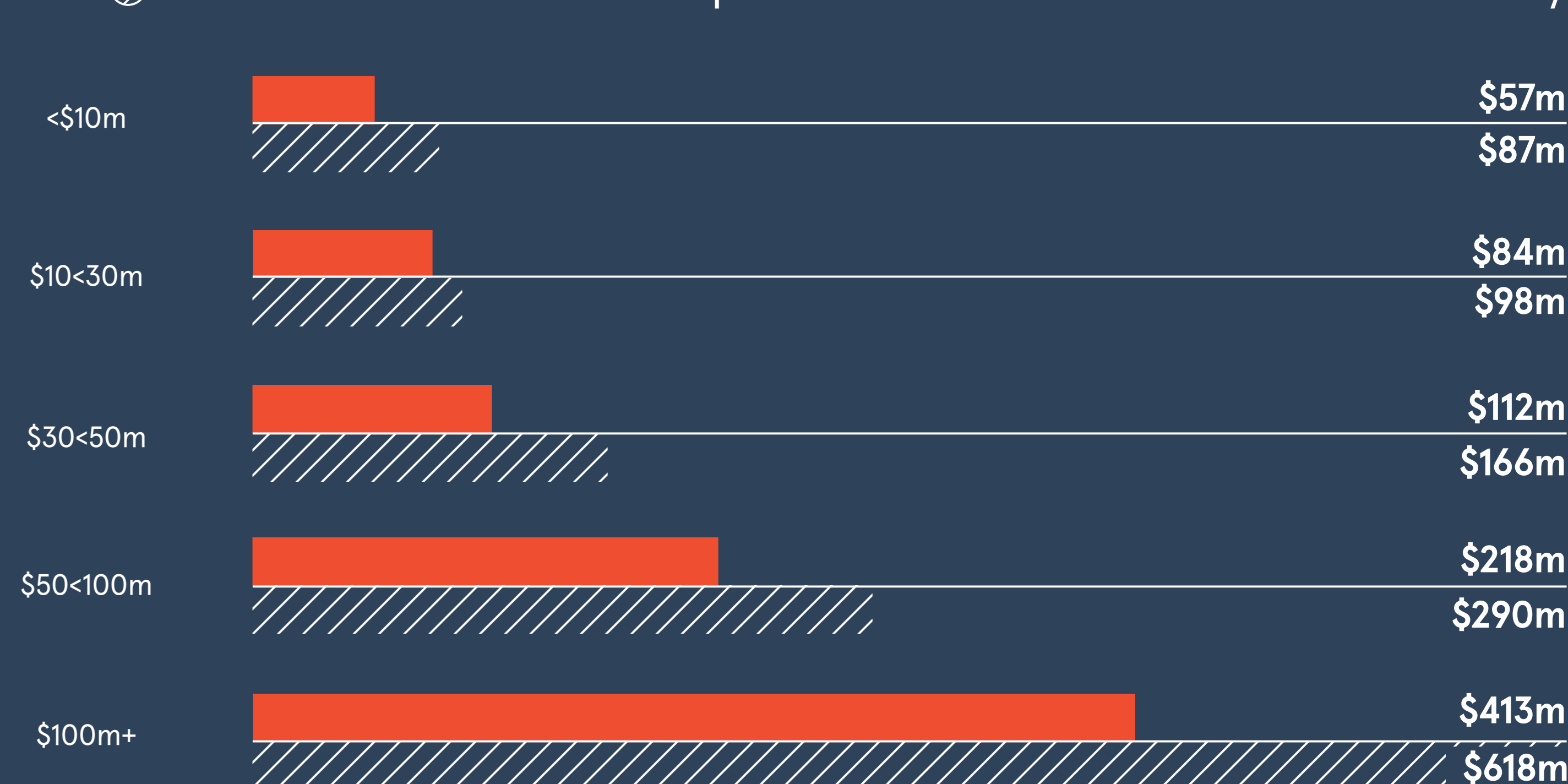
THE FINANCIAL CASE FOR MORE WOMEN IN FILM

Number of characters from the 100 fictional films at the US box office for each year, where their sexuality was depicted

Female-led films make more money



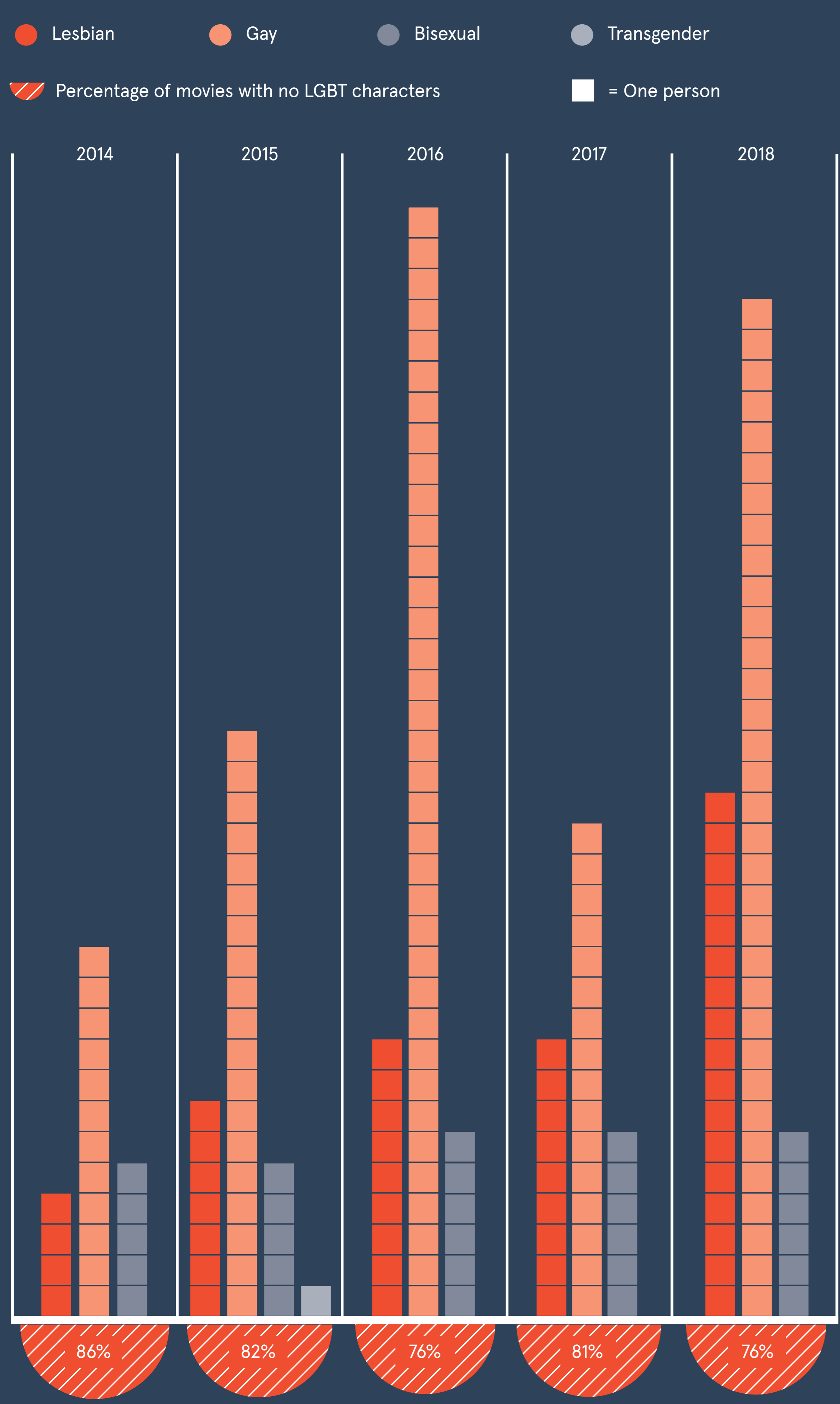
Films that passed the Bechdel test make more money



Creative Artists Agency/shift7 2018

LGBT REPRESENTATION AMONG 4,387 SPEAKING CHARACTERS

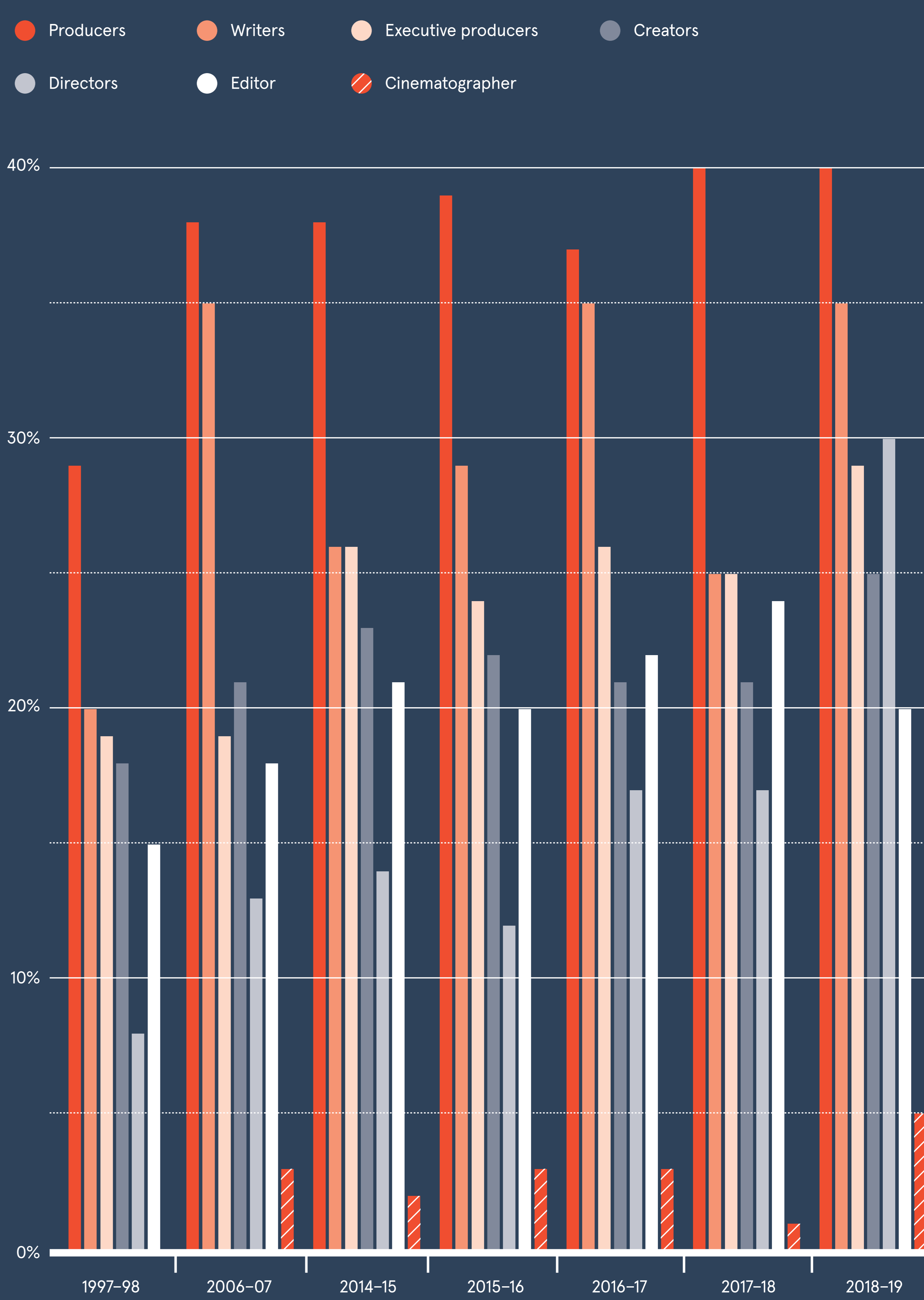
Number of characters from the top 100 fictional films at the US box office for each year, where their sexuality was depicted



Center for the Study of Women in Television and Film 2019

BEHIND-THE-SCENES TV REPRESENTATION

Female representation by role on US broadcast network programmes



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