

2024

# Entertainment Diversity Progress Report

**LUMINATE**





# Contents

JUMP TO A SECTION THAT INTERESTS YOU

**Methodology**

---

**Executive Summary**

---

**Gender**

---

**LGBTQ+**

---

**Black**

---

**Latin / Hispanic**

---

**Asian**

---

**Indigenous**

---

**Middle East / North Africa**

---

**Disability**

---

**Academy Awards**

---

**Diversity On-Screen  
Performance Review**

---



# Methodology

Data was compared for three time periods: Calendar Year 2021, Calendar Year 2022 and Calendar Year 2023. Both series and movies were assigned to a given year based on when they first premiered (i.e., if a season premiered in November 2022 and ran through March 2023, it would be attributed to 2022). For films, the first U.S. release date determined the year to which it was assigned (i.e., if it was released on a limited basis in theaters in December 2022 and then released wide in January 2023, it would be attributed to 2022).

- The analysis only includes scripted, live-action projects originating from the United States, UK and Canada. Note: This marks a change in methodology from last year's report.
- These were broken down into two categories: episodic (inclusive of linear TV and digital-only distribution) and film (regardless of being released in-theater or via a digital platform). Virtual-only film releases were excluded.
- The metrics used to quantify diversity include:
  - Number of projects with representation
  - Number of roles
- For episodic content, both metrics count each season of a given show as a unique project, to account for the investment made in additional content.
- This analysis is only focused on series regulars and series creators for episodic content and main title cast members plus directors for films.
- All classification of talent is based on what each individual has publicly shared or identified as. This includes ethnic identity as well as gender, various LGBTQ+ identities and identifying as having a disability. As such, there are some actors who remain uncategorized within the dataset and were excluded from this analysis.
- Nonbinary gender classification is inclusive of gender nonconforming, two-spirit, genderfluid and genderqueer.
- Actors with intersectional identities are included in the counts for each diverse group that they identify as. For example, a 2+ ethnicity actor who identifies as Black and Latin/Hispanic would be included in the counts for both groups. Further, if that actor identified as LGBTQ+, they would also be included in that count.
- Disability classification is categorized into three areas, which include: 1) physical disabilities (visible and non-visible), 2) d/Deaf (encompassing hearing loss and hard of hearing) and 3) neurodiversity (including autism spectrum disorder, generalized anxiety disorder, ADHD and others).
- Only projects that include English as an Original Language are included (e.g., there can be more than just English noted as an Original Language, but English must be included), which is a change in methodology from last year's report.

## ABOUT

Luminate is the preeminent entertainment data and insights company, unleashing access to the most essential, objective, and trustworthy information across music, film, television, gaming, short-form video and more. Luminate's databases house information compiled from over 500 verified sources, managing more than 20 trillion data points.

# Executive Summary

- Diminished content spend, which started in earnest in 2022, and the dual strikes that occurred in 2023 led to declines in production. The impact of these events is evident as TV/Digital series projects declined notably (~19% year-over-year). However, the aftershocks of both events will likely carry into 2024, as work stoppages on film production are felt more acutely.
- As a result of fewer overall series, many of the underrepresented groups analyzed in this report saw declines in their representation in TV/Digital series in 2023.
- Conversely, representation in film for most cohorts was up (or at least even) with 2022. Due to the delayed impact of the dual strikes in 2023, representation in film might take a hit next year as we expect fewer films to be released in 2024.
- When women were empowered as film directors, projects had an average of 12% more diverse casts than male directors from 2021-2023. In TV, female show creators averaged 9% more diverse casts than men in the same time period. The benefits are supported by a 2019 McKinsey report that found that companies with greater gender diversity on executive teams were 25% more likely to have above-average profitability.
- The largest disparity between the U.S. demographic composition and their representation in film and TV/Digital series is among the Latin/Hispanic population. People who identify as Latin/Hispanic make up about 19% of the U.S. population, yet their representation in key roles (both in front of and behind the camera) lags considerably.
- There were more Indigenous series creators than Latin/Hispanic creators in 2023, yet their representation in key roles (both in front of and behind the camera) is 8% and 7% respectively. This is inclusive of people who identify as both Indigenous and Latin/Hispanic.
- Superhero projects lean into diversity but face increased cancellations on screen and dwindling audiences in theaters.
- The Academy of Motion Picture Arts and Sciences faced backlash in 2015 from the #OscarsSoWhite movement and vowed to improve the diversity among its membership and by extension the diversity of Oscar nominations; based on the data, things have improved but there's still work to be done.
- Diversity appeals to audiences and the proof is in the viewership numbers. Top shows on broadcast, cable and digital/streaming outlets boast diverse casts.
- The following report presents the data behind the trends to objectively show where Hollywood stands regarding representation. As studios, networks, streamers and production companies continue to make promises surrounding the need for more diversity on screen and behind the camera, our goal is for this progress report to be used as a reference point to see where and how improvements have been and still need to be made.





PART 1

# Gender Representation



## On Screen

On-screen roles for women shrank in 2023 across both Film and TV/Digital series, but more notably in Film. For instance, women with main title roles in Film grew to 42.8% in 2022, but declined to 41.0% in 2023 (back to 2021 levels). Series regular roles in TV/Digital series also declined for women, down to their lowest levels of the three years analyzed (45.5% versus 2022's 46.1% and 47.4% in 2021).

### % FILM ROLES PLAYED BY WOMEN



### % SERIES REGULAR ROLES PLAYED BY WOMEN



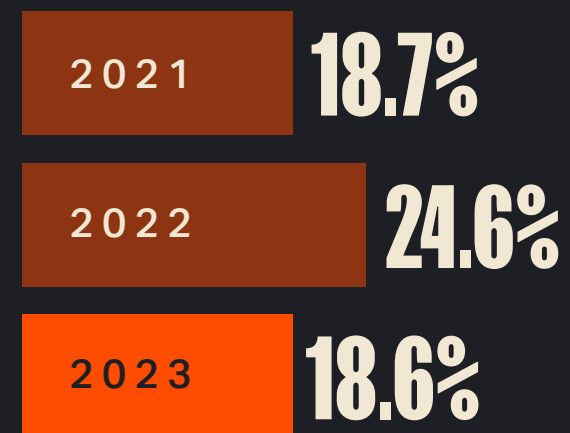




## Behind the Camera

Like their on-screen sistren, female directors saw a marked increase in 2022, jumping from 18.7% to 24.6%, but regressed back to 2021 levels in 2023 (18.6%). In other words, women represented less than one-fifth of film directors in 2023. While female representation was stronger among TV/Digital projects in the series creator role, female share of all series creator roles is trending in the wrong direction. In 2022, female creators represented 28.9% of all series creators but dropped to 26.5% in 2023. Women account for 50.4% of the U.S. population, so the decline on this front is concerning.

### % WOMEN IN FILM DIRECTOR ROLES



### % WOMEN IN SERIES CREATOR ROLES





## Nonbinary Talent

Nonbinary representation remains low, coming in at less than 1% of all main title film roles and just at 1% for series regular roles. Representation behind the camera is even lower with just four nonbinary film directors in 2023 (flat with 2022) and zero nonbinary series creators in 2023 (down from three in 2022 and three in 2021). Without representation in key leadership positions like director and creator roles, representation lags in other areas such as casting.

4

Nonbinary film  
director roles

0

Nonbinary series  
creator roles





Barbie

# Women Champion Diversity

Studies have consistently shown that women in leadership positions tend to hire more diverse teams compared to their male counterparts, leading to numerous positive impacts on organizational performance and culture. A 2019 McKinsey report found that companies with greater gender diversity on executive teams were 25% more likely to have above-average profitability. Similarly, research by the Peterson Institute for International Economics revealed that firms with more women in the C-suite were more profitable. These findings are complemented by a Harvard Business Review study which indicates that female leaders are more likely to value diverse perspectives and foster inclusive environments, resulting in more innovative and effective problem-solving. By prioritizing diversity, female leaders not only enhance team performance and creativity but also contribute to a more equitable and dynamic workplace, demonstrating the far-reaching benefits of inclusive hiring practices. Echoing these findings, our data shows that projects with women in leadership roles on film and TV/Digital projects (i.e., female directors and series creators) employ more diverse casts than their male counterparts.

## FILM

AVERAGE % OF CAST FROM UNDER-REPRESENTED GROUPS	2021-2023	2021	2022	2023
<b>Female Directors</b>	<b>72%</b>	<b>70%</b>	<b>73%</b>	<b>71%</b>
Male Directors	60%	58%	59%	61%

**Read As:** Projects with female directors have an average of 72% of their main title roles from under-represented groups, while projects with male directors have an average of 60% of their main title roles from under-represented groups.

## TV SERIES

AVERAGE % OF CAST FROM UNDER-REPRESENTED GROUPS	2021-2023	2021	2022	2023
<b>Female Series Creators</b>	<b>79%</b>	<b>80%</b>	<b>80%</b>	<b>77%</b>
Male Series Creators	70%	69%	70%	70%

**Read As:** Projects with female series creators have an average of 79% of their series regulars from under-represented groups, while projects with male series creators have an average of 70% of their series regulars from under-represented groups.



# Ladies Who Are Leading the Way



Quinta  
Brunson

**Abbott Elementary**

👤👤👤👤👤👤

6 Diverse Series  
Regulars (86% of all  
Series Regulars)



Greta  
Gerwig

**Barbie**

👤👤👤👤👤

5 Diverse Main  
Title Cast (71%  
of all Main Cast)



Ava  
DuVernay

**Origin**

👤👤👤👤

4 Diverse Main  
Title Cast (80%  
of all Main Cast)



An abstract graphic at the top of the page features a bright yellow background. It is filled with numerous small black dots scattered across the space. Overlaid on this are several thin, black, slightly curved lines that create a sense of depth and movement, resembling a stylized sunburst or a network of connections. Some of these lines are thicker and more prominent, while others are very fine and sparse.

PART 2

# LGBTQ+

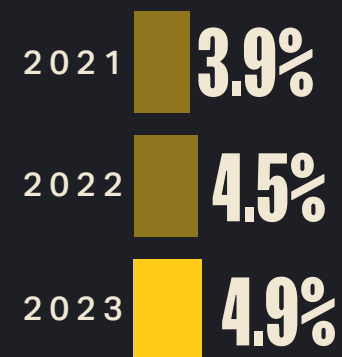
# Representation



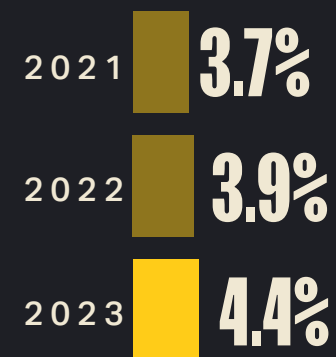
# Film

LGBTQ+ representation has improved in all measures in film versus 2022. Main title roles have increased to 4.9%, up slightly from last year's 4.5% and more notably from 2021's 3.9%. Film director roles held by LGBTQ+ talents were also up, increasing from 3.9% to 4.4% in 2023. The largest improvement, though, was among LGBTQ+ stories, which rose to 6.8% from last year's 4.5%.

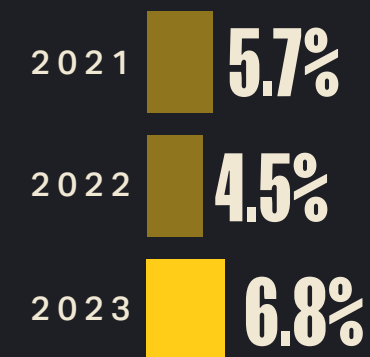
% MAIN TITLE ROLES  
PLAYED BY LGBTQ+ TALENT



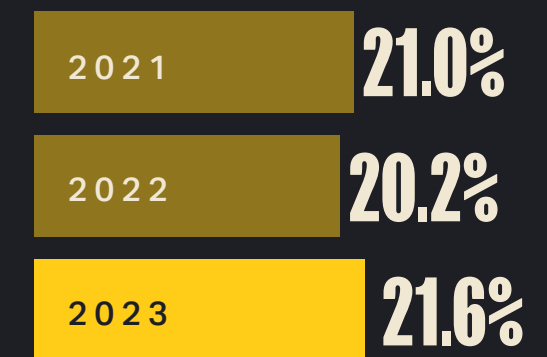
% LGBTQ+ FILM  
DIRECTOR ROLES



% FILMS FEATURING  
LGBTQ+ STORIES



% FILMS WITH  
LGBTQ+ TALENT



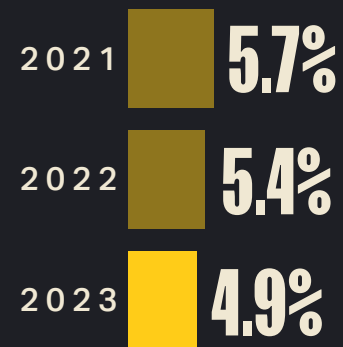




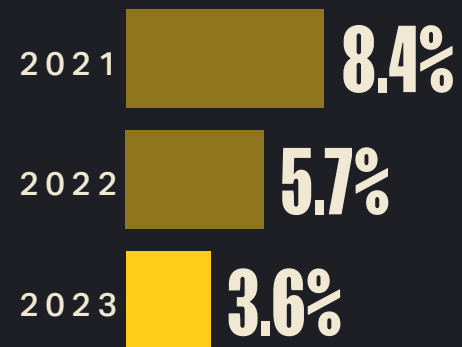
# Series

The news was not as rosy on the series side, as all four metrics tracked dipped to new lows (among the three years analyzed). The percentage of LGBTQ+ series regulars dropped to 4.9% from last year's 5.4% and series creator roles held by LGBTQ+ talent plummeted to 3.6% versus 5.7% in 2022 and 8.4% in 2021. While it's true that the overall number of scripted series was down as a result of the reductions in content spend and the work stoppage due to the dual strikes, it's worth noting that the overall scripted TV market was down -19% but the amount of series with LGBTQ+ talent fell an even greater -24%. Series with large casts that featured mostly LGBTQ+ characters (e.g. *Pose* and *The L Word: Generation Q*) ended their runs prior to 2023 and *American Horror Story* shifted to a new season with a story that featured less LGBTQ+ talent. The loss of representation due to these shifts clearly had an impact on LGBTQ+ representation, particularly when more recent shows featuring LGBTQ+ stories have had smaller casts overall and, therefore, a smaller number of roles played by LGBTQ+ talent. Additionally, the percentage of series featuring LGBTQ+ narratives shrank to 9.9%, down slightly from 2022 (10.6%), but off a more notable -24% from 2021 (12.9%).

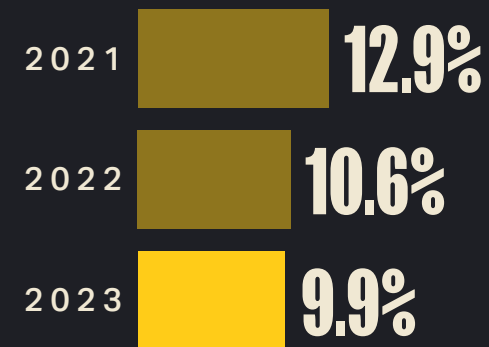
% LGBTQ+ SERIES REGULARS



% LGBTQ+ SERIES CREATORS



% SERIES FEATURING LGBTQ+ STORIES



% SERIES WITH LGBTQ+ TALENT





## Empowering LGBTQ+ Youth

Netflix's *Heartstopper* has been a beacon of hope for LGBTQ+ representation, offering a heartfelt and authentic portrayal of young queer love and identity. The show, based on Alice Oseman's beloved graphic novels, follows the blossoming romance between Charlie, an openly gay teenager, and Nick, his seemingly straight classmate who begins to question his own sexuality. *Heartstopper* stands out for its tender and nuanced depiction of LGBTQ+ experiences, avoiding stereotypes and instead presenting relatable characters who navigate the joys and challenges of adolescence. The series has been praised for its inclusivity, featuring a diverse cast while addressing issues such as coming out, mental health and the importance of supportive friendships. By bringing these stories to the forefront, *Heartstopper* not only provides much-needed visibility for LGBTQ+ youth but also fosters empathy and understanding among a broader audience.

### *Heartstopper*



6 LGBTQ+ Series  
Regulars





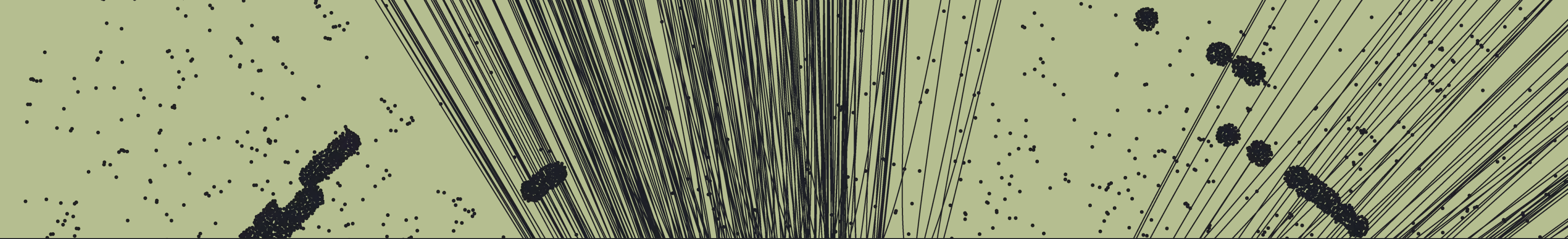


# Spotlight on LGBTQ+ Talent

**Theater Camp**  
🧑🧑🧑🧑🧑🧑  
6 LGBTQ+ Main Title  
Cast Members

The 2023 movie *Theater Camp* won over viewers with its heartwarming and hilarious portrayal of a summer theater camp and has been celebrated particularly for its authentic and positive LGBTQ+ representation. One of the film's most notable qualities is its inclusive and diverse cast, featuring a large number of LGBTQ+ actors who bring depth and relatability to their characters. The movie captures the camaraderie and creativity of theater kids, with a special emphasis on the supportive and accepting environment that theater often provides for LGBTQ+ youth. Fans appreciated the genuine chemistry among the cast and the way the film portrays the joys and challenges of finding one's voice and community. *Theater Camp* shines as a feel-good comedy that not only entertains but also uplifts and affirms LGBTQ+ identities.

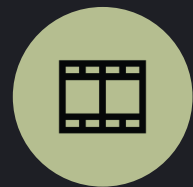




PART 3

# Black Representation

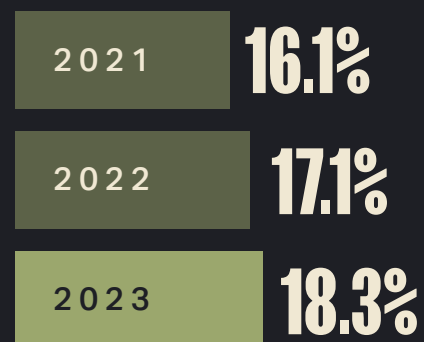




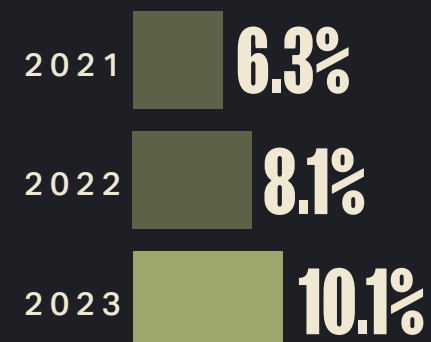
# Film

Black representation was up across nearly all measures in Film. Main title roles held by Black talent increased 1.2 percentage points in 2023, accounting for 18.3% of total main title roles that year. The percentage of Black film directors was also up year-over-year (+2.0 percentage points) to 10.1% in 2023. Additionally, there were more films featuring Black stories in 2023, up from 4.6% in 2022 to 5.7% in 2023 (but still notably below 2021's 8.3%). The one area that didn't see improvement was the percentage of films featuring at least one Black talent in a main title role; that percentage declined to 50.5%, a noticeable decline of nearly five percentage points from 2022. This will be a metric to monitor in 2024 as it could signify that, despite gains in the number of main title and director roles, representation is being spread across a fewer number of films.

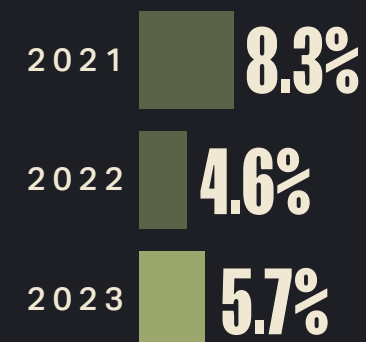
% MAIN TITLE ROLES PLAYED BY BLACK TALENT



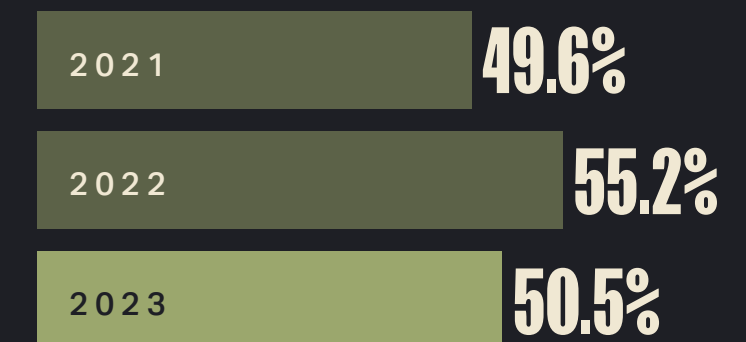
% BLACK FILM DIRECTOR ROLES



% FILMS FEATURING BLACK STORIES



% FILMS WITH BLACK TALENT

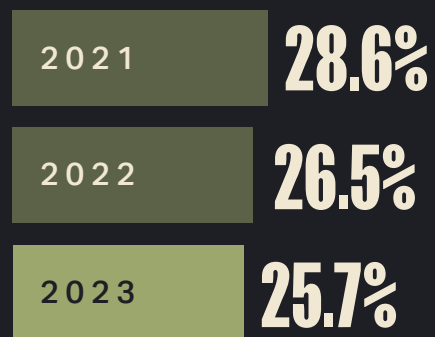




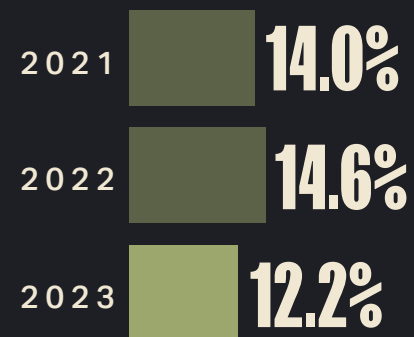
# Series

As was the case with many underrepresented groups this year, Black representation across TV and Digital series was down due to a reduction in content spend at major studios, networks and streamers as well as the dual strikes which resulted in fewer series produced overall. Black series regular roles decreased to 25.7% of all series regular roles, while Black creators dropped more precipitously, off 2.4 percentage points from 2022 and representing just 12.2% of all series creators. Series featuring Black stories dropped again this year, down to 15.6% of all series. And while representation across series remained high based on the number of projects featuring at least one Black talent in a series regular role (71.3%), it's disappointing to see it slip from 2022's rate of 74.3%.

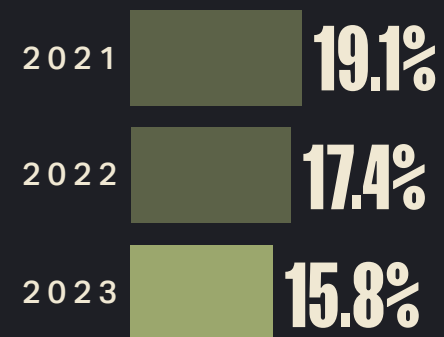
% BLACK SERIES REGULARS



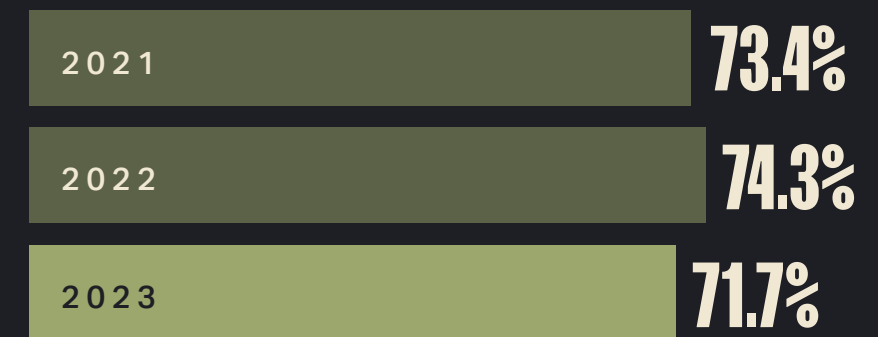
% BLACK SERIES CREATORS



% SERIES FEATURING BLACK STORIES



% SERIES WITH BLACK TALENT

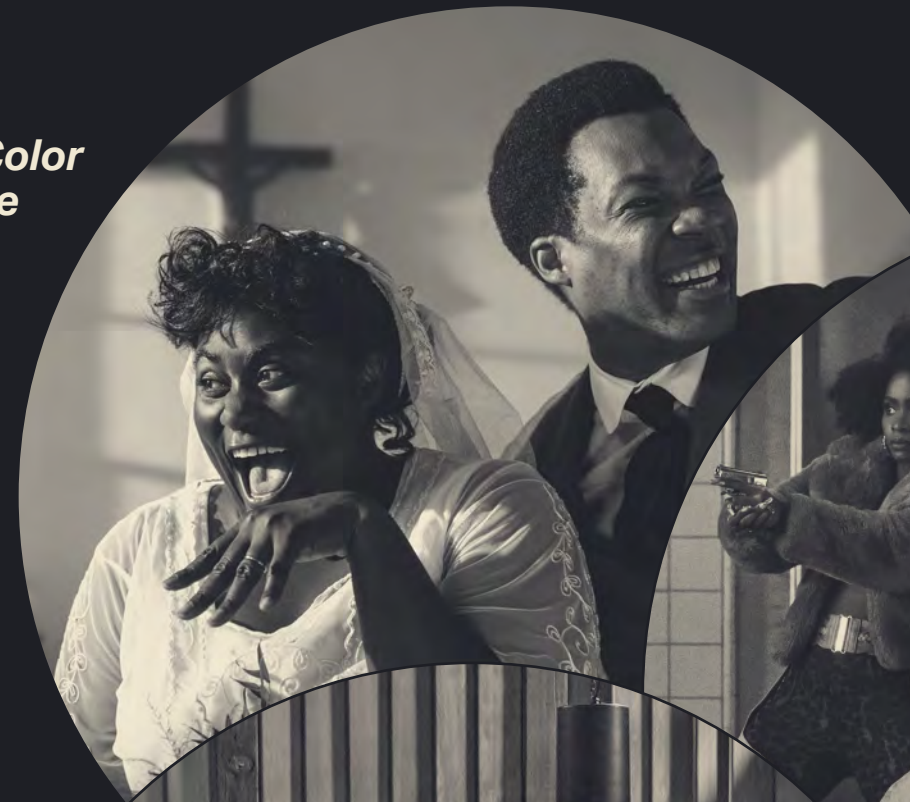




## Diverse Black Narratives Flourish

In 2023, representation of Black talent in films showcased a rich tapestry of experiences, reflecting the multifaceted nature of Black lives and stories. In *The Color Purple*, not only does this reimagined, classic tale personify stories of love, compassion and the inherent joy of Black womanhood and sisterhood, it also stands out as an authentic moment of a Black queer love story in film. *Creed III* delves into themes of legacy, family and identity through the lens of a Black boxing champion, while *They Cloned Tyrone* offers a unique blend of sci-fi and satire, addressing systemic issues affecting Black communities with both humor and critical insight. Additionally, *The Blackening*, a horror-comedy, subverted genre conventions to provide a fresh and entertaining satire on race and survival. These films collectively enriched the cinematic landscape by portraying diverse narratives that span across different genres and themes, ultimately contributing to a more inclusive and representative portrayal of Black experiences in Hollywood.

*The Color Purple*



*They Cloned Tyrone*



*The Blackening*

*Creed III*





# Impactful Black Creators

Courtney  
A. Kemp



Quinta  
Brunson



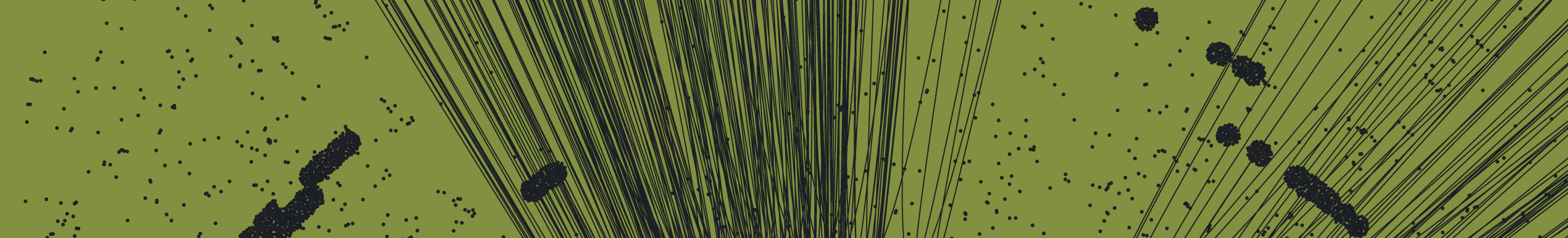
As noted in last year's report, we can't talk about Black representation in Hollywood without mentioning the seismic contributions of Tyler Perry and Shonda Rhimes. Collectively, their series (both those that they created and/or on which they serve as an executive producer) accounted for well over 100 series regular roles in late 2022 through 2023. Their success has helped to set the stage for future Black creators.

Moving beyond these powerhouses, it's crucial to highlight the contributions of other influential Black creators like Quinta Brunson and Courtney A. Kemp, who have significantly advanced Black representation on television.

Brunson, the creative force behind the critically acclaimed series *Abbott Elementary*, has been instrumental in bringing nuanced and relatable Black experiences to the small screen. Her work not only showcases the challenges and triumphs of educators in a predominantly Black public school but also provides a platform for a diverse cast of characters. *Abbott Elementary* has resonated with audiences for its humor, authenticity and heartfelt storytelling while earning numerous awards and accolades to solidify Brunson's place as a key figure in contemporary television.

Kemp, the mastermind behind the *Power* franchise, has also made a significant impact on Black representation in television. Kemp's intricate narratives and complex characters have captivated audiences and expanded the portrayal of Black life on screen. The *Power* universe, with its multiple spin-offs including *Power Book II: Ghost* and *Power Book III: Raising Kanan*, continues to explore themes of family, loyalty and ambition within the Black community. Kemp's ability to create compelling and multi-dimensional characters has not only entertained but also provided deeper insights into the diverse experiences of Black individuals.

Both Brunson and Kemp have demonstrated that diverse storytelling is not only possible but can also bring success, further enriching the television landscape and continuing the important work of increasing representation and inclusivity in Hollywood.



PART 4

# Latin/Hispanic Representation

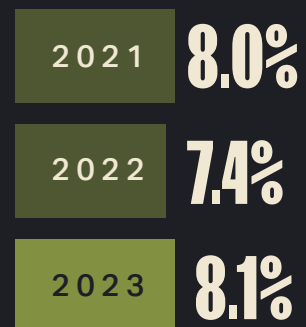




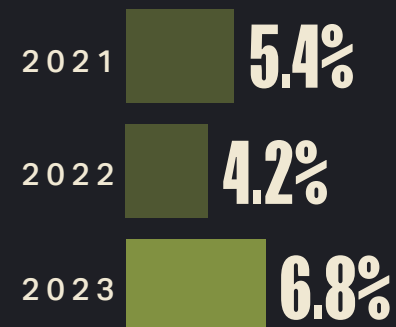
# Film

Representation of the Latin/Hispanic cohort in film was on the rise in 2023, though still shockingly low overall. Main title roles rebounded to 8.1% and director roles held by Latin/Hispanic talent grew to 6.8% — its highest level of the three years analyzed. Additionally, the focus of Latin/Hispanic stories in films also grew to its highest level of the three years analyzed, jumping from 0.4% in 2022 to 2.2%. Despite these improvements, Latin/Hispanic representation is still troublingly low as these figures significantly trail the actual Latin/Hispanic composition of the U.S. population (19.1% in the latest 2022 population projections from the U.S. Census Bureau).

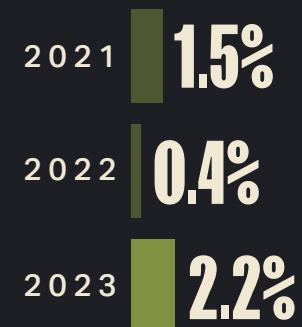
% MAIN TITLE ROLES PLAYED BY LATIN/HISPANIC TALENT



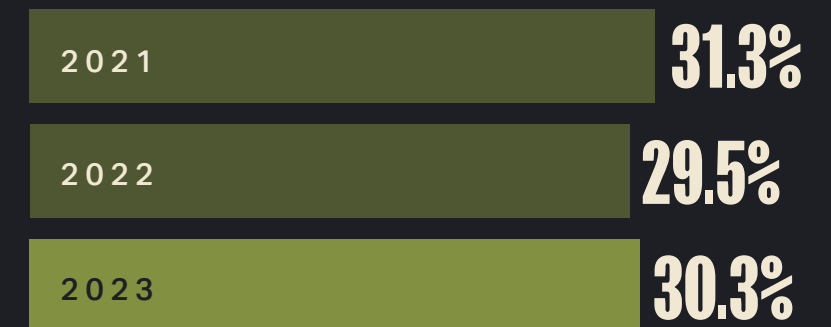
% LATIN/HISPANIC FILM DIRECTOR ROLES



% FILMS FEATURING LATIN/HISPANIC STORIES



% FILMS WITH LATIN/HISPANIC TALENT

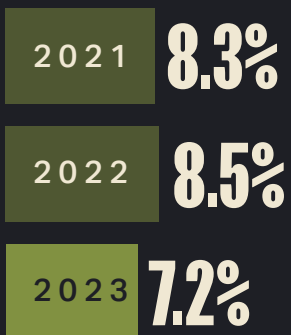




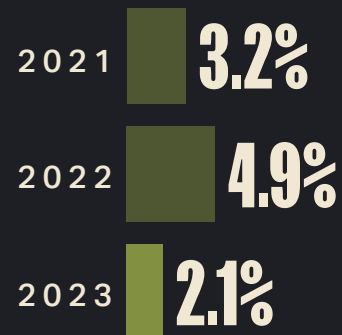
# Series

Latin/Hispanic representation in series was even worse as the percentage of series regular and creator roles declined versus 2022. Series regular roles held by Latin/Hispanic talent dropped from 8.5% in 2022 to 7.2% in 2023 and Latin/Hispanic series creators dropped more significantly (from 4.9% in 2022 to 2.1%). These declines were largely the result of fewer series premiering in 2023, but it's worth noting that the overall series rate of decline was -19%, while declines among series featuring Latin/Hispanic talent (series regulars and/or creators) was off a bit more (-22%). Additionally, scripted TV and streaming projects that have found a path to series are often met with a higher likelihood of cancellation. In fact, series with high concentrations of Latin/Hispanic series regulars (i.e., 40% or more) have had a cancellation rate of between 36-44% over the last three years — that's a full 9-19 percentage points more than the cancellation rate across all comedy and drama TV/Digital series.

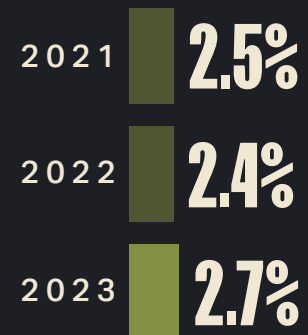
% LATIN/HISPANIC SERIES REGULARS



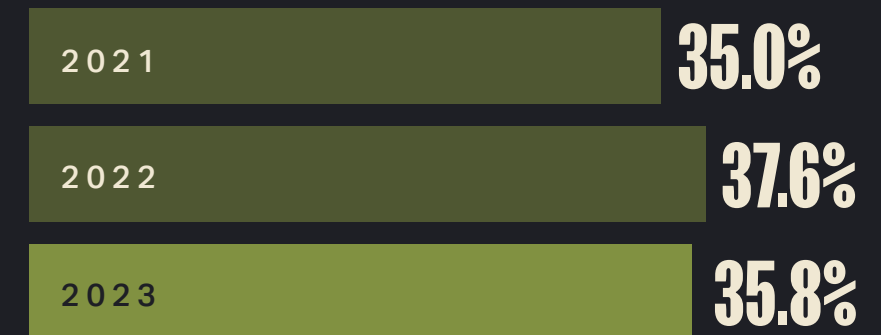
% LATIN/HISPANIC SERIES CREATORS



% SERIES FEATURING LATIN/HISPANIC STORIES



% SERIES WITH LATIN/HISPANIC TALENT





# Persistent Inequality

Despite making up approximately 19% of the total U.S. population, Latin/Hispanic representation in film and TV series remains the most inequitable compared to other underrepresented groups. For a cohort that accounts for 24% of box office ticket sales and 24% of streaming subscribers (2021 Theme Report, Motion Picture Association), it's unfathomable that their representation on-screen remains so consistently low. Several factors contribute to this disparity.

One reason is the historical lack of Latin/Hispanic executives and decision-makers within the entertainment industry, which affects the greenlighting and development of projects centered around Latin/Hispanic narratives. Systemic barriers like limited access to funding and distribution channels for Latin/Hispanic creators also exacerbate the issue.

Addressing these challenges requires intentional efforts to diversify leadership within the industry, amplify Latin/Hispanic voices and invest in stories that reflect the rich cultural heritage and experiences of the Latin/Hispanic community.

Notable recent projects that feature Latin/Hispanic representation include the 2023 movie *Flamin' Hot* and Freeve's 2023 series *Primo*. *Flamin' Hot*, directed by Eva Longoria, tells the uplifting story of Richard Montañez, a Mexican American who revolutionized the snack industry by creating Flamin' Hot Cheetos despite facing numerous obstacles. The story highlights themes of perseverance and ingenuity within the Latin/Hispanic community. *Primo*, a heartwarming sitcom, portrays the life of a young Mexican American teenager navigating family and cultural dynamics with humor and authenticity.



## Primo\*



8 Latin/Hispanic Series Regulars

## Flamin' Hot



5 Latin/Hispanic Main Cast

\*FREEVEE ANNOUNCED ON 5/21/24 THAT THE SHOW WOULD NOT BE RENEWED FOR A SECOND SEASON.



PART 5

# Asian Representation

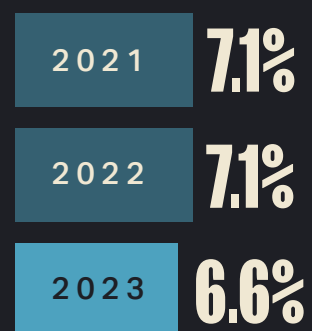




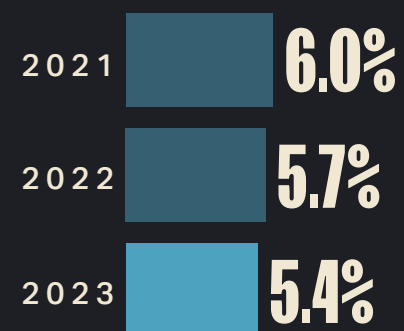
# Film

Main title and director roles held by Asian talent declined in 2023 — one of only two cohorts to see declines in both measures in film (the other cohort posting declines in both was Female talent). The number of films featuring Asian-centered stories was on par with 2022 (12 films in both years) as was the number of films featuring at least one Asian talent in a main title role (169 in 2023 vs. 170 in 2022).

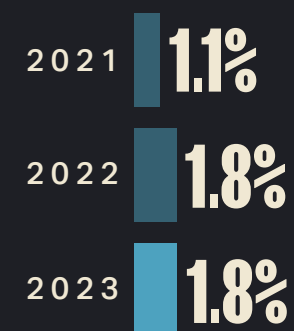
% MAIN TITLE ROLES  
PLAYED BY ASIAN TALENT



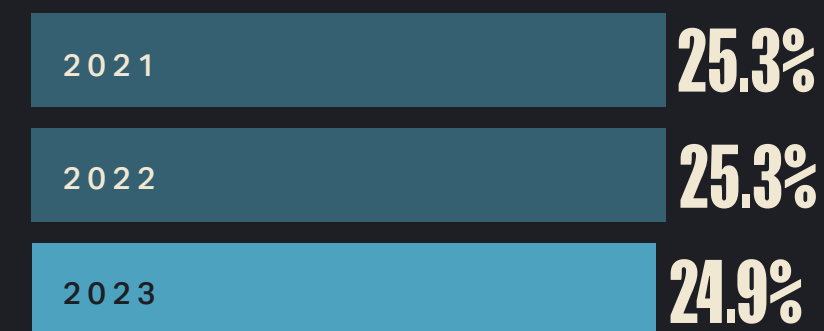
% ASIAN FILM  
DIRECTOR ROLES



% FILMS FEATURING  
ASIAN STORIES



% FILMS WITH  
ASIAN TALENT

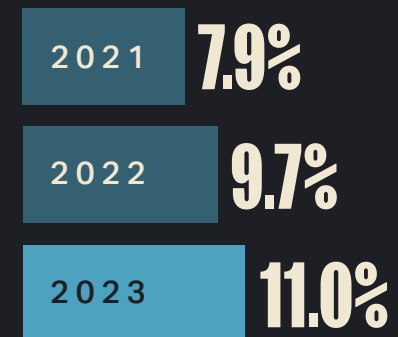




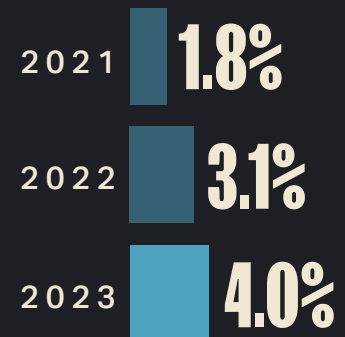
# Series

Although there were fewer series produced and fewer roles overall that went to Asian talent, Asian representation on TV/Digital outlets increased in terms of percentage of total roles. In fact, 11% of series regular roles were held by Asian talent in 2023, up from 9.7% in 2022, while Asian talent comprised 4% of all series creators in 2023 (up vs. 3.1% in 2022 and more than double 2021's 1.8%). The overall number of series with at least one Asian talent in a series regular role held steady from 2022 (42.3%) to 2023 (42.2%).

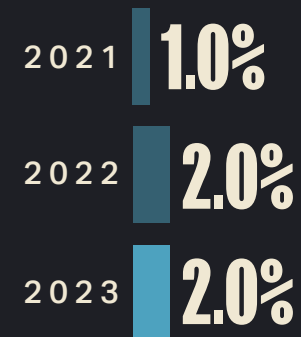
% ASIAN SERIES REGULARS



% ASIAN SERIES CREATORS



% SERIES FEATURING ASIAN STORIES



% SERIES WITH ASIAN TALENT





# A Kaleidoscope of Experiences

The 2023 films *Joy Ride* and *Past Lives* underscore the importance of showcasing multiple Asian experiences through film, highlighting the rich diversity within the Asian community. *Joy Ride*, a comedic adventure directed by Adele Lim, explores the lives of Asian American women, blending humor with heartfelt moments to depict friendship, identity and cultural nuances. *Past Lives*, directed by Celine Song, offers a poignant and introspective look at the complexities of love and fate through the lens of Korean immigrants. By presenting these distinct narratives, both films emphasize that there is no singular Asian experience. Instead, they celebrate the varied stories, backgrounds and emotions that make up the Asian diaspora. This diversity in storytelling not only enriches the cultural landscape of cinema but also fosters greater understanding and empathy among audiences, breaking down stereotypes and broadening the Asian representation in mainstream media.



## ***Past Lives***



2 Asian Main  
Title Cast

## ***Joyride***



5 Asian Main  
Title Cast







**Beef**  
 👤 👤 👤 👤 👤 👤  
 6 Asian Series  
 Regulars

# Netflix Boosts Asian Representation

Netflix showcases a myriad of Asian perspectives through its diverse lineup of series, including *Beef*, *Never Have I Ever* and *XO, Kitty*, each of which boasts a predominantly Asian cast. *Beef*, featuring Steven Yeun and Ali Wong, dives into the complexities of anger and redemption within the Asian American community. *Never Have I Ever*, created by Mindy Kaling, portrays the humorous and heartfelt journey of an Indian American teenager navigating adolescence. Meanwhile, *XO, Kitty*, a spin-off of the popular *To All the Boys* franchise, explores the adventures of a Korean-American girl at an international boarding school. Together, these series not only highlight the richness of Asian lived experiences but also provide a platform for Asian voices and stories to reach a global audience.

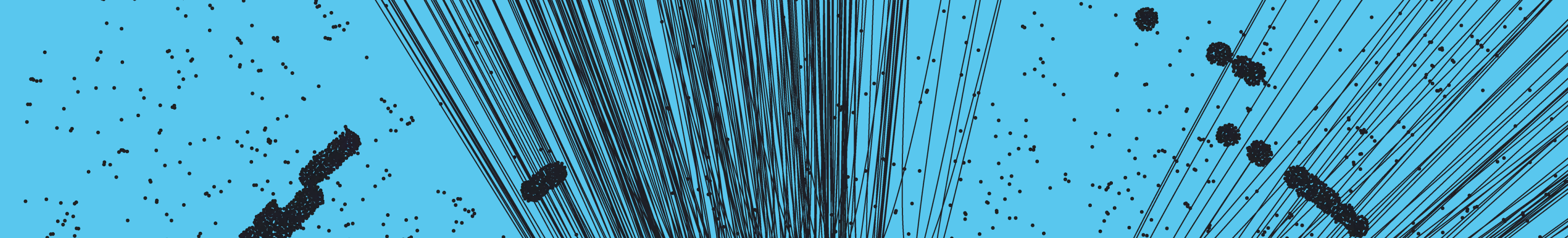


**XO, Kitty**  
 👤 👤 👤 👤 👤 👤  
 6 Asian Series  
 Regulars



**Never Have I Ever**  
 👤 👤 👤 👤 👤  
 5 Asian Series  
 Regulars





PART 6

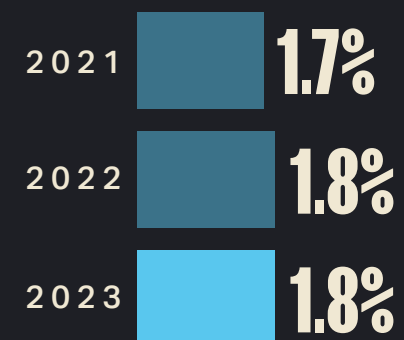
# Indigenous Representation



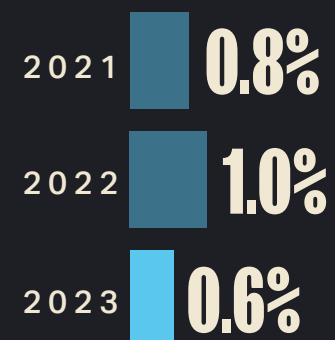
## Film

Indigenous representation remains low, particularly with regard to representation in film. In fact, of the 4,798 main title and director roles across films released in 2023, just 79 (1.6%) went to Indigenous talent. The percentage of main title roles held by Indigenous talent was even with last year's percentage, holding steady at 1.8%, while Indigenous director roles fell slightly, from 1.0% in 2022 to 0.6% in 2023. On a positive note, the percent of films featuring Indigenous stories doubled from 2022 to 2023 (from 0.6% to 1.2%).

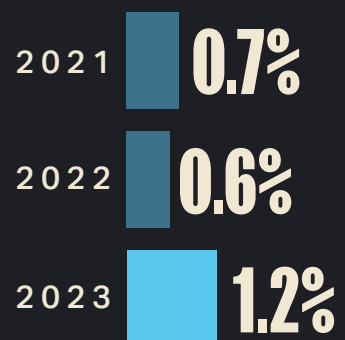
% MAIN TITLE ROLES PLAYED BY INDIGENOUS TALENT



% INDIGENOUS FILM DIRECTOR ROLES



% FILMS FEATURING INDIGENOUS STORIES



% FILMS WITH INDIGENOUS TALENT



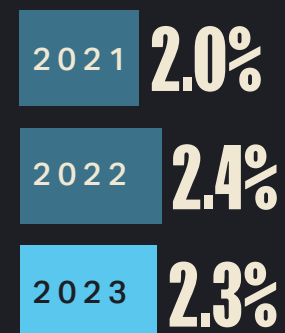




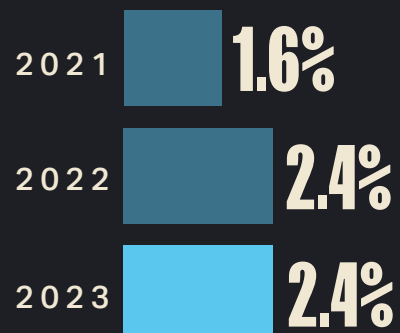
# Series

Representation is slightly stronger among TV/Digital series than it is in film (2.4% series regular and creator roles vs. 1.6% of film main cast and director roles). The number of series regular and creator roles held by Indigenous talent dropped year-to-year but did so at approximately the same rate as the overall decline in series roles in general. As such, Indigenous talent accounted for essentially the same percentage of roles in both measures as in 2022. Specifically, 2.3% of all 2023 series regular roles were played by Indigenous talent (vs. 2.4% in 2022) and 2.4% of series creator roles were held by Indigenous creators. The percentage of series featuring Indigenous stories declined as more than half of the seven series in 2022 were canceled or ended their runs in that year. Just two of the seven premiered new seasons in 2023 and two new series joined the fray, but both were limited series; so, unless Hollywood makes a concerted effort to launch new series featuring Indigenous narratives, there could be a decline coming in 2024 as well.

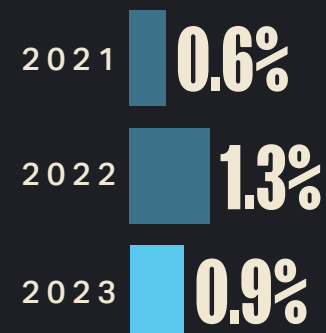
% INDIGENOUS SERIES REGULARS



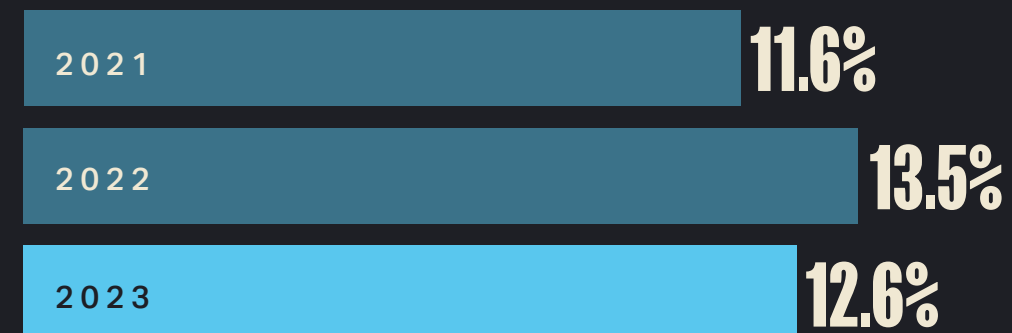
% INDIGENOUS SERIES CREATORS



% SERIES FEATURING INDIGENOUS STORIES



% SERIES WITH INDIGENOUS TALENT





## Making History

Lily Gladstone made history when she was nominated for an Oscar in the Best Lead Actress category for her portrayal of Mollie Burkhart in *Killers of the Flower Moon*, marking the first time in its 96-year history the Academy nominated a Native American actor in this category. Her nomination underscores the importance of diverse storytelling and the inclusion of authentic voices in entertainment. It also serves as inspiration for a new generation of Indigenous actors and filmmakers by asserting that their stories are valuable and worthy of recognition on the global stage.



**Lily Gladstone  
in *Killers of the  
Flower Moon***





## Indigenous Stories

Multi-season shows like *Young Rock* and *Reservation Dogs* have been pivotal in highlighting Indigenous narratives and experiences, bringing these stories to the forefront of mainstream media. *Young Rock* provides a unique look at Dwayne Johnson's heritage, including his Samoan roots, while *Reservation Dogs*, created by Indigenous filmmakers Sterlin Harjo and Taika Waititi, offers an authentic and humorous portrayal of life on a Native American reservation.

The return of series like *Dark Winds* and *Yellowstone*, which feature Indigenous storylines and characters, continues this trend of increased visibility and representation. Adding to this momentum, new entrants in 2024 such as Disney's *Echo*, HBO's *True Detective: North Country* and Netflix's *American Primeval* promise to further enrich the landscape. Although *Echo*'s future remains uncertain, *True Detective* is an anthology series with a changing narrative each season and *American Primeval*, like several other recent entrants, is a limited series; the introduction of these new series offers hope that Hollywood is making meaningful progress in improving Indigenous representation.

This ongoing commitment to diverse storytelling ensures that Indigenous voices and experiences continue to be seen and heard on a larger scale.

### *Reservation Dogs*



4 Indigenous Series Regulars

### *Young Rock*



4 Indigenous Series Regulars





PART 7

# Middle East/ North Africa Representation

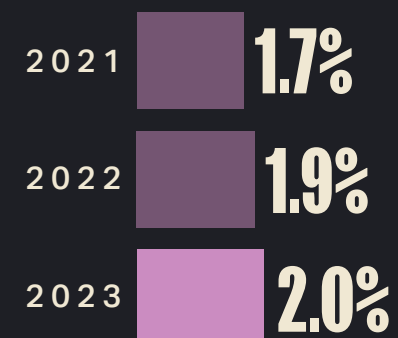




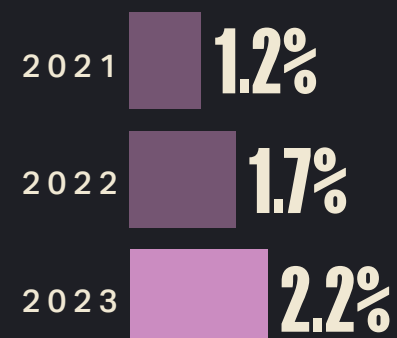
# Film

Representation of MENA talent continues trending up in terms of main title roles, ticking up slightly to 2.0% from last year's 1.9%, while director roles were up from 12 in 2022 to 18 in 2023 (equating to 2.2% of all director roles in 2023). Although the number of roles increased year-over-year, the number of films with MENA narratives declined from four in 2022 to just one in 2023.

% MAIN TITLE ROLES PLAYED BY MIDDLE EAST/NORTH AFRICA TALENT



% MIDDLE EAST/NORTH AFRICA FILM DIRECTOR ROLES



% FILMS FEATURING MIDDLE EAST/NORTH AFRICA STORIES



% FILMS WITH MIDDLE EAST/NORTH AFRICA TALENT

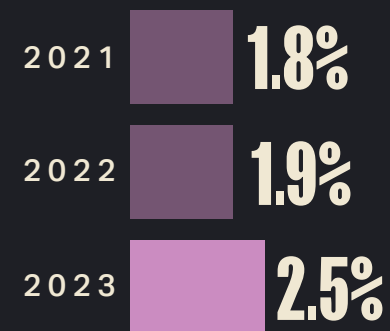




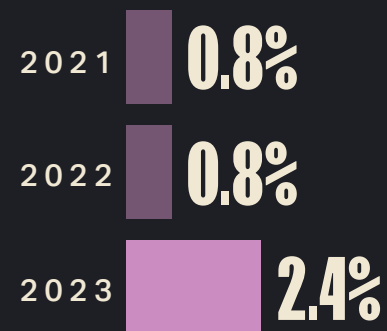
# Series

Representation of MENA talent was up year-over-year in terms of series roles as well, bucking the declines that many other underrepresented groups experienced in the TV/Digital series space. The number of series regular roles played by MENA talent grew to 2.5% of all series regular roles (up from 1.9% in 2022), despite an overall decline of -20% in the total number of series regular roles. Additionally, the number of series creator roles held by MENA talent was up 2.5x from a year ago, growing from four roles to 10 (or 1.6% of all series creator roles for the year), despite a decline of -15% of series creator roles in the TV/Digital marketplace. Also, a larger percentage of series (14.6%) featured series regulars played by MENA talent.

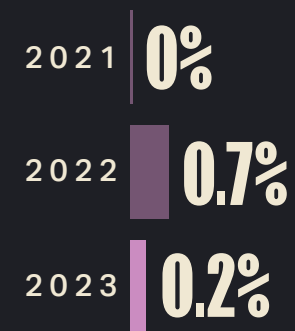
% MIDDLE EAST/  
NORTH AFRICA  
SERIES REGULARS



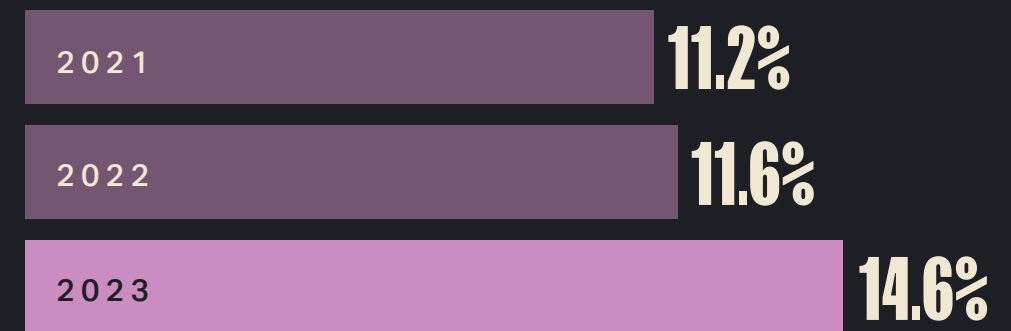
% MIDDLE EAST/  
NORTH AFRICA  
SERIES CREATORS



% SERIES FEATURING  
MIDDLE EAST/NORTH  
AFRICA STORIES



% SERIES WITH  
MIDDLE EAST/  
NORTH AFRICA TALENT








*The Persian Version*

## Differing Approaches to MENA Representation



*Ghosts of Beirut*

Representation of Middle East/North Africa (MENA) talent in film and television is crucial for fostering understanding, breaking down stereotypes and promoting inclusivity. The 2023 movie *The Persian Version* and the 2023 TV series *Ghosts of Beirut* offer contrasting approaches to MENA representation.

*The Persian Version*, winner of the U.S. Dramatic Competition Audience Award at Sundance, explores the complexities of identity, culture and family through the lens of an Iranian-American woman, Leila, who navigates her bicultural life between her Iranian heritage and her American upbringing. The film delves into her relationships, particularly with her mother, Shireen, and addresses themes such as generational trauma, culture clash and LGBTQ+ identity. The narrative is enriched by its portrayal of both Iranian and Iranian-American experiences, making it a poignant exploration of intersectionality. The film features a highly diverse cast that includes six main cast members who identify as MENA.

In contrast, *Ghosts of Beirut* delves into the geopolitical landscape, portraying historical events and complex figures within the context of Middle Eastern current affairs. While it aims to provide a nuanced view, it risks perpetuating certain stereotypes associated with terrorism and violence if it cannot balance its portrayals with deeper character development and context.

Both works contribute to the conversation about MENA representation, yet their differing narratives underscore the need for diverse and multifaceted portrayals in media.





PART 8

# Disability Representation

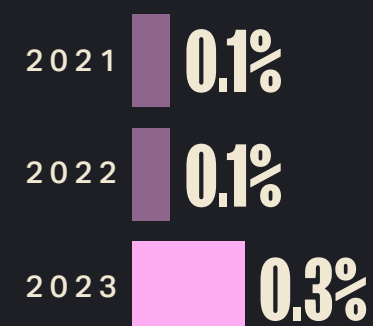




# Film

Disability representation in Film is almost non-existent when looking at the sheer lack of main title cast roles held by people who identify as having a disability in 2023. In all, there were 12 roles, which equates to about 0.1% of all main title roles in 2023. That said, that's the highest number of roles of the three years analyzed, doubling last year's total of six. Additionally, the representation on screen was better than behind the camera as there hasn't been a single film director in the past three years who identifies as having a disability. Note: While we do have robust data on many people with disabilities, we highly respect talent's decision to self-identify as "a person with a disability," as such figures reported may undercount the actual number of talents with a disability. The number of films focused on disabled narratives declined to its lowest levels of the three years analyzed, with just five films touching on this arena (vs. nine in 2022).

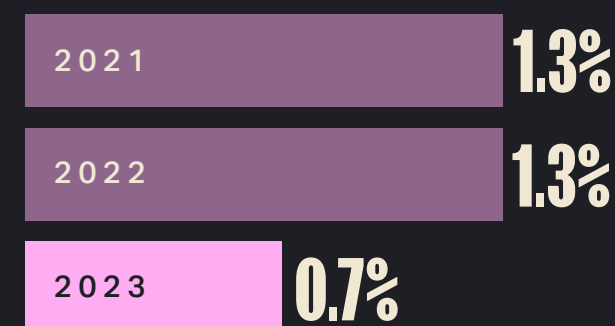
% MAIN TITLE ROLES PLAYED BY PEOPLE WHO IDENTIFY AS HAVING A DISABILITY



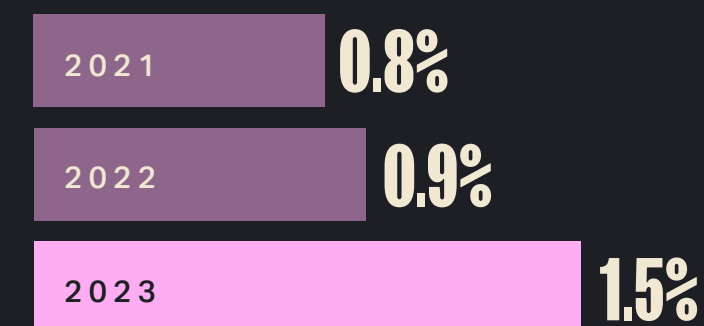
% FILM DIRECTOR ROLES FOR PEOPLE WITH A DISABILITY



% FILMS CENTERED ON DISABILITY STORIES



% FILMS WITH TALENT WHO IDENTIFY AS HAVING A DISABILITY

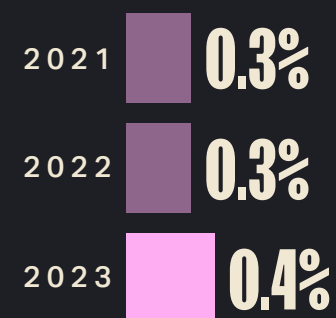




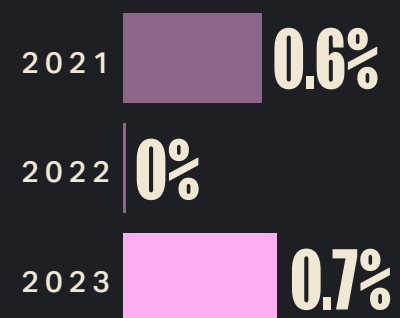
## Series

TV/Digital series offer slightly stronger representation of the disabled community in terms of roles. In 2023, there were 14 series regular roles, up from 12 in 2022 and 10 in 2021. On the series creator front, there were three roles held by people who identify as having a disability in 2023, up from last year when there were no creators who identified as having a disability. Unfortunately, despite the slight uptick in the number of roles held by people who identify as having a disability, there were fewer series featuring disability narratives, falling from eight in 2021 to four in 2022, and just two series in 2023 (*Professor T* on PBS and *All the Light We Cannot See* on Netflix).

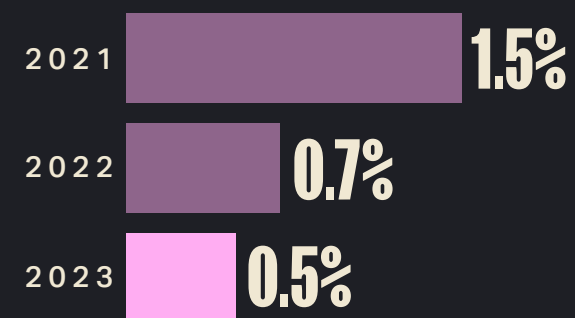
% SERIES REGULAR ROLES PLAYED BY PEOPLE WITH A DISABILITY



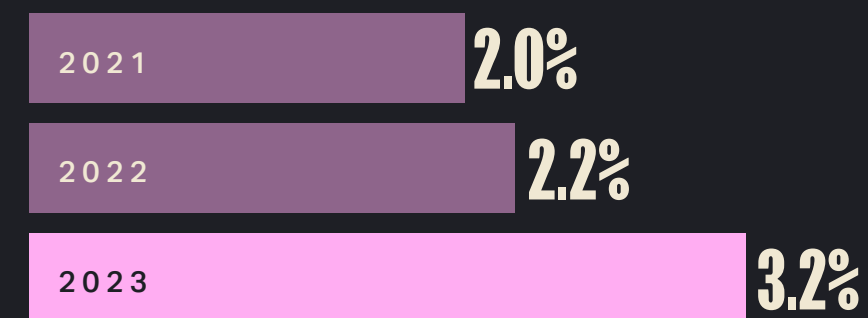
% SERIES CREATOR ROLES FOR PEOPLE WITH A DISABILITY



% SERIES CENTERED ON DISABILITY STORIES



% SERIES WITH TALENT WHO IDENTIFY AS HAVING A DISABILITY





4,000 lbs



# Marvel's Inclusive Casting

Alaqua Cox in *Echo*

As noted in last year's report, the casting of actors with disabilities requires thoughtful consideration because there are many roles that are needed to provide the full spectrum of visibility. In some instances, the character's disability is central to the storyline and cannot be unlinked from the narrative, while other instances require casting teams and directors to consider the ability of any role to be filled by an actor with a disability.

Disney's Marvel series have featured several disabled characters whose disability is central to the role. In fact, Alaqua Cox's title role as Echo has spanned two different series on Disney+, starting first in the 2021 limited series *Hawkeye* and then again most recently as the main character in *Echo*.

Additionally, Disney/Marvel continued their efforts toward inclusivity by casting Liz Carr, who plays Judge Gamble on Season 2 of *Loki*. Judge Gamble is based on the comic book character Professor Justin Alphonse Gamble, who was male and had no stated disability or physical impairment in the comic. Disney/Marvel's decision to cast an actor with a disability in a role that didn't specifically require it exemplifies their open-minded approach to increasing representation of talent with disabilities. This thoughtful casting choice helps advance inclusivity by providing opportunities for actors with disabilities in a broader range of roles.

# Game-Changing Narratives Centering Disability Stories

2023 brought with it two compelling sports stories highlighting disability narratives. *Champions* is a heartwarming sports comedy that follows a former minor-league basketball coach who, after a series of missteps, is court-ordered to manage a team of neurodivergent athletes. Through this unlikely journey, the coach discovers the true meaning of teamwork and friendship, transforming both his own life and the lives of his players. While not classified as main title cast members, the full cast does feature a number of talents with disabilities. *Never Give Up* also takes place in the world of sports and draws on the empowering true story of 20-year-old Brad Minns and his journey to overcome great odds and win the Men's Singles Tennis Finals in the 1985 Deaf World Games. Both films illustrate that with determination, resilience and persistence, anything is possible.



*Never  
Give Up*





PART 9

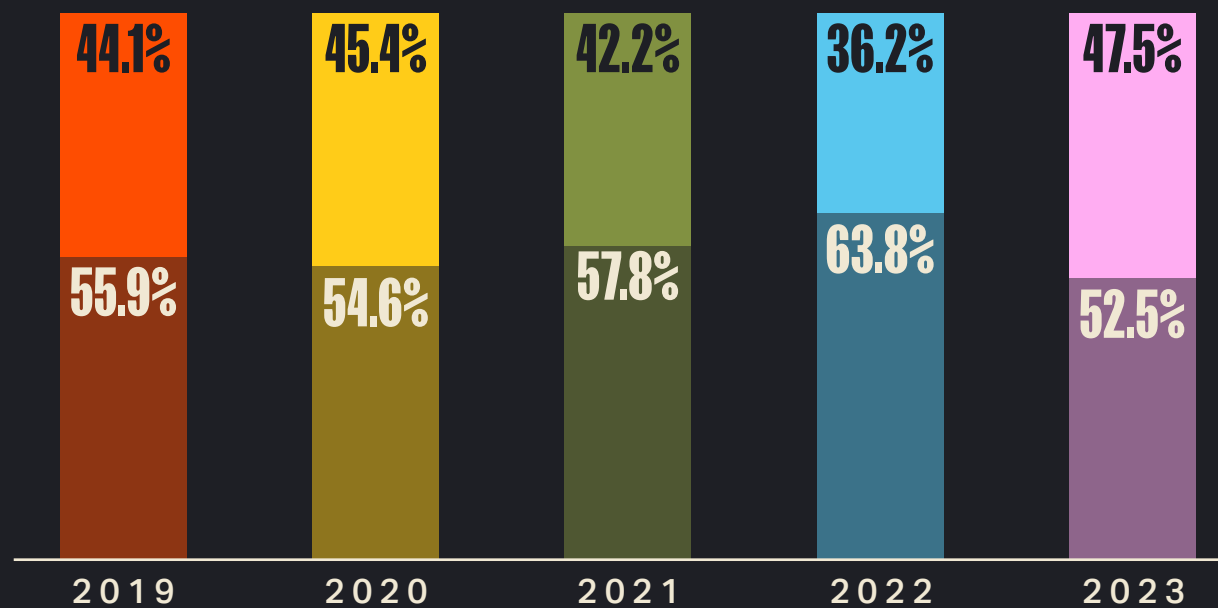
# Academy Awards

# Diversity Sees More Golden Moments

The Academy of Motion Picture Arts and Sciences has shown some progress in increasing the number of nominations given to diverse talent, including women and people of color, though challenges remain. Prompted by widespread criticism and movements like #OscarsSoWhite, which highlighted the lack of representation in major categories, AMPAS has committed to improving diversity within its membership. Initiatives have begun to change the composition of the voting body, such as inviting more members from underrepresented groups. This shift has resulted in an increase in nominations and wins for talent from underrepresented groups. Despite these advancements, the overall representation still does not fully reflect the diversity of the industry's talent. Continued efforts are necessary to ensure that progress is sustained and expanded.

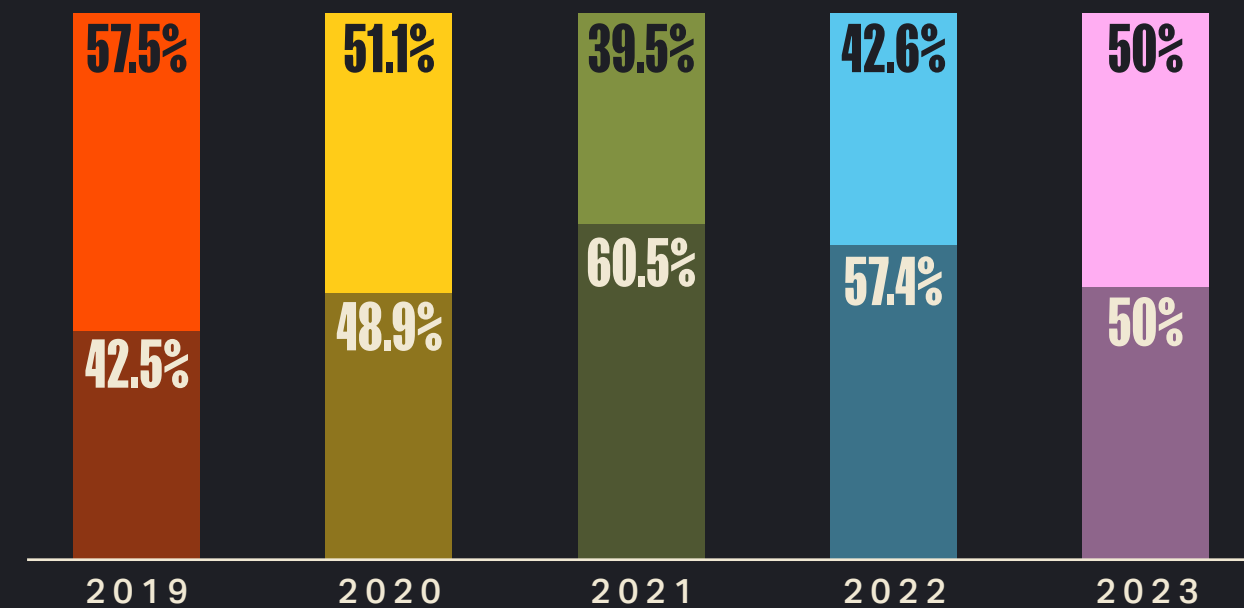
ALL NOMINEES IN ALL CATEGORIES BY YEAR

Underrepresented Not Underrepresented



ALL WINNERS IN ALL CATEGORIES BY YEAR

Underrepresented Not Underrepresented



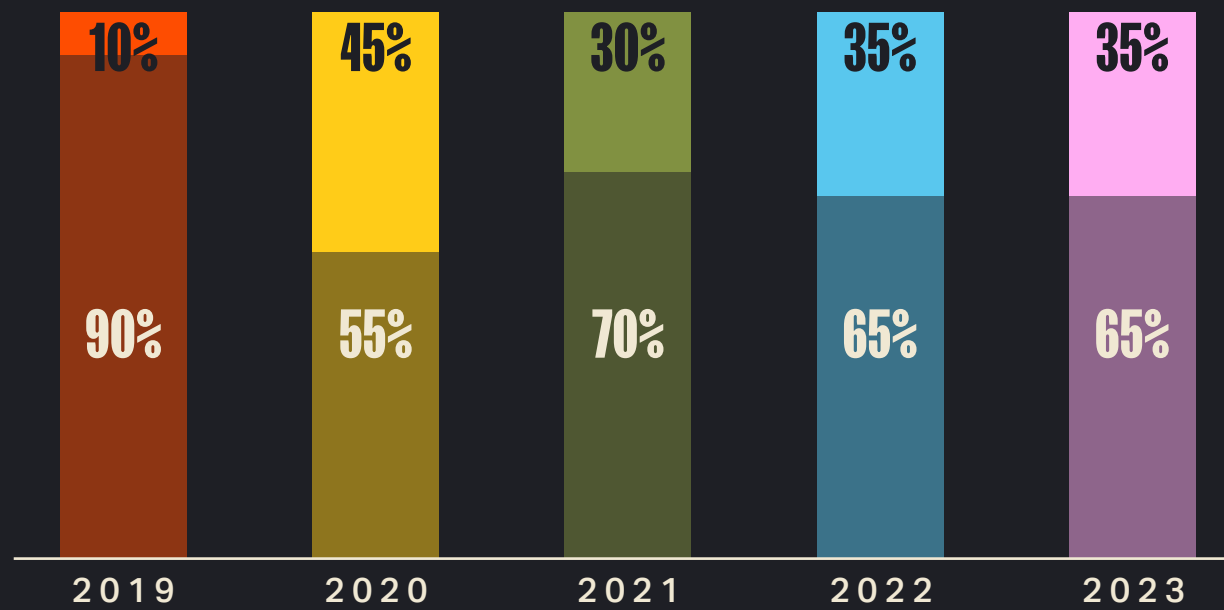


# Still More Work to Be Done

When examining the specific progress in nominations given to people of color across the four main acting categories (Actress in a Leading Role, Actor in a Leading Role, Actress in a Supporting Role and Actor in a Supporting Role), the picture is mixed. While there have been notable breakthroughs and historic nominations and wins in recent years, the overall number of nominations for people of color still falls short of reflecting the true diversity of talent in the industry and the broader U.S. population. The Academy's ongoing initiatives suggest a commitment to further improvement, but continued efforts are needed to achieve true representation.

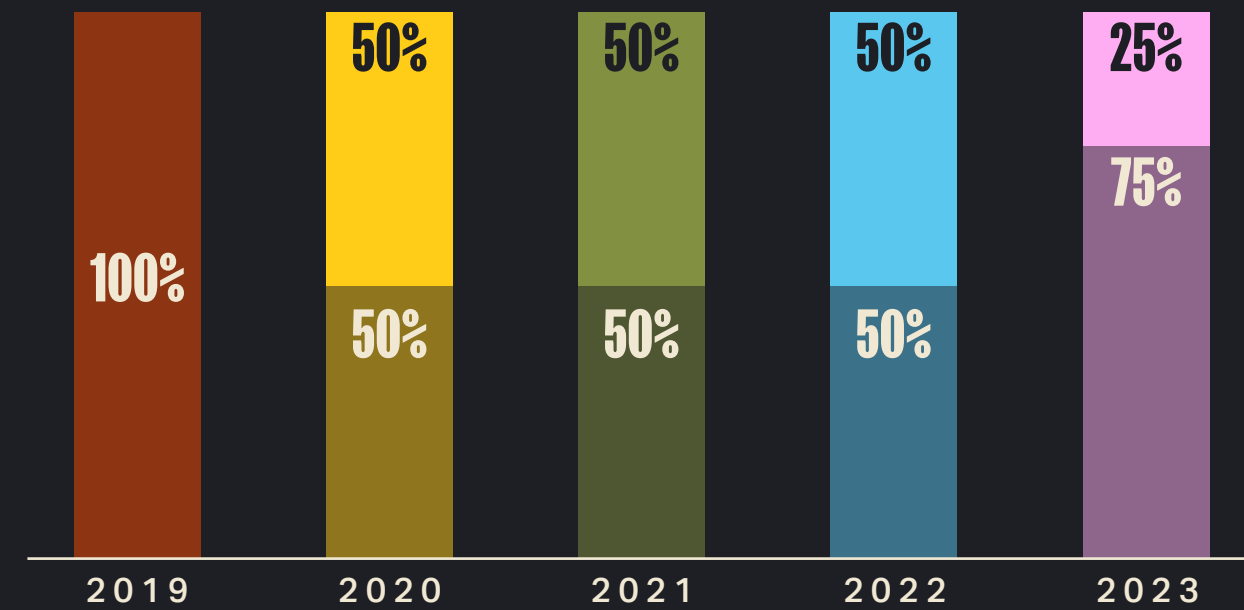
PEOPLE OF COLOR NOMINATED IN MAJOR ACTING CATEGORIES BY YEAR

Person of Color Not POC



PEOPLE OF COLOR WHO WON IN MAJOR ACTING CATEGORIES BY YEAR

Person of Color Not POC





PART 10

# Diversity On-Screen Performance Review



# Viewers Gravitate to Projects with Diverse Casts

Past studies have shown that audiences prefer diversity in their entertainment. Using Luminate's SVM data (**Streaming Viewership (M)** measures total minutes watched across the leading U.S. streaming platforms, including AMC+, Amazon Prime, Apple TV+, Discovery+, Disney+, Hulu, Max, Netflix, Paramount+ and Peacock) we set out to illustrate this preference by looking at the Top 100 TV/Digital series based on individual seasons and the Top 100 streaming films based on Total minutes watched for the calendar years 2022 and 2023. Next, in order to determine each title's percentage of diverse casting, we first counted the number of series regulars (for series) and the number of main title talent (for films) who identified as being part of one of at least one diverse cohort.

Once this number of diverse talent was identified for each title, we divided that number by the total number of series regulars or main title cast members to arrive at a diverse percentage. Then we averaged the diverse percent of each title within the Top 20 and compared that average to the average diverse percentage of titles that ranked outside the Top 20 (from 21-100). Note: In keeping with our methodology throughout the report, we only averaged scripted projects (for film titles that included Action, Comedy, Drama, Horror, Sci-Fi/Fantasy and

Thriller and for series that included Comedy and Drama). All other titles from other genres were excluded from the averages.

What we found confirms that audiences are increasingly gravitating to projects with diverse casts. Specifically, streaming series and films that rank highest (i.e., those that rank among the Top 20) tend to feature more diversity than those that rank outside the Top 20.

In 2023, an average of 67% of series regulars identified as being part of at least one diverse group in scripted series that ranked among Top 20 most-watched TV/Digital seasons, compared to an average of 63% of series regulars in projects that ranked from 21-100. That marks a slight uptick in both measures from 2022.

Similarly, among the Top 20 streaming film titles in 2023, an average of 67% of main title cast within scripted, live-action films identified as belonging to at least one diverse group, compared to an average of just 59% of main title cast members within films that ranked between 21-100. Additionally, 2023's Top 20 grew +3 percentage points over the diverse average of 2022's Top 20 (2023: 67% vs. 2022: 64%).





**80%**  
Diverse Series  
Regulars  
*The Lincoln  
Lawyer*



**90%**  
Diverse Title Cast  
*Black Panther:  
Wakanda  
Forever*

At first pass, the -3 percentage point decline in the diverse cast average among the Top 21-100 film titles is concerning. However, it should be noted that the dip in this average was driven by two titles with very low diverse cast averages. One of these was a 2022 film that fell out of the Top 20 in 2023, which helped boost the 2023 Top 20 average but negatively impacted the diverse cast average for 2023's Top 21-100.

**PERCENT DIVERSE CAST IN  
STREAMING TV/DIGITAL SEASONS**

RANKINGS	2022	2023	PT. DIFF.
Top 20 Rank	66%	67%	<b>+1 pt.</b>
21-100 Rank	62%	63%	<b>+1 pt.</b>
Top 20 vs. 21-100	<b>+4 pts.</b>	<b>+4 pts.</b>	

**PERCENT DIVERSE CAST IN  
STREAMING FILMS**

RANKINGS	2022	2023	PT. DIFF.
Top 20 Rank	64%	67%	<b>+3 pts.</b>
21-100 Rank	62%	59%	<b>-3 pts.</b>
Top 20 vs. 21-100	<b>+2 pts.</b>	<b>+8 pts.</b>	





**78%**  
Diverse Title Cast  
*Glass Onion:  
A Knives Out  
Mystery*



**80%**  
Diverse Title Cast  
*Me Time*

Lastly, some film genres lean into diverse representation more than others. In both 2022 and 2023, Comedy led the pack in terms of the highest average percentage of diverse main title cast members. In fact, in 2023, there were five comedies that ranked among the Top 20. Those five films had an average diverse cast percentage of 73%, +5 percentage points higher than Action and Drama, both of which tied for second with diverse cast averages of 67% each.

TOP 20 STREAMING FILMS  
RANKED ON AVERAGE % DIVERSE CAST BY GENRE

GENRE	AVG. DIVERSE CAST %	# OF TITLES IN TOP 20
Comedy	73%	5
Action	67%	8
Drama	67%	1
Thriller	57%	1
Sci-Fi/Fantasy	50%	1
Horror	—	0



# LUMINATE

Interested in a demo? Learn more about our industry-leading film and TV metadata, as well as our new Streaming Viewership (M) offering.

[FIND OUT MORE](#)