

# HOLLYWOOD DIVERSITY

REPORT 2024

FEATURING FILM

PART 2: STREAMING

**UCLA** Entertainment & Media  
Research Initiative

# Acknowledgements

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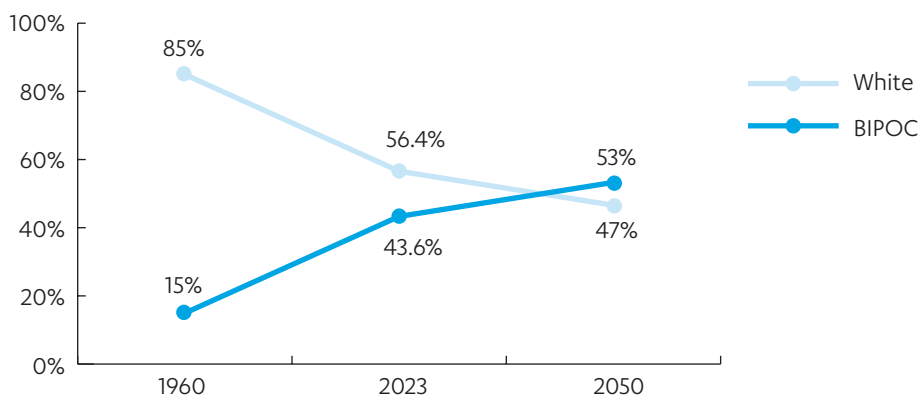
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# Table of Contents

Study Highlights .....	2
Introduction.....	6
Hollywood Landscape .....	10
Leads.....	12
Overall Cast Diversity .....	16
Directors .....	20
Writers .....	26
The Bottom Line .....	32
Conclusion .....	44
Endnotes.....	48
About the Authors .....	51

# STUDY HIGHLIGHTS

## U.S. Population Shares, White and BIPOC, 1960-2050



Source: U.S. Census, 2023

The following highlights emerge from this year's analysis:

**Black, Indigenous, and People of Color (BIPOC).** The BIPOC share of the U.S. population is growing by nearly half a percent each year. Constituting 43.6 percent of the U.S. population in 2023,<sup>1</sup> BIPOC will become the majority within a couple of decades. Since 2022, BIPOC posted gains relative to their White counterparts in all key Hollywood employment arenas examined in the streaming film sector (i.e., streaming film leads, directors, writers, and total actors<sup>2</sup>). Among streaming film leads and streaming total actors, BIPOC reached or exceeded proportionate representation (45 percent and 48.3 percent, respectively). However, BIPOC remained underrepresented in two key employment positions in 2023:

- Less than 2 to 1 among streaming film directors (31 percent)
- Less than 2 to 1 among streaming film writers (28 percent)



**Women.** Women gained ground, relative to their male counterparts, in three of the four key streaming film employment arenas in 2023 — among streaming film leads, directors, and writers – while losing ground among total actors. Women reached proportionate representation as streaming film leads (51 percent). Constituting slightly more than half of the population, women remained underrepresented in three of the four major employment arenas for streaming film:

- Less than 2 to 1 among streaming film directors (31 percent)
- Less than 2 to 1 among streaming film writers (41 percent)
- Less than 2 to 1 among total streaming film actors (40.8 percent)

**Disability Status.** This is the second year that this report series has tracked the disability status of actors. Actors with disabilities gained ground in both actor employment arenas. Comprising at least 26 percent of the United States population,<sup>3</sup> adults with a disability nonetheless remained underrepresented in front of the camera in top films in 2023:

- Less than 3 to 1 among streaming film leads (9 percent)
- Less than 6 to 1 among total streaming film actors (4.7 percent)

**The Bottom Line.** The latest evidence from 2023 continues to suggest that America’s increasingly diverse audiences prefer diverse content in streaming film releases:

- Among the films released via streaming platforms in 2023, median ratings for viewers 18-49, White, Black, Asian, and other-race/ethnicity households were all highest for films

“ The latest evidence from 2023 continues to suggest that America’s increasingly diverse audiences prefer diverse content in streaming film releases. ”

featuring casts that were from 41 percent to 50 percent BIPOC. For Latinx households, ratings peaked for streaming films with casts that were less than 11 percent BIPOC. However, the second-highest ratings peak for Latinx households fell among films featuring casts that were from 41 percent to 50 percent BIPOC.

- The median total social media interactions for streaming original films peaked for those with casts that were from 41 percent to 50 percent BIPOC in 2023.
- As found in previous reports, BIPOC households were overrepresented as household viewers (compared to their population share) for nine of the top 10 streaming films and for 18 of the top 20 streaming films (ranked by total household ratings) in 2023.

**Overview: Degrees of Underrepresentation, Gains and Losses, Streaming Films 2023\***

Arena	BIPOC	Women	Disability Status
<b>Streaming</b>			
Film Leads	Proportionate	Proportionate	< 3 to 1
Film Directors	< 2 to 1	< 2 to 1	
Film Writers	< 2 to 1	< 2 to 1	
Total Actors	> Proportionate	< 2 to 1	< 6 to 1

\*Streaming film gains since the last report highlighted in blue, losses in gold.

- In 2023, women represented the majority of viewers (exceeding their population share) for nine of the top 10 streaming films and for 17 of the top 20 streaming films (ranked by total household ratings).
- Persons 18-49 were overrepresented as viewers for all the top 10 streaming films and for 18 of the top 20 streaming films (ranked by total household ratings).
- In 2023, seven of the top 10 streaming films and 16 of the top 20 streaming films (ranked by total household ratings) featured casts in which more than 30 percent of the actors were BIPOC. Four of the top 10 and 11 of the top 20 streaming films had casts in which more than 40 percent of the actors were female. Only three of the top 10 and four of the top 20 films had casts where more than 20 percent of the actors had known disabilities.
- Seven of the top 10 streaming films for Asian, Latinx, White, and other-race/ethnicity households (ranked by each group's household rating) featured casts that were more than 30 percent BIPOC in 2023. Among the top 10 streaming films for Black households in 2023, nine had casts that were over 30 percent BIPOC.
- Among persons 18-49 and males 18-49, seven of the top 10 streaming films (ranked by each viewer group's rating) had casts that were more than 30 percent BIPOC. For females 18-49, six of the top 10 streaming films had casts that were over 30 percent BIPOC.
- Among each household's or viewer group's top 20 streaming films, 15 to 17 films featured casts that were more than 30 percent BIPOC.
- Among each race/ethnicity household, persons 18-49, and males 18-49, four to five of the top 10 films and nine to 11 of the top 20 films were relatively gender balanced.
- For females 18-49, six of the top 10 streaming films and 11 of the top 20 films were relatively gender balanced.
- Only two to three films from each household's or viewer group's top 10 streaming films featured casts where more than 20 percent of the actors had known disabilities. Only three to five films from each group's top 20 list had casts with proportionate disability representation.



# INTRODUCTION

## 2024 Hollywood Diversity Report: Part 2 Streaming

This report is the eleventh in a series of annual studies produced by UCLA’s Institute for Research on Labor and Employment (IRLE) to explore relationships between diversity and the bottom line in the Hollywood entertainment industry. Housed within the IRLE and Division of Social Sciences, the Entertainment and Media Research Initiative (EMRI) – which explores equity and access issues affecting entertainment industry workers and tracks the viewing habits of increasingly diverse audiences – produced the report.





This report draws attention to the racial, ethnic, gender (including transgender and non-binary) identities, and disability status of those working in key above-the-line jobs in Hollywood's top films and TV shows in any given year. It also tracks how these data relate to what U.S. audiences are watching on television, discussing on social media, and purchasing tickets to see in theaters. These consistent and reliable data, which we collect independent of Hollywood employers,<sup>4</sup> constitute the foundation upon which the report is built.

The word "diversity" does and should encompass so much more than a few underrepresented racial and ethnic identities. For example, age, sexual orientation, and religion are also important dimensions of identity invoked by the concept of diversity. Although other studies have examined the identity of characters, this report series focuses on the identities of those employed in the industry. Some of the identity information is not necessarily visible nor publicly accessible and verifiable unless the person has stated it publicly. Recently, a few of the data sources used for this report have begun to collect information about disability. With more than one source available for actors that was released as of December 2022, we were able to move forward with collecting the disability status for actors. Although limited in scope, this is a step forward in gaining a better understanding of those represented in top Hollywood films.

Although we already include transgender and nonbinary identities in our report, we look forward to expanding the data collected to include other LGBTQ identities, disability status for those in other key job categories, and other underrepresented identities. Some of this work may require EMRI to release more in-depth reports to complement the current annual reports.

In 2023, this report series returned to examining theatrical releases separately from streaming releases, a practice that was interrupted in 2021 and 2022 due to the COVID-19 pandemic. The current report considers English-language, streaming original films that were ranked in the top 100 among total households in 2023 and compares them to the previous year. We track those employed in key positions and examine the composition of the cast in terms of race/ethnicity, gender, and disability among the top streaming releases. We also investigate how the top streaming films fared in terms of TV and social media ratings among moviegoers from different demographic backgrounds.

In 2023, we examined top streaming films from 2022 separately from top theatrical releases but included both analyses in Part 1. This year, Part 1 focused only on top theatrical films from 2023. For the current report, Part 2 will focus on the top streaming films from 2023.

## The Data

The *2024 Hollywood Diversity Report: Part 2 Streaming* examines 100 of the top English-language, streaming original films<sup>5</sup> released in 2023. Variables considered in the analyses for this report include the following:

- Racial/ethnic identity of lead talent<sup>6</sup>
- Gender identity of lead talent<sup>7</sup>
- Disability status of lead talent<sup>8</sup>
- Overall cast diversity<sup>9</sup>
- Writer diversity
- Director diversity
- Genres
- Film budgets
- Viewer and social media ratings<sup>10</sup>

Data for this report were compiled from a variety of sources that industry stakeholders rely upon for day-to-day updates on industry developments. These sources include The Studio System, Luminate Film & TV, the Internet Movie Database (IMDb), Nielsen, and Talkwalker.



# HOLLYWOOD LANDSCAPE

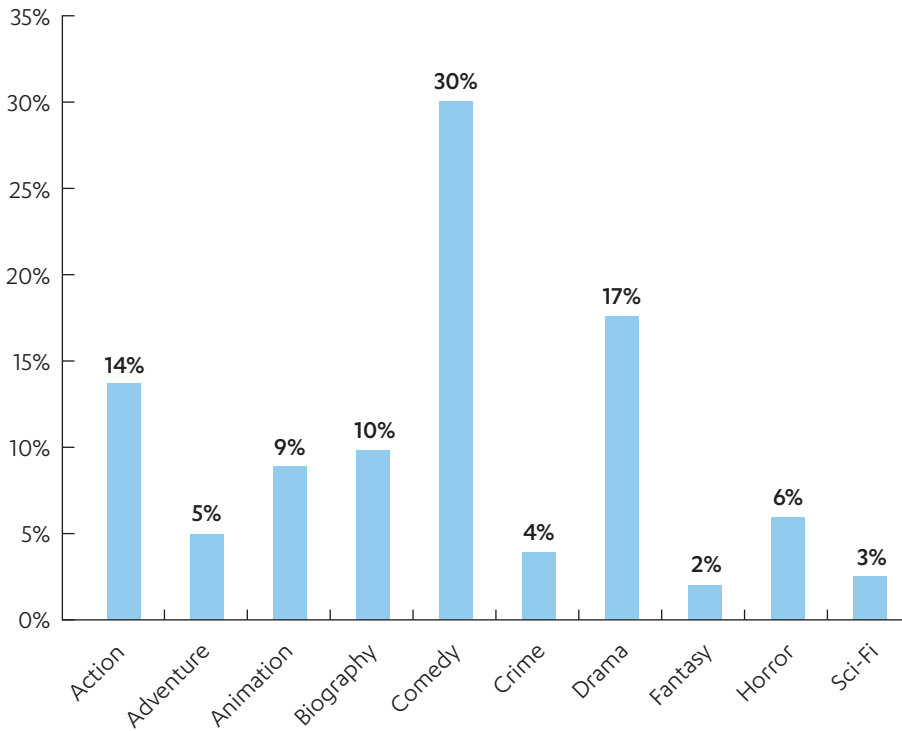
## Hollywood Landscape

As mentioned in Part 1 of this report, the theatrical film business was slowly gaining momentum and reached a post-pandemic high at the box office in 2023. However, it remained well below its pre-pandemic level from 2019. The dominant streaming model that the major studios had been chasing pre-pandemic and then relied upon during the pandemic had dramatically changed the Hollywood ecosystem when we last examined streaming originals that were released in 2022. By 2023, the effects of the rapid expansion of streaming had taken a toll and studios began to pull back from producing as much content and looked to other ways to boost revenue.<sup>11</sup> With uncertainty looming with the economy and impending strikes expected by the employment guilds in 2023, studios began producing fewer streaming originals.<sup>12</sup> In fact, a smaller number of English-language, streaming originals were released in 2023 (115) as compared to 2022 (161). The top 100 of those are examined in this report.

The following charts show the genres among streaming originals, and the budgets allocated to streaming films in comparison to those allocated to theatrical films.

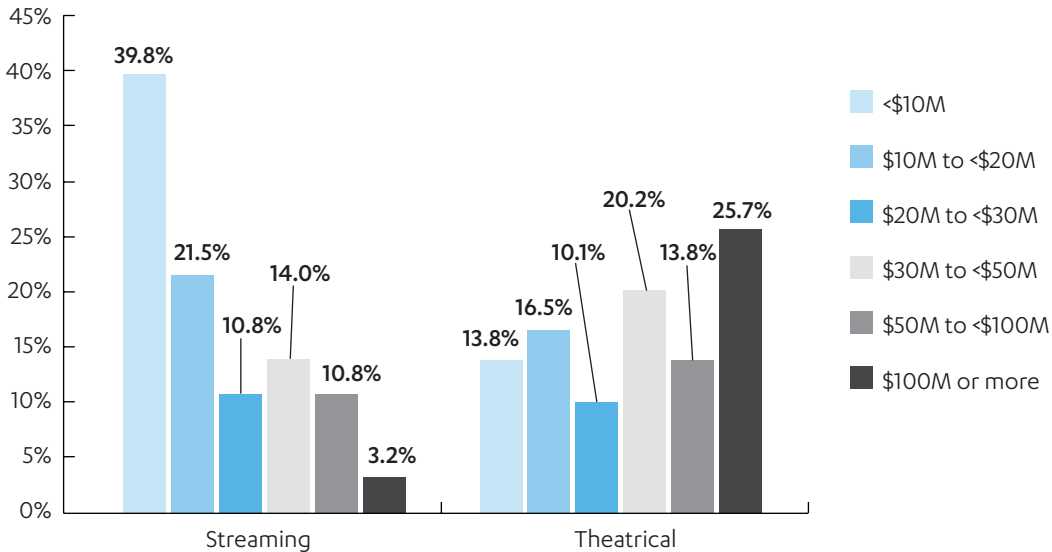


**FIGURE 1: Percentage Distribution of Streaming Films by Genre, 2023 (N=100)**



▶ The top streaming film releases of 2023 were grouped into ten primary genres. Comedy (30 percent), drama (17 percent), and action (14 percent) constituted the largest shares of these releases, mirroring the pattern seen in 2022. Since last year, there was a notable increase in biography films (4 to 10 percent), and a decrease in animated films (13 to 9 percent). Thirteen of the 30 comedy films also had “romance” as their secondary genre, while 10 of the 17 drama films had “thriller” as their secondary genre. Once again, comedy constituted the plurality of top streaming films in 2023. A larger share of comedies were released among top streaming films as compared to those released among top theatrical films in 2022 and 2023.

**FIGURE 2: Film Budget By Type of Release, Streaming (N=93) and Theatrical (N=109), 2023**



▲ In 2023, 61.3 percent of streaming releases were allocated budgets less than \$20 million as compared to 30.3 percent of theatrical releases in the same budget range. On the other side of the budget spectrum, the share of top theatrical films with budgets of \$100 million or more (25.7 percent) dwarfed the share of top streaming films with similar blockbuster budgets (3.2 percent).

# LEADS

## Leads

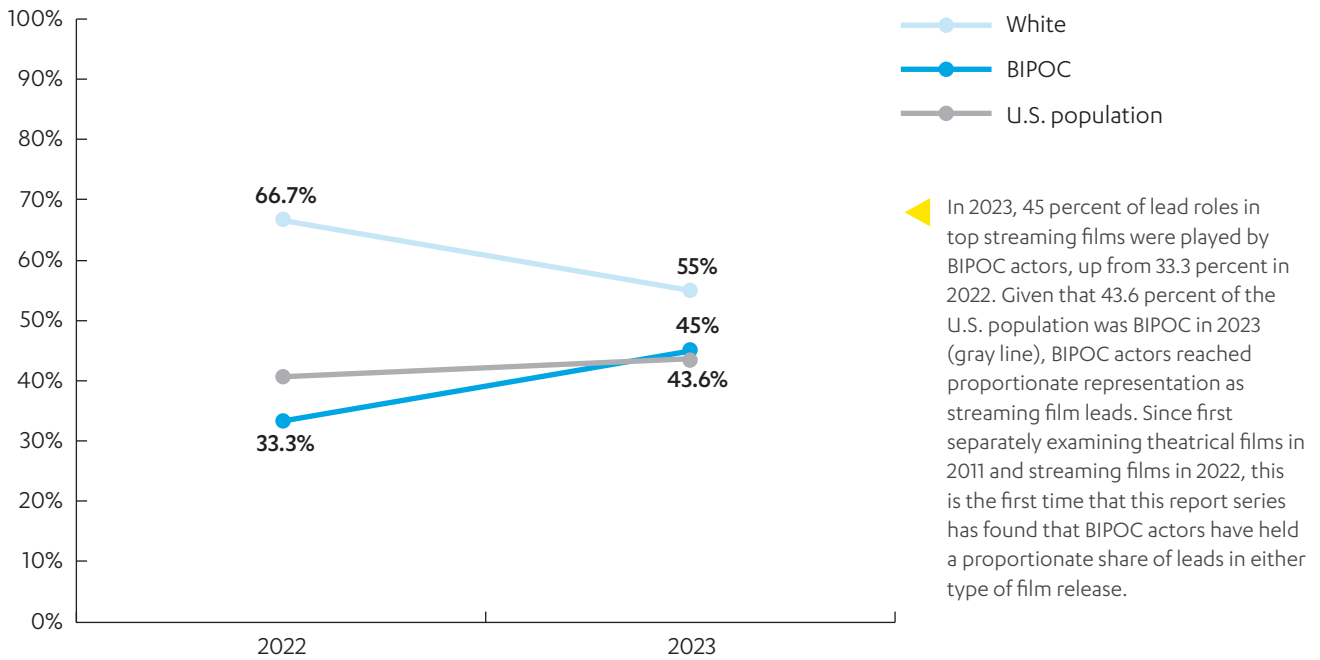
Leads<sup>13</sup> constitute the central characters around whom a film’s narrative primarily revolves. Since the last report in 2022, BIPOC and women actors posted gains relative to their White counterparts among leads in Hollywood’s top streaming releases.<sup>14</sup> Both BIPOC and women achieved proportionate representation among leads in 2023. Although their share increased in 2023, adults with a disability remained underrepresented among streaming film leads.



In 2023, Latinx and Asian actors remained underrepresented among streaming film leads. Native and multiracial actors approached proportionate representation, while Black and MENA actors were overrepresented among streaming film leads. In addition, within each racial/ethnic group, White, multiracial, and MENA women outnumbered men as streaming film leads in 2023. In contrast, Black, Latinx, Asian, and Native men outnumbered women as streaming film leads within each of those groups.

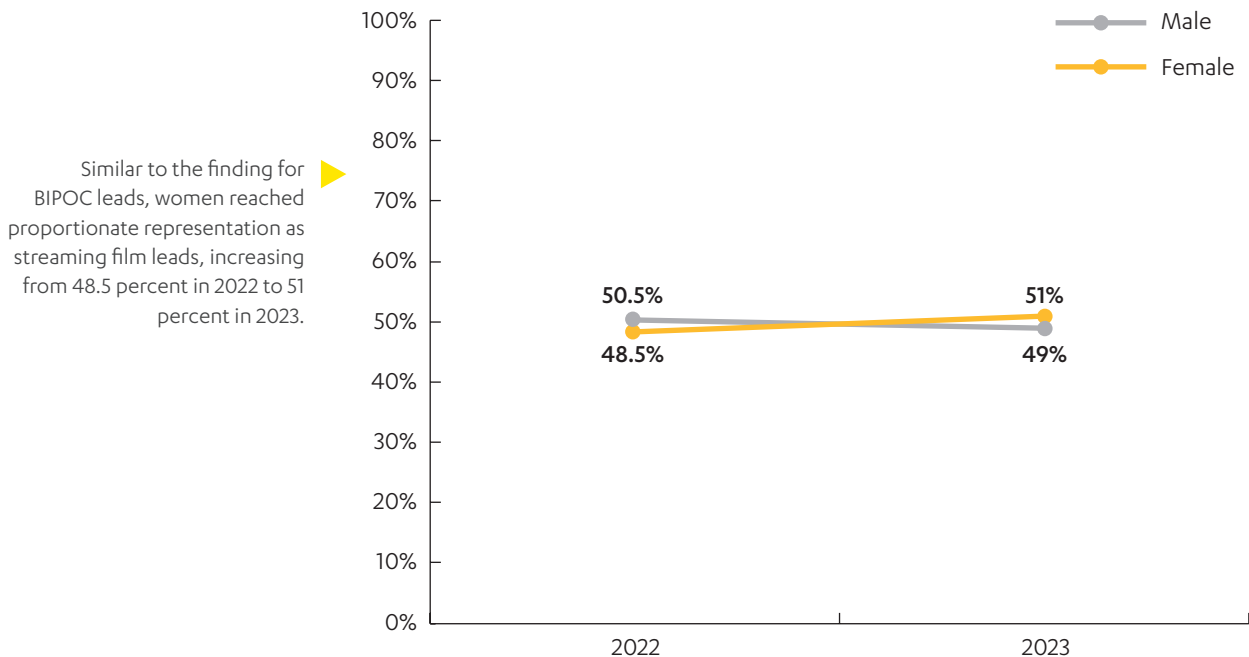
In 2023, White women leads were the most likely to star in streaming films with the smallest budgets (less than \$10M) and least likely to star in those with the largest budgets (\$50M+) as compared to BIPOC leads and White men leads. White male leads had the most opportunity to star in a streaming film with a solid budget. That is, a majority of White men leads (57.2 percent) starred in a streaming film with a budget that was \$20 million or more in 2023. In contrast, a majority of BIPOC leads (58.6 percent) and White women leads (77.5 percent) starred in a streaming film with a budget less than \$20 million.

**FIGURE 1: Lead Actor Race/Ethnicity, Streaming Films, 2022-2023 (N=99, 100)**

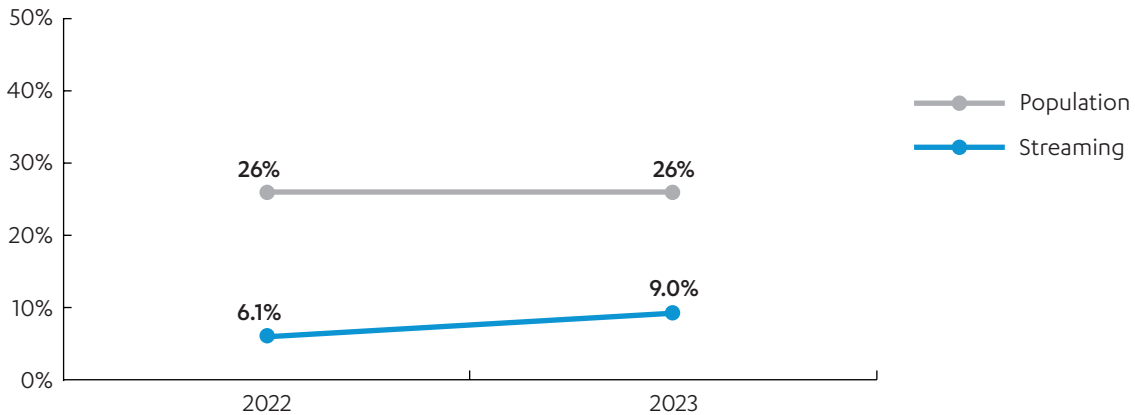


About **4.5 out of 10** lead actors in streaming films are people of color

**FIGURE 2: Lead Actor Gender, Streaming Films, 2022-2023 (N=99, 100)**

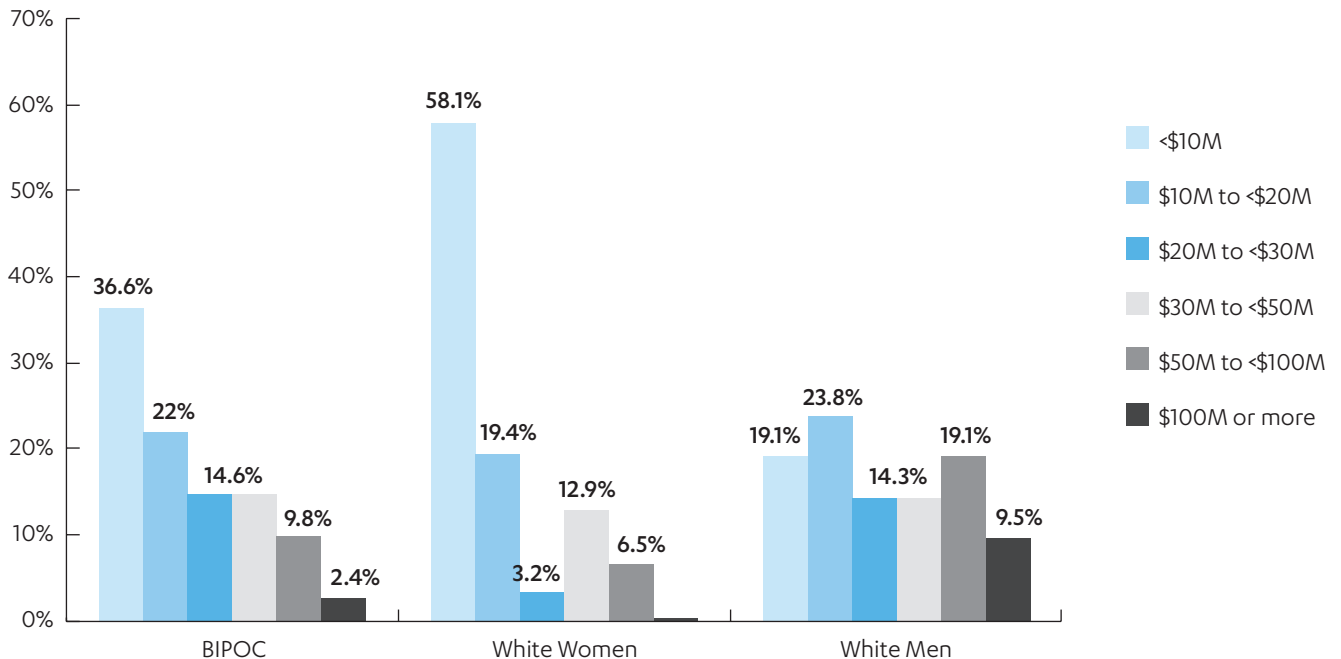


**FIGURE 3: Share of Streaming Film Leads, by Disability and Adult Population Share, 2022-2023 (N=99, 100)**



▲ In contrast, actors with a known disability remained underrepresented among top streaming film lead actors in 2023, despite their share growing from 6.1 percent in 2022 to 9 percent in 2023.<sup>15</sup> The nine lead actors with a disability reported one or more of the following types of disability: mental health (66.7 percent), medical (33.3 percent), and learning (11.1 percent). Only one lead actor had more than one known disability. Similar to top theatrical releases, there were no lead actors with visible disabilities in top streaming releases in 2023.

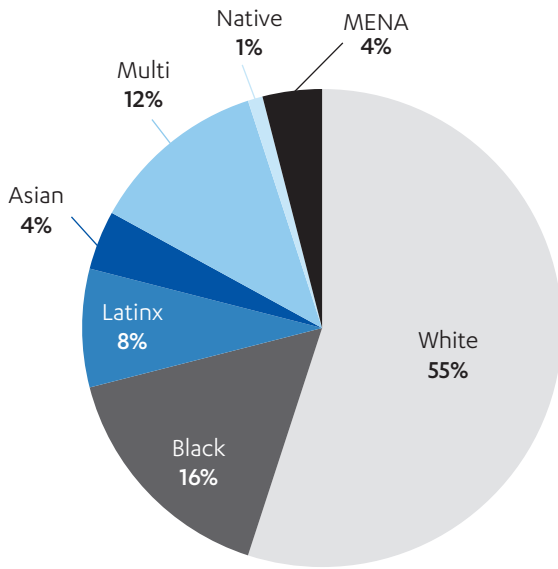
**FIGURE 4: Streaming Film By Lead Race/Ethnicity and Gender, BIPOC (N=41), White Women (N=31), White Men (N=21), 2023**



▲ When comparing the distribution of top streaming film budgets by the race/ethnicity and gender of the lead actor, White women leads were the most likely to star in films with budgets less than \$20 million in 2023 (77.5 percent), followed by BIPOC leads of any gender (58.6 percent) and White men leads (42.9 percent). On the other end of the budget spectrum, White women leads were the least likely to star in films with budgets of \$50 million or more (6.5 percent), followed by BIPOC leads (12.2 percent), and White men leads (28.6 percent).

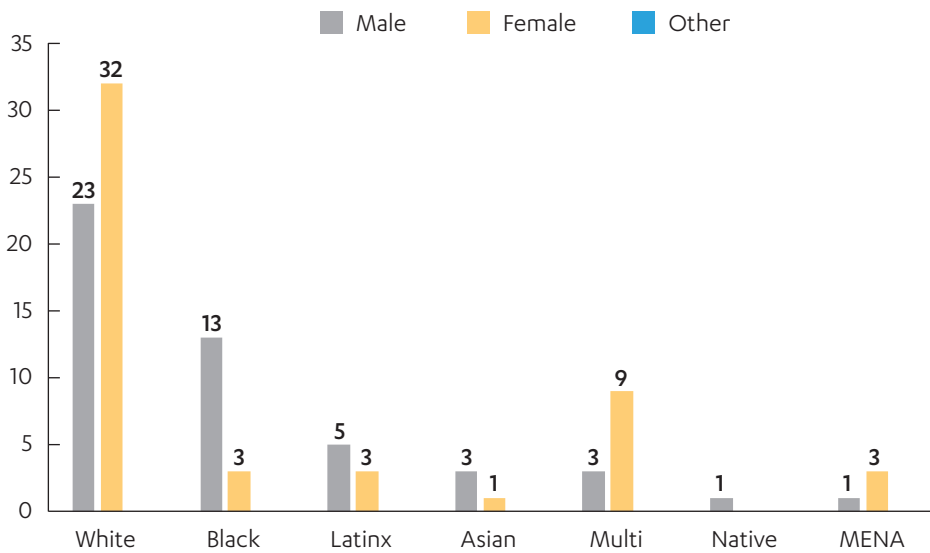


**FIGURE 5: Share of Streaming Film Leads, by Race/Ethnicity, 2023 (N=100)**



Although BIPOC leads reached proportionate representation in 2023, individual racial/ethnic groups continued to have varying degrees of representation relative to their respective shares of the U.S. population. In 2023, Latinx (8 percent) and Asian (4 percent) persons were underrepresented among streaming film leads. Native (1 percent) and multiracial (12 percent) persons approached proportionate representation, while Black (16 percent) and MENA (4 percent) persons were overrepresented among streaming film leads.

**FIGURE 6: Streaming Film Lead Counts, by Race/Ethnicity and Gender, 2023 (N=100)**



Women outnumbered men among White, multiracial, and MENA streaming film leads in 2023. In contrast, men outnumbered women among Black, Latinx,<sup>16</sup> Asian,<sup>17</sup> and Native streaming film leads.

# OVERALL CAST DIVERSITY

## Overall Cast Diversity

This section documents trends in overall cast diversity for top streaming films released in 2023. For the analysis, each streaming film was assigned to one of six distinct cast diversity intervals based on the racial and ethnic identities of its top eight credited actors — casts that were less than 11 percent BIPOC; 11 percent to 20 percent BIPOC; 21 percent to 30 percent BIPOC; 31 percent to 40 percent BIPOC; 41 percent to 50 percent BIPOC; or over 50 percent BIPOC. In addition, the same cast diversity intervals were assigned to each streaming film based on known disability status of its top eight credited actors. Cast diversity intervals based on gender (i.e., female share) will also be included later in this report. This section also provides total actor counts by race, ethnicity, and gender for the top streaming films in 2023.

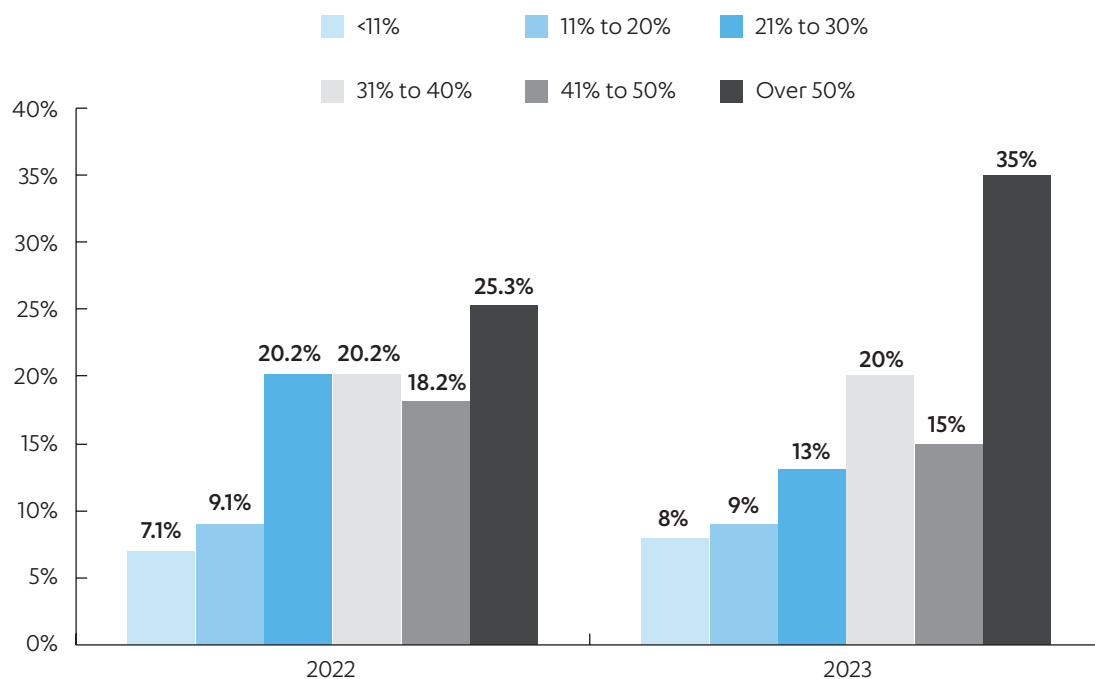
Films with casts that were majority BIPOC represented the plurality among top streaming films in 2023. In terms of disability, almost three-quarters of top streaming films did not include actors with a known disability in the main cast in 2023.



In 2023, BIPOC actors collectively increased their share of main cast film roles in top streaming releases and now exceed proportionate representation. When examining individual BIPOC groups, this report found that Black and MENA persons were overrepresented, while Asian and Native persons were close to proportionate representation. In contrast, multiracial persons were slightly underrepresented and Latinx persons continued to be severely underrepresented among all roles in top streaming films in 2023. In addition, actors with a known disability made up less than five percent of all film roles in top streaming releases and continued to be virtually excluded from all roles in 2023.

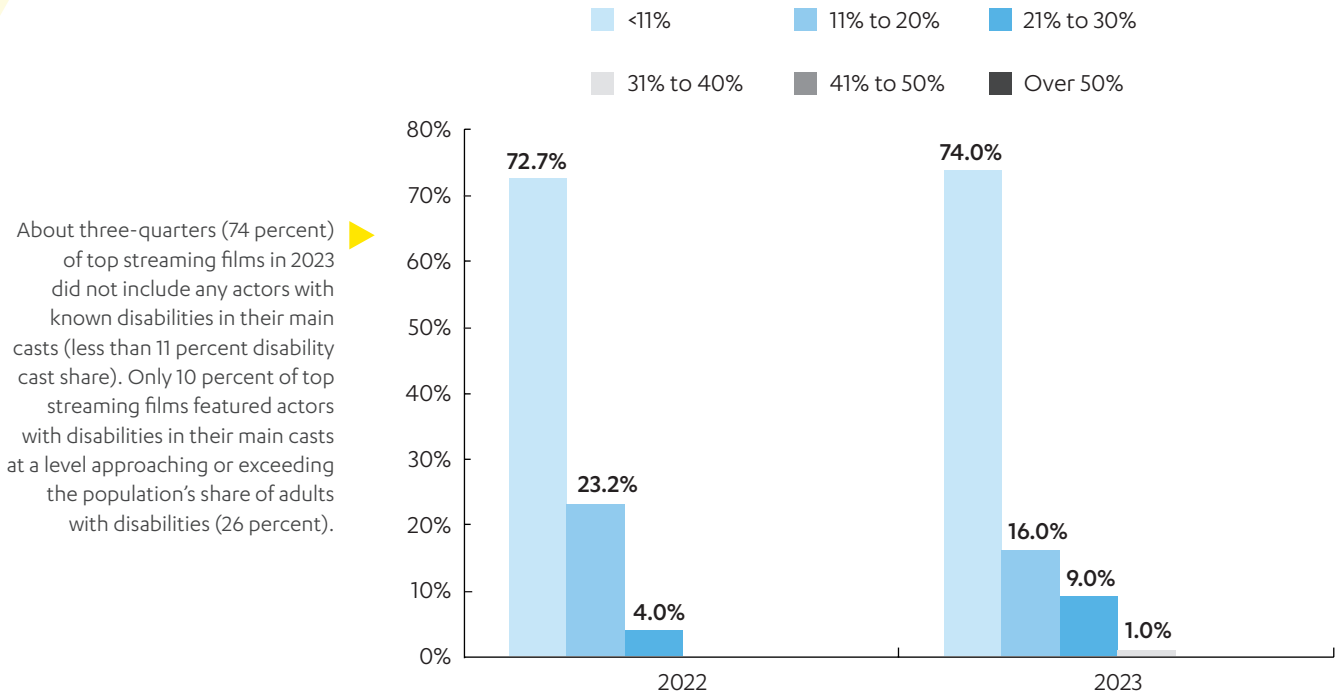
Lastly, the share of women in streaming main cast roles fell from 44 percent in 2022 to 40.8 percent in 2023. Among multiracial and Native actors, women exceeded their male counterparts in top streaming film roles in 2023. By contrast, White, Black, Latinx, Asian, and MENA women failed to reach parity with the men in their respective racial/ethnic groups.

**FIGURE 1: BIPOC Cast Share, by Share of Streaming Films, 2022-2023 (N=99, 100)**

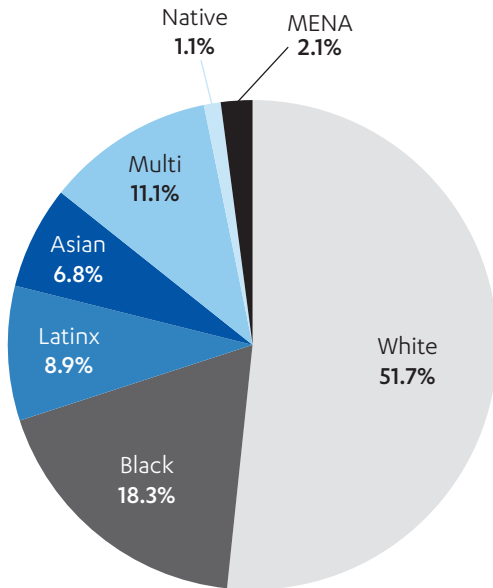


▲ Top streaming films with casts that were majority-BIPOC represented the plurality of films once again in 2023. In fact, the majority-BIPOC cast interval increased its share from a quarter of the top streaming films in 2022 (25.3 percent) to more than a third of the top streaming films in 2023 (35 percent). In contrast, the least-diverse cast interval, in which casts were less than 11 percent BIPOC, had the smallest share (8 percent) of top streaming films in 2023.

**FIGURE 2: Disability Cast Share, by Share of Streaming Films, 2022-2023 (N=99, 100)**



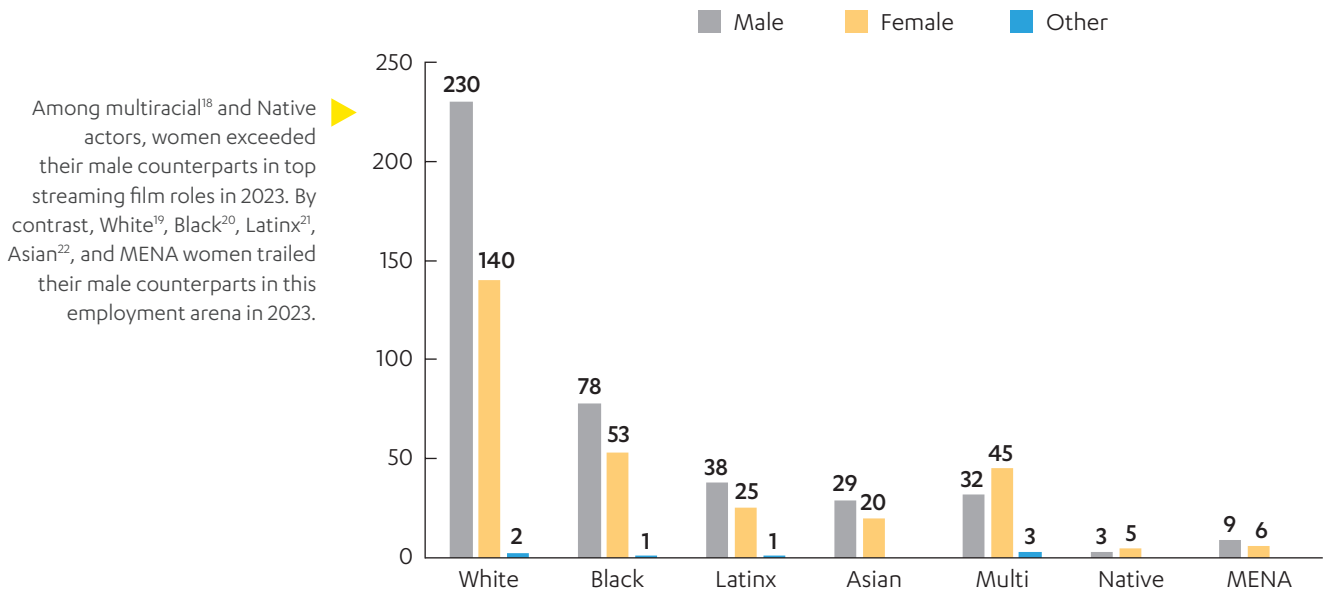
**FIGURE 3: Share of All Streaming Film Roles, by Race/Ethnicity, 2023 (N=720)**



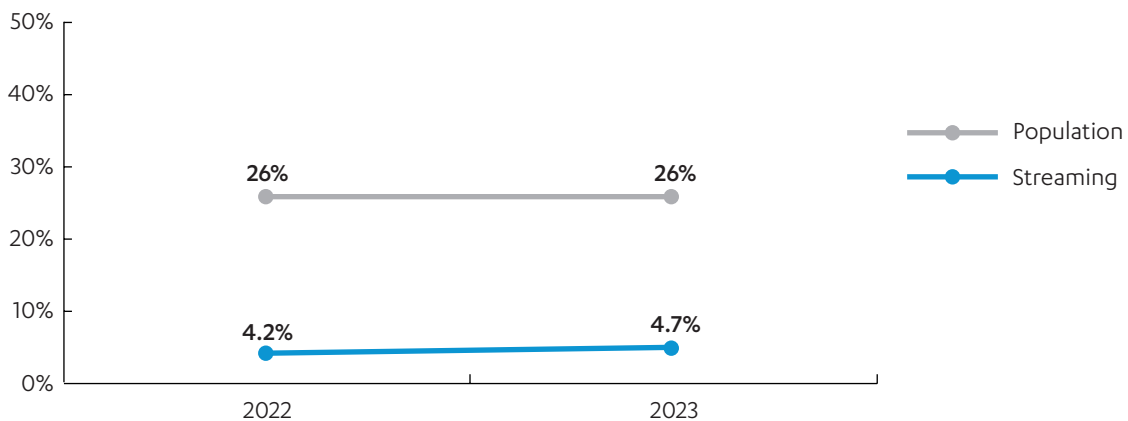
The White share of all top streaming film roles dropped from 57.5 percent of all roles in 2022 to 51.7 percent in 2023. Black (18.3 percent) and MENA (2.1 percent) persons were overrepresented, while Asian (6.8 percent) and Native (1.1 percent) persons were close to proportionate representation among all roles in top streaming films. In contrast, multiracial (11.1 percent) persons were slightly underrepresented and Latinx (8.9 percent) persons continued to be severely underrepresented among all roles in top streaming films in 2023.



**FIGURE 4: Streaming Film Actor Counts, by Race/Ethnicity and Gender, 2023 (N=720)**



**FIGURE 5: Share of All Streaming Film Roles, by Disability and Adult Population Share, 2022-2023 (N=743, 720)**



▲ Just 4.7 percent of all top streaming film roles in 2023 went to actors with a known disability, which is basically the same as the share in 2022 (4.2 percent).<sup>23</sup> This share would have to increase more than five-fold to reach proportionate representation with the estimated 26 percent of adults who are disabled in the U.S. Among the 34 actors with a known disability, the majority had a mental health disability (64.7 percent). These actors also had the following known disabilities: deaf/hard of hearing (2.9 percent), learning (8.8 percent), medical (visible, 2.9 percent and not visible, 20.6 percent), neurological (5.9 percent), and physical (visible, 2.9 percent and not visible, 5.9 percent). Four actors reported more than one disability. In the top streaming films of 2023, only three actors had a physical, medical, or hearing disability that was visible. Once again, actors with visible disabilities were virtually excluded from top streaming films in 2023.

# DIRECTORS

## Directors

Directors<sup>24</sup> are the artists who shape the look and feel of a film by overseeing key production elements, from script to screen. The share of top streaming films directed by BIPOC filmmakers and women filmmakers increased in 2023. Even with the year-to-year gains, BIPOC and women remained underrepresented among streaming film directors in 2023.<sup>25</sup>

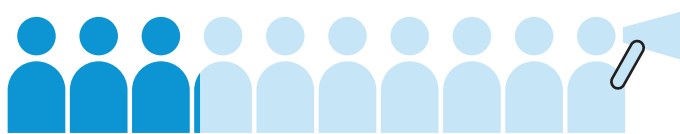
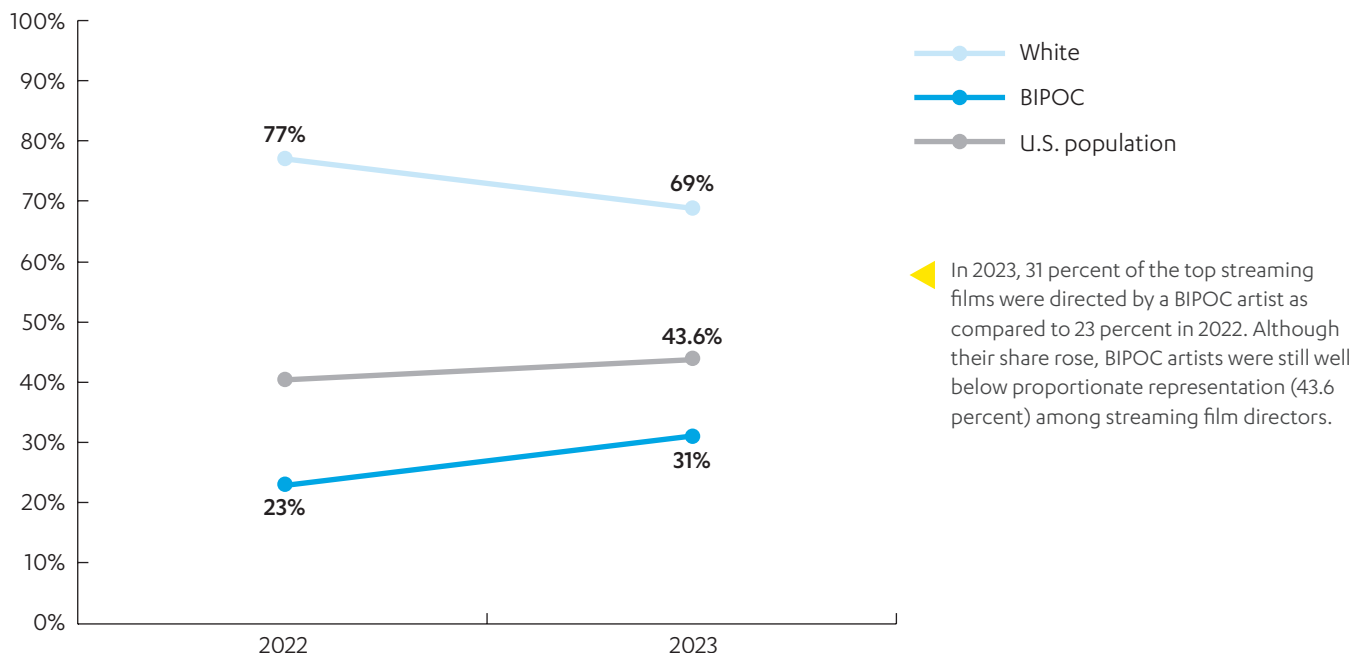


White women were most likely to direct films with the smallest budgets in 2023. In contrast, three White men had the opportunity to direct a streaming film with a budget of \$100 million or more in 2023. Overall, women directors had a film budget ceiling of less than \$50 million, and BIPOC directors had a film budget ceiling of less than \$100 million in 2023. However, the two BIPOC directors with film budgets between \$50 million to less than \$100 million were men.

When examining individual BIPOC groups, this report found that each group was severely underrepresented as streaming film directors in 2023, except for Black, Native, and MENA persons. Multiracial and MENA women directors outnumbered their male counterparts within their respective racial/ethnic group. Among each of the other racial/ethnic groups, women directors were underrepresented in 2023.

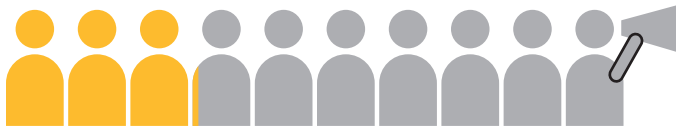
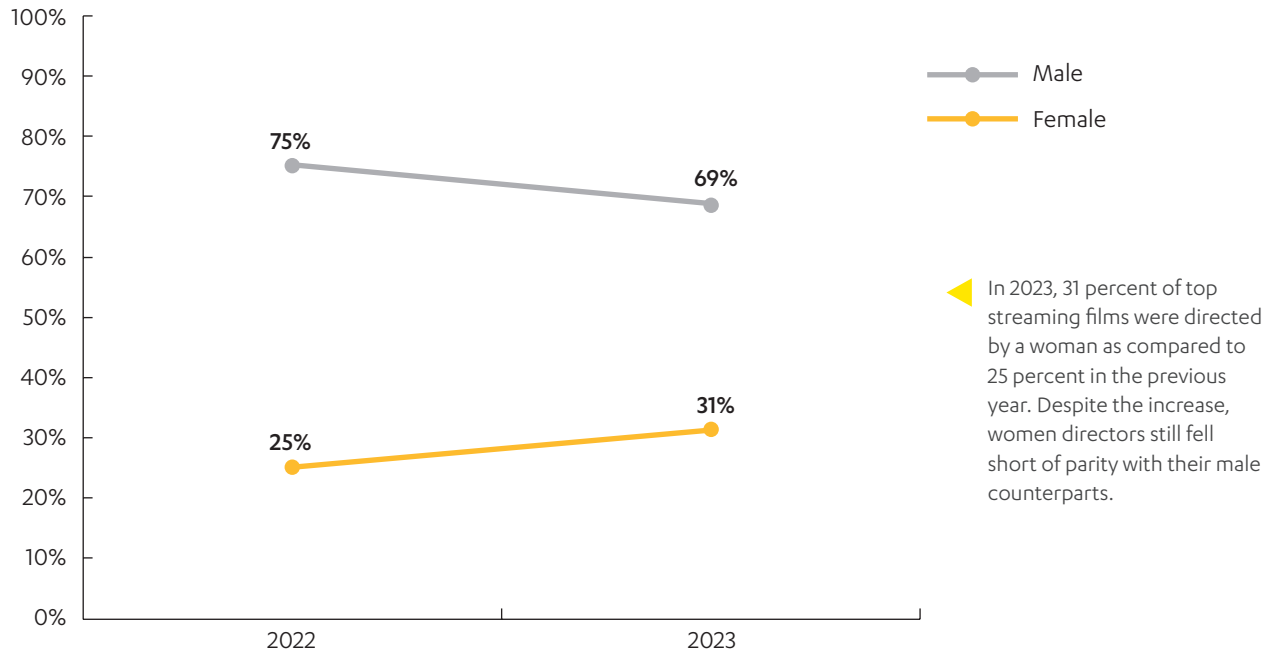
In 2023, streaming films directed by women and BIPOC artists had casts that were more racially and ethnically diverse and more gender-balanced than those streaming films directed by White men. Streaming films directed by women of color, in particular, had the highest share of gender-balanced casts.

**FIGURE 1: Director Race/Ethnicity, Streaming Films, 2022-2023**  
(N=100, 100)



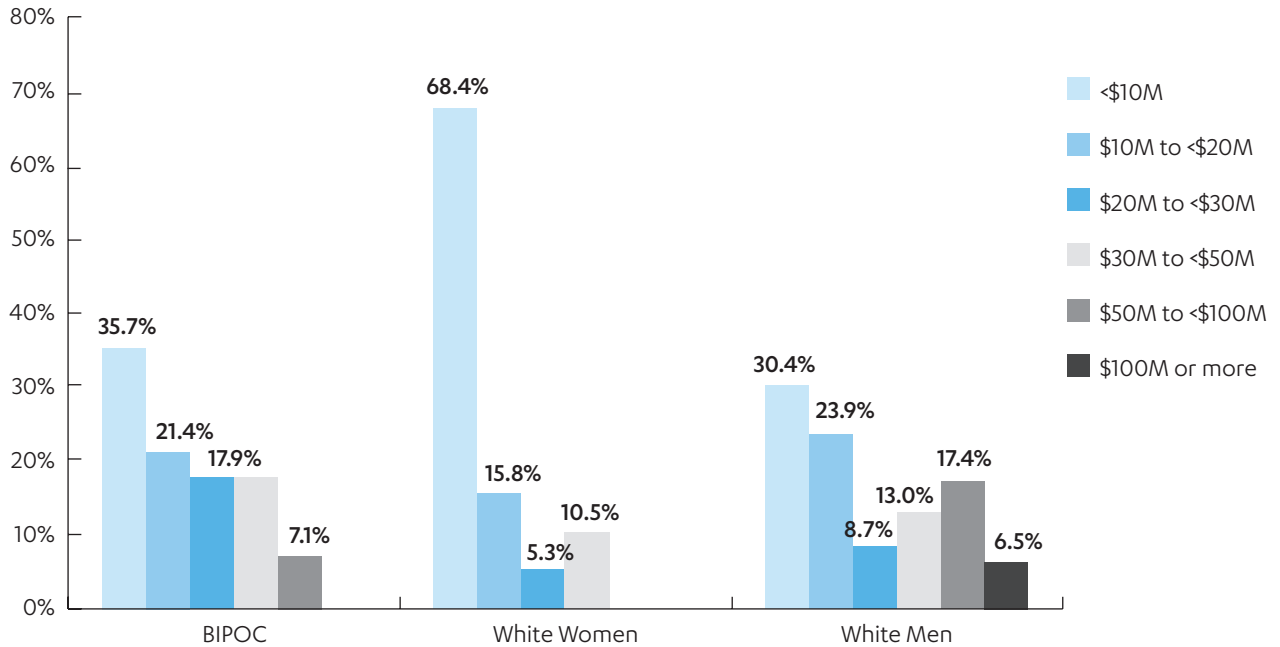
**Only 3.1 out of 10** streaming film directors are people of color

**FIGURE 2:** Director Gender, Streaming Films, 2022-2023 (N=100, 100)



only **3.1 out of 10** streaming film directors are women

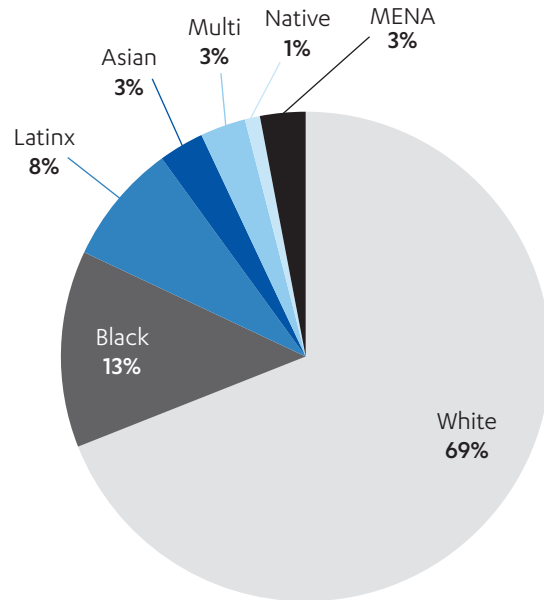
**FIGURE 3: Streaming Film Budget By Director Race/Ethnicity and Gender, BIPOC (N=28), White Women (N=19), White Men (N=46), 2023**



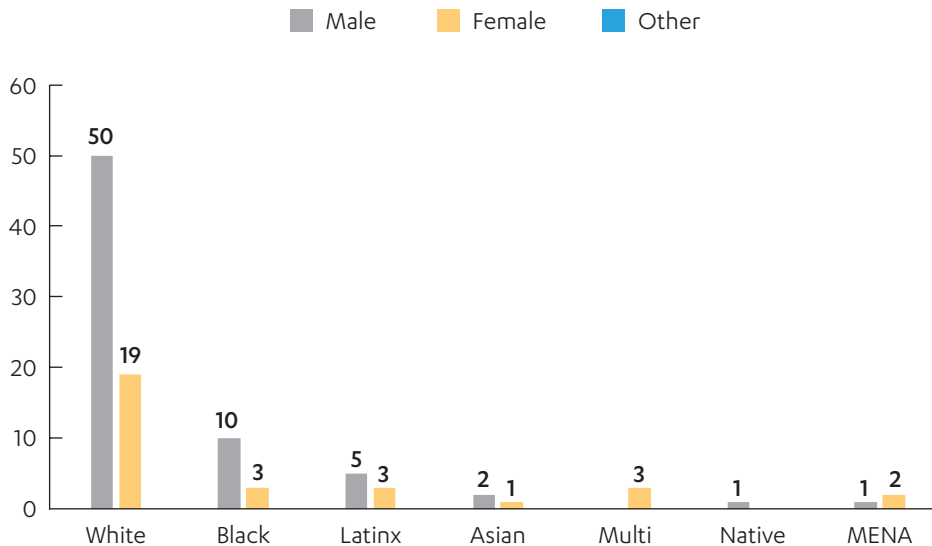
▲ In 2023, the top streaming films directed by White women were the most likely to have the smallest budgets. That is, 84.2 percent of streaming films directed by White women had budgets less than \$20 million, compared to 54.3 percent for White men and 57.1 percent for BIPOC artists. In contrast, three White men (6.5 percent) had the opportunity to direct a streaming film with a budget of \$100 million or more in 2023. Overall, women directors had a film budget ceiling of less than \$50 million, and BIPOC directors had a film budget ceiling of less than \$100 million in 2023. However, the two BIPOC directors with film budgets between \$50 million to less than \$100 million were BIPOC men.

**FIGURE 4:** Share of Streaming Film Directors, by Race/Ethnicity, 2023 (N=100)

The share of top streaming films with a White director fell from 77 percent in 2022 to 69 percent in 2023. Considering BIPOC groups separately, Black (13 percent), Native (1 percent), and MENA (3 percent) persons were close to or exceeded proportionate representation among streaming film directors, while Latinx (8 percent), Asian (3 percent), and multiracial (3 percent) persons were underrepresented in 2023.



**FIGURE 5:** Streaming Film Director Counts, by Race/Ethnicity and Gender, 2023 (N=100)



Multiracial and MENA women directors outnumbered their male counterparts within their respective racial/ethnic group. Among each of the other racial/ethnic groups, women directors trailed their male counterparts in 2023.

**TABLE 1: White Male Directors and Cast Diversity, 2023 Streaming Films (N=50)**

In 2023, 38 percent of top streaming films directed by White men had casts that were 30 percent or less BIPOC in 2023, and 62 percent had casts that were 40 percent or less female.

Percent Cast	BIPOC	Female
< 11%	12.0%	2.0%
11% - 20%	10.0%	10.0%
21% - 30%	16.0%	16.0%
31% - 40%	26.0%	34.0%
41% - 50%	16.0%	34.0%
Over 50%	20.0%	4.0%

**TABLE 2: Women Directors and Cast Diversity, 2023 Streaming Films (N=31)**

Percent Cast	BIPOC	Female
< 11%	6.5%	0.0%
11% - 20%	12.9%	6.5%
21% - 30%	12.9%	6.5%
31% - 40%	16.1%	19.4%
41% - 50%	16.1%	32.3%
Over 50%	35.5%	35.5%

In 2023, 67.7 percent of top streaming films directed by women had casts that were more than 30 percent BIPOC. Similarly, 67.8 percent of such films had casts that were more than 40 percent female.

**TABLE 3: Directors of Color and Cast Diversity, 2023 Streaming Films (N=31)**

The lion's share of top streaming films helmed by BIPOC directors in 2023 featured casts that were more than 30 percent BIPOC (87.1 percent), and over half had casts that were more than 40 percent female (54.8 percent).

Percent Cast	BIPOC	Female
< 11%	3.2%	0.0%
11% - 20%	0.0%	9.7%
21% - 30%	9.7%	16.1%
31% - 40%	6.5%	19.4%
41% - 50%	12.9%	29.0%
Over 50%	67.7%	25.8%

**TABLE 4: Women of Color Directors and Cast Diversity, 2023 Streaming Films (N=12)**

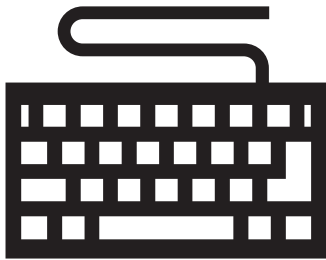
Percent Cast	BIPOC	Female
< 11%	8.3%	0.0%
11% - 20%	0.0%	8.3%
21% - 30%	16.7%	0.0%
31% - 40%	0.0%	16.7%
41% - 50%	16.7%	33.3%
Over 50%	58.3%	41.7%

Three fourths of the top streaming films helmed by BIPOC women directors featured casts that were more than 30 percent BIPOC or had casts that were more than 40 percent female (75 percent) in 2023.

# WRITERS

## Writers

Screenwriters<sup>26</sup> are the artists who transform source material and original ideas into the stories that come to life on screen. The share of top streaming films written by BIPOC filmmakers and women filmmakers increased in 2023. Despite the gains in recent years, BIPOC and women remained underrepresented among streaming film writers in 2023.<sup>27</sup>

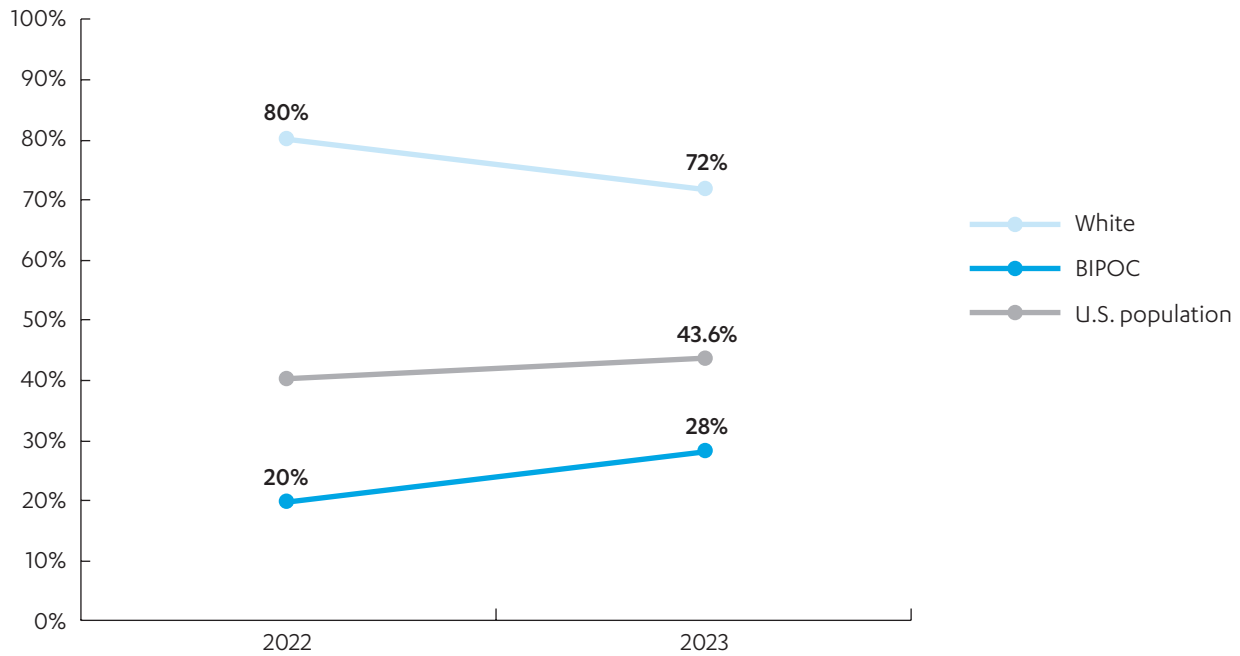


The individual shares of top streaming films with Black, Latinx, Asian, and multiracial writers fell short of proportionate representation, while the individual shares of films with Native and MENA writers were close to or at proportionate representation. In addition, the share of women writers of top streaming films lagged behind their male counterparts within each racial/ethnic group, except for multiracial writers.

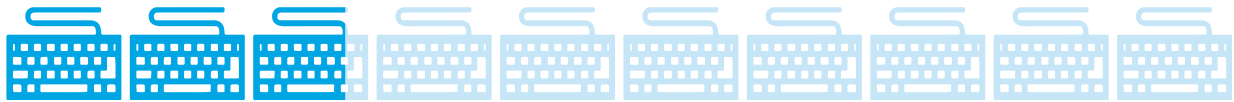
In 2023, streaming films with BIPOC writers had casts that were more racially and ethnically diverse and more gender-balanced than those streaming films with White men writers. Streaming films with women writers had the highest share of gender-balanced casts.



**FIGURE 1: Writer Race/Ethnicity, Streaming Films, 2022-2023 (N=100, 100)**

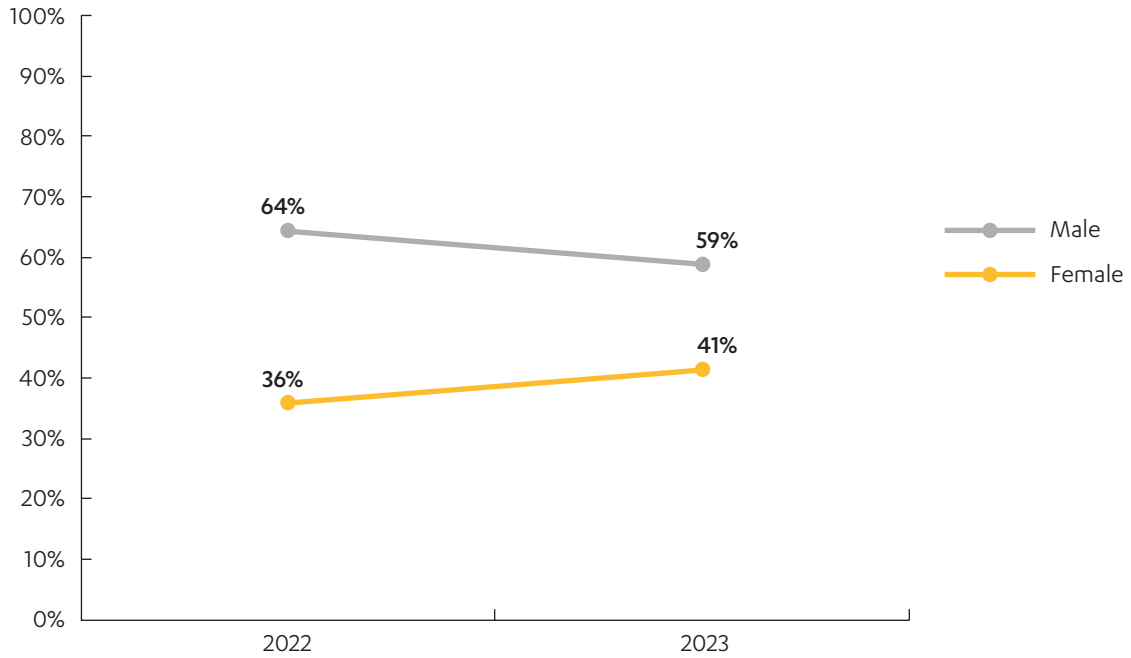


▲ In 2023, the share of top streaming films with a BIPOC writer rose to 28 percent from the 20 percent share in 2022. Although their share increased, BIPOC artists continued to be well below proportionate representation (43.6 percent) among streaming film writers. It is also notable that a vast majority of streaming films with a BIPOC writer also had a BIPOC director (71.4 percent) in 2023.



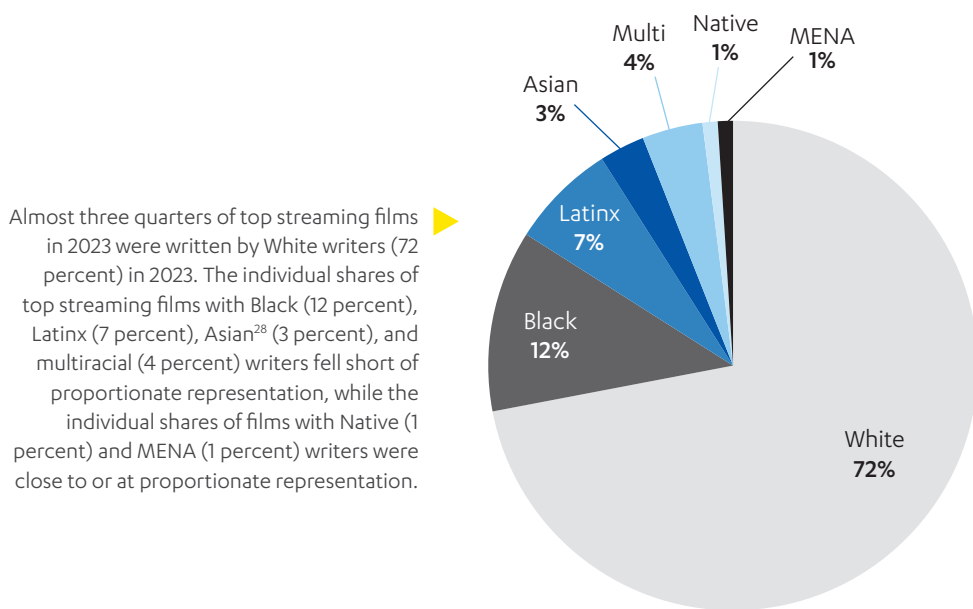
only **2.8 out of 10** streaming film writers are people of color

**FIGURE 2: Writer Gender, Streaming Films, 2022-2023 (N=100, 100)**



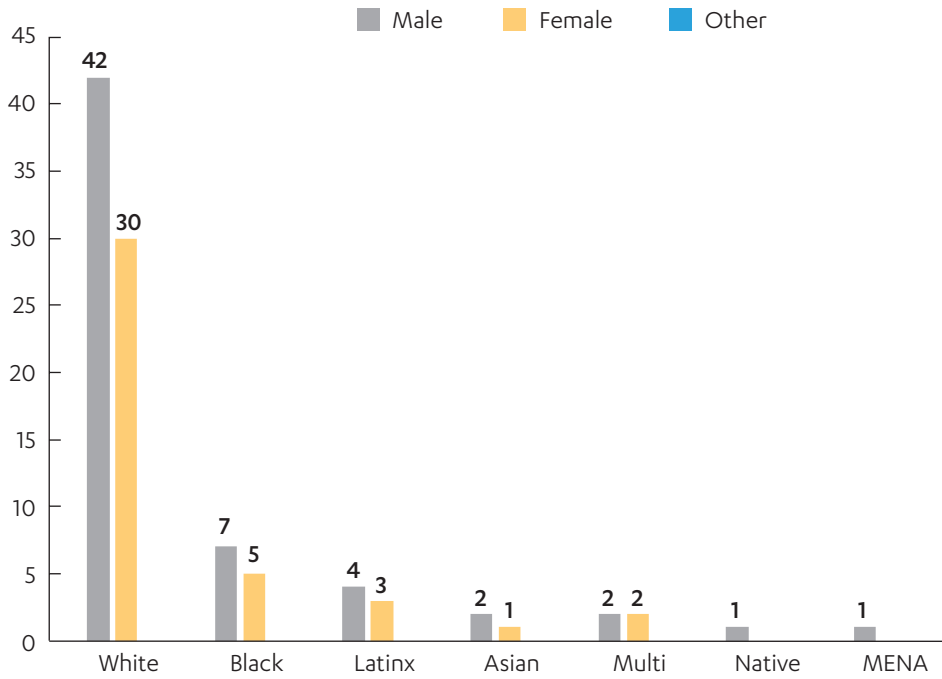
▲ The share of top streaming films with a woman writer increased from 36 percent in 2022 to 41 percent in 2023. However, women remain underrepresented among streaming film writers. In addition, nearly two thirds of 2023’s top streaming films that had a woman writer also had a woman director (63.4 percent).

**FIGURE 3: Share of Streaming Film Writers, by Race/Ethnicity, 2023 (N=100)**



▲ Almost three quarters of top streaming films in 2023 were written by White writers (72 percent) in 2023. The individual shares of top streaming films with Black (12 percent), Latinx (7 percent), Asian<sup>28</sup> (3 percent), and multiracial (4 percent) writers fell short of proportionate representation, while the individual shares of films with Native (1 percent) and MENA (1 percent) writers were close to or at proportionate representation.

**FIGURE 4: Streaming Film Writer Counts, by Race/Ethnicity and Gender, 2023 (N=100)**



◀ In 2023, the number of women writers of top streaming films lagged behind their male counterparts within each racial/ethnic group, except for multiracial writers. Native and MENA women were not present among writers of top streaming films in 2023.

**TABLE 1: White Male Writers and Cast Diversity, 2023 Streaming Films (N=42)**

▶ More than one third of top streaming films written by White men in 2023 had casts that were 30 percent or less BIPOC (38.1 percent). Meanwhile, more than two thirds of films written by White men in 2023 had casts that were 40 percent or less female (69 percent).

Percent Cast	BIPOC	Female
< 11%	14.3%	2.4%
11% - 20%	9.5%	9.5%
21% - 30%	14.3%	19.0%
31% - 40%	19.0%	38.1%
41% - 50%	16.7%	19.0%
Over 50%	26.2%	11.9%

**TABLE 2: Women Writers and Cast Diversity, 2023 Streaming Films (N=41)**

Percent Cast	BIPOC	Female
< 11%	4.9%	0.0%
11% - 20%	9.8%	7.3%
21% - 30%	14.6%	4.9%
31% - 40%	19.5%	19.5%
41% - 50%	12.2%	41.5%
Over 50%	39.0%	26.8%

▶ Nearly three-quarters (70.7 percent) of top streaming films written by women in 2023 had casts that were greater than 30 percent BIPOC, and more than two thirds (68.3 percent) had casts that were more than 40 percent female.

**TABLE 3: Writers of Color and Cast Diversity, 2023 Streaming Films (N=28)**

The lion's share of top streaming films penned by BIPOC writers in 2023 featured casts that were greater than 30 percent BIPOC (92.8 percent), more than half of which had majority-BIPOC casts. Meanwhile, almost half of such films by BIPOC writers had casts that were more than 40 percent female (42.9 percent).

Percent Cast	BIPOC	Female
< 11%	0.0%	0.0%
11% - 20%	3.6%	10.7%
21% - 30%	3.6%	17.9%
31% - 40%	21.4%	28.6%
41% - 50%	14.3%	28.6%
Over 50%	57.1%	14.3%

**TABLE 4: Women of Color Writers and Cast Diversity, 2023 Streaming Films (N=11)**

Percent Cast	BIPOC	Female
< 11%	0.0%	0.0%
11% - 20%	0.0%	9.1%
21% - 30%	0.0%	0.0%
31% - 40%	18.2%	45.5%
41% - 50%	9.1%	9.1%
Over 50%	72.7%	36.4%

All the streaming films written by BIPOC women in 2023 had casts that were greater than 30 percent BIPOC. Meanwhile, nearly half of these films had casts that were more than 40 percent female (45.5 percent).

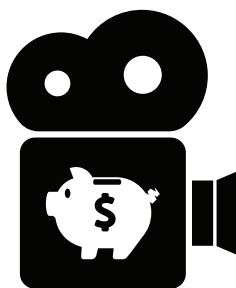


# THE BOTTOM LINE

## The Bottom Line

After audiences had finally embraced watching major studio releases at home during the pandemic, the film industry did its best to distinguish its theatrical releases from its streaming releases in 2023 by producing fewer streaming originals with blockbuster budgets and releasing fewer streaming films overall. In 2023, the general patterns observed throughout this report series about the relationship

between diverse content and the bottom line remained evident among streaming films. For the top streaming original films released in 2023, ratings for almost all groups were highest for films featuring casts that were from 41 percent to 50 percent BIPOC. Similarly, total social media interactions peaked for streaming films with casts that were from 41 percent to 50 percent BIPOC.



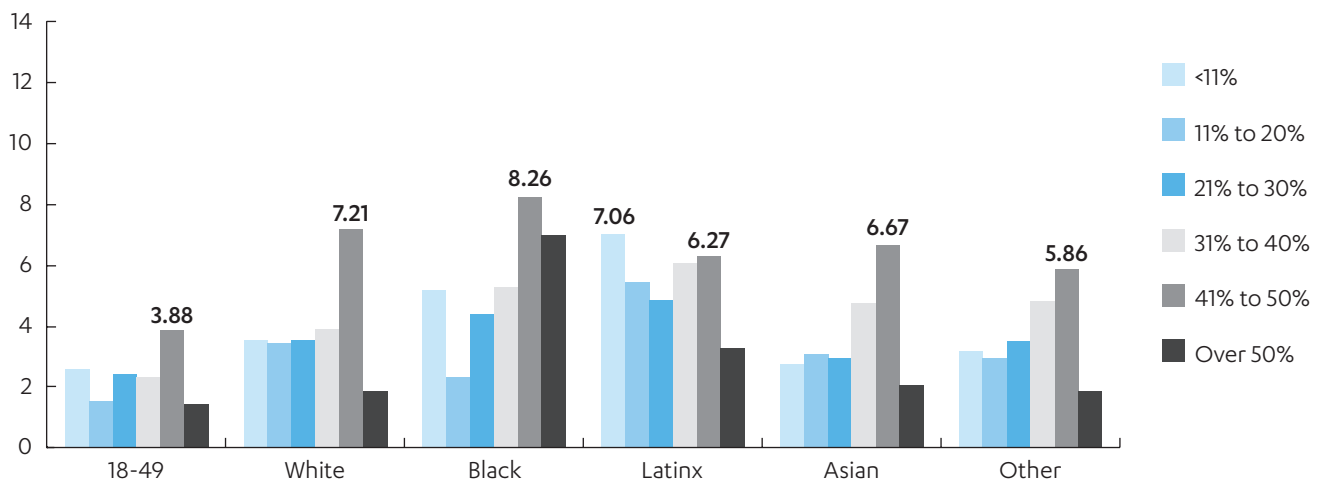
As stated in Part 1 Theatrical, BIPOC audiences have proven essential to an industry struggling for the past four years. Once again, BIPOC households were overrepresented as household viewers (compared to their population share) for nine of the top 10 films and for 18 of the top 20 films (ranked by total household ratings) released via streaming platforms in 2023. In addition, women represented the majority of viewers (exceeding their population share) for nine of the top 10 streaming films and for 17 of the top 20 streaming films. Lastly, 18- to 49-year-olds were overrepresented as viewers for all the top 10 streaming films and for 18 of the top 20 streaming films.

In 2023, seven of the top 10 streaming films and 16 of the top 20 streaming films (ranked by total household ratings) featured casts in which more than 30 percent of the actors were BIPOC. Four of the top 10 and 11 of the top 20 streaming films had casts in which more than 40 percent of the actors were female. Only three of the top 10 and four of the top 20 films had casts in which more than 20 percent of the actors had known disabilities.

Finally, findings based on specific race/ethnicity household and individual viewer ratings reveal that the films most favored by streaming viewers in 2023 tended to feature casts that were more than 30 percent BIPOC. Even though there were fewer women in streaming main cast roles in 2023, over half of each race/ethnicity household’s or viewer group’s top 20 list included films that were relatively gender balanced.

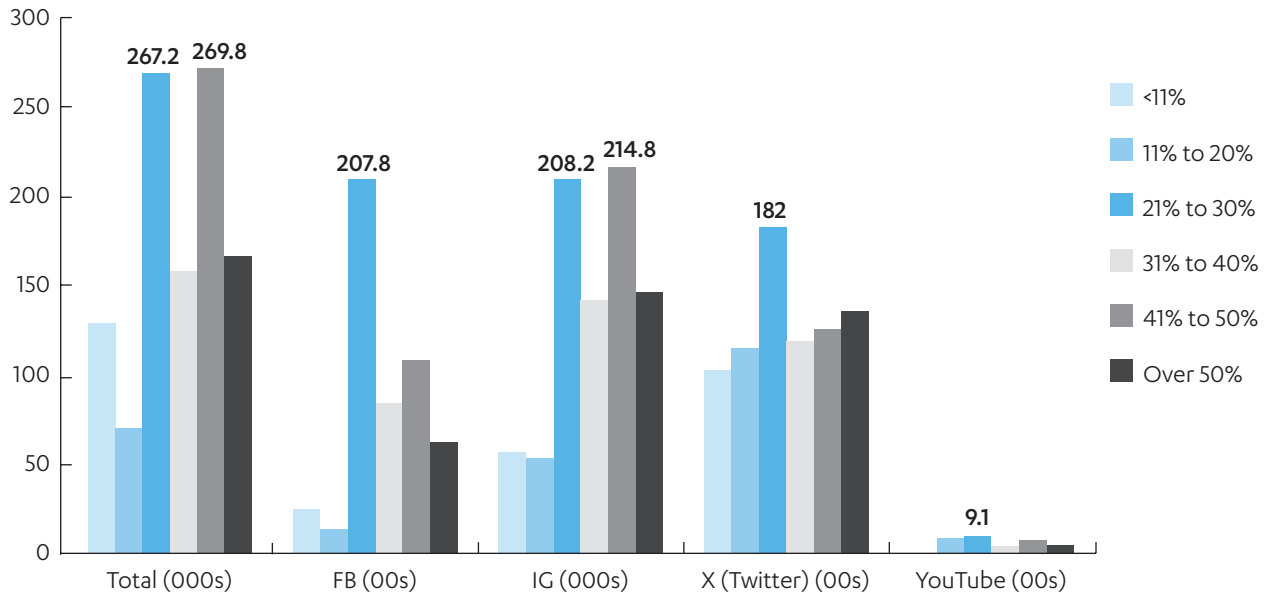
The following charts and tables document the details associated with these findings and introduce, for the first time in this report series, audience data for 18- to 49-year-old viewers, 18- to 49-year-old female viewers, and 18- to 49-year-old male viewers of streaming films. This eleventh report in the series underscores the vital importance of diversity to the film industry.

**FIGURE 1: 18-49 Ratings and HH Ratings, by BIPOC Cast Share, Streaming Films, 2023 (N=100)**



▲ In 2023, household and individual viewers preferred streaming films that featured even more racially and ethnically diverse casts than they had in 2022. That is, for 18- to 49-year-old viewers (3.88 ratings points), and for White (7.21 ratings points), Black (8.26 ratings points), Asian (6.67 ratings points), and Other-race/ethnicity (5.86 ratings points) households, median ratings peaked for streaming films with casts that were from 41 to 50 percent BIPOC. Fifteen films fell into this cast diversity interval in 2023, including *You People*, *Murder Mystery 2*, and *Luther: The Fallen Sun*. For Latinx households, the 41 percent to 50 percent BIPOC cast diversity interval (6.27 ratings points) came in second to the least diverse cast interval (less than 11 percent BIPOC, 7.06 ratings points) in terms of median ratings.

**FIGURE 2: Social Media Interactions, by BIPOC Cast Share, Streaming Films, 2023 (N=100)**



Streaming films with casts that were from 41 percent to 50 percent BIPOC garnered the highest median total social media interactions (269,800), as well as the highest median Instagram interactions (214,800) in 2023. *Red, White & Royal Blue* (5.6 million interactions) and *Rebel Moon: A Child of Fire* (3.8 million interactions) were among the films most discussed on social media in this cast diversity interval. On Facebook (20,780), X (formerly known as Twitter) (18,200), and YouTube (910), streaming films with casts that were from 21 percent to 30 percent BIPOC posted the highest number of median interactions in 2023. *Teen Wolf: The Movie* (20.3 million interactions) and *The Out-Laws* (2.7 million interactions) were examples of films in this cast diversity interval. For total social media and Instagram interactions, the 21 percent to 30 percent cast diversity interval garnered the second-highest median engagement figures, 267,200 interactions and 208,200 interactions, respectively.



**TABLE 1: Top 20 Streaming Films by Total Household Ratings and Viewer and Cast Shares (2023)**

Rank	Title	Total HH Rating	Genre	Race/Ethnicity and Gender of Lead	BIPOC HH Viewer Share	Female Viewer Share	Persons 18-49 Viewer Share	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	You People	25.90	Comedy	White Male	50.0%	56.1%	57.0%	41% - 50%	41% - 50%	21% - 30%
2	Leave the World Behind	23.94	Drama	White Female	47.0%	54.9%	48.1%	21% - 30%	41% - 50%	21% - 30%
3	The Mother	23.16	Action	Latinx Female	55.9%	56.4%	42.5%	Over 50%	31% - 40%	<11%
4	Murder Mystery 2	21.02	Action	White Male	40.1%	55.5%	52.6%	41% - 50%	31% - 40%	11% - 20%
5	Leo	20.04	Animation	White Male	46.8%	53.9%	42.7%	11% - 20%	31% - 40%	11% - 20%
6	Your Place or Mine	18.37	Comedy	White Female	32.6%	67.0%	51.3%	31% - 40%	31% - 40%	<11%
7	Extraction 2	17.97	Action	White Male	54.2%	44.6%	46.5%	31% - 40%	31% - 40%	<11%
8	The Out-Laws	16.58	Action	White Male	38.9%	53.7%	52.9%	21% - 30%	41% - 50%	<11%
9	We Have a Ghost	14.66	Comedy	White Male	45.9%	56.4%	47.5%	41% - 50%	41% - 50%	21% - 30%
10	Luther: The Fallen Sun	14.62	Crime	Black Male	55.6%	52.1%	44.0%	41% - 50%	31% - 40%	<11%
11	Shotgun Wedding	14.27	Action	Latinx Female	39.1%	59.9%	42.7%	Over 50%	41% - 50%	<11%
12	Candy Cane Lane	13.96	Comedy	Black Male	46.0%	58.6%	39.6%	Over 50%	31% - 40%	<11%
13	Reptile	13.93	Drama	Latinx Male	46.4%	54.5%	45.3%	31% - 40%	21% - 30%	<11%
14	Heart of Stone	13.76	Action	MENA Female	50.2%	48.6%	41.6%	Over 50%	41% - 50%	<11%
15	Family Switch	13.34	Comedy	White Female	41.1%	62.0%	47.1%	31% - 40%	41% - 50%	11% - 20%
16	Old Dads	12.09	Comedy	White Male	40.3%	50.8%	54.5%	31% - 40%	41% - 50%	<11%
17	You Are So Not Invited to My Bat Mitzvah	11.68	Comedy	White Female	44.3%	63.6%	53.4%	21% - 30%	Over 50%	<11%
18	Rebel Moon: A Child of Fire	9.87	Adventure	MENA Female	51.9%	42.8%	49.1%	41% - 50%	21% - 30%	11% - 20%
19	Best. Christmas. Ever.	9.86	Comedy	White Female	45.4%	66.4%	47.3%	Over 50%	Over 50%	21% - 30%
20	Happiness for Beginners	9.72	Comedy	White Female	26.9%	64.6%	46.0%	41% - 50%	41% - 50%	<11%

▲ BIPOC households were overrepresented<sup>29</sup> as household viewers for nine of the top 10 streaming films and 18 of the top 20 streaming films of 2023 (ranked by total household ratings). Women represented the majority of viewers (exceeding their population share) for nine of the top 10 streaming films and for 17 of the top 20 streaming films. Persons who were 18 to 49 years old were overrepresented<sup>30</sup> as viewers for all the top 10 streaming films and 18 of the top 20 streaming films. In addition, seven of the top 10 streaming films and 16 of the top 20 streaming films by total household ratings in 2023 featured casts that were more than 30 percent BIPOC. Four of the top 10 and 11 of the top 20 streaming films featured casts that were more than 40 percent female. Three of the top 10 and four of the top 20 streaming films featured casts where more than 20 percent of the actors had a known disability.

**TABLE 2: Top 20 Streaming Films by Persons 18-49 Rating (2023)**

Rank	Title	Network	Persons 18-49 Rating	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	You People	Netflix	18.23	Comedy	41% - 50%	41% - 50%	21% - 30%
2	Leave the World Behind	Netflix	14.95	Drama	21% - 30%	41% - 50%	21% - 30%
3	Murder Mystery 2	Netflix	14.79	Action	41% - 50%	31% - 40%	11% - 20%
4	Leo	Netflix	12.25	Animation	11% - 20%	31% - 40%	11% - 20%
5	The Mother	Netflix	12.18	Action	Over 50%	31% - 40%	<11%
6	Your Place or Mine	Netflix	11.31	Comedy	31% - 40%	31% - 40%	<11%
7	The Out-Laws	Netflix	11.26	Action	21% - 30%	41% - 50%	<11%
8	Extraction 2	Netflix	10.75	Action	31% - 40%	31% - 40%	<11%
9	We Have a Ghost	Netflix	9.17	Comedy	41% - 50%	41% - 50%	21% - 30%
10	Family Switch	Netflix	8.84	Comedy	31% - 40%	41% - 50%	11% - 20%
11	You Are So Not Invited to My Bat Mitzvah	Netflix	8.08	Comedy	21% - 30%	Over 50%	<11%
12	Luther: The Fallen Sun	Netflix	8.06	Crime	41% - 50%	31% - 40%	<11%
13	Old Dads	Netflix	8.04	Comedy	31% - 40%	41% - 50%	<11%
14	Shotgun Wedding	Amazon	7.97	Action	Over 50%	41% - 50%	<11%
15	Candy Cane Lane	Amazon	7.65	Comedy	Over 50%	31% - 40%	<11%
16	Reptile	Netflix	7.51	Drama	31% - 40%	21% - 30%	<11%
17	Heart of Stone	Netflix	7.34	Action	Over 50%	41% - 50%	<11%
18	They Cloned Tyrone	Netflix	7.12	Sci-Fi	Over 50%	21% - 30%	<11%
19	Best. Christmas. Ever.	Netflix	5.95	Comedy	Over 50%	Over 50%	21% - 30%
20	Happiness for Beginners	Netflix	5.51	Comedy	41% - 50%	41% - 50%	<11%

▲ Seven of the top 10 and 16 of the top 20 streaming films in 2023 — ranked by viewer rating for persons 18 to 49 — featured casts that were more than 30 percent BIPOC. Five of these top 10 streaming films had casts that were more than 40 percent female, and three of these top 10 films had casts where more than 20 percent of the actors had a known disability.

**TABLE 3: Top 20 Streaming Films by Females 18-49 Rating (2023)**

Rank	Title	Network	Females 18-49 Rating	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	You People	Netflix	20.23	Comedy	41% - 50%	41% - 50%	21% - 30%
2	Murder Mystery 2	Netflix	16.38	Action	41% - 50%	31% - 40%	11% - 20%
3	Leave the World Behind	Netflix	16.16	Drama	21% - 30%	41% - 50%	21% - 30%
4	Your Place or Mine	Netflix	15.21	Comedy	31% - 40%	31% - 40%	<11%
5	The Mother	Netflix	14.21	Action	Over 50%	31% - 40%	<11%
6	Leo	Netflix	13.91	Animation	11% - 20%	31% - 40%	11% - 20%
7	The Out-Laws	Netflix	12.07	Action	21% - 30%	41% - 50%	<11%
8	Family Switch	Netflix	11.12	Comedy	31% - 40%	41% - 50%	11% - 20%
9	We Have a Ghost	Netflix	10.28	Comedy	41% - 50%	41% - 50%	21% - 30%
10	You Are So Not Invited to My Bat Mitzvah	Netflix	9.99	Comedy	21% - 30%	Over 50%	<11%
11	Shotgun Wedding	Amazon	9.74	Action	Over 50%	41% - 50%	<11%
12	Extraction 2	Netflix	9.44	Action	31% - 40%	31% - 40%	<11%
13	Candy Cane Lane	Amazon	8.98	Comedy	Over 50%	31% - 40%	<11%
14	Luther: The Fallen Sun	Netflix	8.62	Crime	41% - 50%	31% - 40%	<11%
15	Reptile	Netflix	8.34	Drama	31% - 40%	21% - 30%	<11%
16	Best. Christmas. Ever.	Netflix	7.88	Comedy	Over 50%	Over 50%	21% - 30%
17	Old Dads	Netflix	7.88	Comedy	31% - 40%	41% - 50%	<11%
18	Heart of Stone	Netflix	7.49	Action	Over 50%	41% - 50%	<11%
19	Happiness for Beginners	Netflix	7.29	Comedy	41% - 50%	41% - 50%	<11%
20	They Cloned Tyrone	Netflix	7.03	Sci-Fi	Over 50%	21% - 30%	<11%

▲ Six of the top 10 and 16 of the top 20 streaming films in 2023 — ranked by viewer rating for females 18 to 49 — featured casts that were more than 30 percent BIPOC. Six of these top 10 streaming films had casts that were more than 40 percent female, and three of these top 10 films had casts where more than 20 percent of the top actors had a known disability.

**TABLE 4: Top 20 Streaming Films by Males 18-49 Rating (2023)**

Rank	Title	Network	Males 18-49 Rating	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	You People	Netflix	16.22	Comedy	41% - 50%	41% - 50%	21% - 30%
2	Leave the World Behind	Netflix	13.71	Drama	21% - 30%	41% - 50%	21% - 30%
3	Murder Mystery 2	Netflix	13.19	Action	41% - 50%	31% - 40%	11% - 20%
4	Extraction 2	Netflix	12.08	Action	31% - 40%	31% - 40%	<11%
5	Leo	Netflix	10.54	Animation	11% - 20%	31% - 40%	11% - 20%
6	The Out-Laws	Netflix	10.46	Action	21% - 30%	41% - 50%	<11%
7	The Mother	Netflix	10.13	Action	Over 50%	31% - 40%	<11%
8	Old Dads	Netflix	8.21	Comedy	31% - 40%	41% - 50%	<11%
9	We Have a Ghost	Netflix	8.04	Comedy	41% - 50%	41% - 50%	21% - 30%
10	Luther: The Fallen Sun	Netflix	7.50	Crime	41% - 50%	31% - 40%	<11%
11	Your Place or Mine	Netflix	7.37	Comedy	31% - 40%	31% - 40%	<11%
12	They Cloned Tyrone	Netflix	7.21	Sci-Fi	Over 50%	21% - 30%	<11%
13	Heart of Stone	Netflix	7.19	Action	Over 50%	41% - 50%	<11%
14	Reptile	Netflix	6.66	Drama	31% - 40%	21% - 30%	<11%
15	Family Switch	Netflix	6.51	Comedy	31% - 40%	41% - 50%	11% - 20%
16	Candy Cane Lane	Amazon	6.29	Comedy	Over 50%	31% - 40%	<11%
17	Rebel Moon: A Child of Fire	Netflix	6.25	Adventure	41% - 50%	21% - 30%	11% - 20%
18	Shotgun Wedding	Amazon	6.19	Action	Over 50%	41% - 50%	<11%
19	You Are So Not Invited to My Bat Mitzvah	Netflix	6.16	Comedy	21% - 30%	Over 50%	<11%
20	The Killer	Netflix	6.09	Action	41% - 50%	31% - 40%	<11%

▲ Seven of the top 10 and 16 of the top 20 streaming films in 2023 — ranked by viewer rating for males 18 to 49 — featured casts that were more than 30 percent BIPOC. Five of these top 10 streaming films in 2023 had casts that were more than 40 percent female, and three of these top 10 films had casts where more than 20 percent of the top actors had a known disability.

**TABLE 5: Top 20 Streaming Films by Asian Household Rating (2023)**

Rank	Title	Network	Asian HH Rating	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Murder Mystery 2	Netflix	21.88	Action	41% - 50%	31% - 40%	11% - 20%
2	Extraction 2	Netflix	21.53	Action	31% - 40%	31% - 40%	<11%
3	Leave the World Behind	Netflix	20.58	Drama	21% - 30%	41% - 50%	21% - 30%
4	You People	Netflix	19.70	Comedy	41% - 50%	41% - 50%	21% - 30%
5	Heart of Stone	Netflix	18.88	Action	Over 50%	41% - 50%	<11%
6	The Mother	Netflix	18.70	Action	Over 50%	31% - 40%	<11%
7	Leo	Netflix	16.70	Animation	11% - 20%	31% - 40%	11% - 20%
8	Your Place or Mine	Netflix	15.90	Comedy	31% - 40%	31% - 40%	<11%
9	Luther: The Fallen Sun	Netflix	15.27	Crime	41% - 50%	31% - 40%	<11%
10	The Out-Laws	Netflix	14.05	Action	21% - 30%	41% - 50%	<11%
11	Reptile	Netflix	13.90	Drama	31% - 40%	21% - 30%	<11%
12	We Have a Ghost	Netflix	12.99	Comedy	41% - 50%	41% - 50%	21% - 30%
13	Shotgun Wedding	Amazon	12.18	Action	Over 50%	41% - 50%	<11%
14	You Are So Not Invited to My Bat Mitzvah	Netflix	12.02	Comedy	21% - 30%	Over 50%	<11%
15	Family Switch	Netflix	11.63	Comedy	31% - 40%	41% - 50%	11% - 20%
16	Rebel Moon: A Child of Fire	Netflix	11.59	Adventure	41% - 50%	21% - 30%	11% - 20%
17	The Killer	Netflix	10.62	Action	41% - 50%	31% - 40%	<11%
18	Old Dads	Netflix	9.91	Comedy	31% - 40%	41% - 50%	<11%
19	The Monkey King	Netflix	8.75	Animation	Over 50%	31% - 40%	<11%
20	Best. Christmas. Ever.	Netflix	8.65	Comedy	Over 50%	Over 50%	21% - 30%

▲ Seven of the top 10 and 16 of the top 20 streaming films in 2023 — ranked by Asian household rating — featured casts that were more than 30 percent BIPOC. Four of these top 10 streaming films had casts that were more than 40 percent female, and two of these top 10 films had casts where more than 20 percent of the top actors had a known disability.

**TABLE 6: Top 20 Streaming Films by Black Household Rating (2023)**

Rank	Title	Network	Black HH Rating	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	You People	Netflix	53.79	Comedy	41% - 50%	41% - 50%	21% - 30%
2	The Mother	Netflix	45.66	Action	Over 50%	31% - 40%	<11%
3	They Cloned Tyrone	Netflix	41.48	Sci-Fi	Over 50%	21% - 30%	<11%
4	Leave the World Behind	Netflix	32.90	Drama	21% - 30%	41% - 50%	21% - 30%
5	Luther: The Fallen Sun	Netflix	32.39	Crime	41% - 50%	31% - 40%	<11%
6	Candy Cane Lane	Amazon	29.39	Comedy	Over 50%	31% - 40%	<11%
7	Extraction 2	Netflix	27.46	Action	31% - 40%	31% - 40%	<11%
8	The Burial	Amazon	25.27	Drama	41% - 50%	31% - 40%	<11%
9	The Perfect Find	Netflix	23.82	Comedy	Over 50%	Over 50%	11% - 20%
10	We Have a Ghost	Netflix	23.53	Comedy	41% - 50%	41% - 50%	21% - 30%
11	Murder Mystery 2	Netflix	22.28	Action	41% - 50%	31% - 40%	11% - 20%
12	Heart of Stone	Netflix	18.45	Action	Over 50%	41% - 50%	<11%
13	The Out-Laws	Netflix	18.35	Action	21% - 30%	41% - 50%	<11%
14	Leo	Netflix	18.29	Animation	11% - 20%	31% - 40%	11% - 20%
15	Shotgun Wedding	Amazon	17.86	Action	Over 50%	41% - 50%	<11%
16	Reptile	Netflix	16.82	Drama	31% - 40%	21% - 30%	<11%
17	The Strays	Netflix	16.48	Drama	Over 50%	41% - 50%	<11%
18	Praise This	Peacock	15.06	Comedy	Over 50%	Over 50%	<11%
19	White Men Can't Jump	Hulu	14.51	Comedy	Over 50%	21% - 30%	<11%
20	Rebel Moon: A Child of Fire	Netflix	13.73	Adventure	41% - 50%	21% - 30%	11% - 20%

▲ Nine of the top 10 and 17 of the top 20 streaming films in 2023 — ranked by Black household rating — featured casts that were more than 30 percent BIPOC. Four of these top 10 streaming films in 2023 had casts that were more than 40 percent female, and three of these top 10 films had casts where more than 20 percent of the top actors had a known disability.

**TABLE 7: Top 20 Streaming Films by Latinx Household Rating (2023)**

Rank	Title	Network	Latinx HH Rating	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	The Mother	Netflix	38.53	Action	Over 50%	31% - 40%	<11%
2	Leo	Netflix	36.55	Animation	11% - 20%	31% - 40%	11% - 20%
3	Leave the World Behind	Netflix	34.47	Drama	21% - 30%	41% - 50%	21% - 30%
4	Extraction 2	Netflix	32.11	Action	31% - 40%	31% - 40%	<11%
5	You People	Netflix	30.78	Comedy	41% - 50%	41% - 50%	21% - 30%
6	Murder Mystery 2	Netflix	26.81	Action	41% - 50%	31% - 40%	11% - 20%
7	Heart of Stone	Netflix	21.95	Action	Over 50%	41% - 50%	0%
8	Your Place or Mine	Netflix	21.60	Comedy	31% - 40%	31% - 40%	<11%
9	Reptile	Netflix	21.03	Drama	31% - 40%	21% - 30%	<11%
10	The Out-Laws	Netflix	20.38	Action	21% - 30%	41% - 50%	<11%
11	You Are So Not Invited to My Bat Mitzvah	Netflix	20.33	Comedy	21% - 30%	Over 50%	<11%
12	Family Switch	Netflix	20.02	Comedy	31% - 40%	41% - 50%	11% - 20%
13	Chupa	Netflix	19.98	Adventure	Over 50%	21% - 30%	<11%
14	Luther: The Fallen Sun	Netflix	19.44	Crime	41% - 50%	31% - 40%	<11%
15	We Have a Ghost	Netflix	17.86	Comedy	41% - 50%	41% - 50%	21% - 30%
16	Flamin' Hot	Hulu	17.43	Biography	Over 50%	11% - 20%	<11%
17	Miraculous: Ladybug & Cat Noir, the Movie	Netflix	16.35	Animation	31% - 40%	41% - 50%	<11%
18	Shotgun Wedding	Amazon	16.21	Action	Over 50%	41% - 50%	<11%
19	Rebel Moon: A Child of Fire	Netflix	15.92	Adventure	41% - 50%	21% - 30%	11% - 20%
20	Old Dads	Netflix	15.21	Comedy	31% - 40%	41% - 50%	<11%

▲ Seven of the top 10 and 16 of the top 20 streaming films in 2023 — ranked by Latinx household rating — featured casts that were more than 30 percent BIPOC. Four of these top 10 streaming films in 2023 had casts that were more than 40 percent female, and two of these top 10 films had casts where more than 20 percent of the top actors had a known disability.

**TABLE 8: Top 20 Streaming Films by White Household Rating (2023)**

Rank	Title	Network	White HH Rating	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Leave the World Behind	Netflix	19.95	Drama	21% - 30%	41% - 50%	21% - 30%
2	You People	Netflix	19.91	Comedy	41% - 50%	41% - 50%	21% - 30%
3	Murder Mystery 2	Netflix	19.35	Action	41% - 50%	31% - 40%	11% - 20%
4	Your Place or Mine	Netflix	19.05	Comedy	31% - 40%	31% - 40%	<11%
5	Leo	Netflix	16.77	Animation	11% - 20%	31% - 40%	11% - 20%
6	The Mother	Netflix	15.68	Action	Over 50%	31% - 40%	<11%
7	The Out-Laws	Netflix	15.57	Action	21% - 30%	41% - 50%	<11%
8	Shotgun Wedding	Amazon	13.36	Action	Over 50%	41% - 50%	<11%
9	Extraction 2	Netflix	12.64	Action	31% - 40%	31% - 40%	<11%
10	Family Switch	Netflix	12.36	Comedy	31% - 40%	41% - 50%	11% - 20%
11	We Have a Ghost	Netflix	12.19	Comedy	41% - 50%	41% - 50%	21% - 30%
12	Candy Cane Lane	Amazon	11.85	Comedy	Over 50%	31% - 40%	<11%
13	Reptile	Netflix	11.75	Drama	31% - 40%	21% - 30%	<11%
14	Old Dads	Netflix	11.34	Comedy	31% - 40%	41% - 50%	<11%
15	Happiness for Beginners	Netflix	10.93	Comedy	41% - 50%	41% - 50%	<11%
16	Heart of Stone	Netflix	10.56	Action	Over 50%	41% - 50%	<11%
17	You Are So Not Invited to My Bat Mitzvah	Netflix	10.03	Comedy	21% - 30%	Over 50%	<11%
18	Luther: The Fallen Sun	Netflix	9.97	Crime	41% - 50%	31% - 40%	<11%
19	Best. Christmas. Ever.	Netflix	8.46	Comedy	Over 50%	Over 50%	21% - 30%
20	Dog Gone	Netflix	7.88	Adventure	<11%	21% - 30%	21% - 30%

▲ Seven of the top 10 and 15 of the top 20 streaming films in 2023 —ranked by White household rating — featured casts that were more than 30 percent BIPOC. Five of these top 10 streaming films in 2023 had casts that were more than 40 percent female, and two of these top 10 films had casts where more than 20 percent of the top actors had a known disability.



**TABLE 9: Top 20 Streaming Films by Other-Race/Ethnicity Household Rating (2023)**

Rank	Title	Network	Other-Race/ Ethnicity HH Rating	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Murder Mystery 2	Netflix	22.00	Action	41% - 50%	31% - 40%	11% - 20%
2	You People	Netflix	20.76	Comedy	41% - 50%	41% - 50%	21% - 30%
3	Leave the World Behind	Netflix	20.30	Drama	21% - 30%	41% - 50%	21% - 30%
4	Extraction 2	Netflix	20.16	Action	31% - 40%	31% - 40%	<11%
5	The Mother	Netflix	19.17	Action	Over 50%	31% - 40%	<11%
6	Leo	Netflix	17.64	Animation	11% - 20%	31% - 40%	11% - 20%
7	Heart of Stone	Netflix	17.35	Action	Over 50%	41% - 50%	<11%
8	Your Place or Mine	Netflix	15.40	Comedy	31% - 40%	31% - 40%	<11%
9	Luther: The Fallen Sun	Netflix	15.18	Crime	41% - 50%	31% - 40%	<11%
10	The Out-Laws	Netflix	14.71	Action	21% - 30%	41% - 50%	<11%
11	We Have a Ghost	Netflix	14.69	Comedy	41% - 50%	41% - 50%	21% - 30%
12	Reptile	Netflix	12.87	Drama	31% - 40%	21% - 30%	<11%
13	Shotgun Wedding	Amazon	12.20	Action	Over 50%	41% - 50%	<11%
14	You Are So Not Invited to My Bat Mitzvah	Netflix	11.79	Comedy	21% - 30%	Over 50%	<11%
15	Family Switch	Netflix	11.31	Comedy	31% - 40%	41% - 50%	11% - 20%
16	Rebel Moon: A Child of Fire	Netflix	10.99	Adventure	41% - 50%	21% - 30%	11% - 20%
17	Old Dads	Netflix	10.48	Comedy	31% - 40%	41% - 50%	<11%
18	The Killer	Netflix	9.88	Action	41% - 50%	31% - 40%	<11%
19	Candy Cane Lane	Amazon	9.12	Comedy	Over 50%	31% - 40%	<11%
20	The Monkey King	Netflix	8.97	Animation	Over 50%	31% - 40%	<11%

▲ Seven of the top 10 and 16 of the top 20 streaming films in 2023 — ranked by Other-race/ethnicity household rating — featured casts that were more than 30 percent BIPOC. Four of these top 10 streaming films in 2023 had casts that were more than 40 percent female, and two of these top 10 films had casts where more than 20 percent of the top actors had a known disability.

# CONCLUSION

***“Innovation is the ability to see change as an opportunity – not a threat.”***

– Steve Jobs

***“The times change, and if you don’t change with them, you get left behind.”***

– Bradley Walsh

After a year that included a double strike and increased uncertainty in a creative industry more beholden to Wall Street than to its artistic core, continued change in Hollywood could be seen as threatening. Reversing course to a less “risky” time may seem like the correct decision to make. However, that decision belies the evidence that has been collected for over a decade in this report series. To gain a complete perspective of the current Hollywood ecosystem, the audience must be taken into consideration. Not understanding the power of an increasingly diverse audience and the opportunities that exist in the current setting would be a grave mistake for the film industry. This is definitely a moment for innovation in Hollywood.

## Key Findings

Both BIPOC households and women viewers were key to the success of the most watched streaming original films of 2023. Once again, BIPOC households were overrepresented as household viewers (compared to their population share) for nine of the top 10 films released via streaming platforms in 2023. In addition, women represented the majority of viewers (exceeding their population share) for nine of the top 10 streaming films, and 18- to 49-year-olds were overrepresented as viewers for all the top 10 streaming films. The most watched streaming originals among all households also had diverse casts. That is, seven of the top 10 streaming films (ranked by total household rating) featured casts in which more than 30 percent of the actors were BIPOC. Lastly, when examining specific household and individual



viewer ratings by race/ethnicity, gender, and age group, this report found that the films most favored by streaming viewers tended to feature casts that were more than 30 percent BIPOC. Even though there were fewer women in streaming main cast roles in 2023, over half of each household or viewer group's top 20 list included films that were relatively gender balanced. Overall, audiences respond favorably to films with diverse casts and that diversity should be seen as essential to profitability.

The success of *Barbie* in 2023 showed that women had been undervalued for far too long by the theatrical film industry. Streaming seems to be different yet similar in some ways in how they value women. Among streaming originals in 2023, half of the top 20 films ranked by total household ratings had a female lead. As part of

the audience, women represented the majority of viewers for 17 of those 20 streaming films. Streaming service providers seem to be aware that women are a key demographic to their business, since a little over half of the leads (51 percent) among 100 streaming originals in 2023 were women. Although these numbers are trending in the right direction for women as leads of streaming originals, total roles for women in both theatrical and streaming releases seem to be heading in a downward trajectory. This should be concerning not only for its social implications, but because it appears to be a bad business decision considering the power of women as moviegoers and viewers.

In 2023, this annual report once again found that streaming originals were far more diverse than theatrical releases in front of and behind the

camera. However, the increased opportunities in streaming do not necessarily translate to increased resources for BIPOC and women directors. White women were most likely to direct films with the smallest budgets in 2023. In contrast, three White men had the opportunity to direct a streaming film with a budget of \$100 million or more in 2023. Overall, women directors had a film budget ceiling of less than \$50 million, and BIPOC directors had a film budget ceiling of less than \$100 million in 2023. However, the two BIPOC directors with film budgets between \$50 million to less than \$100 million were men. With fewer streaming films already being produced in a rapidly contracting business, it becomes more difficult for women and BIPOC filmmakers to advance professionally if they are relegated to low-budget films that have no box office receipts.

This report found that streaming films helmed by BIPOC and women directors had casts that were more racially and ethnically diverse and more gender-balanced than those streaming films helmed by White men directors. Streaming films directed by women of color, in particular, had the highest share of gender-balanced casts. Like any industry concerned with profitability and sustainability, Hollywood would be smart to hire those who have the best chance of achieving their business objectives. If audiences prefer films with diverse casts, it appears that hiring more BIPOC and women directors would be a good business decision.

## Changing Times

Although streaming service subscriptions increased in 2023, they were accompanied by 140.5 million cancellations, which were the most in five years and contributed to the industry's slowest growth rate since before the pandemic.<sup>31</sup> So, how will streaming services stay relevant and be seen as essential to subscribers for years to come?

A recent study by Tubi and The Harris Poll found that:

Gen Z and millennials want original, diverse content from independent creators:

Three-quarters (74 percent) of Gen Z and millennials prefer originals to remakes and three quarters (74 percent) are interested in seeing diversity and representation when they stream TV and movies. Additionally, 71 percent agree they'd like to see more TV shows and movies on streaming that are independent or from smaller creators.<sup>32</sup>

This target audience has clearly shown its preference for more diverse programming through its viewership behavior, and its desire for content from new creatives through its survey responses.

It's also important to keep in mind that 52.7 percent of the population under the age of 18 are people of color, and 26 percent of those under 18 are Latinx.<sup>33</sup> So, beyond Gen Z and millennials, the industry should think about Gen Alpha if it wants to stay relevant and build brand loyalty. In 2023, the most streamed movie (in terms of minutes

viewed) was Disney's *Moana*, and the second most streamed movie was *Encanto*, which had previously taken the top spot in 2022.<sup>34</sup> Both of these animated films have a young woman of color as the lead and are widely popular with all children. The preference and desire for diverse programming from young viewers will only continue to increase in the coming years.

In the end, diversity does not automatically equate to being high risk and is no riskier than any other decision made by executives in Hollywood. "As Zack Stentz put it, 'Hollywood

is based on giving audiences what they might not know. Any attempt to drive risk out of that process is sooner or later doomed for failure.'"<sup>35</sup>

Based on the findings in this report series, it is actually riskier now to to act as if diversity is optional. As stated in Part 1 of this report, any new version of Hollywood needs to prioritize investing in diversity in front of and behind the camera. If movie studios do not innovate and keep up with the changing demographics of their audience, they will be left behind.

# ENDNOTES

- 1 U.S. Census Bureau, <https://www.census.gov/quickfacts/fact/table/US/PST045223>.
- 2 This report considers only the top eight actors in each film, in order of appearance in the credits.
- 3 See <https://www.nielsen.com/news-center/2022/nielsen-gracenote-illuminates-disability-representation-in-entertainment-content-with-inclusion-analytics-enhancement/>.
- 4 Data collection takes place through a labor-intensive, research process that starts by examining reliable third-party databases that use independent methods of documenting the race, ethnicity, gender, and disability status of individuals working on top films and TV shows. These sources are Gracenote’s Studio System, Luminate Film & TV (formerly Variety Insight), and IMDb(Pro). The benefit of using independent sources means that we can standardize the data collection. We do not rely on data from Hollywood employers — individuals, studios, companies, or industry guilds — all of which might involve different kinds of information tracked in different ways. Separately, we study data from Nielsen, Comscore and Talkwalker that show how households and individuals from different races/ethnicities, gender, and age groups experience and consume Hollywood content.
- 5 For this report, “streaming” will refer to subscription video on demand (SVOD) original, scripted films that were released exclusively to streaming or had a limited theatrical release for two weeks or less and then released exclusively on one major streaming, subscription platform. Among the films considered for this report, *Maestro* (Netflix) was the only film to be in limited release for more than two weeks. However, it remained in only a few hundred screens and for less than a month. Thus, it was considered an exception and included in the current report’s dataset. Furthermore, films that either had a simultaneous or an earlier wide, theatrical release were not included in the streaming films analyzed for this report. Streaming (SVOD) films and their corresponding ratings data were examined by selecting the top 100 English-language, scripted films ranked by their Nielsen total household ratings between January 1, 2023 to December 31, 2023 and were released on major streaming, subscription platforms (Amazon Prime, Apple TV+, Disney+, Hulu, Max, Netflix, Paramount+, and Peacock) in 2023.
- 6 Race/ethnicity was coded into the following major categories: White, Black, Asian, South Asian, Native, Latinx, Black Latinx, Multiracial/Multiethnic (referred to as multiracial throughout this report), and MENA (Middle Eastern or North African). The two subgroups, Black Latinx and South Asian, are reported with their larger race/ethnicity category, Latinx and Asian, respectively, in the featured charts and tables in this report. However, Black Latinx and South Asian counts are separately included in the endnotes. The Latinx category contains persons of Latin American origin or descent and does not include Spaniards. The Native category contains global indigenous peoples, including Native Americans, Native Hawaiians, Polynesians, and Native New Zealanders. The MENA category contains persons descended from the following nationalities: Algerian, Armenia, Bahraini, Egyptian, Emirati, Iranian, Iraqi, Israeli, Jordanian, Kuwaiti, Lebanese, Libyan, Moroccan, Omani, Palestinian, Qatari, Saudi Arabian, Syrian, Tunisian, and Yemeni. Transnational ethnic groups from the MENA region are also included, such as Amazigh or Berber, Assyrian, Bedouin, Chaldean, Copt, Druze, Kurdish, and Syriac, as well as pan-ethnic groups such as Arab, Middle Eastern, and North Africa. The South Asian category includes those descended from the following countries: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka.
- 7 Gender was coded according to the following categories: male, female, transgender, and non-binary. Transgender and non-binary cases were combined as “other” in featured charts and tables. However, the specific counts for each category within “other” can be found in the endnotes.
- 8 Disability status was collected using Gracenote’s Studio System and Luminate Film & TV (formerly Variety Insight), which both note disability status that has been stated publicly. Gracenote’s Studio System currently focuses on the disability status of actors and only notes the presence of a disability but does not provide the disability type. Disability status was additionally verified through separate online searches when a disability was noted. Types of disability that were tracked include the following: blindness/low vision; deaf/hard of hearing; learning; medical; mental health; neurological; and physical.
- 9 This report provides data on the top eight actors for each film, in order of on-screen credits. These featured actors are used to compute each film’s overall cast diversity, as well as aggregate race/ethnicity, gender, disability status, and intersectional figures across all films.



- 10 For SVOD content ratings, Nielsen identifies Programs (or Films) & Episodes viewed through the TV glass by the National TV panel. Because Nielsen measures these SVOD programs (or films) independently, Nielsen needs to capture certain viewership levels for a program (or film) through its panel to be able to report on it. The HH ratings presented by race/ethnicity are based on the race/ethnicity of the head of household, while 18-49 ratings are based on individual viewers. The social media ratings are collected by Talkwalker, formerly a unit within Nielsen. The social media ratings are the total interactions during the period measured. The X (Twitter) interactions measure ascribes posts (tweets) to a streaming film, and includes engagements (i.e., replies, reposts, and quotes) in relation to a valid post (tweet), regardless of whether the engagements include the name of the film. The Facebook interactions measure considers the aggregated and anonymized number of comments, shares and likes by consumers about a given streaming film shared on their news feeds and the news feeds of their friends. The Instagram interactions measure is the sum of comments and likes from owned Instagram content (content posted by official accounts associated with a program or sports event, including network, program, talent, league, team, announcer and athlete accounts). The YouTube interactions measure is the sum of comments and likes of a video related to a streaming film.
- 11 Lillian Rizzo and Sarah Whitten, "Hollywood is paying a steep price for never really figuring out the streaming model," *CNBC*, September 17, 2023, <https://www.cnb.com/2023/09/17/hollywood-streaming-profits-struggles.html>.
- 12 Scott Mendelson, "The Era of the Original Streaming Movie Is Over," *The Wrap*, August 28, 2023, <https://www.thewrap.com/netflix-disney-amazon-max-movies-declining/>.
- 13 "Lead role" is defined in this report as the first credited actor and/or top-billed actor in a film.
- 14 To compare the degree of representation for the individual groups, this report employs the latest Census population data from 2023 that shows the following shares: 12.5 percent multiracial/multiethnic, 19.1 percent Hispanic/Latinx, 13.6 percent Black, 6.3 percent Asian, and approximately 1.6 percent Native (U.S. Census Bureau, "American Community Survey, 2022: ACS 1-Year Estimates Data Profiles," <https://data.census.gov/table?q=DPO5>; U.S. Census Bureau, "QuickFacts," <https://www.census.gov/quickfacts/fact/table/US/PST045223>). Although MENA is not considered a separate racial category in the Census, the most recent data show that they are approximately 1.1 percent of the population (<https://www.aaiusa.org/demographics>).
- 15 Among lead actors with a known disability in the top streaming films of 2023, there were two White males, three White females, two Black females, one Latinx female, and one multiracial female.
- 16 Among Latinx lead actors in the top streaming films of 2023, there was one Black Latinx male.
- 17 Among Asian lead actors in the top streaming films of 2023, there was one South Asian male.
- 18 Among multiracial actors in top streaming film in 2023, there were two actors who identified as nonbinary and one actor who identified as transgender.
- 19 Among White actors in top streaming film in 2023, there were two actors who identified as nonbinary.
- 20 Among Black actors in top streaming film in 2023, there was one actor who identified as nonbinary.
- 21 Among Latinx actors in top streaming film in 2023, there were six Black Latinx males, four Black Latinx females, and one Black Latinx transgender actor.
- 22 Among Asian actors in top streaming film in 2023, there were nine South Asian males and seven South Asian females.
- 23 Among the actors with a known disability in top streaming film in 2023, there were nine White males, nine White females, one White non-binary actor, two Black males, three Black females, one Latinx male, one Latinx female, four Asian females, one multiracial male, two multiracial females, and one multiracial non-binary actor.
- 24 In 2022, we began to count directors from an underrepresented group who were part of a directing team. We considered co-directors and not just the first credited director. Because the number of directing teams was small, the race/ethnicity and gender shares were only minimally impacted. The way to describe the findings is the share of films that had a director of color, or a female director was as follows.
- 25 There was a total of 4 films with directing teams out of the 100 streaming films in 2023 that were examined in this report. One directing team consisted of one White woman and one White man, and a second directing team consisted of a woman of color and a man of color. The White woman and the woman of color from these two teams were captured in the analysis featured in this report. The other two directing teams consisted of a pair of White men. Considering all 105 directors and co-directors for the 100 top streaming releases, the share for BIPOC directors decreases slightly to 30.5 percent and the share for women directors minimally drops to 29.5 percent in 2023.
- 26 In 2022, we began to count writers from an underrepresented group who were part of a writing team. We considered co-writers and not just the first credited screenwriter. Because writing teams are not uncommon, adding in all the co-writers almost doubles the number of writers in total, which highlights the racial and gender disparities among those who are granted screenwriting opportunities. The way to describe the findings is the share of films that had a writer of color, or a female writer was as follows.
- 27 There was a total of 48 films with writing teams out of the 100 streaming films in 2023 that were examined in this report. Among these films, there were 14 films with writing teams that included individuals from underrepresented groups (three Latinx males, one Latinx female, six Black males, and seven White females) who were not captured in the analysis. Fifteen of the writing teams (31.3 percent) were all-White male writing teams. Considering all 170 writers and co-writers for the 100 top streaming releases, the writers of color share drops to 22.4 percent and the women writer share drops to 28.8 percent in 2023.
- 28 Among Asian writers in the top streaming films of 2023, there was one South Asian male.
- 29 Defined here as accounting for more than 34 percent of the households streaming the film. See <https://www.statista.com/statistics/242027/number-of-households-in-the-us-by-ethnic-group/>.

- 30 Defined here as accounting for more than 42 percent of the 18-49 viewers streaming the film. See <https://www.marketingcharts.com/featured-30401>.
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# ABOUT THE AUTHORS

**Dr. Ana-Christina Ramón** is the inaugural Director of the Entertainment and Media Research Initiative (EMRI) at UCLA. The initiative is housed in the Institute for Research on Labor and Employment (IRLE), which is a unit of the UCLA Division of Social Sciences. Dr. Ramón is a social psychologist who has worked on social justice issues related to equity and access in higher education and the entertainment industry for nearly two decades. As the founding director of EMRI, she manages the research initiative, which produces the UCLA Hollywood Diversity Report, and additional research projects on entertainment and media. Since October 2022, she has been the lead author of EMRI's bi-annual UCLA Hollywood Diversity Report, along with other publications related to this research. She also co-edited a book (with Dr. Darnell Hunt) titled *Black Los Angeles: American Dreams and Racial Realities* (New York University Press, 2010). She is the inaugural Latino Film Institute Scholar.

**Michael Tran** is a PhD Candidate in the Department of Sociology at UCLA and a Graduate Student Researcher with the Hollywood Advancement Project. Complementing his work on the Hollywood Diversity Report, Tran's dissertation investigates the cultural politics of independent filmmakers of color.

**Dr. Darnell Hunt** is Executive Vice Chancellor and Provost, and professor of Sociology and African American Studies at UCLA. Dr. Hunt has written extensively on race and media. He is editor of *Channeling Blackness: Studies on Television and Race in America*, (Oxford University Press, 2005), an anthology of classic and contemporary studies examining television access and images of race. He also was the lead author on the first seven annual Hollywood Diversity Reports. Over the past 30 years, Dr. Hunt has contributed to numerous projects addressing the issues of access and diversity in the entertainment industry, including work with the WGA, SAG, AFTRA, NAACP, and U.S. Commission on Civil Rights.

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