Boxed In:

Women On Screen and Behind the Scenes on Broadcast and Streaming Television in 2021-22

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As the television landscape continues to evolve, pundits have noted the diminishing audience for broadcast network fare and referred to their increasing reliance on franchise series, reality programs and live event television as their new "niche."[1] ABC's introduction of *Celebrity Jeopardy!* and NBC's re-tooled *Password* seem to be an acknowledgement – or perhaps surrender – to the perceived superiority of streaming services to produce quality scripted programs. Yet, streaming services experienced their own challenges over the last year, facing the limits of a business model that demands copious amounts of content to counter subscriber predilections to drop streamers once they have viewed their fill of available programming. High churn rates have, somewhat ironically, pushed streamers to expand their business models to include advertising, once considered the Achilles' heel of the broadcast network viewing experience. Some of the differences in the broadcast and streaming models that appeared to be distinct and intractable a couple of years ago, now seem less so.

Currently in its 25th year, *Boxed In* considers how women are faring in original U.S. programming offered by these two platforms. The findings suggest that while original programs from streamers feature slightly higher percentages of female characters on screen, streamers are starting to outdistance broadcasters by employing substantially greater percentages of women behind the scenes.

Key Findings

•**In 2021-22, programs on streaming services featured a slightly higher percentage of female characters *in speaking roles* (47%) than programs on the broadcast networks (45%).** For streaming programs, this represents an increase of 2 percentage points from 45% in 2020-21, and a recent historic high. It represents no change for broadcast programs (see Figure 1).

Figure 1.

Comparison of Female Characters in Speaking Roles

on Broadcast and Streaming Programs
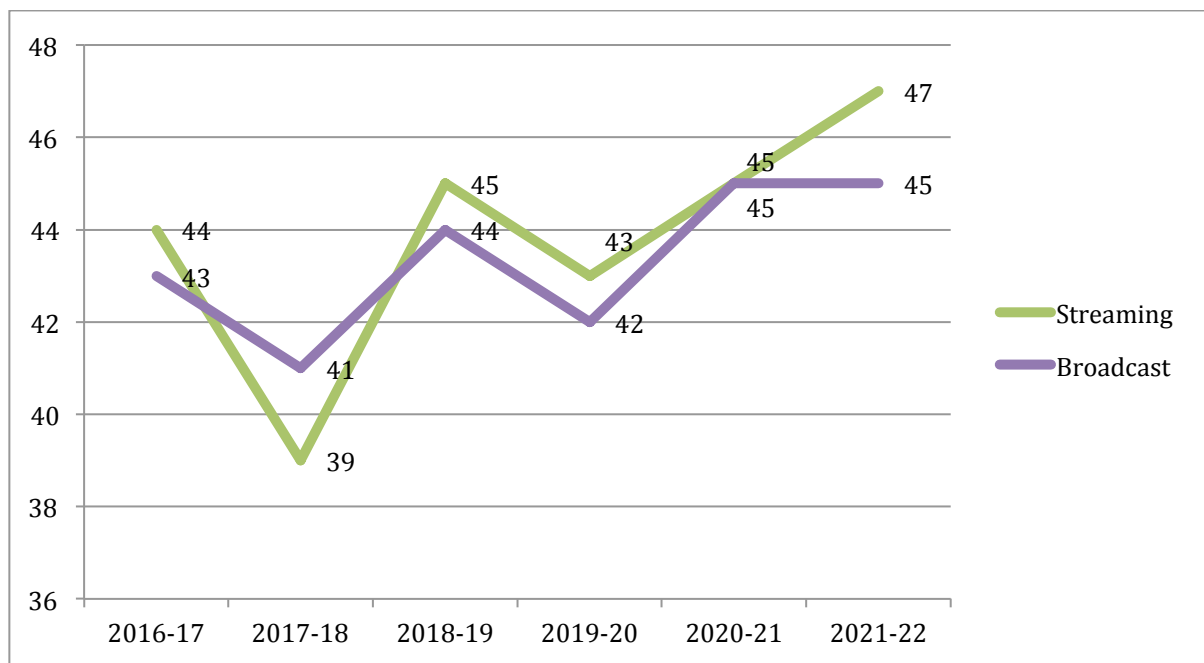
•**Programs on streaming services featured a slightly higher percentage of *major female characters* than programs on broadcast networks.** Females represented 50% of major characters on streaming programs versus 48% on broadcast network programs (see Figure 2). This represents a decline of 2 percentage points from a high of 52% in 2020-21 for streaming programs, and an

increase of 3 percentage points from 45% for broadcast programs, and a recent historic high.

Figure 2.

Comparison of Major Female Characters on Broadcast and Streaming Programs
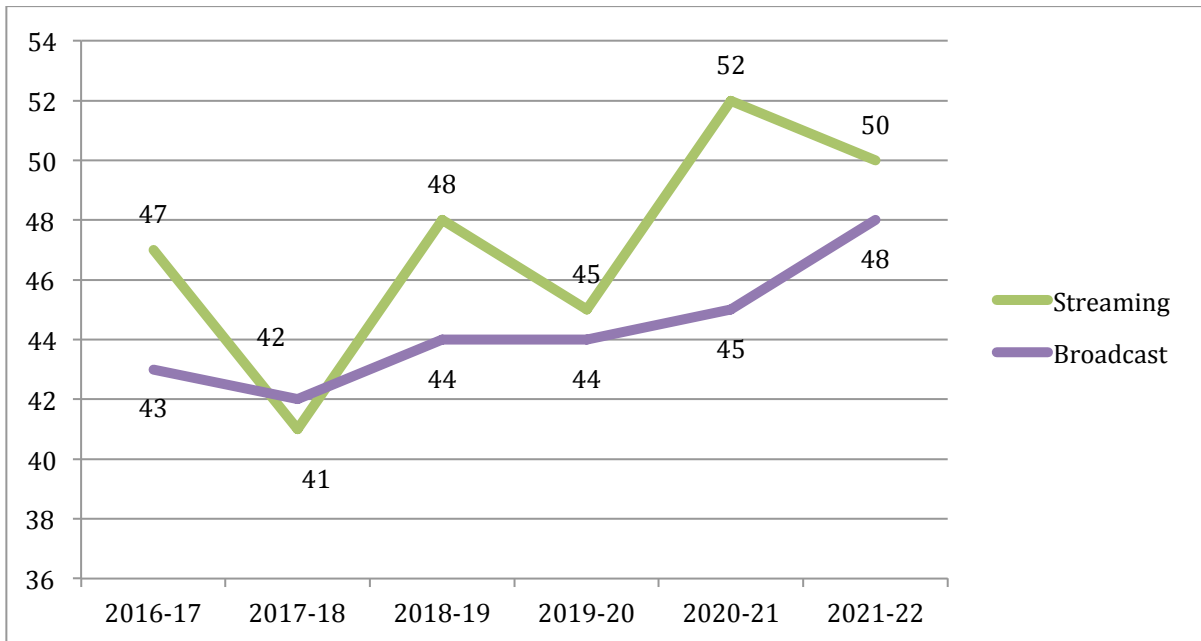
•**Female characters continue to experience a steep decline in numbers as they age from their 30s into their 40s.** On broadcast network programs, the percentage of major female characters plummeted from 42% in their 30s to 15% in their 40s. Similarly, on streaming programs the percentage of major females dropped from 33% in their 30s to 14% in their 40s. The patterns for female characters in speaking roles were similar.

•**Women 60 and over continue to be dramatically underrepresented.** Females comprised just 3% of major female characters 60 and over on broadcast programs and 3% on streaming programs.

•**Broadcast network programs featured a higher percentage of Black female characters in major roles than streaming programs.** On broadcast network programs, the percentage of Black female characters in major roles increased from

22% in 2020-21 to 28% in 2021-22. On streaming services, the percentage of major Black females declined from 22% in 2020-21 to 21% in 2021-22.

•**Broadcast network programs featured a higher percentage of Latina characters in major roles than streaming programs.** On broadcast network programs, Latinas comprised 7% of major female characters, down 1 percentage point from 8% in 2020-21.   On streaming programs, Latinas accounted for 3% of major females, down 2 percentage points from 5% in 2020-21.

 •**Streaming programs featured a higher percentage of Asian and Asian American female characters in major roles than broadcast programs.** On broadcast network programs, Asian and Asian American females comprised 10% of major female characters, up 2 percentage points from 8% in 2020-21. On streaming programs, Asian and Asian Americans accounted for 15% of major females, up 4 percentage points from 11% in 2020-21.

•**While the percentage of women working in key behind-the-scenes roles increased on streaming programs in 2021-22, the percentage working on broadcast programs remained the same.** Women comprised 37% of creators, directors, writers, executive producers, producers, editors, and directors of photography working on streaming programs, an increase of 4 percentage points from 33% in 2020-21 and a recent historic high.   The percentage of behind-the-scenes women working on broadcast programs remained the same at 31% (see Figure 3).

Figure 3.

Comparison of Women in Behind-the-Scenes Roles
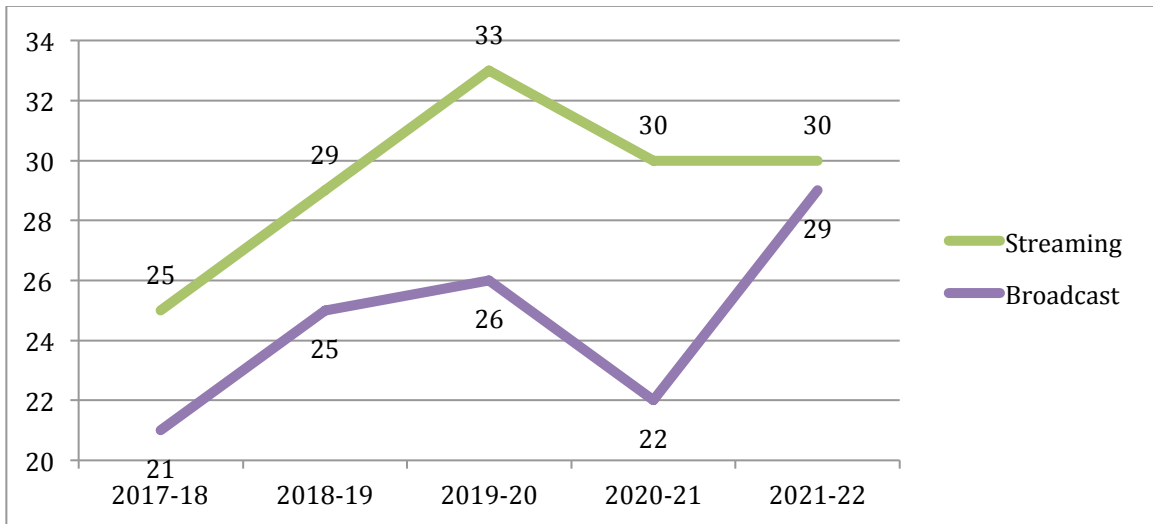
on Broadcast and Streaming Programs
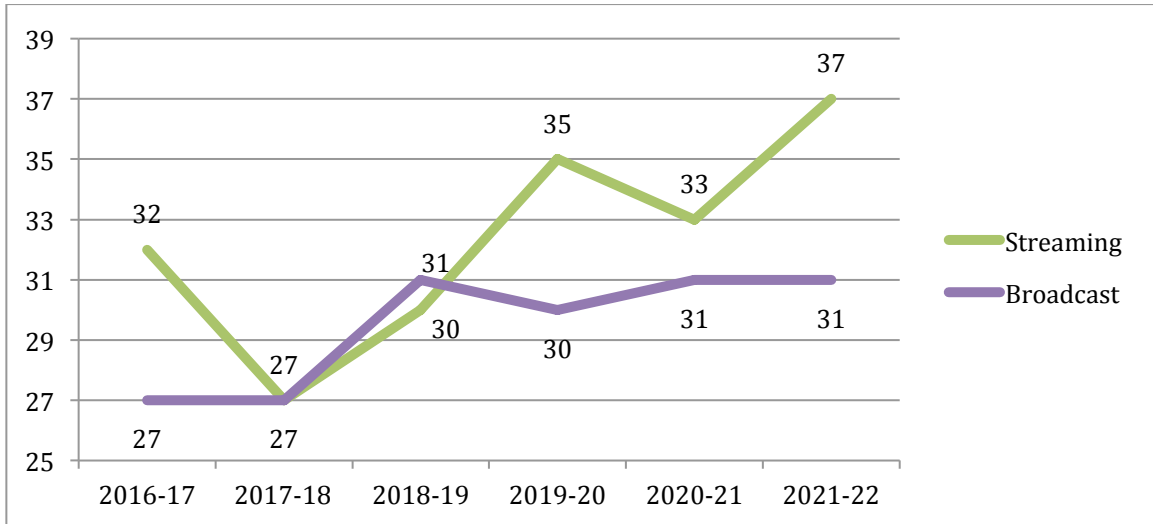
•**All of the programs considered (broadcast and streaming) employed relatively low numbers of women in key behind-the-scenes roles.** Only 14% of the programs employed 11 or more women in the roles considered. In contrast, 67% employed 11 or more men.

•**While the percentage of women creators rebounded on broadcast networks in 2021-22, their numbers remained stagnant on streaming services.** The percentage of creators on broadcast network programs increased by 7 percentage points to 29%, while the number of women creators remained stagnant on streaming programs at 30% (see Figure 4).

Figure 4.

Comparison of Creators on Broadcast and Streaming Programs

•**Streaming programs employed substantially higher percentages of women as directors (29%) than broadcast programs (18%).**

 •**Streaming programs employed substantially higher percentages of women as executive producers (38%) than broadcast programs (29%).**

•**On broadcast and streaming platforms, programs with at least 1 woman creator employed substantially higher percentages of women in other key behind-the-scenes roles than programs with exclusively male creators.** For example, when a program had at least 1 woman creator, women comprised 33% of directors. On programs with no women creators, women accounted for 18% of directors.

•**In 2021-22, 92% of broadcast and streaming programs had no women directors of photography, 79% had no women had no women directors, 72% had no women editors, 71% had no women creators, and 65% had no women writers.**

This year's edition of *Boxed In* focuses on the employment of women working in key behind-the-scenes positions, as well as the representation of girls and women on screen in original U.S. dramas, comedies and reality programs featured on broadcast networks and streaming services from September 2021 through May 2022.

The study considers one randomly selected episode of series appearing on the broadcast networks during prime time (ABC, CBS, NBC, FOX, CW) and streaming services (Amazon Prime, Apple TV+, Disney+, HBO Max, Hulu, Netflix, Paramount+, Peacock).   In 2021-22, the study tracked over 3,000 characters and more than 3,800 credits. Over the last 25 years -- from 1997-98 to 2021-22 – *Boxed In* has monitored over 53,000 characters and more than 66,000 credits.

Information on behind-the-scenes credits and on-screen portrayals was collected by viewing every episode in the sample one or more times in its entirety. The study considers the following behind-the-scenes credits: creators, directors, writers, producers, executive producers, editors, and directors of photography. Every character who was seen speaking at least one line was included in the study. The attributes of each character that were coded include: sex, race/ethnicity, age, prominence of character (major vs. minor), marital status, occupational status, goals, and roles. For the purposes of this study, major characters appear in more than one scene and are instrumental to the narrative of the story. The study also coded whether the characters were seen at work and actually working.

## *Findings for Broadcast Networks*

Females On Screen

<u>Representation</u>

In 2021-22, females comprised 45% (45.4%) of *all speaking characters* appearing on broadcast network programs. This represents no change from 2020-21 (see Figure 5). Males accounted for 55% (54.6%). There were no non-binary or transgender characters in the sample.

Figure 5.

Historical Comparison of Percentages of All Speaking Female Characters on Broadcast Network Programs
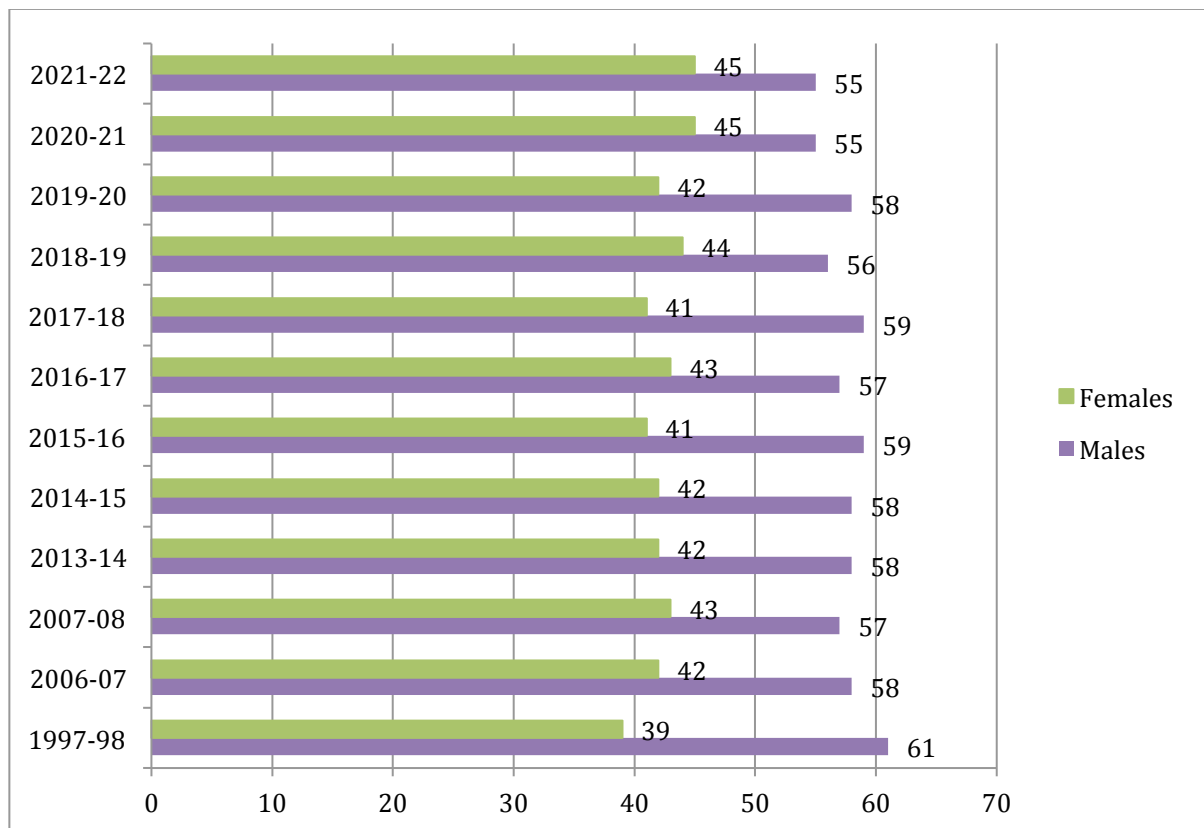
48% (47.8%) of *major characters* were female in 2021-22. This represents an increase of 3 percentage points from 45% in 2020-21, and a recent historic high (see Figure 6). For the purposes of this study, *major characters* appear in more than one scene and are instrumental to the narrative of the story. Males comprised 52% (52.2%) of major characters.

Figure 6.

Historical Comparison of Percentage of Major Female Characters on Broadcast Network Programs
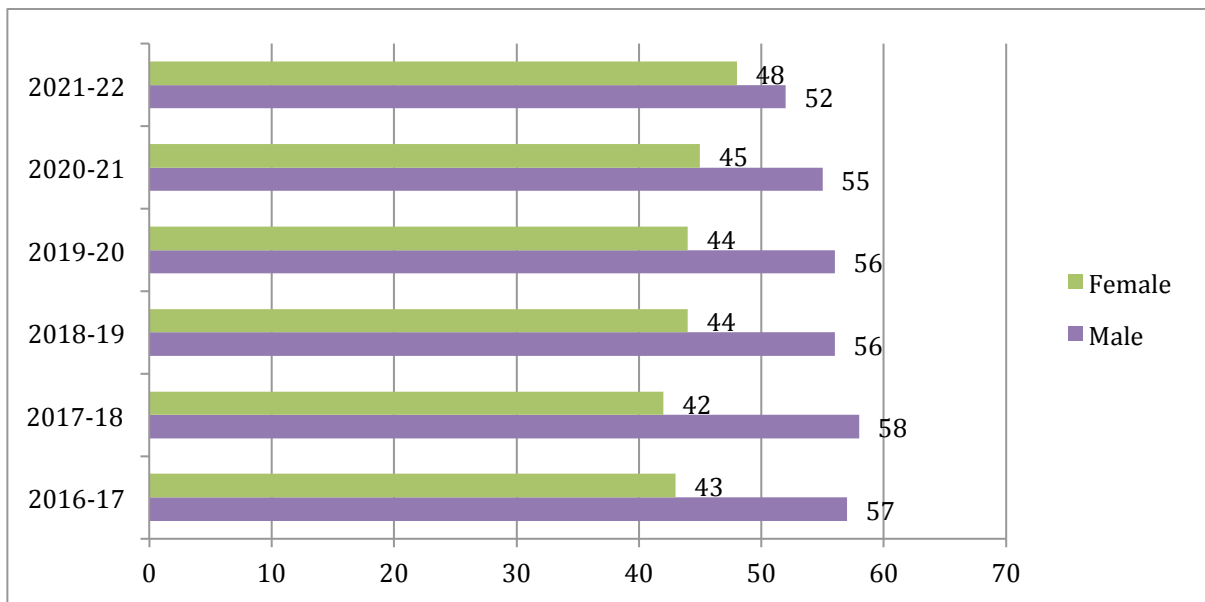
Race/Ethnicity

In 2021-22, 55% (55.1%) of all *female characters in speaking roles* were White (down 2 percentage points from 57% in 2020-21), 27% (27.2%) were Black (up 4 percentage points from 23% in 2020-21), 10% (10.1%) were Asian or Asian American (up 1 percentage point from 9% in 2020-21), 7% (6.5%) were Latina (down 1 percentage point from 8% in 2020-21)[2], 1% (0.5%) were MENA[3], less than 1% (0.3%) were multiracial/multiethnic, and less than 1% (0.3%) were Native American (see Figure 7).

Figure 7.

*Race/Ethnicity of Female Characters in Speaking Roles on Broadcast Network Programs*
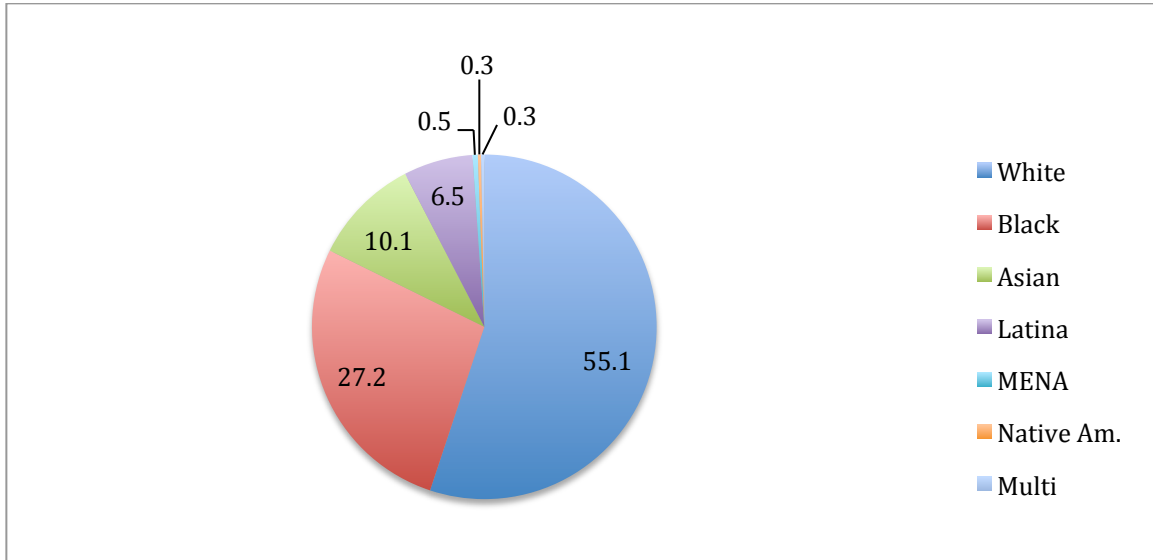
60% (59.5%) of *male characters in speaking roles* were White, 26% (25.6%) were Black, 8% (7.6%) were Asian or Asian American, 6% (5.5%) were Latino, 1% (0.6%) were MENA, 1% (0.5%) were multiracial/multiethnic, less than 1% (0.4%) were Native American, and less than 1% (0.2%) were of some other race or ethnicity.

54% (53.9%) of *major female characters* were White (down 4 percentage points from 58% in 2020-21), 28% (28.1%) were Black (up 6 percentage points from 22% in 2020-21), 10% (9.9%) were Asian or Asian American (up 2 percentage points from 8% in 2020-21), 7% (6.7%) were Latina (down 1 percentage point from 8% in 2020-21), 1% (0.8%) were MENA, less than 1% (0.4%) were Native American, and less than 1% (0.2%) were multiracial/multiethnic (see Figure 8).

Figure 8.

Race/Ethnicity of Major Female Characters on Broadcast Network Programs
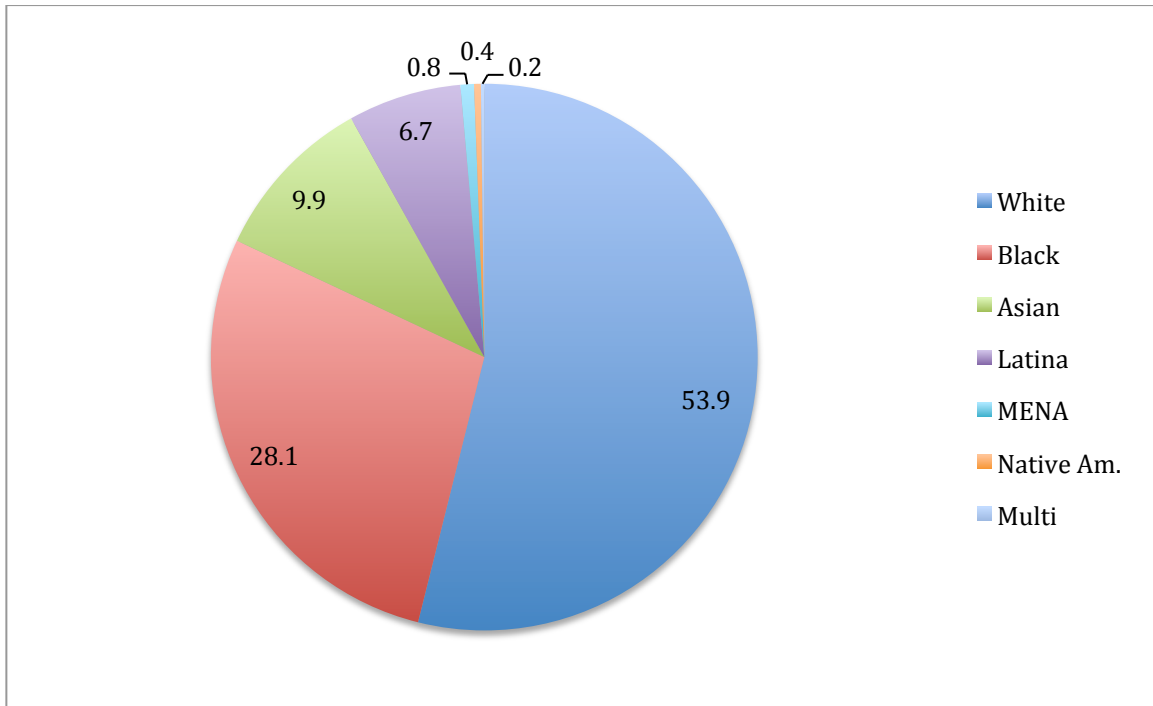
56% (56.2%) of *major male characters* were White, 28% (28.3%) were Black, 6% (5.6%) were Latino, 8% (8.3%) were Asian or Asian American, 1% (0.8%) were MENA, less than 1% (0.4%) were multiracial/multiethnic, and less than 1% (0.4%) were Native American.

Age

By age cohort, 12% (11.5%) of *females in speaking roles* were children or teens, 20% (20.3%) were in their 20s, 40% (40.3%) were in their 30s, 17% (16.9%) were in their 40s, 7% (6.8%) were in their 50s, and 4% (3.7%) were in their 60s or older.

For *male characters in speaking roles*, 9% (8.6%) were children or teens, 11% (11.1%) were in their 20s, 36% (35.7%) were in their 30s, 26% (25.8%) were in their 40s, 13% (12.6%) were in their 50s, and 6% (6.3%) were in their 60s or older.

Overall, female characters continue to be younger than their male counterparts. The majority of female characters were in their 20s and 30s (60%), whereas the majority of males were in their 30s and 40s (62%).

Female characters experienced a precipitous decline in numbers from their 30s (40%) to their 40s (17%). The percentage of male characters also declined, but it was not as dramatic (from 36% to 26%).

45% of male characters were 40 and older but only 28% of female characters were 40 and older. More male characters than female characters were 60 or older (6% vs. 4%).

The findings for *major characters* were similar. By age cohort, 9% (8.6%) of *major female characters* were children or teens, 24% (24.3%) were in their 20s, 42% (41.7%) were in their 30s, 15% (15.1%) were in their 40s, 8% (7.8%) were in their 50s, and 3% (2.5%) were 60 and older (see Figure 9).

Figure 9.

Comparison of Ages of Major Female and Male Characters on Broadcast Network Programs
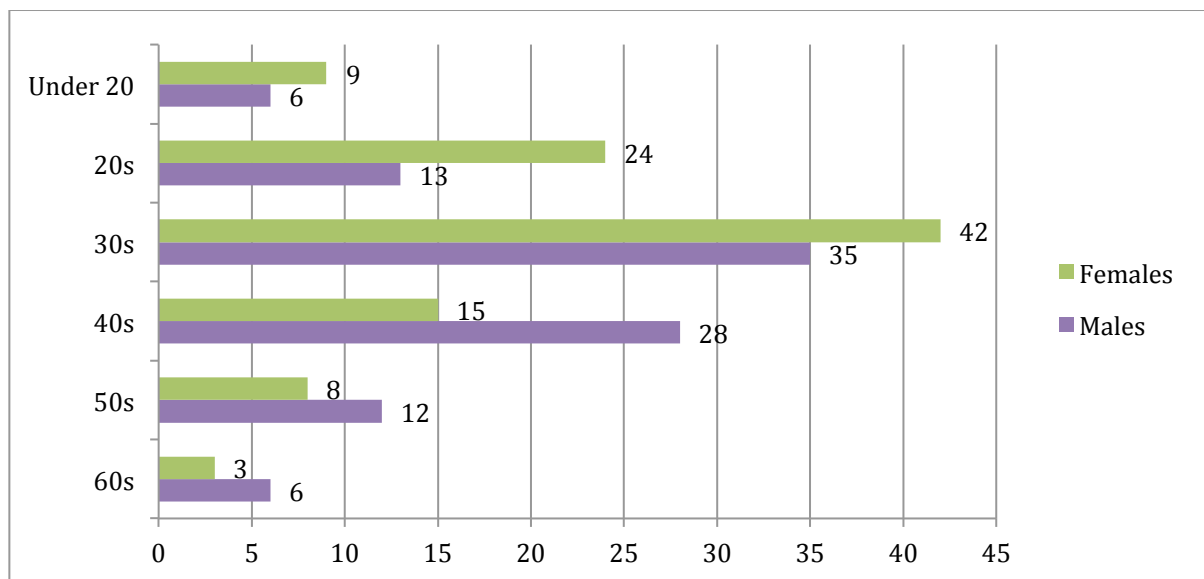
6% (6.1%) of *major male characters* were children or teens, 13% (13.1%) were in their 20s, 35% (34.7%) were in their 30s, 28% (27.6%) were in their 40s, 12% (12.3%) were in their 50s, and 6% (6.2%) were 60 or older.

Overall, the majority of major female characters were in their 20s and 30s (66%), and the majority of males were in their 30s and 40s (63%).

The percentage of major female characters dropped precipitously from their 30s to their 40s (42% to 15%). The percentage of male characters also dropped, but not as dramatically (35% to 28%).

There were twice as many *major male characters as female characters* 60 and older (6% vs. 3%).

Roles and Goals

Male characters were more likely than females to be seen at work, actually working (57% vs. 48%). Male characters were also more likely than females to be seen in a work role (58% vs. 42%). Finally, male characters were more likely than females to have work as their primary goal (60% vs. 41%).

Women Behind the Scenes

In 2021-22, women accounted for 31% (31.3%) of all creators, directors, writers, producers, executive producers, editors, and directors of photography working on broadcast network programs. This represents no change from 31% in 2020-21 (see Figure 10). Men comprised 69% (68.7%) of individuals in behind-the-scenes roles.

Figure 10.

Historical Comparison of Percentages of Women Working Behind the Scenes on Broadcast Network Programs
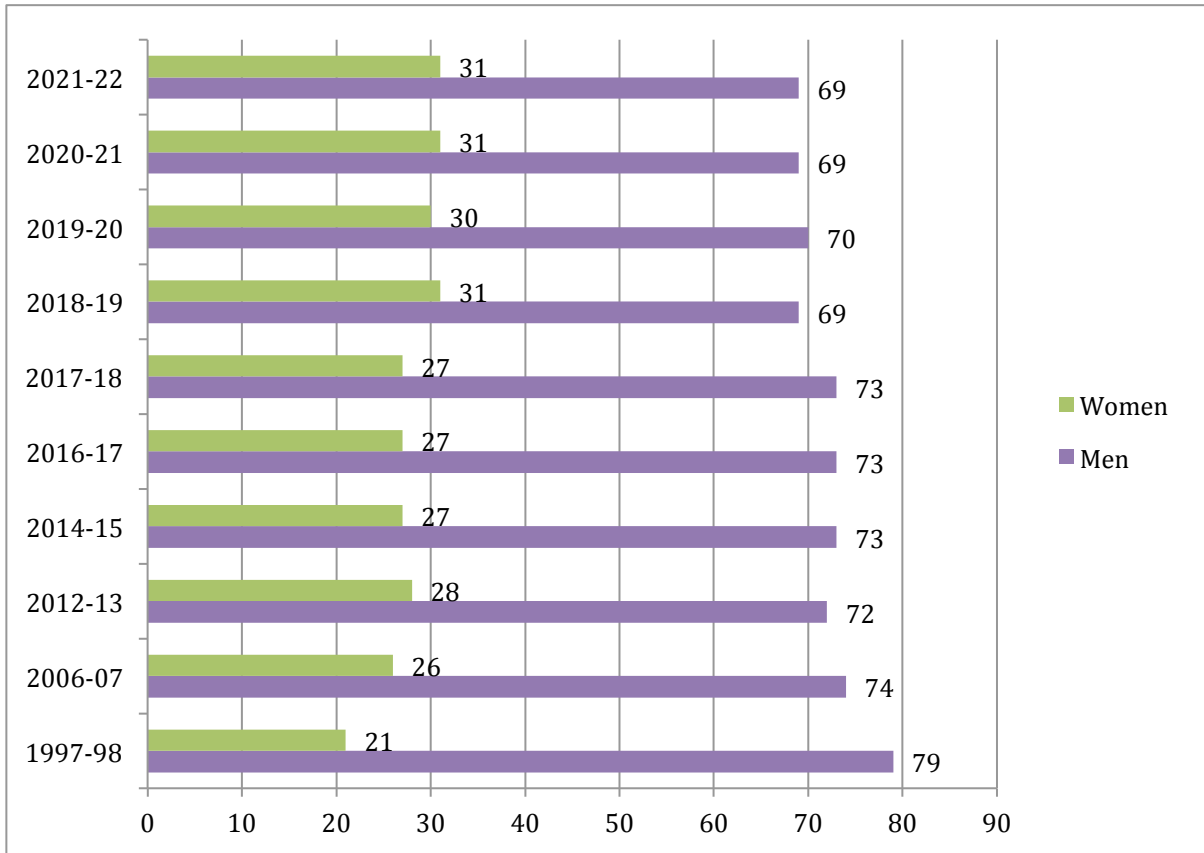
Overall, women fared best as producers (42%), followed by writers (36%), executive producers (29%), creators (29%), editors (23%), directors (18%), and directors of photography (16%) (see Figure 11).

In 2021-22, women comprised 29% (28.9%) of creators on broadcast network programs. This represents an increase of 7 percentage points from 22% in 2020-21. It also represents a recent historic high.

Figure 11.

Historical Comparison of Percentages of Behind-the-Scenes Women by Role on

Broadcast Network Programs
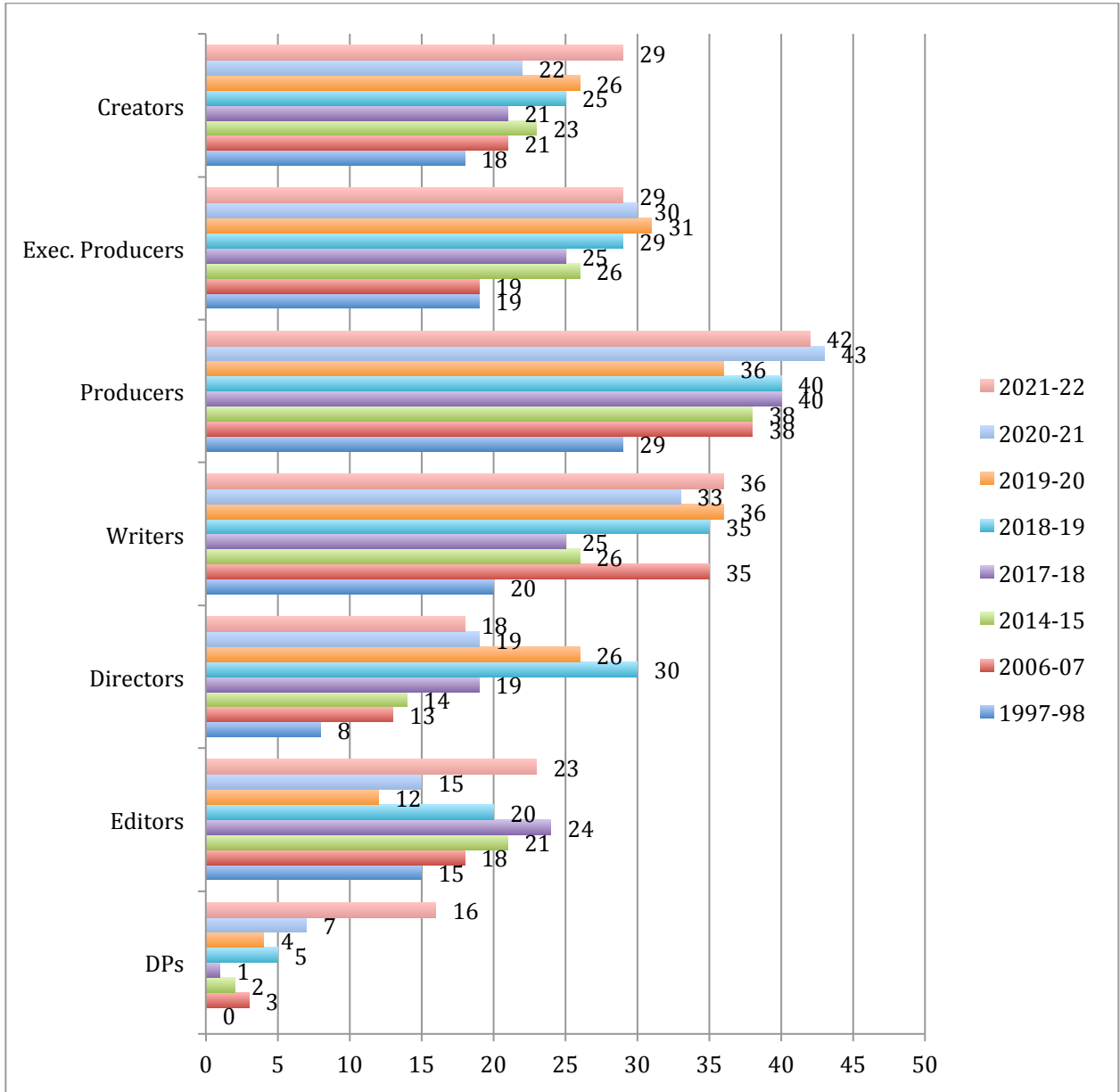
Women accounted for 29% (29.3%) of executive producers working on broadcast network programs. This represents a decline of 1 percentage point from 30% in 2020-21.

In 2021-22, women comprised 42% (41.7%) of producers working on broadcast network programs. This represents a decline of 1 percentage point from 43% in 2020-21.

Women accounted for 36% (36.0%) of writers working on broadcast network programs. This represents an increase of 3 percentage points from 33% in 2020-21.

Women comprised 18% (17.8%) of directors working on broadcast network programs last year. This represents a decrease of 1 percentage point from 19% in 2020-21.

In 2021-22, women accounted for 23% (23.0%) of editors working on broadcast network programs. This represents an increase of 8 percentage points from 15% in 2020-21.

Women accounted for 16% (16.2%) of directors of photography working on broadcast programs last year. This represents an increase of 9 percentage points from 7% in 2020-21, and a recent historic high.

In 2021-22, 95% (94.6%) of broadcast programs had no women directors of photography, 84% (83.8%) had no women directors, 75% (74.8%) had no women editors, 68% (67.6%) had no women creators, and 63% (63.1%) had no women writers.

Findings for Streaming Services

Females On Screen

<u>Representation</u>

In 2021-22, females accounted for 47% (46.8%) of *all speaking characters* on streaming programs. This represents an increase of 2 percentage points from 45% in 2020-21 (see Figure 12). Males comprised 53% (52.6%), nonbinary less than 1% (0.4%,) and transgender characters less than 1% (0.2%) of all speaking characters.

Figure 12.

Historical Comparison of Percentages of All Speaking Female Characters

on Streaming Programs
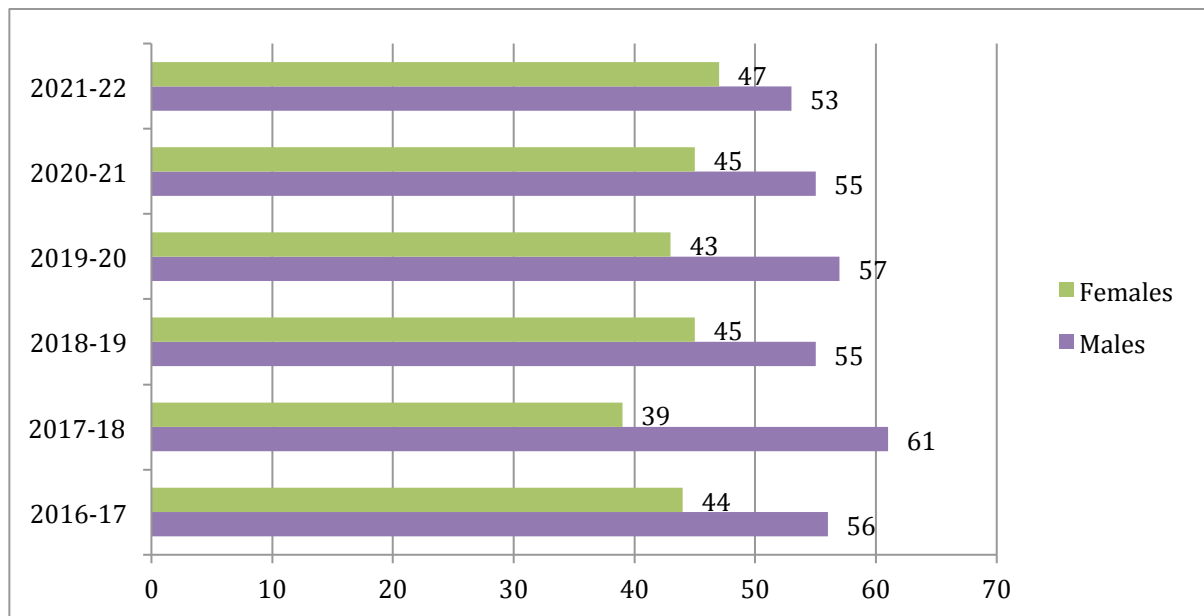
Females comprised 50% (50.2%) of *major characters* on streaming programs. This represents a decline of 2 percentage points from 52% in 2020-2021 (see Figure 13). Males accounted for 49% (49.1%), nonbinary characters for 1% (0.6%) and transgender characters for less than 1% (0.1%) of all major characters. For the purposes of this study, *major characters* appear in more than 1 scene and are instrumental to the narrative of the story.

Figure 13.

Historical Comparison of Percentages of All Major Female Characters on Streaming
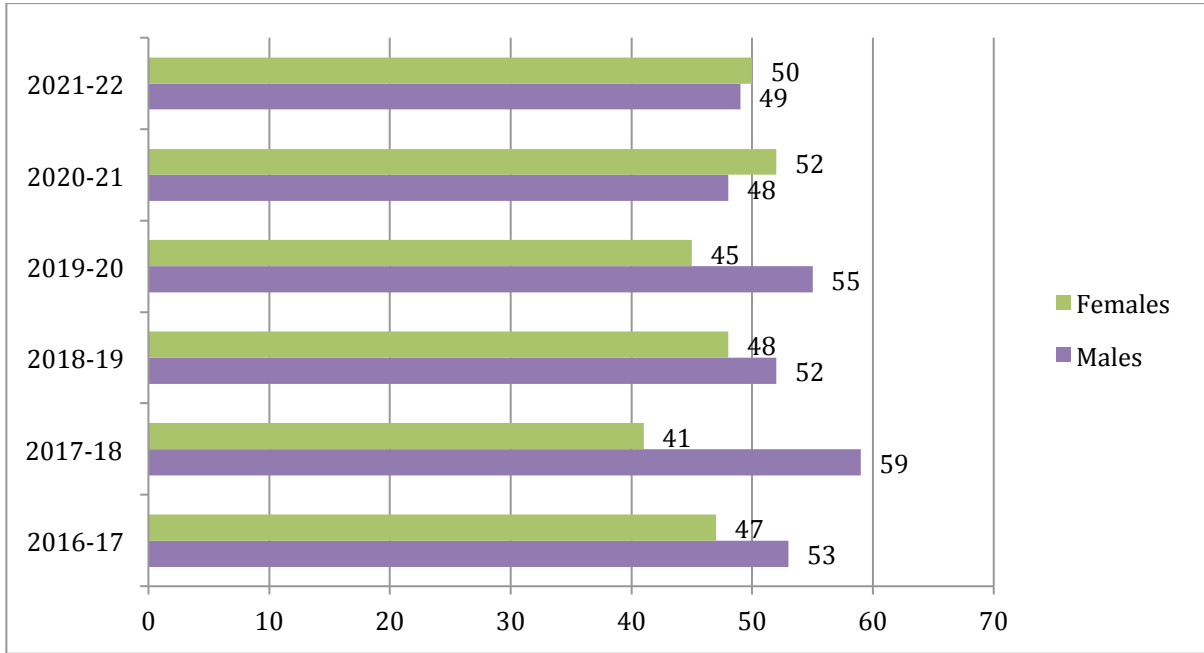
Programs

Race/Ethnicity

Regarding race and ethnicity on streaming programs, 59% (59.1%) of *females in speaking roles* were White (a decline of 2 percentage points from 61% in 2020-21), 21% (20.6%) were Black (an increase of 1 percentage point from 20% in 2020-21), 14% (14.2%) were Asian or Asian American (an increase of 3 percentage points from 11% in 2020-21), 4% (3.5%) were Latina (a decline of 2 percentage points from 6% in 2020-21), 1% (1.0%) were MENA, 1% (0.8%) were Native American, 1% (0.7%) were of some other race or ethnicity, and less than 1% (0.2%) were multiracial/multiethnic (see Figure 14).

Figure 14.

Comparison of Race/Ethnicity of Female Characters

in Speaking Roles on Streaming Programs
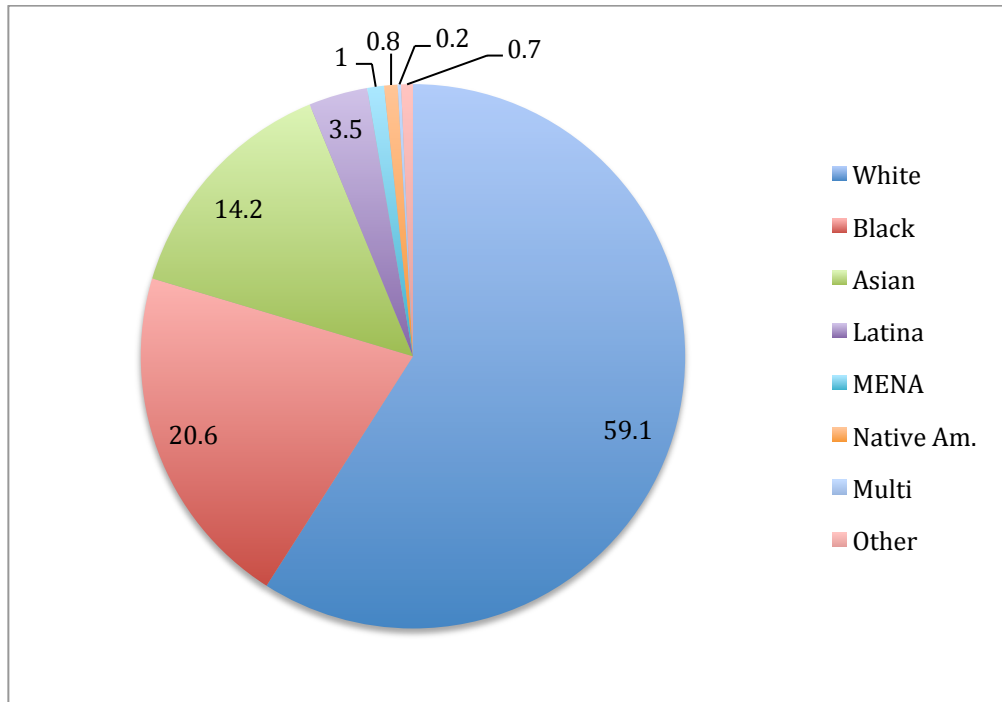
63% (62.6%) of *males in speaking roles* were White, 21% (20.5%) were Black, 5% (4.7%) were Latino, 8% (8.4%) were Asian or Asian American, 2% (1.8%) were of some other race or ethnicity, 1% (1.3%) were Native American, less than 1% (0.4%) were MENA, and less than 1% (0.3%) were multiracial/multiethnic.
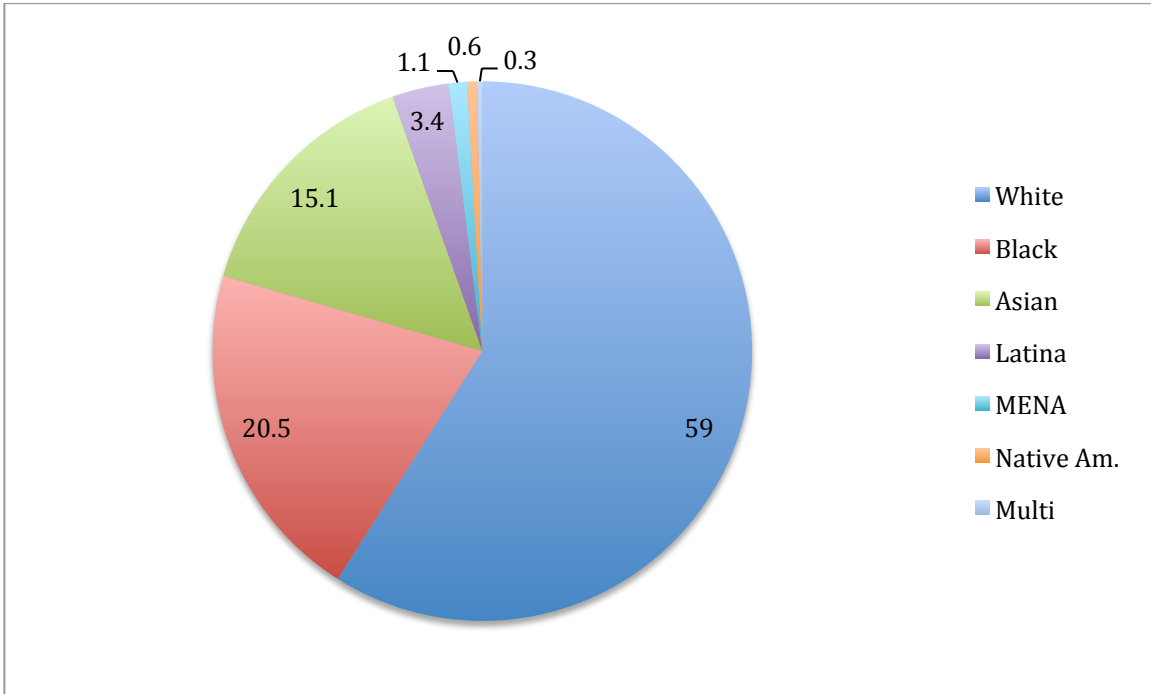
60% (60.0%) of *nonbinary characters in speaking roles* were White and 40% (40.0%) were Latinx. 50% (50.0%) of transgender characters were White and 50% (50.0%) were Asian or Asian American.

For *major characters only*, 59% (59.0%) of females were White (even with 59% in 2020-21), 21% (20.5%) were Black (down 1 percentage point from 22% in 2020-21), 15% (15.1%) were Asian or Asian American (up 4 percentage points from 11% in 2020-21), 3% (3.4%) were Latina (down 2 percentage points from 5% in

2020-21), 1% (1.1%) were MENA (even with 1% in 2020-21), 1% (0.6%) were Native American (even with 1% in 2020-21), and less than 1% (0.3%) were of some other race or ethnicity (see Figure 15).

Figure 15.

Comparison of Race/Ethnicity of Major Female Characters on Streaming Programs

For *major characters only*, 62% (62.0%) of male characters were White, 20% (20.0%) were Black, 8% (8.1%) were Asian or Asian American, 6% (5.8%) were Latino, 1% (1.4%) were Native American, 1% (0.9%) were MENA, 1% (1.4%) were of some other race or ethnicity, less than 1% (0.3%) were multiracial/multiethnic.

For *major characters only*, 50% (50.0%) of nonbinary characters were White and 50% (50.0%) were Latinx. 100% of transgender characters were White.

Age

By age cohort, 16% (15.7%) of *female characters in speaking roles* were children or teens, 22% (22.3%) were in their 20s, 34% (33.9%) were in their 30s,

15% (15.1%) were in their 40s, 10% (9.7%) were in their 50s, and 3% (3.3%) were in their 60s.

For *males in speaking roles*, 16% (15.6%) were children or teens, 13% (12.7%) were in their 20s, 30% (30.4%) were in their 30s, 25% (24.8%) were in their 40s, 11% (10.9%) were in their 50s, and 6% (5.5%) were in their 60s.

20% (20.0%) of nonbinary characters were in their 20s, 60% (60.0%) were in their 30s, and 20% (20.0%) were in their 40s. 100% of transgender characters were in their 20s.
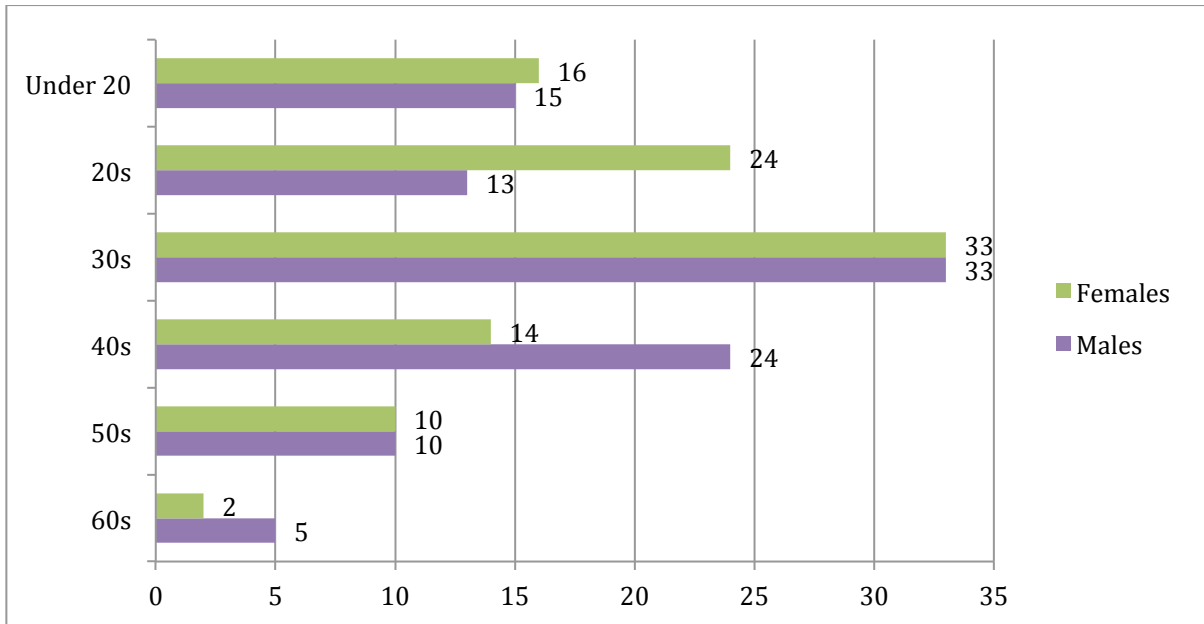
Overall, 28% of female characters but 42% of male characters in speaking roles were 40 or older. Streaming programs featured twice as many male characters as female characters 60 or older (6% vs. 3%).

For *major characters* only, 16% (16.0%) of females were children or teens, 24% (24.4%) were in their 20s, 33% (32.7%) were in their 30s, 14% (14.3%) were in their 40s, 10% (10.3%) were in their 50s, and 2% (2.3%) were 60 and older.

For *major characters* only, 15% (15.0%) of males were children or teens, 13% (12.6%) were in their 20s, 33% (33.4%) were in their 30s, 24% (23.8%) were in their 40s, 10% (10.0%) were in their 50s, and 5% (5.3%) were in their 60s (see Figure 16).

Figure 16.

Comparison of Ages of Major Female and Male Characters on Streaming Programs

For *major characters only*, 25% (25.0%) of nonbinary characters were in their 20s, 50% (50.0%) were in their 30s, and 25% (25.0%) were in their 40s. 100% (100.0%) of transgender characters were in their 20s.

Overall, 27% of *major female characters* but 39% of *major male characters* were 40 and older. Streaming programs featured more major male characters than female characters 60 or older (5% vs. 2%).

Roles and Goals

Viewers were more likely to see male characters at work, actually working than female characters (55% vs. 45%). In addition, male characters were more likely than female characters to have work as their primary goal (55% vs. 45%). Finally, viewers were more likely to see male characters in a work role than female characters (59% vs. 41%).

Women Behind the Scenes

Women comprised 37% (36.7%) of creators, directors, writers, producers, executive producers, editors, and directors of photography working on streaming programs in 2021-22. This represents an increase of 4 percentage points from 33% in 2020-21, and a recent historic high (see Figure 17). Men accounted for 63% (63.3%) of those working in the behind-the-scenes roles considered.

Figure 17.

Historical Comparison of Percentages of Women Working Behind the Scenes on Streaming Programs
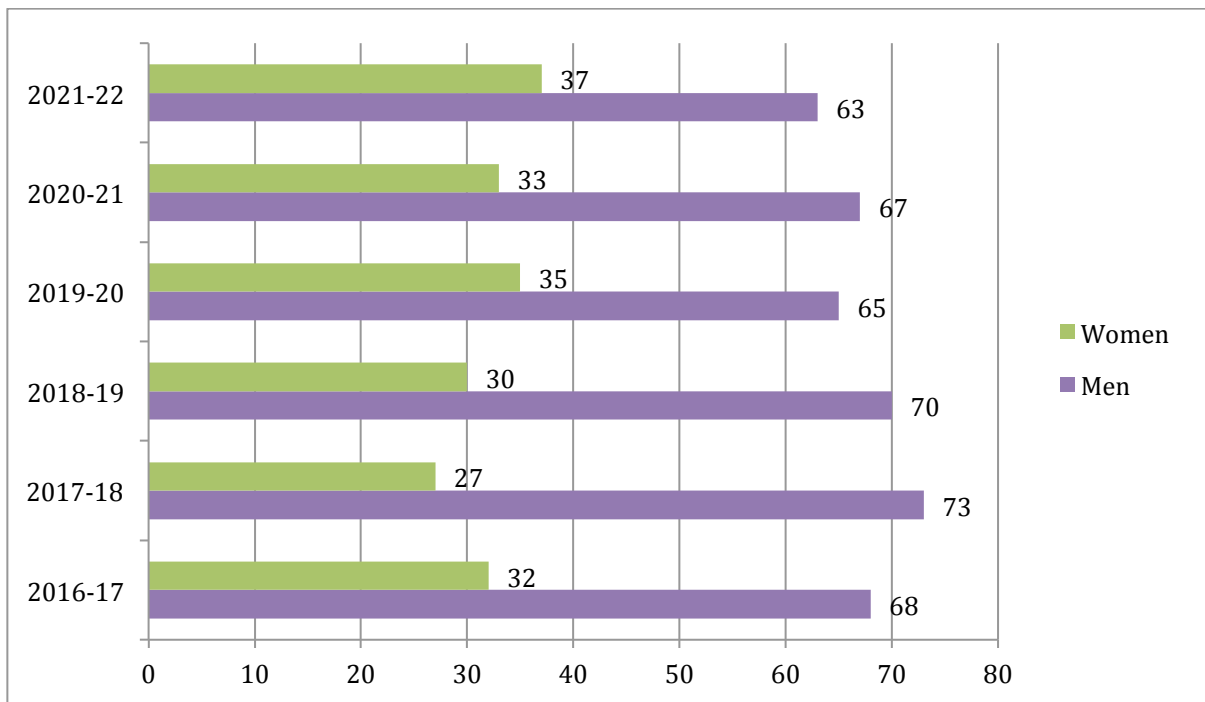
Women fared best as producers (47%), followed by executive producers (38%), writers (30%), creators (30%), directors (29%), editors (22%), and directors of photography (11%) (see Figure 18).

Figure 18.

Historical Comparison of Percentages of Women Working in Key Behind-the-Scenes Roles on Streaming Programs
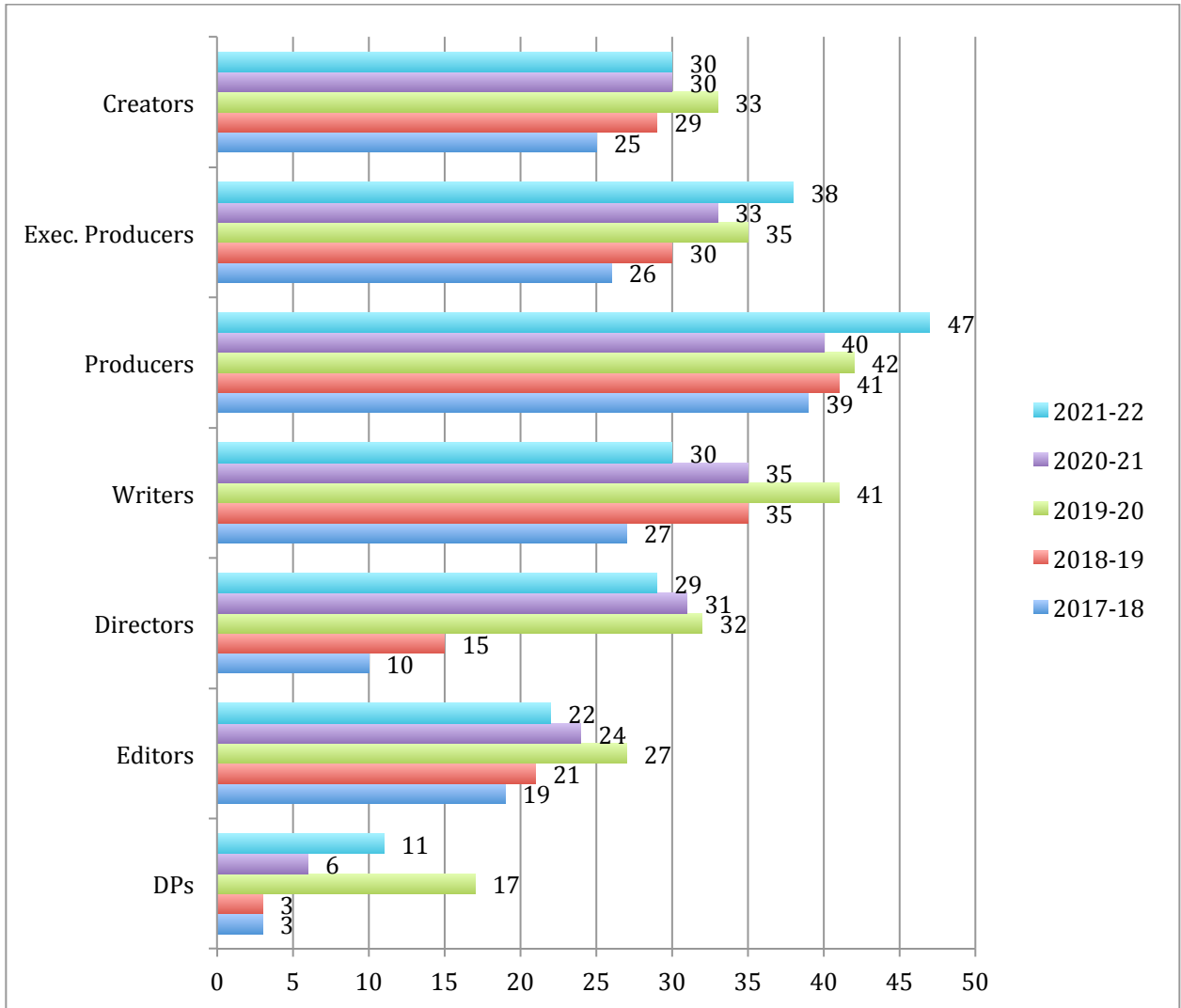
Women comprised 30% (30.4%) of creators working on streaming programs in 2021-22. This represents no change from 2020-21.

Women accounted for 38% (38.1%) of executive producers working on streaming programs in 2021-22. This represents an increase of 5 percentage points from 33% in 2020-21, and a recent historic high.

Women comprised 47% (46.8%) of producers working on streaming programs in 2021-22, an increase of 7 percentage points from 40% in 2020-21, and a recent historic high.

Women accounted for 30% (30.2%) of writers working on streaming programs in 2021-22, a decline of 5 percentage points from 35% in 2020-21.

Women comprised 29% (29.4%) of directors working on streaming programs in 2021-22, a decline of 2 percentage points from 31% in 2020-21.

Women accounted for 22% (21.5%) of editors working on streaming programs in 2021-22, a decline of 2 percentage points from 24% in 2020-21.

Women comprised 11% (11.2%) of directors of photography working on streaming programs in 2021-22, an increase of 5 percentage points from 6% in 2020-21.

89% (88.6%) of streaming programs had no women directors of photography, 75% (75.0%) had no women creators, 74% (73.9%) had no women directors, 69% (69.3%) had no women editors, and 67% (67.0%) had no women writers.

## *Findings for Broadcast Networks and Streaming Services*

Females On Screen

<u>Representation</u>

In 2021-22, females accounted for 46% (46.1%) of *all speaking characters* on broadcast network and streaming programs. This represents an increase of 1 percentage point from 45% in 2020-2021. Males comprised 54% (53.7%), non-binary characters less than 1% (0.2%), and transgender characters less than 1% (0.1%) of speaking characters (see Figure 19).

Figure 19.

Gender of All Speaking Characters on Broadcast and Streaming Programs
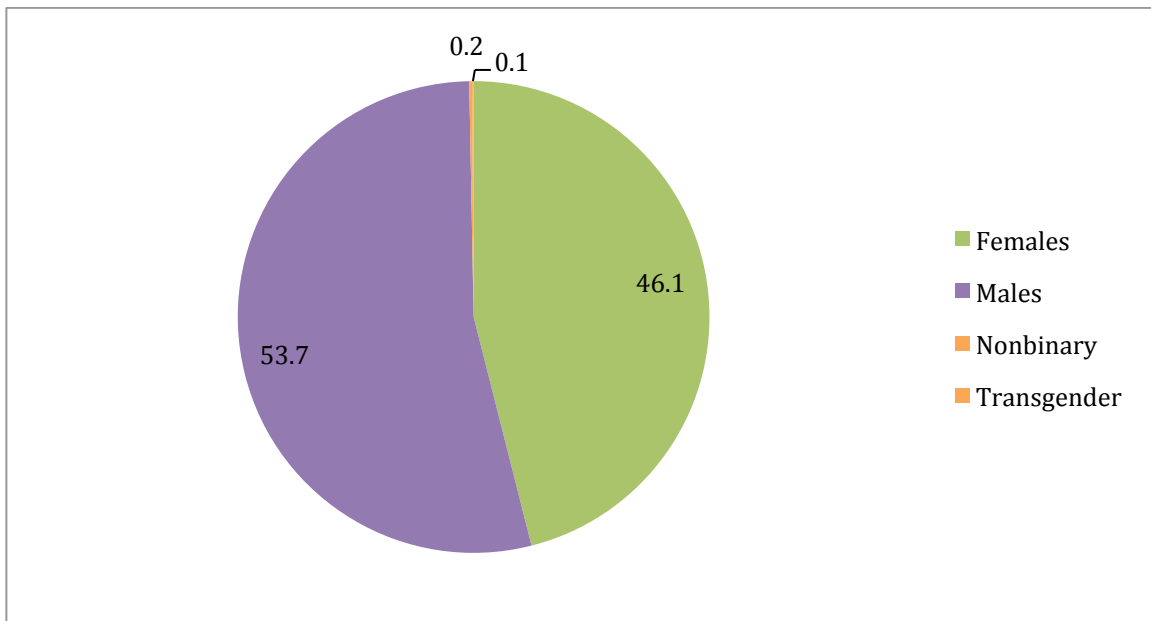
Females accounted for 49% (48.9%) of *major characters* on broadcast network and streaming programs. This represents an increase of 2 percentage points from 47% in 2020-21. For the purposes of this study, major characters appear in more than 1 scene and are instrumental to the narrative of the story. Males comprised 51% (50.8%), nonbinary less than 1% (0.2%), and transgender characters less than 1% (0.1%) of major characters (see Figure 20).
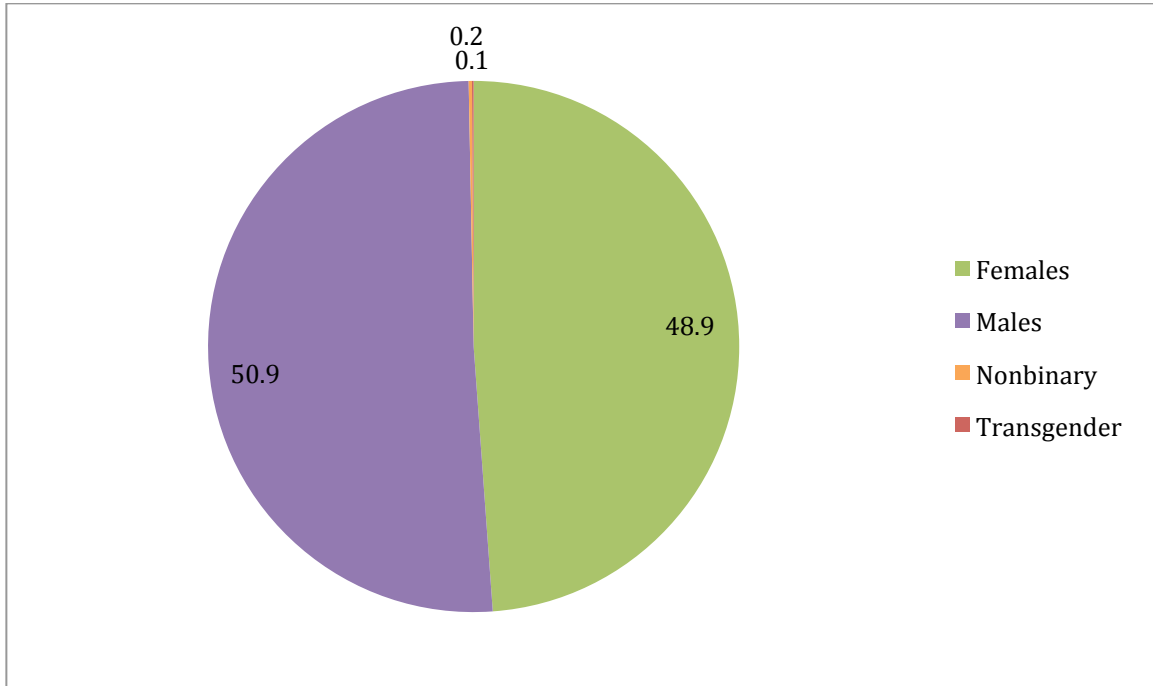
Race and Ethnicity

Regarding the race and ethnicity of female characters in *speaking roles*, 57% (56.9%) of females were White (down 1 percentage point from 58% in 2020-21), 24% (24.3%) were Black (up 2 percentage points from 22% in 2020-21), 12% (11.9%) were Asian or Asian American (up 2 percentage points from 10% in 2020-21), 5% (5.2%) were Latina (down 2 percentage points from 7% in 2020-21), 1% (0.7%) were MENA, 1% (0.5%) were Native American, 1% (0.5%) were of some other race or ethnicity, less than 1% (0.2%) were multiracial/multiethnic (see Figure 21).

Figure 21.

Race/Ethnicity of Female Characters in Speaking Roles

*on Broadcast and Streaming Programs*
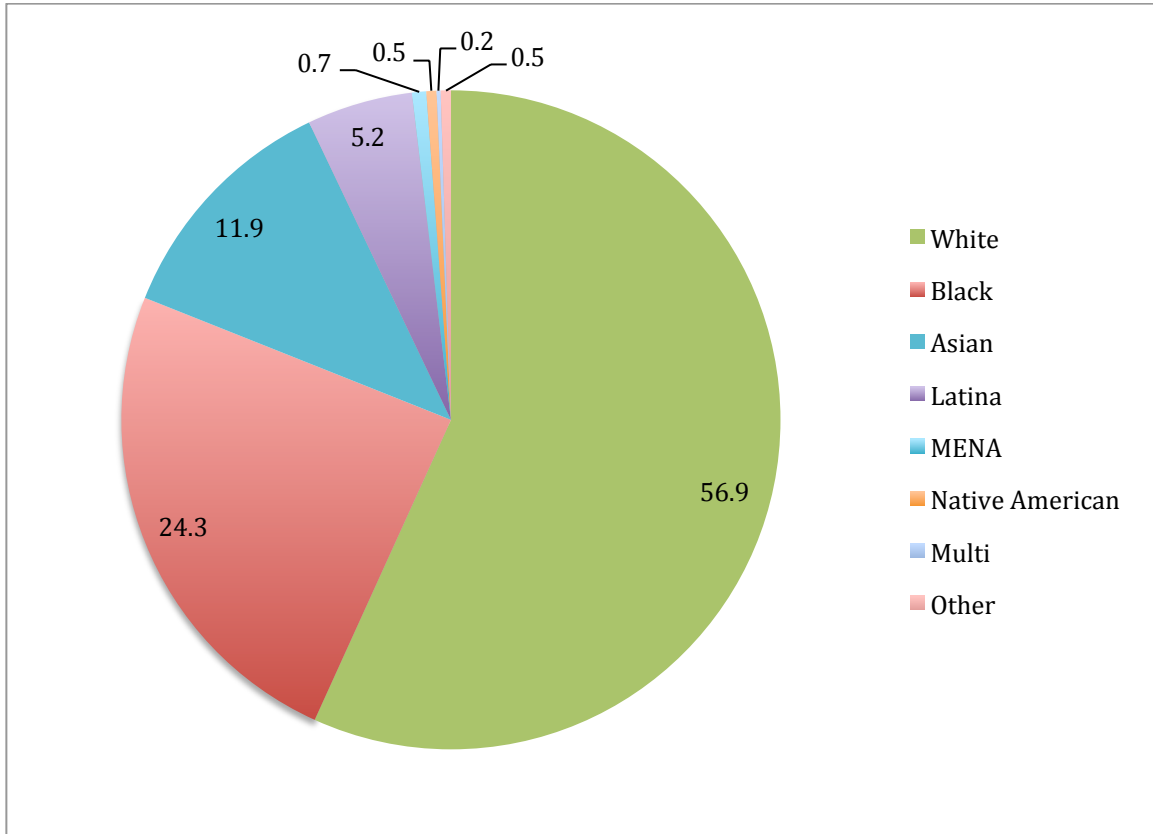
For *male characters in speaking roles*, 61% (60.8%) were White, 24% (23.5%) were Black, 8% (7.9%) were Asian or Asian American, 5% (5.1%) were Latino, 1% (0.9%) were of some other race or ethnicity, 1% (0.8%) were Native American, 1% (0.6%) were MENA, and less than 1% (0.4%) were multiracial/multiethnic.

For *nonbinary characters in speaking roles*, 60% (60.0%) were White, and 40% (40.0%) were Latinx. For transgender characters, 50% (50.0%) were White and 50% (50.0%) were Asian or Asian American.

In *major roles* only, 56% (56.0%) of females were White (down 3 percentage points from 59% in 2020-21), 25% (24.9%) were Black (up 3 percentage points from 22% in 2020-21), 12% (12.1%) were Asian or Asian American (up 1 percentage point from 11% in 2020-21), 5% (5.3%) were Latina (even with 5% in 2020-21), 1% (1.0%) were MENA (even with 1% in 2020-21), 1% (0.5%) were Native American (even with 1% in 2020-21), less than 1% (0.1%) were multiracial/multiethnic, and less than 1% (0.1%) were of some other race or ethnicity (see Figure 22).

Figure 22.

Race/Ethnicity of Female Characters in Major Roles

on Broadcast and Streaming Programs
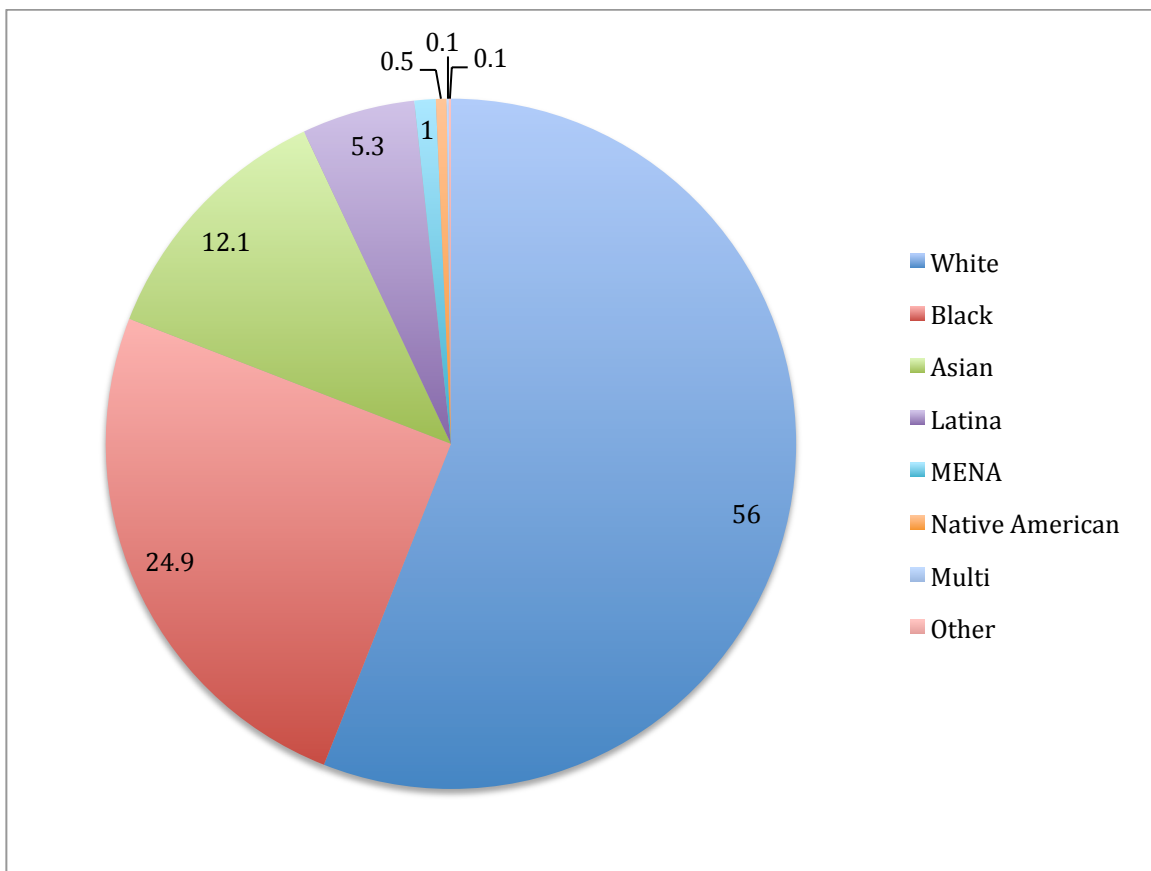
In *major roles* only, 58% (58.4%) of males were White, 25% (25.0%) were Black, 8% (8.2%) were Asian or Asian American, 6% (5.7%) were Latino, 1% (0.8%)

were MENA, 1% (0.8%) were Native American, 1% (0.7%) were of some other race or ethnicity, and less than 1% (0.3%) were multiracial/multiethnic.

In *major roles* only, 50% (50.0%) of nonbinary characters were White, and 50% (50.0%) were Latinx. 100% (100.0%) of transgender characters were White.

Age

By age cohort, 13% (13.3%) of *all females in speaking roles* were children or teens, 21% (21.1%) were in their 20s, 38% (37.8%) were in their 30s, 16% (16.1%) were in their 40s, 8% (8.0%) were in their 50s, and 4% (3.5%) were 60 or older.

12% (11.6%) of *all males in speaking roles* were children or teens, 12% (11.7%) were in their 20s, 34% (33.5%) were in their 30s, 25% (25.3%) were in their 40s, 12% (11.9%) were in their 50s, and 6% (6.0%) were in their 60s or older.

20% (20.0%) of *all nonbinary characters in speaking roles* were in their 20s, 60% (60.0%) were in their 30s, and 20% (20.0%) were in their 40s. 100% (100.0%) of transgender characters were in their 20s.

Overall, female characters in speaking roles were younger than males. The majority of female characters were in their 20s and 30s (59%), whereas the majority of male characters were in their 30s and 40s (59%).

Female characters experienced a precipitous decline from their 30s to their 40s. 38% of females were in their 30s but 16% were in their 40s.

More male characters than females were 60 or older (6% vs. 4%).

For *major roles* only, 12% (11.7%) of females were children or teens, 24% (24.3%) were in their 20s, 38% (37.9%) were in their 30s, 15% (14.8%) were in their 40s, 9% (8.8%) were in their 50s, and 2% (2.4%) were 60 or older (see Figure 23).

Figure 23.

Comparison of Ages of Major Female and Male Characters on Broadcast and Streaming Programs
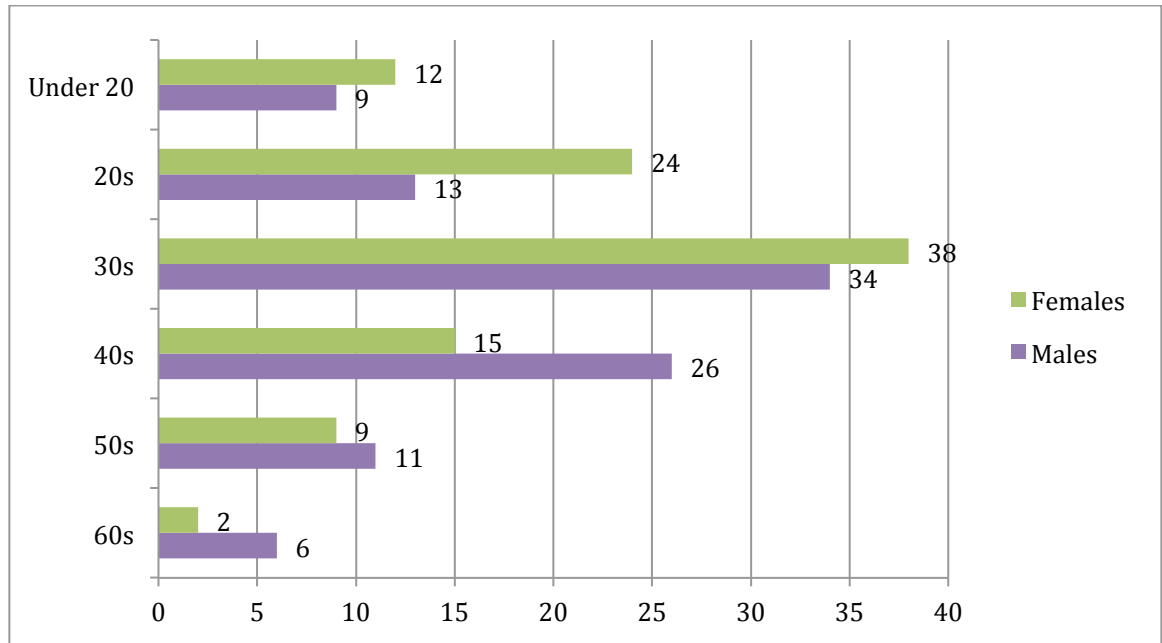
For *major roles* only, 9% (9.4%) of males were children or teens, 13% (12.9%) were in their 20s, 34% (34.3%) were in their 30s, 26% (26.2%) were in their 40s, 11% (11.4%) were in their 50s, and 6% (5.8%) were 60 or older.

For *major roles* only, 25% (25.0%) of all nonbinary characters were in their 20s, 50% (50.0%) were in their 30s, and 25% (25.0%) were in their 40s. 100% (100.0%) of transgender characters were in their 20s.

Overall, the majority of *major female characters* were in their 20s and 30s (62%) while the majority of *major male characters* were in their 30s and 40s (60%). The percentage of major female characters dropped precipitously from their 30s (38%) to their 40s (15%).

26% of *major female characters* but 43% of *major male characters* were 40 and older. Three times as many *major male characters* as *major female characters* were 60 and older (6% vs. 2%).

<u>Roles and Goals</u>

Viewers were more likely to see male characters at work, actually working, than female characters (57% vs. 43%).   In addition, male characters were more likely than female characters to have a work-related primary goal (58% vs. 42%). Finally, viewers were more likely to see male characters in work-related roles than female characters (58% vs. 42%).

Women Behind the Scenes

Overall, women comprised 34% (33.8%) of creators, directors, writers, executive producers, producers, editors, and directors of photography working on broadcast network and streaming programs in 2021-22. This represents an increase of 2 percentage points from 32% in 2020-21. Men accounted for 66% (66.2%) of those working in behind-the-scenes roles.

Programs on broadcast and streaming platforms employed relatively low numbers of women in the key behind-the-scenes roles considered. 45% of programs employed 0 to 5 women but 9% men. 41% of programs employed 6 to 10 women and 24% men. 14% employed 11 or more women but 67% men.

When considering broadcast and streaming programs, women fared best as producers (44%), followed by writers (33%), executive producers (33%), creators (30%), directors (23%), editors (22%), and directors of photography (14%) (see Figure 24).

Figure 24.

Percentages of Women and Men by Behind-the-Scenes Role

on Broadcast and Streaming Programs
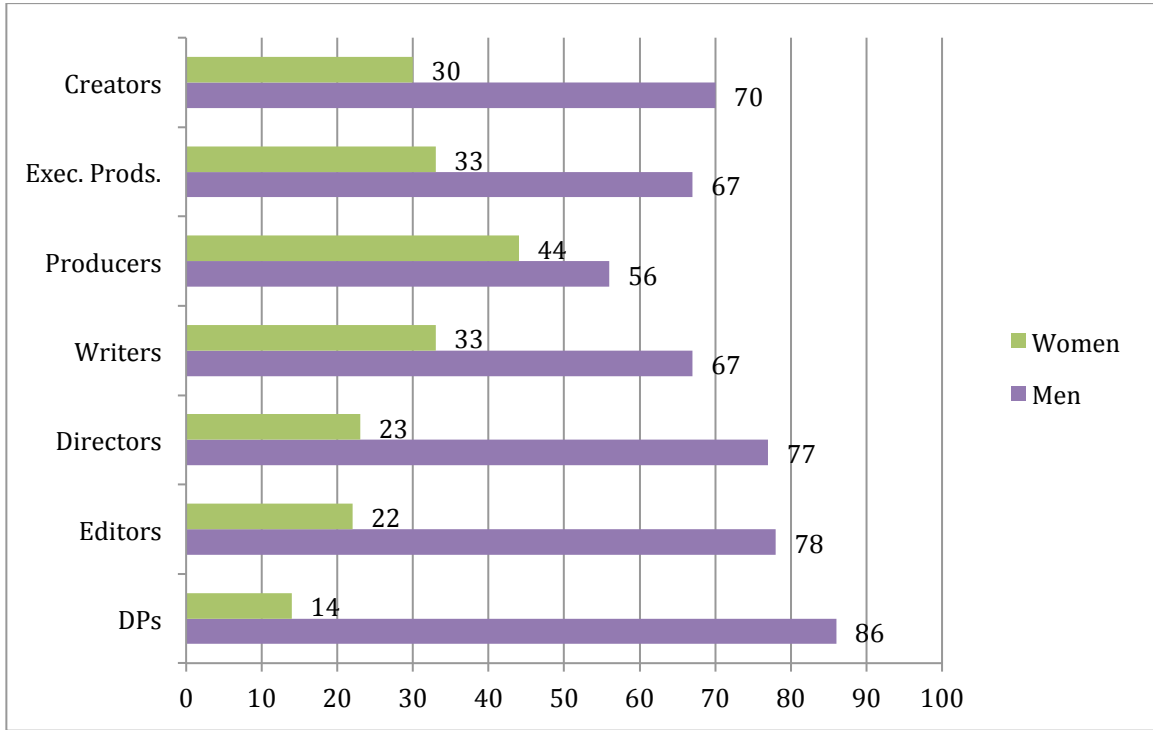
Women comprised 30% (29.5%) of creators working on all of the programs considered in 2021-22. This represents an increase of 5 percentage points from 25% in 2020-21.

Women accounted for 33% (33.3%) of executive producers working on all of the programs considered. This represents an increase of 2 percentage points from 31% in 2020-21.

Women comprised 44% (44.2%) of producers working on all of the programs considered in 2021-22. This represents an increase of 2 percentage points from 42% in 2020-21.

Women accounted for 33% (33.3%) of writers working on all of the programs considered. This represents a decline of 1 percentage point from 34% in 2020-21.

Women comprised 23% (22.9%) of directors working on all of the programs considered in 2021-22. This represents a decline of 1 percentage point from 24% in 2020-21.

Women comprised 22% (22.4%) of editors working on all of the programs considered. This represents an increase of 3 percentage points from 19% in 2020-21.

Women made up 14% (13.7%) of directors of photography working on all of the programs considered in 2021-22. This represents an increase of 7 percentage points from 7% in 2020-21.

When comparing the employment of women on shows by platform, streaming programs employed higher percentages of women than broadcast network programs in the following roles: creators (30% streaming, 29% broadcast), directors (29% streaming, 18% broadcast), producers (47% streaming, 42% broadcast), and executive producers (38% streaming, 29% broadcast). However, broadcast programs employed more women than streaming in the following roles: writers (36% broadcast, 30% streaming), editors (23% broadcast, 22% streaming), and directors or photography (16% broadcast, 11% streaming) (see Figure 25).

In 2021-22, 92% (92.0%) of broadcast and streaming programs had no women directors of photography, 79% (79.4%) had no women directors, 72% (72.4%) had no women editors, 71% (70.9%) had no women creators, and 65% (64.8%) had no women writers.

Figure 25.

Comparison of Percentages of Behind-the-Scenes Women by Role

on Broadcast and Streaming Programs
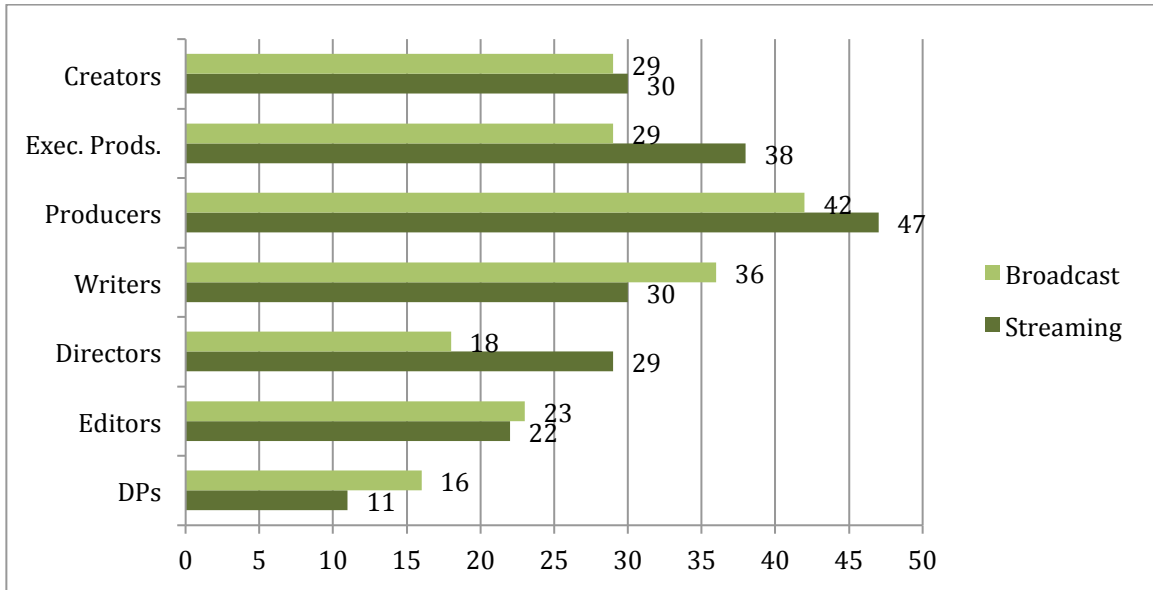
Important Relationships

Broadcast and streaming programs with at least 1 woman *creator* employed higher percentages of women as directors and writers.

On programs with at least 1 woman creator, women comprised 33% of directors. On programs with exclusively male creators, women accounted for 18% of directors.

On programs with at least 1 woman creator, women made up 49% of writers. On programs with exclusively male creators, women accounted for 24% of writers.

Endnotes

[1]Bauder, David, and Lynn Elber. (May 20, 2022). Broadcast TV's reduced role made clear in fall presentations. *AP News.* https://apnews.com/article/entertainment-technology-new-york-broadcast-television-eea5fb2b2e54bf5695acf62c99f5de13.

[2]Latina characters are of Latin American descent and do not include Spaniards.

[3]MENA or Middle Eastern/North African characters are from the following countries: Algeria, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United Arab Emirates, and Yemen.