

Boxed In:

***Women On Screen and Behind the Scenes on
Broadcast and Streaming Television in 2024-25***

by Dr. Martha M. Lauzen

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In 2024-25, the percentages of women working as creators and directors on original U.S. programs on the streaming services rebounded, as did the percentage of major female characters appearing on those programs.

The number of women creators on streaming programs shot up 9 percentage points from 27% in 2023-24 to 36% in 2024-25, a historic high. In contrast, the percentage of women creators on broadcast programs remained stagnant at 20%.

In addition, the percentage of directors working on streaming programs rose from 23% in 2023-24 to 32% in 2024-25, almost double that working on broadcast programs (18%). In fact, more women worked on streaming than broadcast programs in all of the behind-the-scenes roles considered, including as writers (34% streaming, 27% broadcast), editors (33% streaming, 17% broadcast), and directors of photography (10% streaming, 3% broadcast).

Further, the percentage of major female characters featured on streaming programs rebounded last year, rising from 44% in 2023-24 to 49% in 2024-25. On broadcast network programs, their numbers increased from 45% in 2023-24 to 47% in 2024-25.

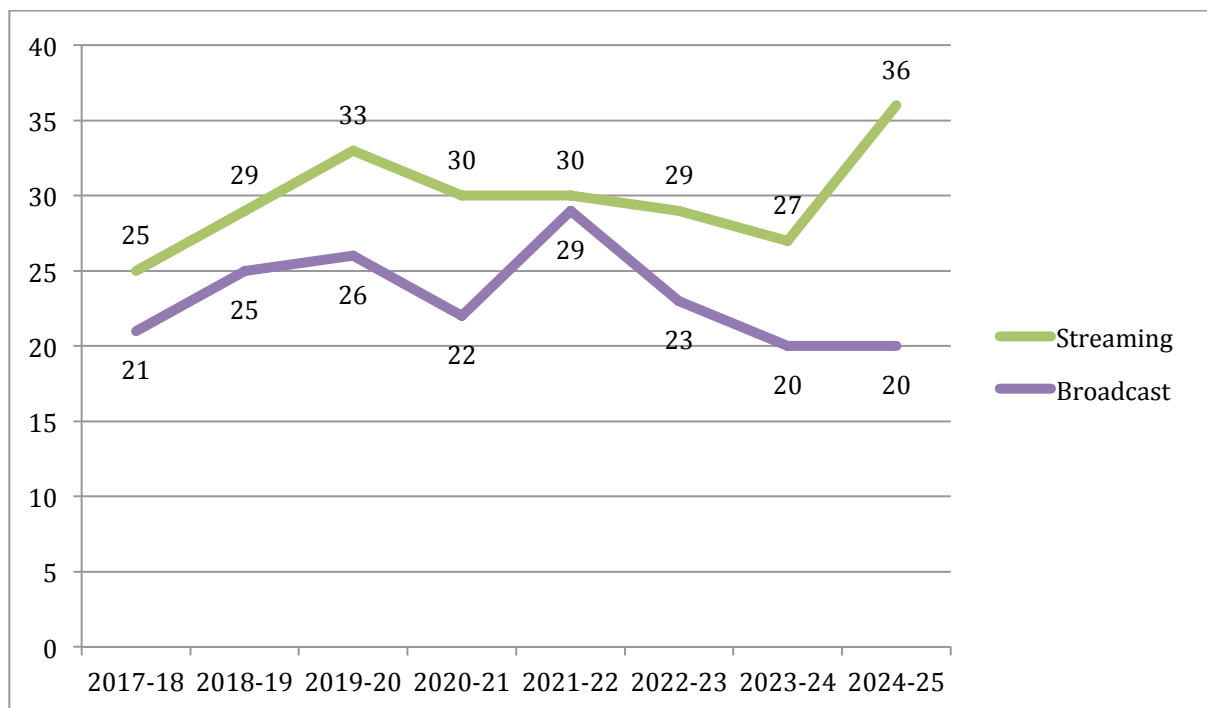
Since 1997, this report has tracked the representation and employment of women in television. The *Boxed In* project provides the longest-running historical record of women's employment in television available. This latest edition considers how women fared in original U.S. programming offered by broadcasters and streaming services in 2024-25.

Key Findings

•**The gulf between the percentages of women creators working on streaming and broadcast programs widened in 2024-25.** After two years of decline on both platforms, the percentage of women creators on streaming programs rebounded in 2024-25, rising from 27% in 2023-24 to 36% in 2024-25, a historic high. In contrast, the percentage of women creators on broadcast programs remained stagnant at 20% (see Figure 1).

Figure 1.

Comparison of Creators on Broadcast and Streaming Programs



•**When both broadcast and streaming platforms are considered, women accounted for 27% of creators in 2024-25, up 4 percentage points from 23% in 2023-24.** This increase is due to the rise in women creators of streaming programs.

•**Programs with at least 1 female creator employed dramatically higher numbers of women working as directors, writers and editors than programs with exclusively male creators.** On programs with at least one female creator, women comprised 42% of directors, 62% of writers, and 32% of editors. On programs with exclusively male creators, women accounted for 20% of directors, 20% of writers, and 20% of editors. Note that the percentage of women who direct more than doubled when a program has a woman creator. The percentage of women writers more than tripled.

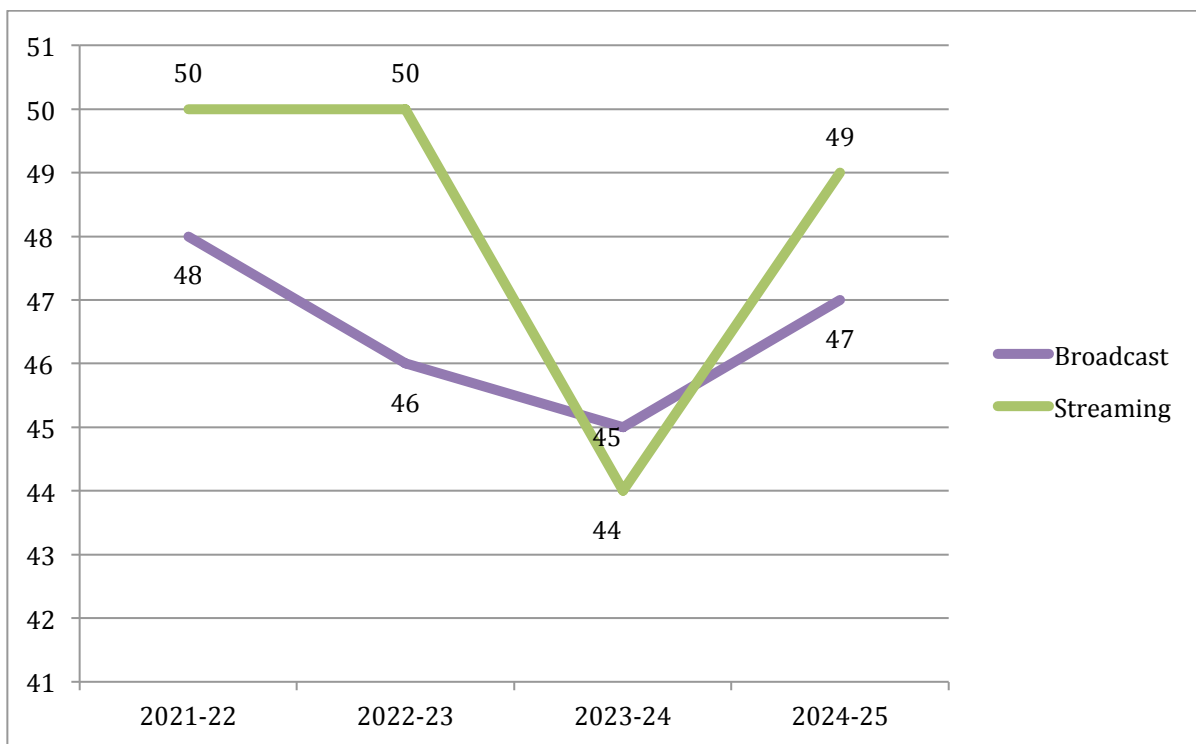
•**In 2024-25, the percentage of female characters in *speaking roles* (broadcast and streaming) rebounded.** Females accounted for 46% of speaking characters, up 3 percentage points from 43% in 2023-24.

•**In 2024-25, the percentage of female characters in *major roles* (broadcast and streaming) rebounded.** Females comprised 48% of major characters, up three percentage points from 45% in 2023-24.

•**In 2024-25, the percentage of *major female characters* on original streaming programs rose from 44% in 2023-24 to 49% in 2024-25.** The percentage of major female characters on broadcast programs increased from 45% in 2023-24 to 47% in 2024-25 (see Figure 2).

Figure 2.

Comparison of Percentages of Major Female Characters in Original Broadcast and Streaming Programs



•In 2024-25, *female characters in speaking roles and major roles* featured on original broadcast and streaming programs were substantially younger than their male counterparts. The majority of female characters were in their 20s and 30s, whereas the majority of male characters were in their 30s and 40s.

•Original programs on broadcast networks and streaming services featured slightly more than twice as many male characters 60 and over in major roles than female characters (9% vs. 4%).

•Regardless of platform, *major female characters* experienced a steep decline in numbers as they age from their 30s into their 40s. On broadcast and streaming programs, 41% of females were in their 30s but 16% were in their 40s.

In contrast, the percentage of male characters increased slightly from their 30s (29%) to their 40s (32%).

•The percentages of characters of color in speaking roles on broadcast and streaming programs remained relatively stable in 2024-25. 60% of females were White (down from 62% in 2023-24), 23% were Black (up from 21% in 2023-24), 8% were Asian or Asian American (down from 9% in 2023-24), 6% were Latina (down from 7% in 2023-24), 2% (1.6%) were MENA (up from less than 1% in 2023-24), 1% (1.1%) were multiracial/multiethnic (less than 1% in 2023-24), less than 1% (0.3%) were of some other race or ethnicity (even with 2023-24), and less than 1% (0.1%) were Native American (down from 1% in 2023-24).

Background

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 August 2024 through June 2025.

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 2024-25, the study tracked 3,038 characters and 3,621 credits. Over the last 27 years -- from 1997-98 through 2024-25 -- *Boxed In* has monitored over 62,700 characters and more than 77,800 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, and occupational status. The study also coded whether the characters were seen at work and actually working.

For the purposes of this study, protagonists are the characters from whose perspective the story is told. Major characters appear in more than one scene and are instrumental to the narrative of the story.

Findings for Broadcast Networks

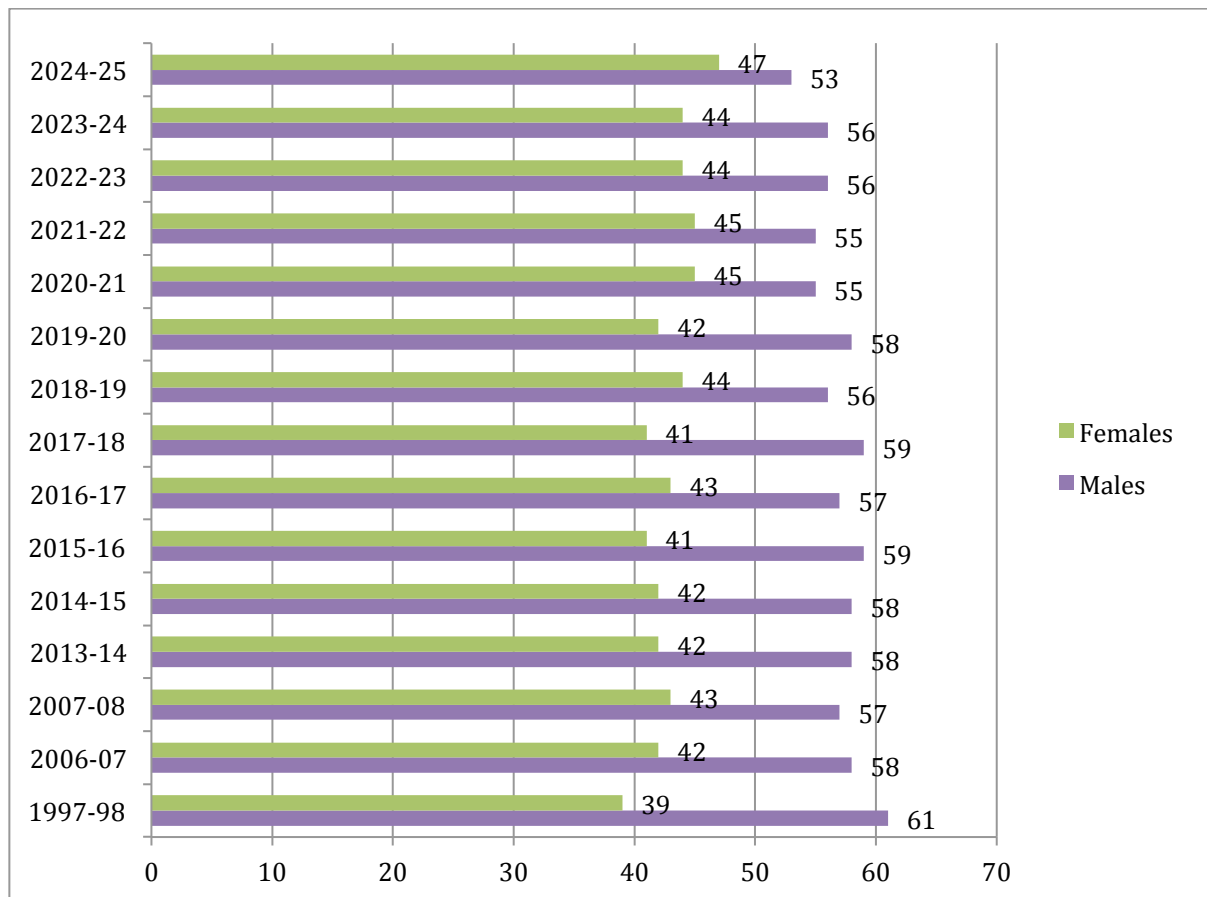
Females On Screen

Representation

In 2024-25, females comprised 47% (46.6%) of all speaking characters appearing on broadcast network programs. This represents an increase of 3 percentage points from 44% in 2023-24, and a recent historic high (see Figure 3). Males accounted for 53% (53.4%) of all characters.

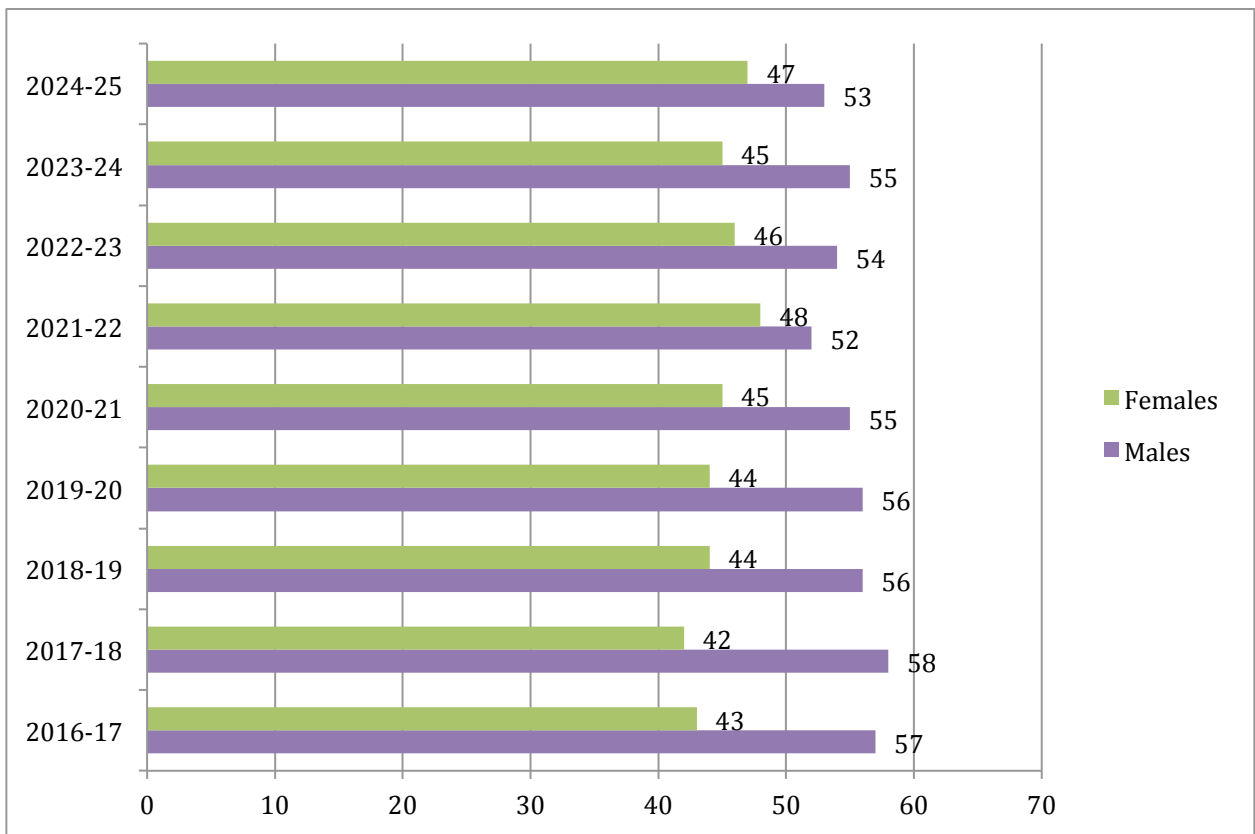
Figure 3.

Historical Comparison of Percentages of All Speaking Female Characters on Broadcast Network Programs



47% (46.7%) of *major characters* were female in 2024-25. This represents an increase of 2 percentage points from 45% in 2023-24 (see Figure 4). 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 53% (53.3%) of major characters.

Figure 4.
Historical Comparison of Percentage of Major Female Characters on Broadcast Network Programs



Race/Ethnicity

In 2024-25, 60% (59.8%) of all *female characters in speaking roles* were White (down from 61% in 2023-24), 23% (22.8%) were Black (up from 21% in 2023-24), 8% (8.2%) were Latina (even with the percentage in 2023-24)¹, 7% (7.4%) were Asian or Asian American (down from 8% in 2023-24), 1% (1.4%) were MENA (up

from less than 1 percent in 2023-24)², and 1% (0.5%) were multiracial/multiethnic (even with the percentage from 2023-24) (see Figure 5).

67% (67.1%) of *male characters in speaking roles* were White, 20% (20.2%) were Black, 6% (5.7%) were Asian or Asian American, 6% (5.6%) were Latino, 1% (0.5%) were MENA, 1% (0.5%) were Native American, and less than 1% (0.1%) were multiracial/multiethnic.

Figure 5.
Race/Ethnicity of Female Characters in Speaking Roles on Broadcast Network Programs

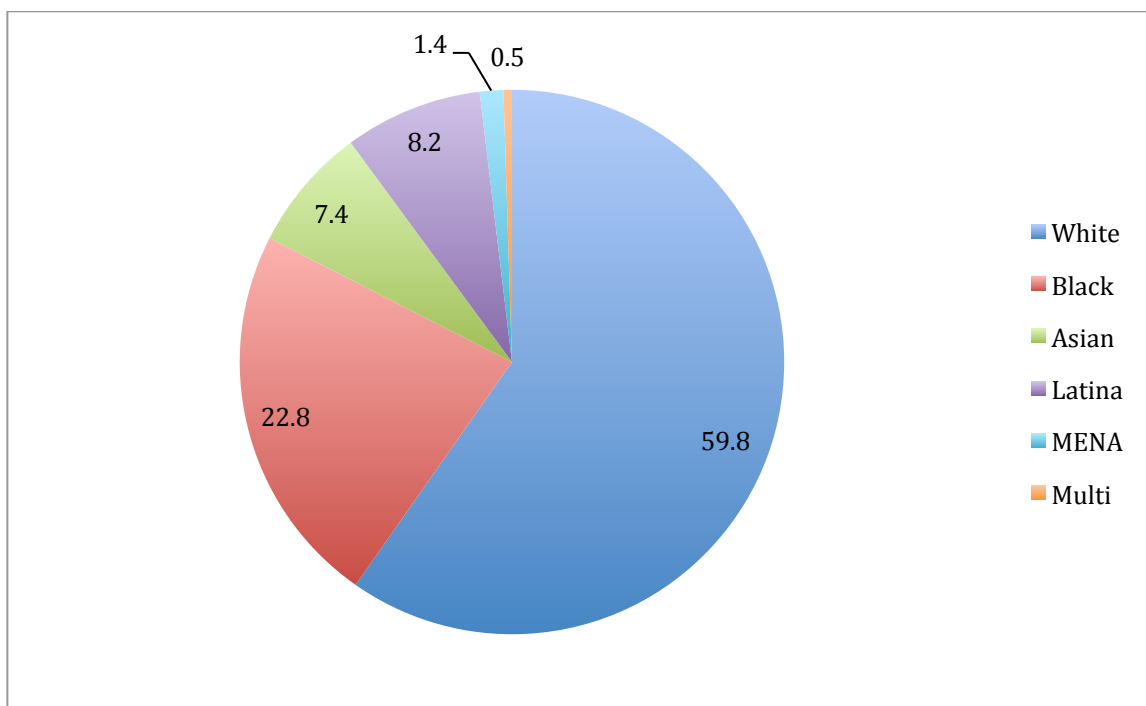
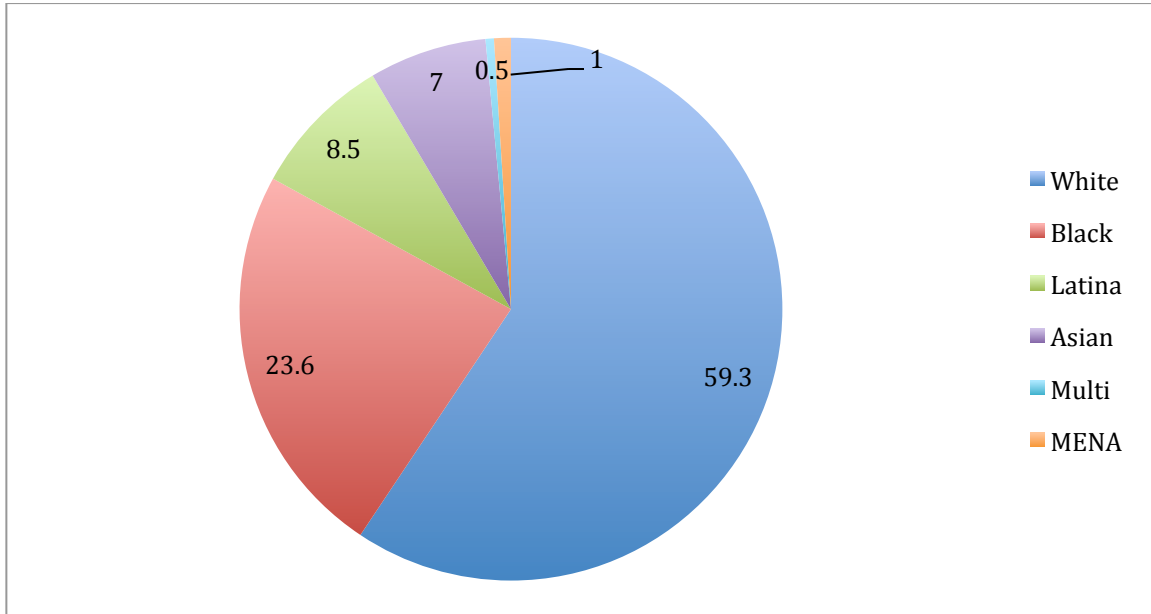


Figure 6.

Race/Ethnicity of Major Female Characters on Broadcast Network Programs



59% (59.3%) of *major female characters* were White (down from 63% in 2023-24), 24% (23.6%) were Black (up from 23% in 2023-24), 9% (8.5%) were Latina (even with the percentage from 2023-24), 7% (7.0%) were Asian or Asian American (up from 4% in 2023-24), 1% (1.0%) were MENA (up from less than 1% in 2023-24), and 1% (0.5%) were multiracial/multiethnic (even with the percentage in 2024-25) (see Figure 6).

66% (65.7%) of *major male characters* were White, 23% (22.5%) were Black, 6% (6.1%) were Latino, 4% (4.3%) were Asian or Asian American, 1% (0.5%) were MENA, 1% (0.5%) were Native American, and less than 1% (0.2%) were multiracial/multiethnic.

Age

By age cohort, 9% (8.9%) of *females in speaking roles* were children or teens, 18% (17.5%) were in their 20s, 46% (46.0%) were in their 30s, 15% (15.4%) were in their 40s, 9% (9.1%) were in their 50s, and 3% (3.0%) were in their 60s or older.

For *male characters in speaking roles*, 7% (6.9%) were children or teens, 10% (9.8%) were in their 20s, 30% (30.4%) were in their 30s, 32% (31.7%) were in their 40s, 14% (14.4%) were in their 50s, and 7% (6.6%) were in their 60s or older.

Overall, female characters were younger than their male counterparts. The majority of female characters were in their 20s and 30s (64%), whereas the majority of males were in their 30s and 40s (62%).

Female characters experienced a precipitous decline in numbers from their 30s (46%) to their 40s (15%). The percentage of male characters in their 30s rose slightly as they aged into their 40s (30% vs. 32%).

53% of male characters were 40 and older but only 28% of female characters were 40 and older. Slightly more than twice as many male characters as female characters were 60 or older (7% vs. 3%).

The findings for *major characters* were similar. By age cohort, 6% (5.7%) of *major female characters* were children or teens, 23% (22.8%) were in their 20s, 45% (45.3%) were in their 30s, 14% (14.0%) were in their 40s, 9% (8.8%) were in their 50s, and 3% (3.4%) were 60 and older (see Figure 7).

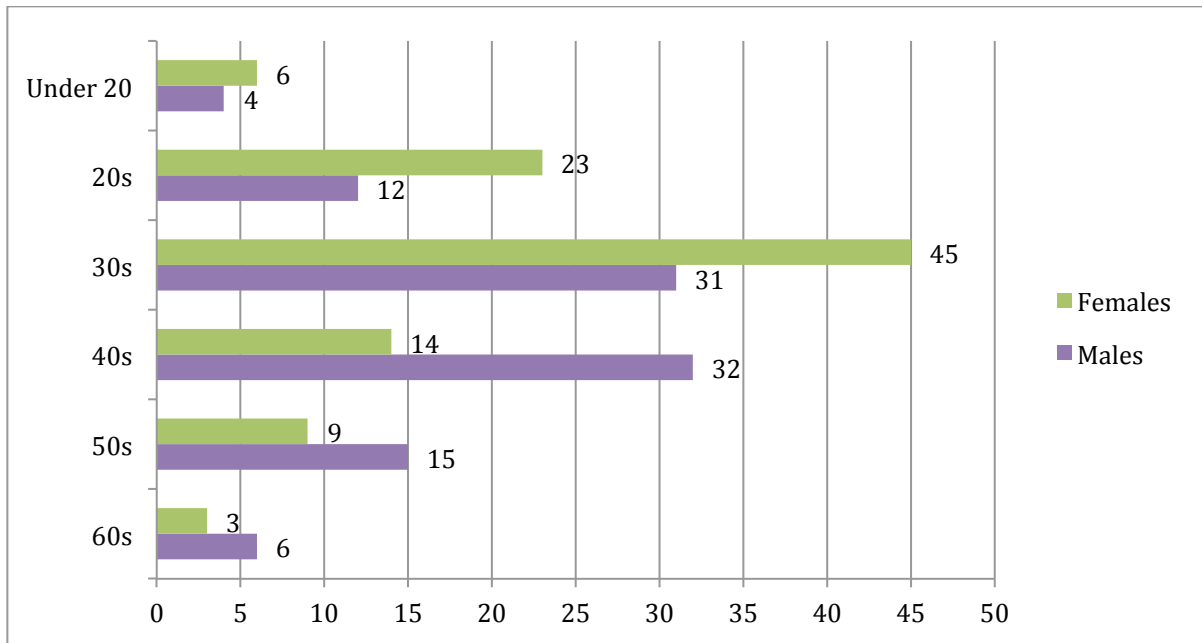
4% (4.4%) of *major male characters* were children or teens, 12% (11.6%) were in their 20s, 31% (30.7%) were in their 30s, 32% (32.0%) were in their 40s, 15% (15.0%) were in their 50s, and 6% (6.4%) were 60 or older.

The majority of *major female characters* were in their 20s and 30s (68%), 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 (45% to 14%). The percentage of male characters increased slightly from 31% in their 30s to 32% in their 40s.

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

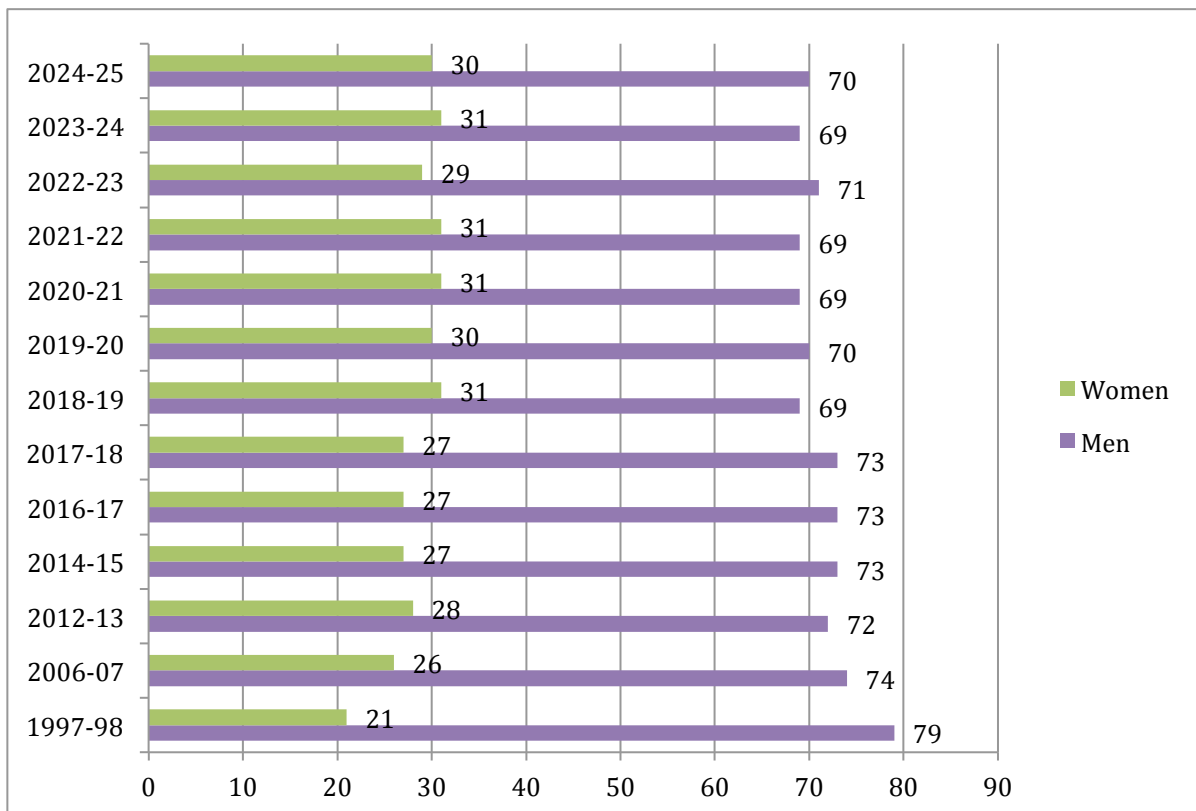
Figure 7.
Comparison of Ages of Major Female and Male Characters on Broadcast Network Programs



Women Behind the Scenes

In 2024-25, women accounted for 30% (29.5%) of all creators, directors, writers, producers, executive producers, editors, and directors of photography working on broadcast network programs. This represents a decline of 1 percentage point from 31% in 2023-24 (see Figure 8). Men comprised 70% (70.4%) of individuals in behind-the-scenes roles.

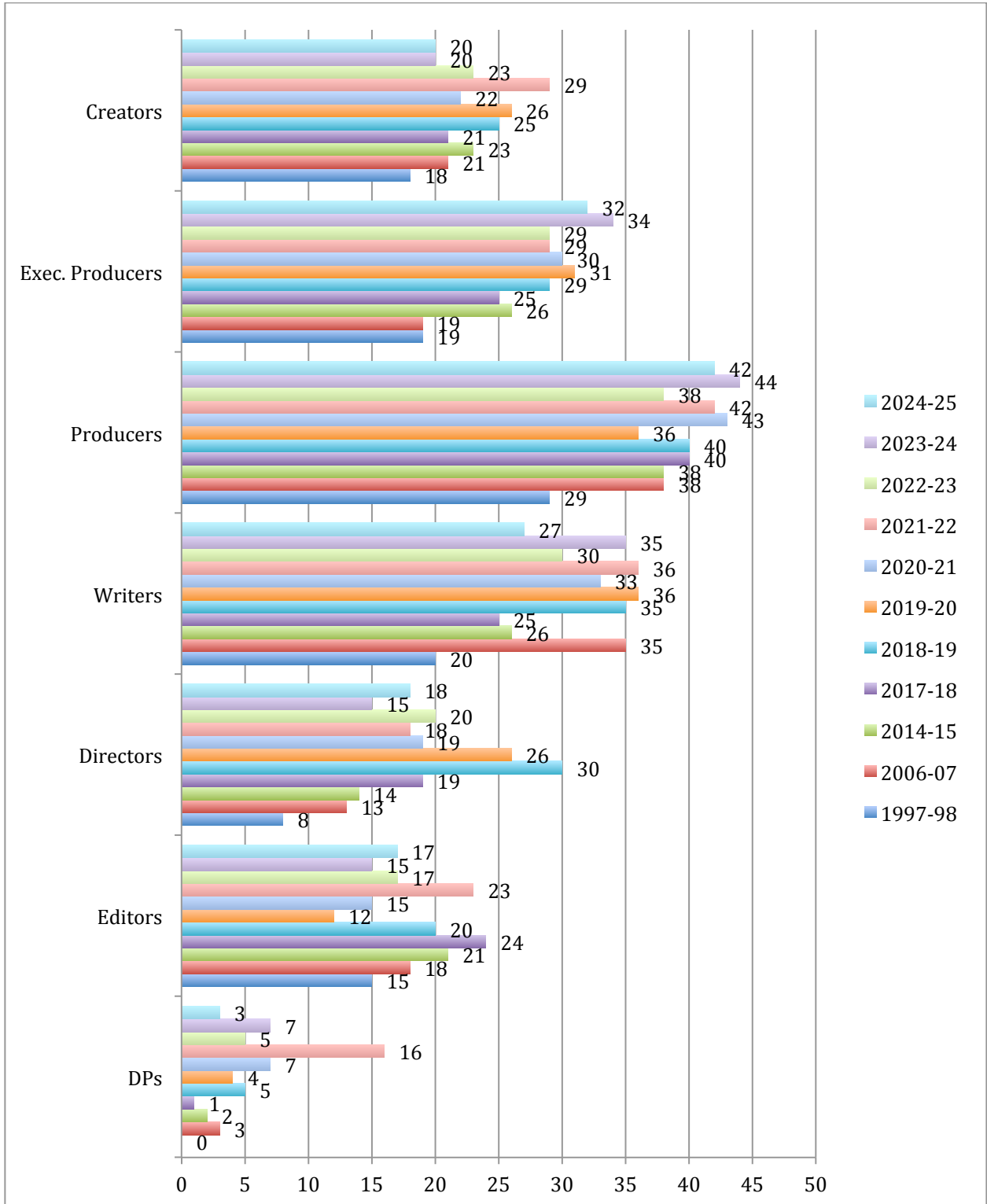
Figure 8.
Historical Comparison of Percentages of Women Working Behind the Scenes on
Broadcast Network Programs



Overall, women fared best as producers (42%), followed by executive producers (32%), writers (27%), creators (20%), directors (18%), editors (17%), and directors of photography (3%) (see Figure 9).

In 2024-25, women comprised 20% (19.8%) of creators on broadcast network programs. This represents no change from 20% in 2023-24.

Figure 9.
Historical Comparison of Percentages of Behind-the-Scenes Women by Role on Broadcast Network Programs



Women accounted for 32% (32.4%) of executive producers working on broadcast network programs. This represents a decline of 2 percentage points from 34% in 2023-24.

In 2024-25, women comprised 42% (41.7%) of producers working on broadcast network programs. This represents a decline of 2 percentage points from 44% in 2023-24.

Women accounted for 27% (26.8%) of writers working on broadcast network programs. This represents a decline of 8 percentage points from 35% in 2023-24.

Women comprised 18% (17.6%) of directors working on broadcast network programs last year. This represents an increase of 3 percentage points from 15% in 2023-24.

In 2024-25, women accounted for 17% (17.0%) of editors working on broadcast network programs. This represents an increase of 2 percentage points from 15% in 2023-24.

Women accounted for 3% (3.0%) of directors of photography working on broadcast programs last year. This represents a decline of 4 percentage points from 7% in 2023-24.

In 2024-25, 98% (97.9%) of the episodes considered had no women directors of photography, 84% (84.0%) had no women directors, 76% (75.5%) had no women creators, 76% (75.5%) had no women writers, and 68% (68.0%) had no women editors.

Findings for Streaming Services

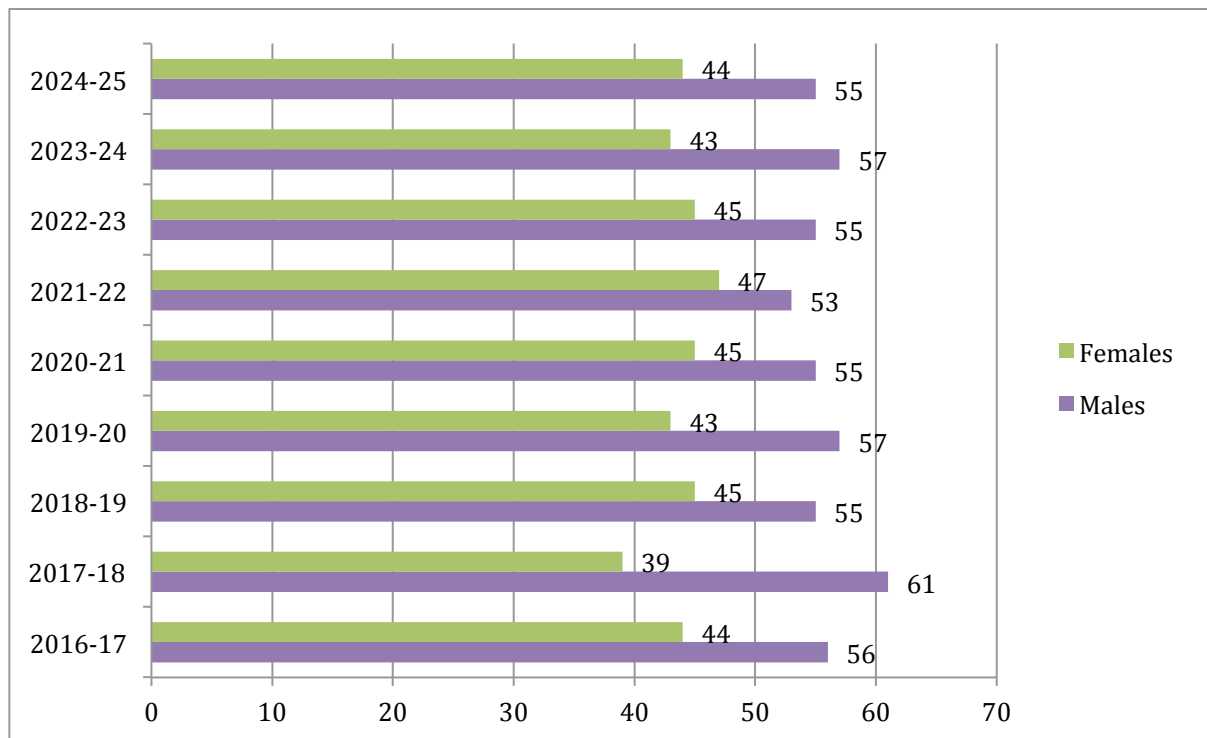
Females On Screen

Representation

In 2024-25, females accounted for 44% (44.4%) of *all speaking characters* on streaming programs. This represents an increase of 1 percentage point from 43% in 2023-24 (see Figure 10). Males comprised 55% (55.4%), and transgender characters less than 1% (0.2%) of all speaking characters.

Figure 10.

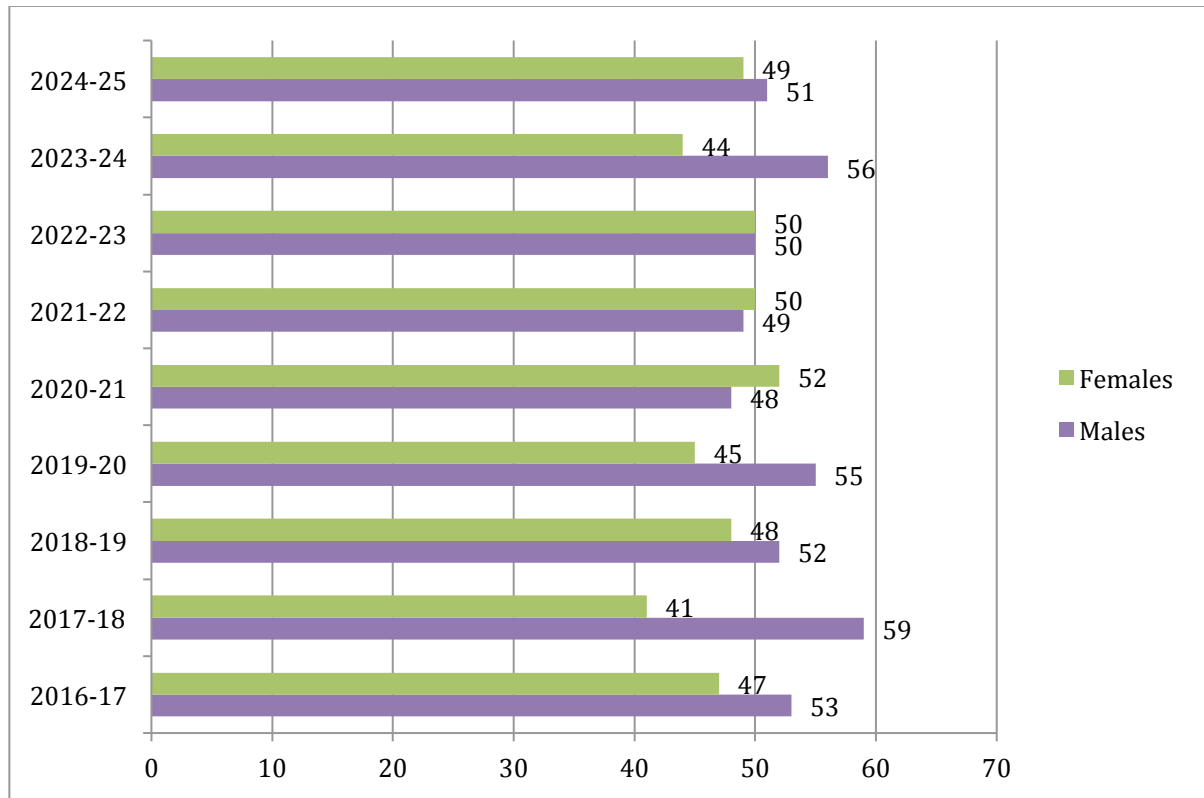
Historical Comparison of Percentages of All Speaking Female Characters on Streaming Programs



Females comprised 49% (48.6%) of *major characters* on streaming programs. This represents an increase of 5 percentage points from 44% in 2023-2024 (see Figure 11). Males accounted for 51% (51.2%), and transgender characters for less than 1% (0.3%) of all major characters. For the purposes of this study, *major*

characters appear in more than one scene and are instrumental to the narrative of the story.

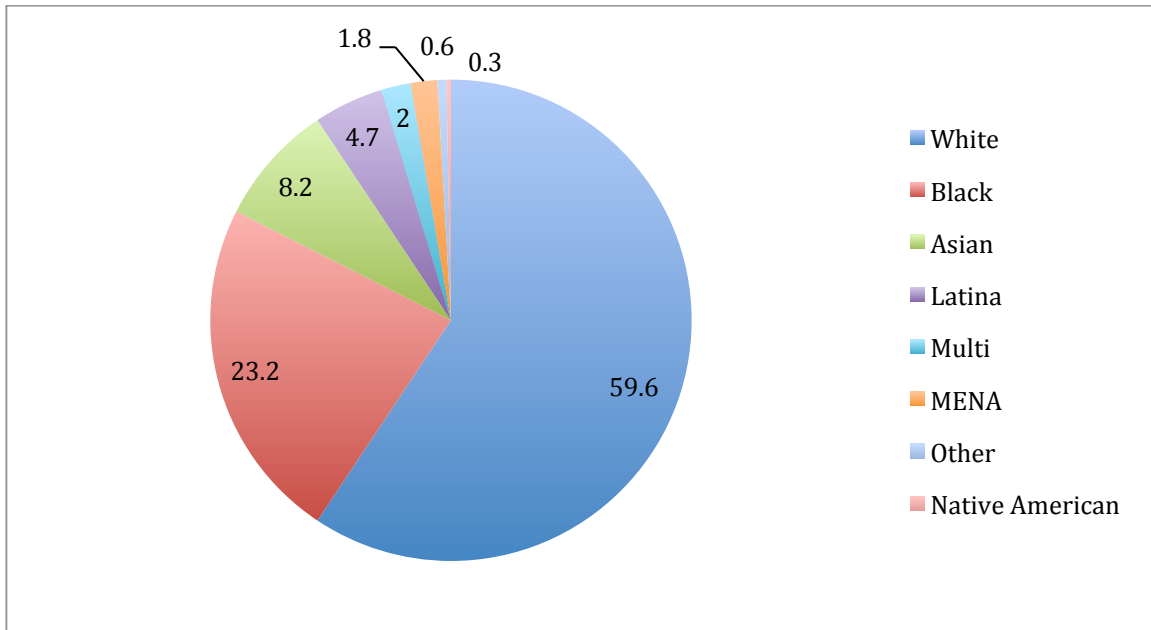
Figure 11.
Historical Comparison of Percentages of All Major Female Characters on Streaming Programs



Race/Ethnicity

Regarding race and ethnicity on streaming programs, 60% (59.6%) of *females in speaking roles* were White (a decline from 63% in 2023-24), 23% (23.2%) were Black (an increase from 19% in 2023-24), 8% (8.2%) were Asian or Asian American (a decline from 10% in 2023-24), 5% (4.7%) were Latina (even with 2023-24), 2% (1.8%) were MENA (up from 1% in 2023-24), 2% (2.0%) were multiracial/multiethnic (up from less than 1% in 2023-24), 1% (0.6%) were of some other race or ethnicity, and less than 1% (0.3%) were Native American (down from 1% in 2023-24) (see Figure 12).

Figure 12.
Comparison of Race/Ethnicity of Female Characters
in Speaking Roles on Streaming Programs



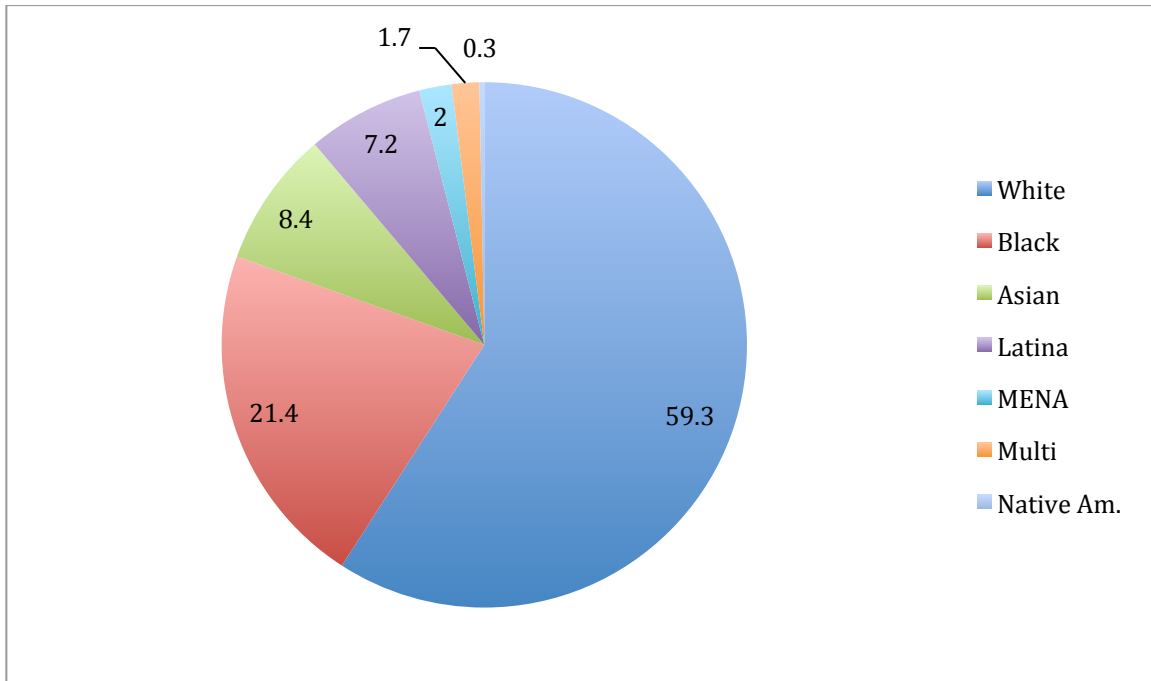
65% (65.1%) of *males in speaking roles* were White, 17% (16.8%) were Black, 6% (6.0%) were Asian or Asian American, 5% (5.2%) were Latino, 4% (4.1%) were MENA, 1% (1.1%) were Native American, 1% (1.0%) were of some other race or ethnicity, and 1% (0.6%) were multiracial/multiethnic.

67% (66.7%) of *transgender characters in speaking roles* were Black, and 33% (33.3%) were Asian or Asian American.

For *major characters only*, 59% (59.3%) were White (even with 2023-24), 21% (21.4%) were Black (down from 24% in 2023-24), 8% (8.4%) were Asian and Asian American (up from 7% in 2023-24), 7% (7.2%) were Latina (even with the percentage in 2023-24), 2% (1.7%) were MENA (up from 1% in 2023-24), 2% (1.7%) were multiracial/multiethnic (up from less than 1% in 2023-24), and less than 1% (0.3%) were Native American (down from 1% in 2023-24) (see Figure 13).

Figure 13.

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



For *major characters only*, 63% (63.0%) of male characters were White, 18% (18.3%) were Black, 6% (6.3%) were Asian or Asian American, 6% (5.8%) were Latino, and 5% (5.3%) were MENA, 1% (1.1%) were Native American, and less than 1% (0.3%) were of some other race or ethnicity.

50% (50.0%) of transgender characters were Black and 50% (50.0%) were Asian or Asian American.

Age

By age cohort, 13% (13.1%) of *female characters in speaking roles* were children or teens, 19% (18.7%) were in their 20s, 37% (37.2%) were in their 30s, 16% (16.3%) were in their 40s, 9% (8.7%) were in their 50s, and 6% (6.0%) were in their 60s or older.

For *males in speaking roles*, 8% (7.9%) were children or teens, 10% (10.2%) were in their 20s, 27% (27.1%) were in their 30s, 31% (31.3%) were in their 40s, 14% (13.5%) were in their 50s, and 10% (9.9%) were in their 60s or older.

67% of transgender characters were in their 20s, and 33% (33.3%) were in their 40s.

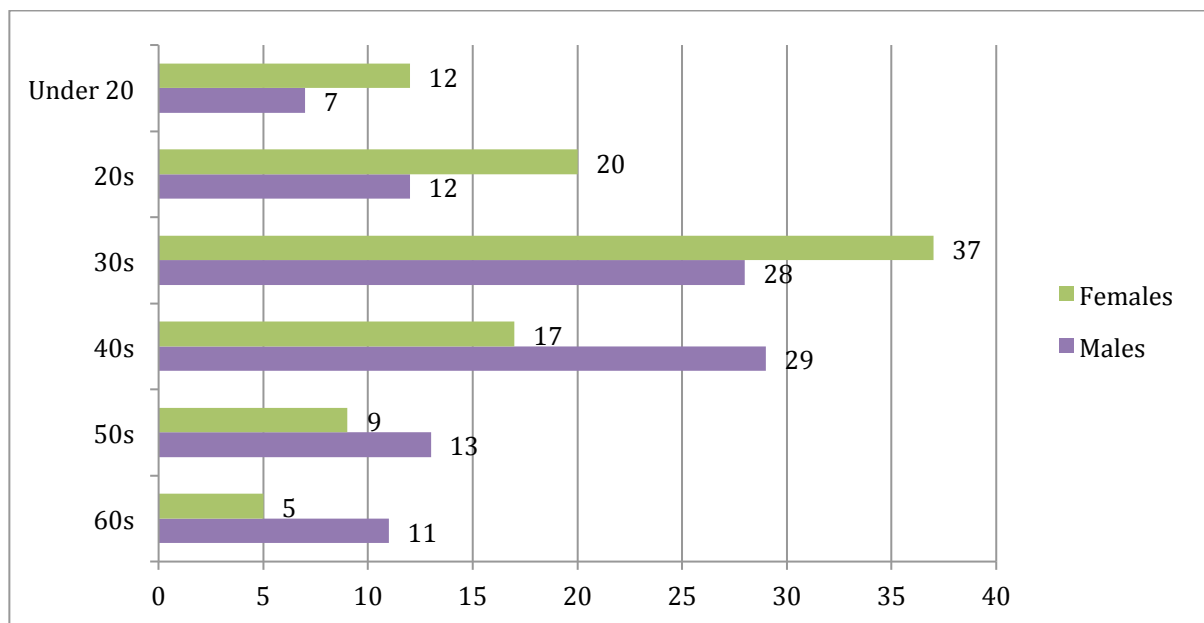
The majority of female characters were in their 20s and 30s (56%), while the majority of male characters were in their 30s and 40s (58%). Streaming programs featured more male characters than female characters 60 or older (10% vs. 6%).

For *major characters only*, 12% (12.2%) of females were children or teens, 20% (20.3%) were in their 20s, 37% (36.5%) were in their 30s, 17% (17.3%) were in their 40s, 9% (8.6%) were in their 50s, and 5% (5.0%) were 60 and older.

For *major characters only*, 7% (7.1%) of males were children or teens, 12% (11.7%) were in their 20s, 28% (27.6%) were in their 30s, 29% (29.2%) were in their 40s, 13% (13.0%) were in their 50s, and 11% (11.4%) were in their 60s or older (see Figure 14).

Figure 14.

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



For *major characters only*, 100% (100.0%) of transgender characters were in their 20s.

The majority of *major female characters* were in their 20s and 30s (57%), but the majority of *major male characters* were in their 30s and 40s (57%).

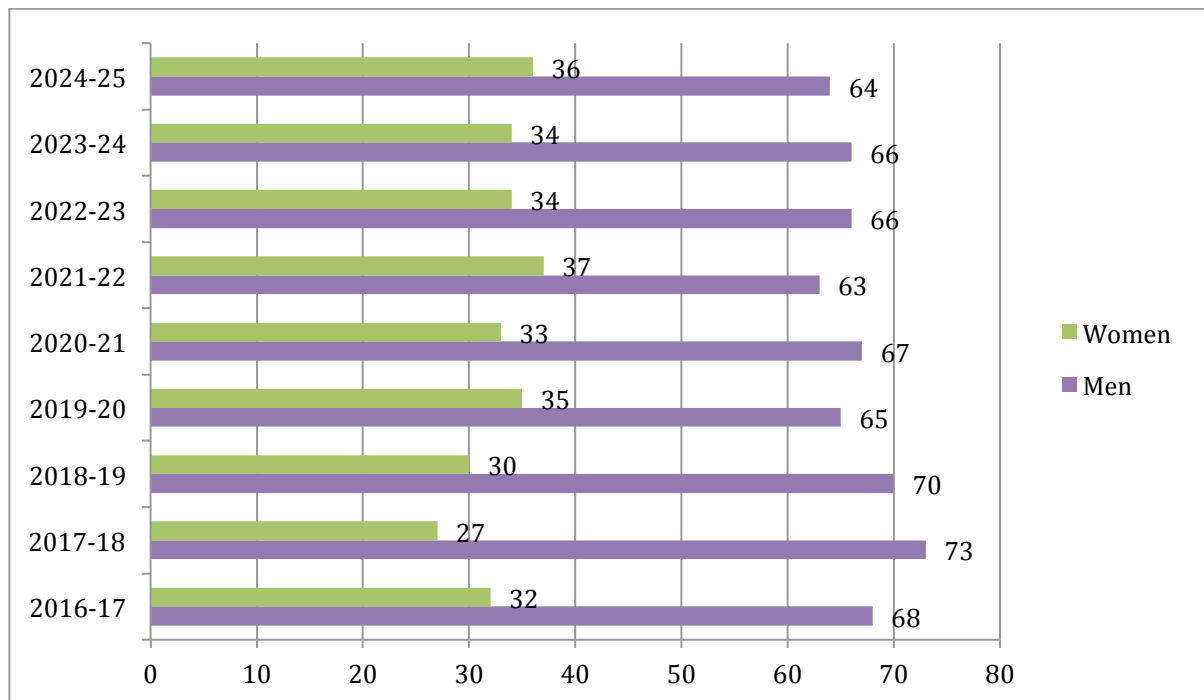
Overall, 31% of *major female characters* but 54% of *major male characters* were 40 and older. Streaming programs featured slightly more than twice as many *major male characters* than *female characters* 60 or older (11% vs. 5%).

Women Behind the Scenes

Women comprised 36% (36.1%) of creators, directors, writers, producers, executive producers, editors, and directors of photography working on streaming programs in 2024-25. This represents an increase of 2 percentage points from 34% in 2023-24 (see Figure 15). Men accounted for 64% (63.8%) of those working in the behind-the-scenes roles considered.

Figure 15.

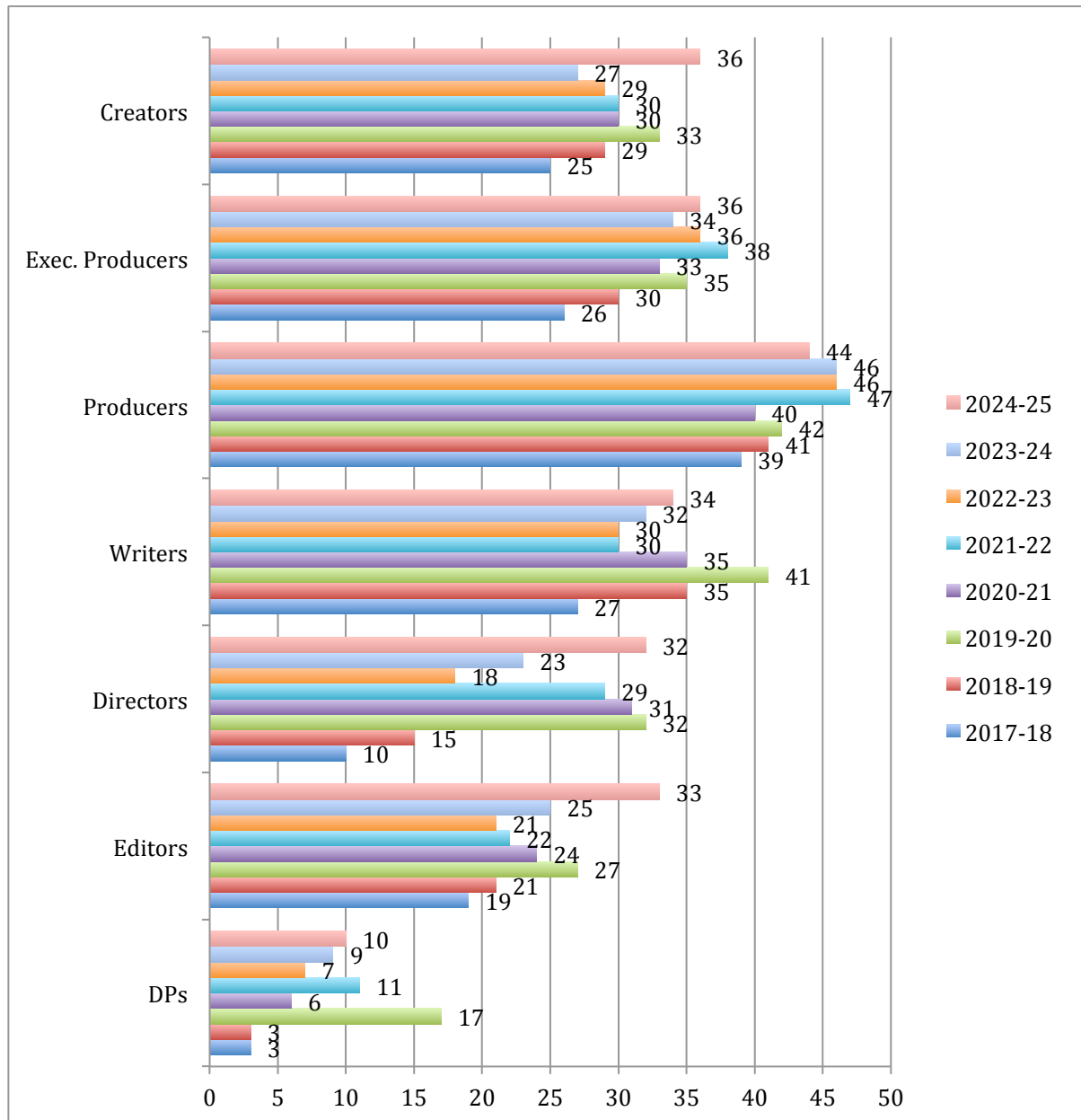
Historical Comparison of Percentages of Women Working Behind the Scenes on Streaming Programs



Women fared best as producers (44%), followed by executive producers (36%), creators (36%), writers (34%), editors (33%), directors (32%), and directors of photography (10%) (see Figure 16).

Figure 16.

Historical Comparison of Percentages of Women Working in Key Behind-the-Scenes Roles on Streaming Programs



Women comprised 36% (36.1%) of creators working on streaming programs in 2024-25. This represents an increase of 9 percentage points from 27% in 2023-24, and a historic high.

Women accounted for 36% (35.9%) of executive producers working on streaming programs in 2024-25. This represents an increase of 2 percentage points from 34% in 2023-24.

Women comprised 44% (44.3%) of producers working on streaming programs in 2024-25. This represents a decline of 2 percentage points from 46% in 2023-24.

Women accounted for 34% (33.6%) of writers working on streaming programs in 2024-25, up 2 percentage points from 32% in 2023-24.

Women comprised 32% (32.1%) of directors working on streaming programs in 2024-25, an increase of 9 percentage points from 23% in 2023-24.

Women accounted for 33% (33.3%) of editors working on streaming programs in 2024-25, an increase of 8 percentage points from 25% in 2023-24, and a historic high.

Women comprised 10% (9.8%) of directors of photography working on streaming programs in 2024-25, an increase of 1 percentage point from 9% in 2023-24.

90% (90.0%) of the episodes considered had no women directors of photography, 66% (66.3%) had no women directors, 63% (62.5%) had no women writers, 60% (60.0%) had no women creators, and 56% (56.3%) had no women editors.

Findings for Broadcast Networks and Streaming Services

Females On Screen

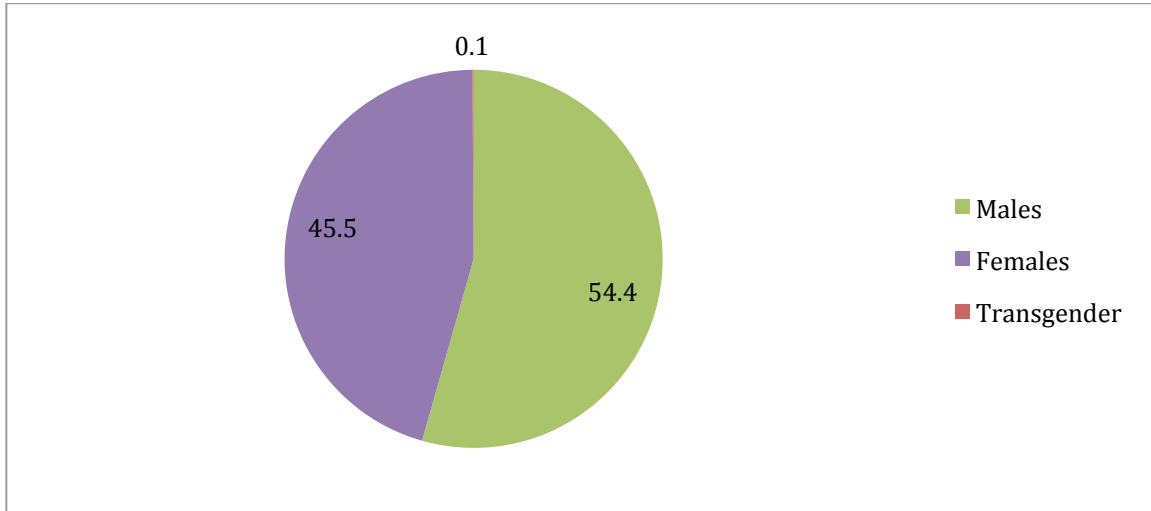
Representation

In 2024-25, females accounted for 46% (45.5%) of *all speaking characters* on broadcast network and streaming programs. This represents an increase of 3

percentage points from 43% in 2023-2024. Males comprised 54% (54.4%), and transgender characters less than 1% of speaking characters (see Figure 17).

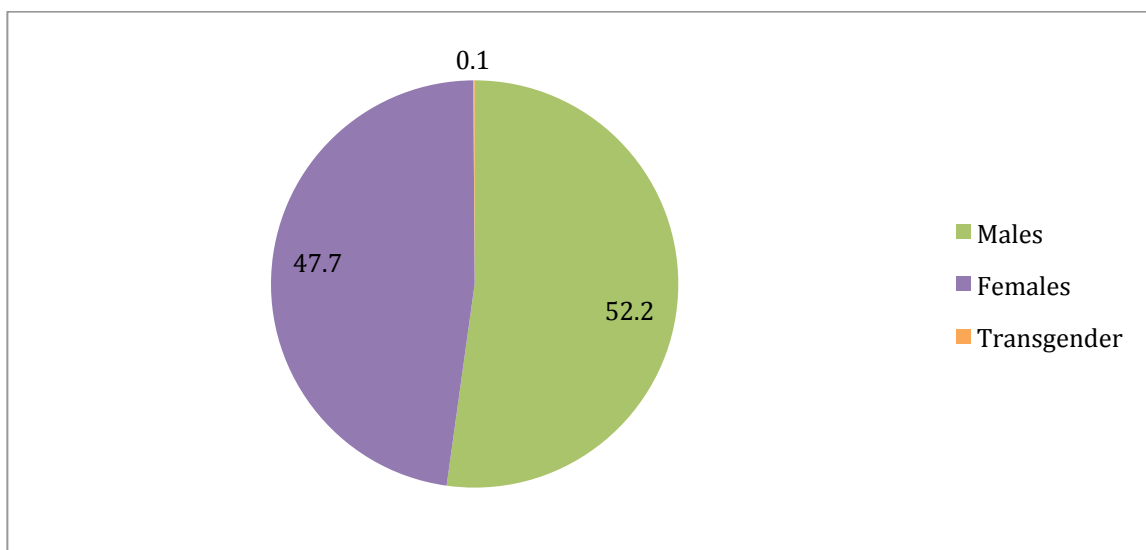
Figure 17.

Gender of All Speaking Characters on Broadcast and Streaming Programs



Females accounted for 48% (47.7%) of *major characters* on broadcast network and streaming programs. This represents an increase of 3 percentage points from 45% in 2023-24. 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%), and transgender characters less than 1% (0.1%) of major characters (see Figure 18).

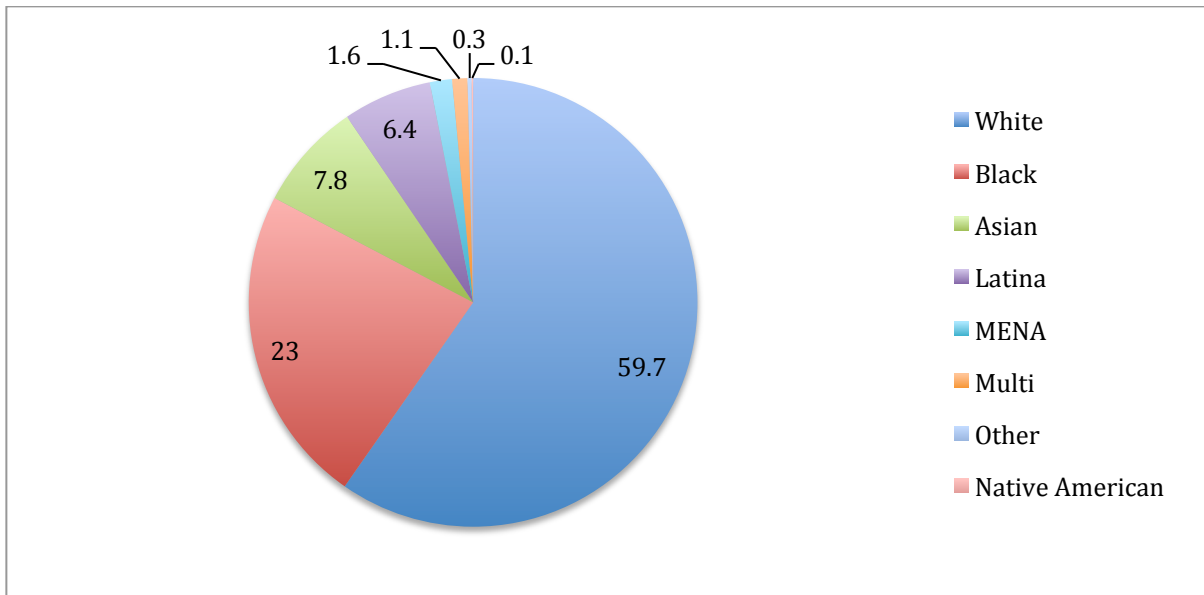
Figure 18.
Gender of Major Characters on Broadcast and Streaming Programs



Race and Ethnicity

Regarding the race and ethnicity of female characters in *speaking roles*, 60% (59.7%) of females were White (down from 62% in 2023-24), 23% (23.0%) were Black (up from 21% in 2023-24), 8% (7.8%) were Asian or Asian American (down from 9% in 2023-24), 6% (6.4%) were Latina (down from 7% in 2023-24), 2% (1.6%) were MENA (up from less than 1% in 2023-24), 1% (1.1%) were multiracial/multiethnic (up from less than 1% in 2023-24), less than 1% (0.3%) were of some other race or ethnicity (even with 2023-24), and less than 1% (0.1%) were Native American (down from 1% in 2023-24) (see Figure 19).

Figure 19.
Race/Ethnicity of Female Characters in Speaking Roles
on Broadcast and Streaming Programs

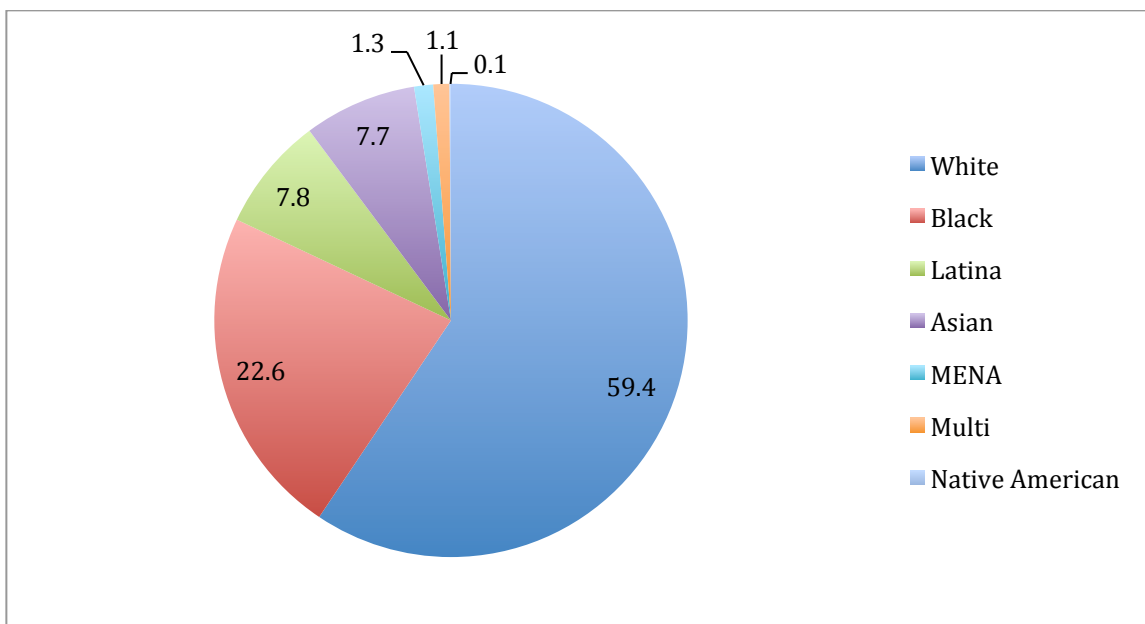


For *male characters in speaking roles*, 66% (66.0%) were White, 18% (18.4%) were Black, 6% (5.9%) were Asian or Asian American, 5% (5.4%) were Latino, 3% (2.5%) were MENA, 1% (0.8%) were Native American, 1% (0.6%) were of some other race or ethnicity, and less than 1% (0.4%) were multiracial/multiethnic.

For *transgender characters*, 67% (66.7%) were Black, and 33% (33.3%) were Asian or Asian American.

In *major roles only*, 59% (59.4%) of females were White (down from 61% in 2023-24), 23% (22.6%) were Black (even with the percentage in 2023-24), 8% (7.8%) were Latina (even with the percentage in 2023-24), 8% (7.7%) were Asian or Asian American (up from 6% in 2023-24), 1% (1.3%) were MENA (unchanged from the percentage in 2023-24), 1% (1.1%) were multiracial/multiethnic (even with the percentage in 2023-24), and less than 1% (0.1%) were Native American (down from 1% in 2023-24) (see Figure 20).

Figure 20.
Race/Ethnicity of Female Characters in Major Roles
on Broadcast and Streaming Programs



In *major roles* only, 65% (64.5%) of males were White, 21% (20.5%) were Black, 5% (5.3%) were Asian or Asian American, 6% (6.0%) were Latino, 3% (2.7%) were MENA, 1% (0.7%) were Native American, less than 1% (0.1%) were multiracial/multiethnic, and less than 1% (0.1%) were of some other race or ethnicity.

In *major roles* only, 50% (50.0%) of transgender characters were Black, and 50% (50.0%) were Asian or Asian American.

Age

By age cohort, 11% (11.1%) of *all females in speaking roles* were children or teens, 18% (18.2%) were in their 20s, 41% (41.4%) were in their 30s, 16% (15.9%) were in their 40s, 9% (8.9%) were in their 50s, and 5% (4.6%) were 60 or older.

8% (7.5%) of *all males in speaking roles* were children or teens, 10% (10.0%) were in their 20s, 29% (28.6%) were in their 30s, 32% (31.5%) were in their 40s, 14% (13.9%) were in their 50s, and 8% (8.4%) were in their 60s or older.

67% (66.7%) of *transgender characters* in their 20s and 33% (33.3%) were in their 30s.

The majority of female characters were in their 20s and 30s (60%), whereas the majority of male characters were in their 30s and 40s (60%).

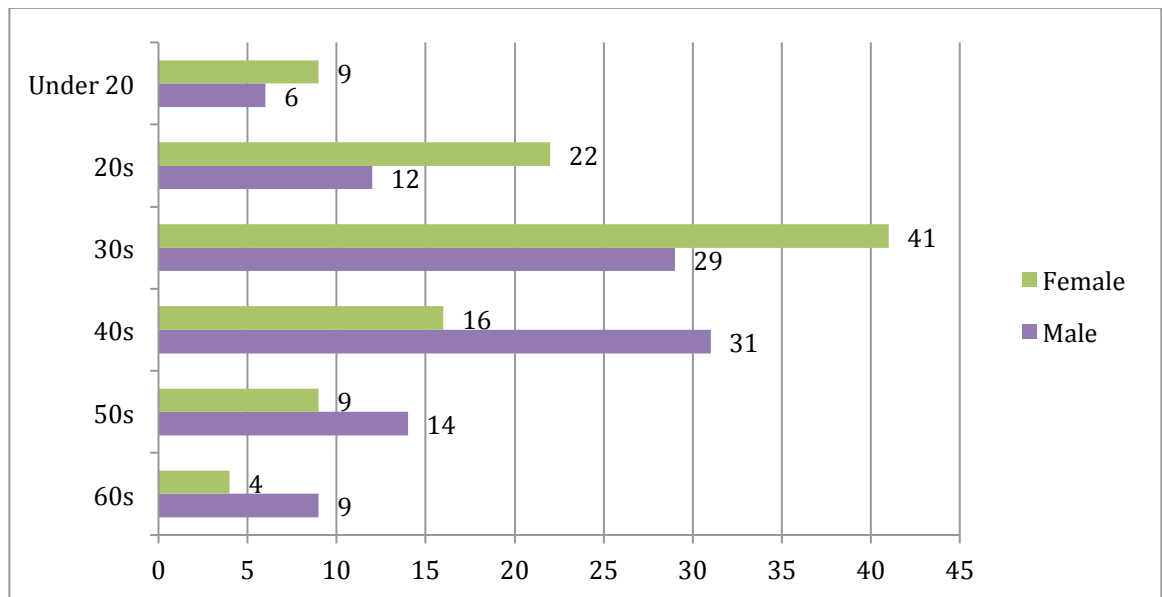
Female characters experienced a precipitous decline from their 30s (41%) to their 40s (16%). The percentage of male characters increased slightly from 29% in their 30s to 32% in their 40s.

There were more male than female characters 60 or older (8% vs. 5%).

For *major roles* only, 9% (8.9%) of females were children or teens, 22% (21.6%) were in their 20s, 41% (41.1%) were in their 30s, 16% (15.5%) were in their 40s, 9% (8.7%) were in their 50s, and 4% (4.2%) were 60 or older (see Figure 21).

Figure 21.

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



For *major roles* only, 6% (5.6%) of males were children or teens, 12% (11.6%) were in their 20s, 29% (29.3%) were in their 30s, 31% (30.7%) were in their 40s, 14% (14.1%) were in their 50s, and 9% (8.7%) were 60 or older.

For *major roles* only, 100% of transgender characters were in their 20s.

Overall, the majority of *major female characters* were in their 20s and 30s (63%), whereas the majority of *major male characters* were in their 30s and 40s (60%). The percentage of major female characters dropped precipitously from their 30s (41%) to their 40s (16%). The percentage of major male characters increased slightly from their 30s (29%) to their 40s (31%).

28% of *major female characters* but 54% of *major male characters* were 40 and older. There were more *major male characters* than *major female characters* 60 and older (9% vs. 4%).

Occupational Status and Work

Viewers were more likely to know the occupational status of male characters than female characters. While 74% of male characters had a known occupation, 61% of female characters had a known occupation.

Viewers were more likely to see male characters at work, actually working, than female characters (57% vs. 45%).

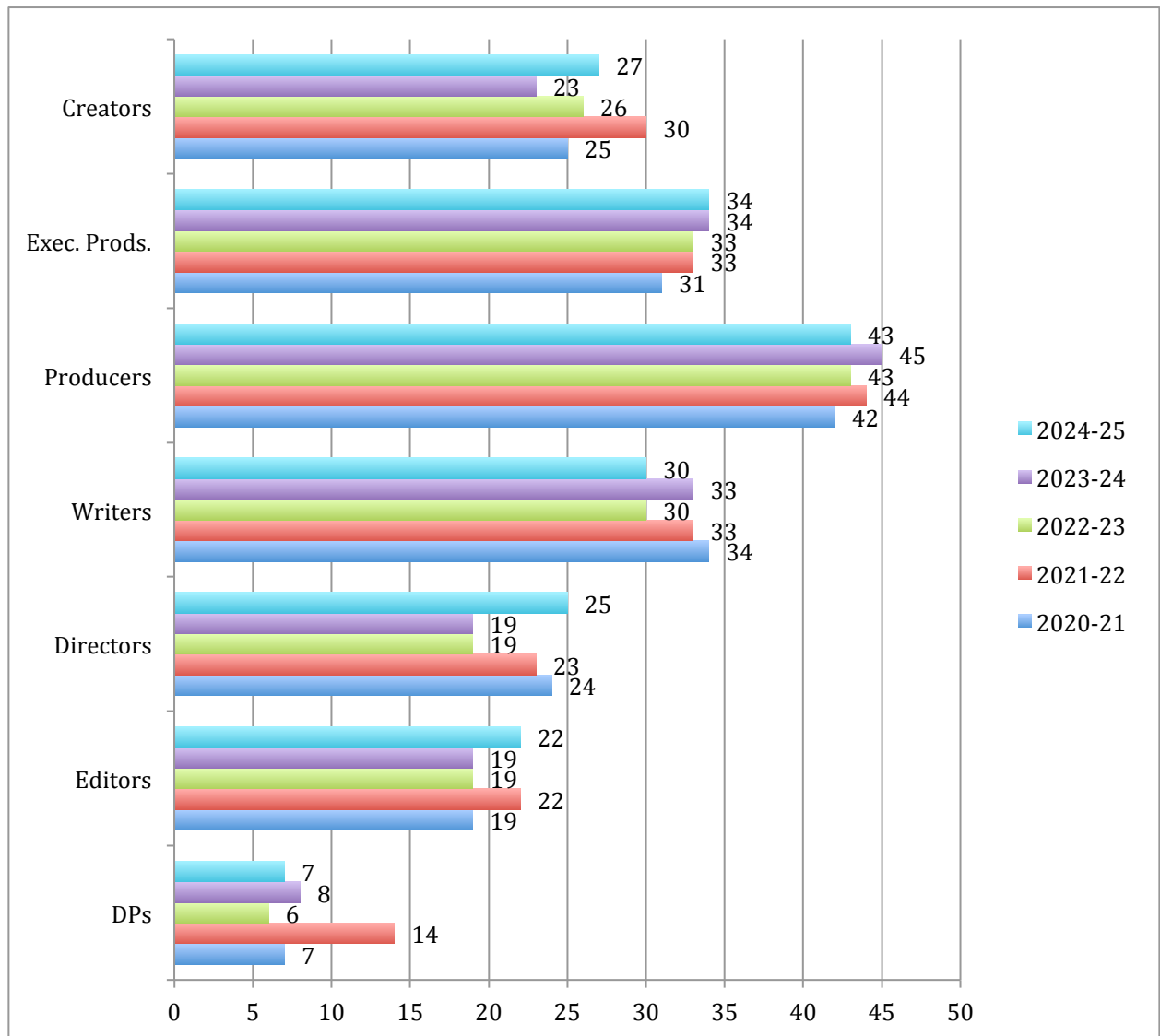
Women Behind the Scenes

Overall, women comprised 33% (32.5%) of creators, directors, writers, executive producers, producers, editors, and directors of photography working on broadcast network and streaming programs in 2024-25. This represents an increase of 1 percentage point from 32% in 2023-24. Men accounted for 67% (67.4%) of those working in the behind-the-scenes roles considered.

When considering broadcast and streaming programs, women fared best as producers (43%), followed by executive producers (34%), writers (30%), creators (27%), directors (25%), editors (22%), and directors of photography (7%) (see Figure 22).

Women comprised 27% (27.1%) of creators working on all of the programs considered in 2024-25. This represents an increase of 4 percentage points from 23% in 2023-24.

Figure 22.
Historical Percentages of Behind-the-Scenes Women by Role
on Broadcast and Streaming Programs



Women accounted for 34% (34.1%) of executive producers working on the programs considered. This represents no change from 2023-24.

Women comprised 43% (42.8%) of producers working on the programs considered in 2024-25. This represents a decline of 2 percentage points from 45% in 2023-24.

Women accounted for 30% (30.4%) of writers working on the programs considered in 2024-25. This represents a decline of 3 percentage points from 33% in 2023-24.

Women comprised 25% (24.8%) of directors working on the programs considered in 2024-25. This represents an increase of 6 percentage points from 19% in 2023-24, and a historic high.

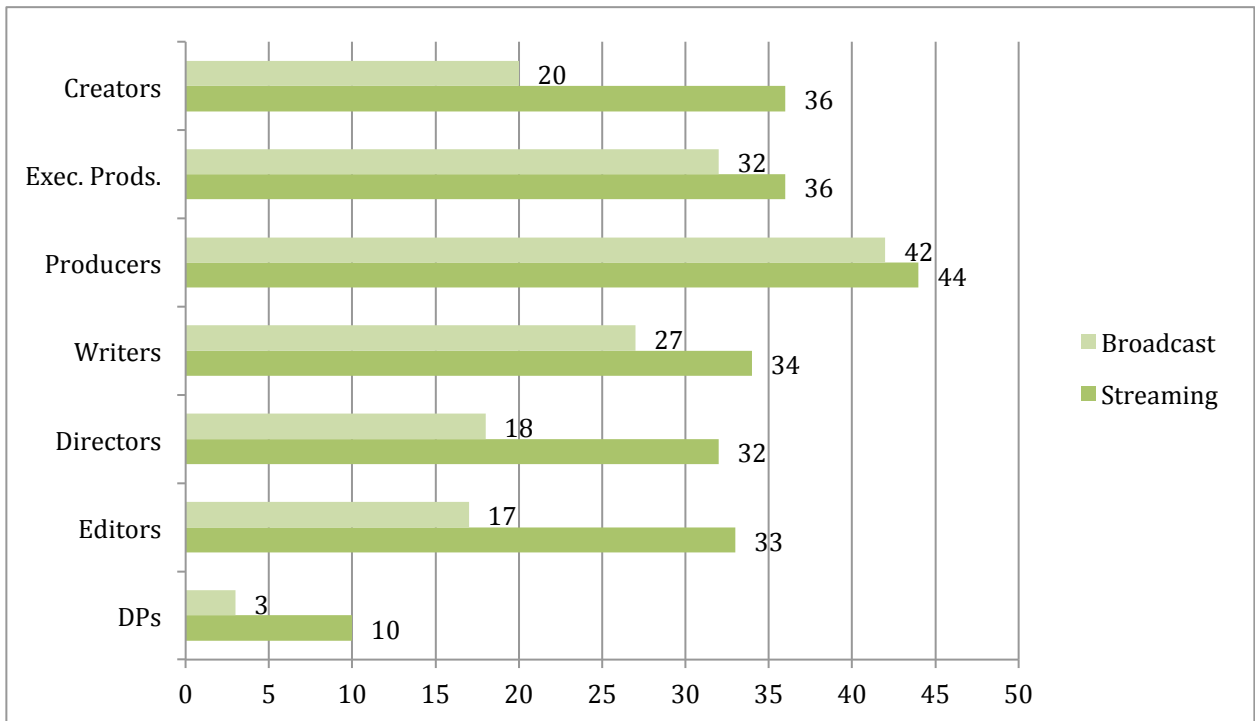
Women comprised 22% (21.6%) of editors working on the programs considered in 2024-25. This represents an increase of 3 percentage points from 19% in 2023-24.

Women made up 7% (6.8%) of directors of photography working on all of the programs considered in 2024-25. This represents a decline of 1 percentage point from 8% in 2023-24.

When comparing the employment of women on shows by platform, streaming programs employed higher percentages of women than broadcast network programs in all of the roles considered: creators (36% streaming, 20% broadcast), directors (32% streaming, 18% broadcast), producers (44% streaming, 42% broadcast), executive producers (36% streaming, 32% broadcast), writers (34% streaming, 27% broadcast), editors (33% streaming, 17% broadcast), and directors of photography (10% streaming, 3% broadcast) (see Figure 23).

In 2024-25, 94% (94.3%) of broadcast and streaming programs had no women directors of photography, 76% (75.9%) had no women directors, 68% (68.4%) had no women creators, 70% (69.5%) had no women writers, and 63% (62.6%) had no women editors.

Figure 23.
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, writers, and editors than programs with exclusively men working as creators.

On programs with at least 1 woman creator, women comprised 42% of directors. On programs with exclusively male creators, women accounted for 20% of directors.

On programs with at least 1 woman creator, women made up 62% of writers. On programs with exclusively male creators, women accounted for 20% of writers.

On programs with at least 1 woman creator, women comprised 32% of editors. On programs with exclusively male creators, women made up 20% of editors.

Endnotes

1 Latina characters are of Latin American descent and do not include Spaniards.

2 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.