HOLLYWOOD DIVERSITY REPORT 2025

FEATURING FILM

PART 2: STREAMING

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UCLA Entertainment & Media Research Initiative

Acknowledgements

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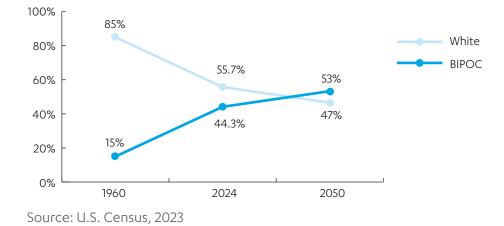


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STUDY HIGHLIGHTS



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

The following highlights emerge from this year's analysis:

Black, Indigenous, and People of Color (BIPOC). The BIPOC share of the U.S. population is growing by nearly half a percent each year. Constituting 44.3 percent of the U.S. population in 2024,¹ BIPOC will become the majority within a couple of decades. In 2024, BIPOC posted gains relative to their White counterparts in all key Hollywood employment arenas examined in the streaming film sector (i.e., streaming film leads, directors, writers, and total actors²). Among streaming film leads and streaming total actors, BIPOC exceeded proportionate representation (51 percent and 51.8 percent, respectively). However, BIPOC remained underrepresented in two remaining key employment positions in 2024:

- Less than proportionate representation among streaming film directors (41 percent)
- Less than 2 to 1 among streaming film writers (30 percent)

Women. Women posted gains, relative to their male counterparts, in two of the four key streaming film employment arenas in 2024 — among streaming film leads and total actors — while losing ground among streaming film directors and writers. Women exceeded proportionate representation among streaming film leads (61 percent). Constituting slightly more than half of the population, women remained underrepresented in three of the four major employment arenas for streaming film.

- Less than 2 to 1 among streaming film directors (28 percent)
- Less than 2 to 1 among streaming film writers (37 percent)
- Less than proportionate representation among total streaming film actors (43.8 percent)

Disability Status. This is the third year that this report tracks the disability status of actors. Actors with disabilities gained ground among both film leads and among total actors. Comprising at least 26 percent of the United States population,³ adults with a disability nonetheless remained underrepresented in front of the camera in top films in 2024:

- Less than 2 to 1 among streaming film leads (14 percent)
- Greater than 4 to 1 among total streaming film actors (6.1 percent)

The Bottom Line. The latest evidence from 2024 continues to underscore America's preference for diverse content in streaming film releases:

Continues to underscore America's preference for diverse content in streaming film releases.

- Among the films released via streaming platforms in 2024, median ratings for viewers 18-49, Black, and Latinx households were highest for films featuring casts that were from 41 percent to 50 percent BIPOC. For White, Asian, and other-race/ethnicity households, ratings peaked for streaming films with casts that were 21 percent to 30 percent BIPOC.
- The median total social media interactions for streaming original films peaked for those with casts that were from 41 percent to 50 percent BIPOC in 2024.
- Following a similar pattern found in previous reports in this series, BIPOC households were overrepresented as household viewers (compared to their population share) for all of the top 10 streaming films and for 19 of the top 20 streaming films (ranked by total household ratings) in 2024.

Overview: Degrees of Underrepresentation, Gains and Losses, Streaming Films 2024*

Arena	BIPOC	Women	Disability Status
Streaming			
Film Leads	> Proportionate	> Proportionate	< 2 to 1
Film Directors	< Proportionate	<2 to 1	
Film Writers	< 2 to 1	<2 to 1	
Total Actors	> Proportionate	< Proportionate	> 4 to 1

*Gains since the last report highlighted in blue, losses in gold.

- Women represented the majority of viewers (exceeding their population share) for six of the top 10 streaming films and for 15 of the top 20 streaming films.
- Persons who were 18 to 49 years old were overrepresented as viewers for nine of the top 10 streaming films and 15 of the top 20 streaming films.
- In 2024, eight of the top 10 streaming films and 14 of the top 20 streaming films (ranked by total household ratings) featured casts that were more than 30 percent BIPOC. Three of the top 10 and seven of the top 20 streaming films featured casts that were more than 40 percent female. Only one of the top 10 and four of the top 20 streaming films featured casts where more than 20 percent of the actors had a known disability.
- Out of the top 20 streaming films ranked by total household ratings, nine films had a BIPOC lead, and 11 films had a female lead.
- Eight to nine of the top 10 streaming films for Asian, Black, Latinx, White, and other-race/ ethnicity households (ranked by each group's household rating) featured casts that were more than 30 percent BIPOC in 2024.
- Seven to eight of the top 10 streaming films for persons, females, and males who were 18 to 49 (ranked by each viewer group's rating) had casts that were more than 30 percent BIPOC.

- Among each household and viewer group, only two to four of the top 10 films and six to 10 of the top 20 films were relatively gender balanced, which is a decline from the previous year.
- Each of the household and viewer groups had a majority of films with a female lead in their respective top 20 lists, except for White households where it was exactly half.
- Only one to four films from each household and viewer group's top 20 list had casts with proportionate disability representation.

Deals. The series recently introduced an examination of television deals in the streaming television report. In this report, film deals and their principals were examined. The evidence shows an ever-present opportunity gap in the film industry for certain groups.

- The major studios and their subsidiaries still provide a plurality of the financing for film deals in 2024 (40.6 percent).
- The majority of film deals were first-look deals (52 percent).
- In 2024, the vast majority of film deal principals were White (75.9 percent) or male (73.5 percent). White men alone represented more than half of all film deal principals (57 percent).

INTRODUCTION

2025 Hollywood Diversity Report: Part 2 Streaming

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





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

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

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

In 2023, this report series returned to examining theatrical releases separately from streaming releases, a practice that was interrupted in 2021 and 2022 due to the COVID-19 pandemic. The current report considers English-language, streaming original films that were ranked in the top 100 among total households in 2024 and compares them to the previous year. We track those employed in key positions and examine the composition of the cast in terms of race/ ethnicity, gender, and disability among the top streaming releases. We also investigate how the top streaming films fared in terms of TV and social media ratings among moviegoers from different demographic backgrounds.

Earlier this year, Part 1 focused only on top theatrical films from 2024. For the current report, Part 2 will focus on the top streaming films from 2024. In addition, we added a section on film deals documented through December 31, 2024. This section is meant as a snapshot of who has film deals, and which entities are financing those deals.

The Data

The 2025 Hollywood Diversity Report: Part 2 Streaming examines 100 of the top Englishlanguage, streaming original films⁵ released in 2024 and 175 film deals documented in 2024. The variables considered in the analyses for this report include the following:

- Racial/ethnic identity of lead talent⁶
- Gender identity of lead talent⁷
- Disability status of lead talent⁸
- Overall cast diversity⁹
- Writer diversity
- Director diversity
- Genres
- Film budgets

- Viewer and social media ratings¹⁰
- Type of film deal financiers
- Type of film deals
- Type of creatives with film deals
- Racial/ethnic identity of film deal principals
- Gender of film deal principals

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

HOLLYWOOD LANDSCAPE

Hollywood Landscape

Streaming viewership continues to grow. In 2024, some of the major Hollywood studios that created streaming arms of their business saw annual profits for the first time by growing their subscriber base, raising prices, and cutting costs on original programming.¹¹ According to Nielsen, viewers spent over 12 trillion minutes streaming content in 2024, which was 10 percent higher than in 2023.¹² With the rise of ad-supported plans, such as Pluto TV and Tubi, that provide viewers with "free" streaming services, major streamers have adopted their own ad-supported plans to remain competitive.¹³ At the same time, the film and television industry continues to contract. After the COVID pandemic in 2020, the end of the "peak TV" era in 2022, and the double strikes of 2023, the industry has struggled. The number of global films in production decreased in 2024.¹⁴ Streaming-only films from major streamers declined in 2024 as compared to 2023.¹⁵ However, the number of English-language, original films from major streamers identified for this report series stayed the same over that two-year period. The top 100 of those streaming original films are examined in this report.

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

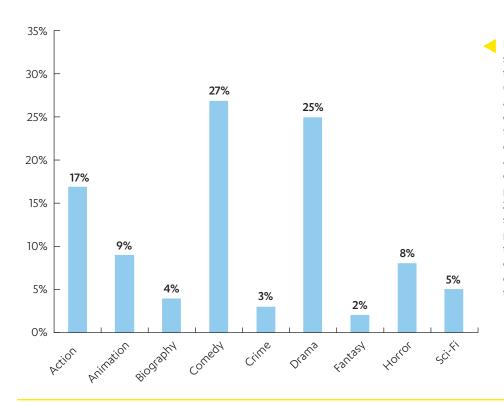
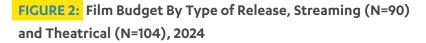
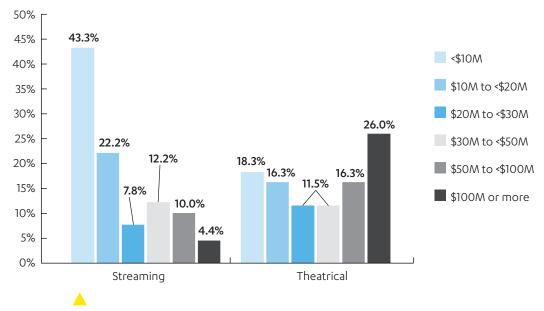


FIGURE 1: Percentage Distribution of Streaming Films by Genre, 2024 (N=100)

Nine primary genres categorize the top streaming film releases of 2024. Continuing the pattern of the past two years, comedy (27 percent), drama (25 percent), and action (17 percent) made up the majority of the top releases. Of the 27 comedy films, 16 had "romance" as a secondary genre. An additional 16 films had comedy as their secondary genre as well. Although comedies continued to represent the plurality among the top streaming films in 2024, there was a notable increase in the share of dramas (17 percent in 2023 vs. 25 percent in 2024). Lastly, there were 10 films that had "coming-of-age" as a secondary genre among the top streaming films. In contrast, this genre was not found among the top theatrical releases in 2024.





Nearly two thirds of top streaming releases in 2024 had budgets less than \$20 million (65.5 percent). This stands in contrast to 2024's top theatrical releases, which had a share of only 34.6 percent in this budget range. On the other side of the budget spectrum, the share of top theatrical films with budgets of \$100 million or more (26 percent) was almost six times more than the share of top streaming films with similar blockbuster budgets (4.4 percent) in 2024.

LEADS

Leads

Leads¹⁶ constitute the central characters around whom a film's narrative primarily revolves. Once again, BIPOC and women actors posted gains relative to their White and male counterparts, respectively, among leads in Hollywood's top streaming releases.¹⁷ For the first time in this report series, both BIPOC and women exceeded proportionate representation among leads in 2024. Although their share increased in 2024, adults with a disability remained underrepresented among streaming film leads.



Among the top streaming films in 2024, Latinx and Asian actors remained underrepresented among streaming film leads. The share of White leads continued to decline among the top streaming films. Native actors approached proportionate representation, while Black, multiracial, and MENA actors were overrepresented among streaming film leads. In addition, within each racial/ethnic group, White, Latinx, Asian, multiracial, and MENA women outnumbered men as streaming film leads in 2024. In contrast, Black men outnumbered women as streaming film leads.

White women leads were the most likely to star in streaming films with budgets of less than \$20 million and least likely to star in those with budgets of \$50 million or more as compared to leads who were BIPOC or White men. However, when focusing on just the top films with the smallest budgets of less than \$10 million, BIPOC leads were the most likely to star in those films as compared to White women and White men. In fact, almost half (47.9 percent) of the top streaming films with BIPOC leads had budgets of less than \$10 million. Possibly due to a tightening of budgets, a majority of BIPOC and White leads, regardless of gender, starred in a streaming film with a budget of less than \$20 million.

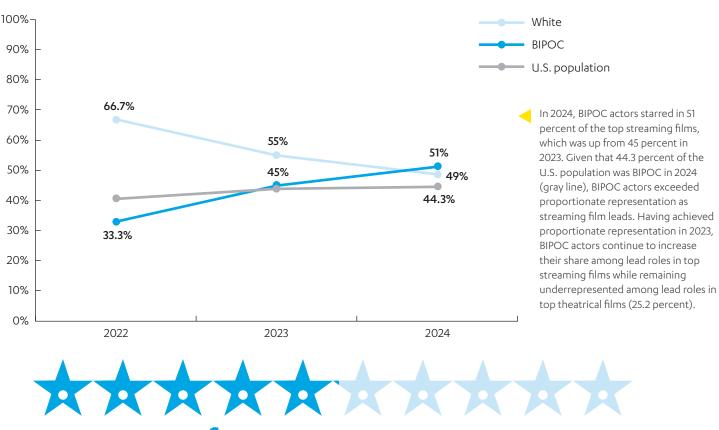


FIGURE 1: Lead Actor Race/Ethnicity, Streaming Films, 2022-2024 (N=99, 100, 100)



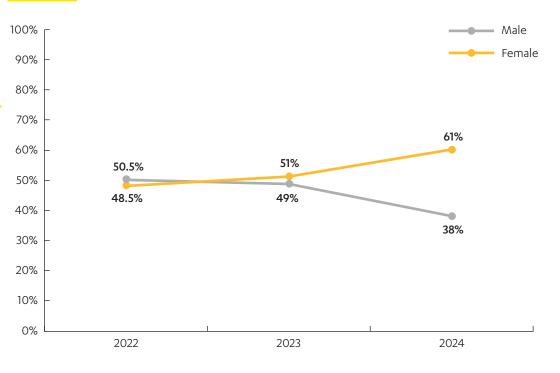


FIGURE 2: Lead Actor Gender, Streaming Films, 2022-2024 (N=100, 100, 100)

Similar to the finding for BIPOC leads, women exceeded proportionate representation as streaming film leads, increasing from 51 percent in 2023 to 61 percent in 2024. This also corresponds with women nearly reaching proportionate representation among lead roles in top theatrical films in 2024 (47.6 percent).

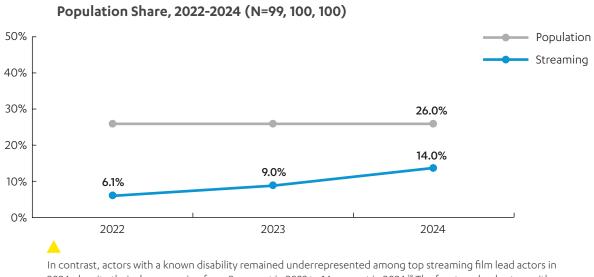
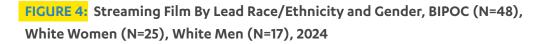
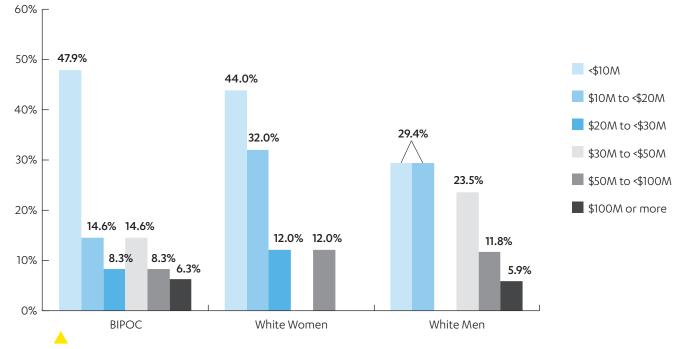


FIGURE 3: Share of Streaming Film Leads, by Disability and Adult

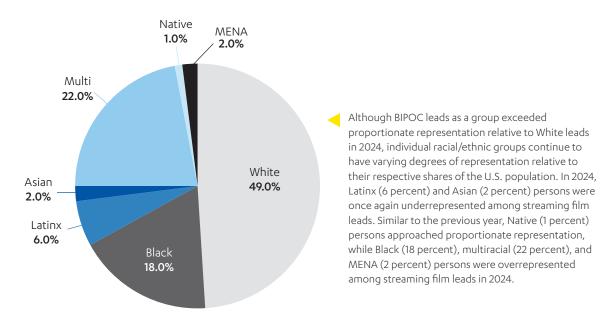
2024, despite their share growing from 9 percent in 2023 to 14 percent in 2024.¹⁸ The fourteen lead actors with a disability reported one or more of the following types of disability: mental health (64.2 percent), physical (14.3 percent), intellectual/developmental (7.1 percent), visual (7.1 percent), hearing (7.1 percent), and neurodiverse (7.1 percent). Only one lead actor had more than one known disability. There were only two lead actors with visible disabilities in 2024.



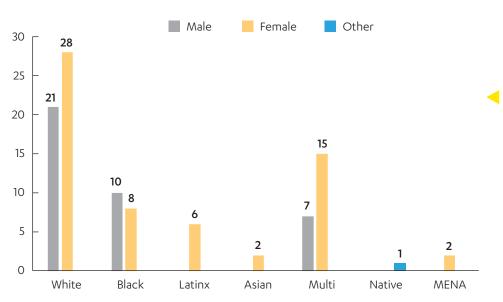


When comparing the distribution of top streaming film budgets by the race/ethnicity and gender of the lead actor, White women leads were the most likely to star in films with budgets less than \$20 million in 2024 (76 percent), followed by BIPOC leads of any gender (62.5 percent) and White men leads (58.8 percent). On the other end of the budget spectrum, White women leads were the least likely to star in films with budgets of \$50 million or more (12 percent), followed by BIPOC leads (14.6 percent), and White men leads (17.7 percent).

FIGURE 5: Share of Streaming Film Leads, by Race/Ethnicity, 2024 (N=100)







Women outnumbered men among White, Latinx,¹⁹ Asian, multiracial, and MENA streaming film leads in 2024. In contrast, men outnumbered women among Black streaming film leads. The one Native lead actor in the top streaming films of 2024 identified as non-binary.

OVERALL CAST DIVERSITY

Overall Cast Diversity

This section documents trends in overall cast diversity for top streaming films released in 2024. For the analysis, each streaming film was assigned to one of six distinct cast diversity intervals based on the racial and ethnic identities of its top eight credited actors — casts that were less than 11 percent BIPOC; 11 percent to 20 percent BIPOC; 21 percent to 30 percent BIPOC; 31 percent to 40 percent BIPOC; 41 percent to 50 percent BIPOC; or over 50 percent BIPOC. In addition, the same cast diversity intervals were assigned to each streaming film based on the known disability status of its top eight credited actors. Cast diversity intervals based on gender (i.e., female share) will also be included later in this report. This section also provides total actor counts by race, ethnicity, and gender for the top streaming films in 2024.

Similar to the previous two years, films with casts that were majority BIPOC represented the plurality among top streaming films in 2024. In terms of disability,



less than two-thirds of the top streaming films did not include any actors with a known disability in the main cast in 2024.

In 2024, BIPOC actors collectively increased their share of main cast film roles in top streaming releases and now represent the majority. When examining individual BIPOC groups, this report found that Black and Asian persons were overrepresented. MENA persons were only slightly overrepresented, while multiracial and Native persons were close to proportionate representation. In contrast, Latinx persons continued to be gravely underrepresented among all roles in top streaming films in 2024. In addition, actors with a known disability represented just over six percent of all roles in top streaming films in 2024.

Lastly, after taking a dip in 2023, the share of women in streaming main cast roles rebounded in 2024 going from 40.8 percent to 43.8 percent. Among Latinx and multiracial actors, women exceeded their male counterparts in top streaming film roles in 2024. By contrast, White, Black, Asian, Native, and MENA women failed to reach parity with the men in their respective racial/ethnic groups.

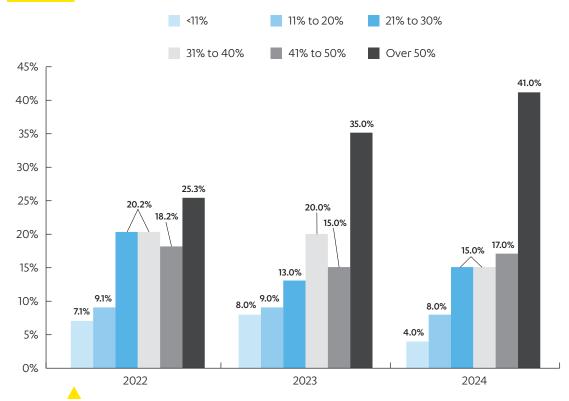


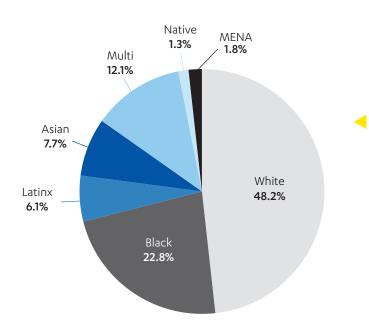
FIGURE 1: BIPOC Cast Share, by Share of Streaming Films, 2022-2024 (N=99, 100, 100)

Top streaming films with casts that were majority-BIPOC represented the plurality of films once again in 2024. In fact, the majority-BIPOC cast interval increased its share of the top streaming films in 2024 by almost 16 percentage points from its share in 2022 (25.3 percent to 41 percent). In contrast, the least-diverse cast interval, in which casts were less than 11 percent BIPOC, had the smallest share (4 percent) of top streaming films in 2024.



FIGURE 2: Disability Cast Share, by Share of Streaming Films, 2022-2024 (N=99, 100, 100)

FIGURE 3: Share of All Streaming Film Roles, by Race/Ethnicity, 2024 (N=742)



The White share of all top streaming film roles dropped from 51.7 percent of all roles in 2023 to 48.2 percent in 2024. Black (22.8 percent) and Asian (7.7 percent) persons were overrepresented among all streaming roles. MENA (1.8 percent) persons were slightly overrepresented, while multiracial (12.1 percent) and Native (1.3 percent) persons approached proportionate representation. In contrast, Latinx (6.1 percent) persons continue to be severely underrepresented among all roles in top streaming films in 2024. While other BIPOC groups increased or stayed relatively steady in terms of their shares of all film roles in 2024, Latinx actors saw a decrease in their share by almost three percentage points.

FIGURE 4: Streaming Film Actor Counts, by Race/Ethnicity and Gender, 2024 (N=742)

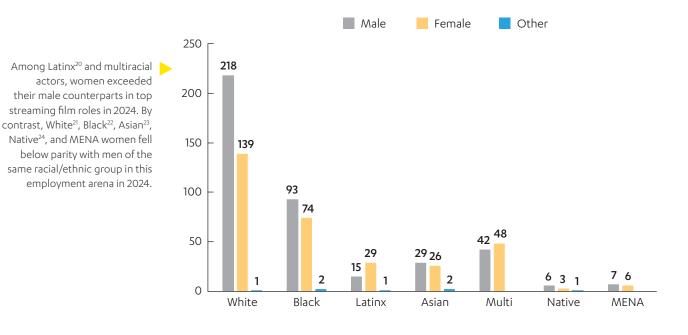
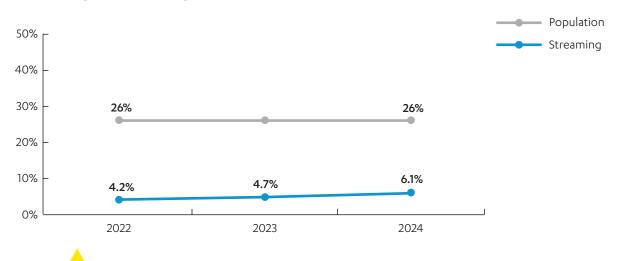


FIGURE 5: Share of All Streaming Film Roles, by Disability and Adult Population Share, 2022-2024 (N=743, 720, 742)



Just 6.1 percent of all top streaming film roles in 2024 went to actors with a known disability, a modest increase over their share in 2023 (4.7 percent).²⁵ This share would have to increase more than four-fold to reach proportionate representation with the estimated 26 percent of adults who have a disability in the U.S. Among the 45 actors with a known disability, the plurality had a disability related to mental health (48.8 percent). These actors also had the following known disabilities: physical (28.9 percent), neurodiverse (13.3 percent), deaf/hard of hearing (6.7 percent), visual (4.4 percent), and intellectual/developmental (2.2 percent). Two actors reported more than one disability. Ten actors (1.3 percent) had a disability that was visible in the top streaming films of 2024.

DIRECTORS

Directors

Directors²⁶ are the artists who shape the look and feel of a film by overseeing key production elements, from script to screen. The share of top streaming films directed by BIPOC filmmakers increased, while the share of top streaming films directed by women filmmakers decreased in 2024. Although BIPOC filmmakers have made significant advances in just a few years and are approaching proportionate representation, both BIPOC and women remained underrepresented among



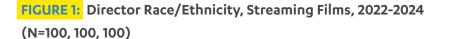
all streaming film directors in 2024.²⁷

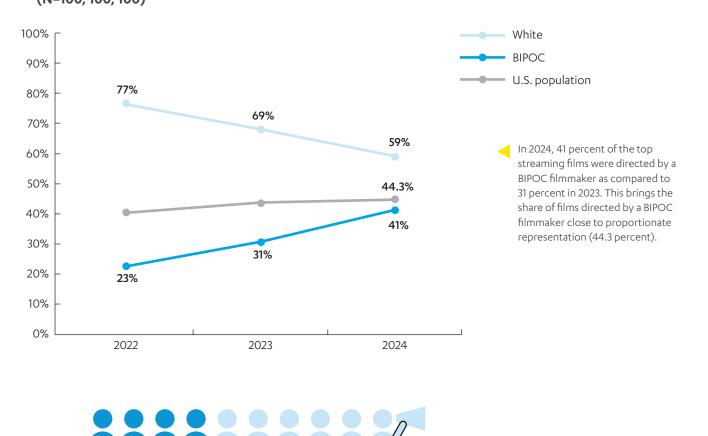
Once again, White women were most likely to direct films with the smallest budgets in 2024. All films, except for one, that were directed by a White woman had a budget that was less than \$20 million. No woman or other-gender person, regardless of race or ethnicity, had the opportunity to direct a streaming film with a budget of \$100 million or more in 2024. In contrast, three White men and one BIPOC man had the opportunity to direct a film with that blockbuster-level budget. Overall, in 2024, the overwhelming majority of women and other-gender directors had a streaming film budget ceiling of less than \$20 million (82.1 percent).

When examining individual BIPOC groups and considering all the directors of the top streaming films of 2024, this report found that many of the BIPOC groups had made strides in terms of exceeding or approaching proportionate representation as directors. Latinx and multiracial directors continued to be underrepresented among the top streaming films. Native and MENA women directors outnumbered

their male counterparts within their respective racial/ethnic groups, while multiracial women directors were at parity with their male counterparts. Among each of the other racial/ethnic groups, women directors lagged behind their male counterparts in 2024.

Similar to the findings from previous years, streaming films directed by women and BIPOC filmmakers were more likely to feature casts that were racially and ethnically diverse and gender-balanced than streaming films directed by White men in 2024. Streaming films directed by women of color, in particular, had the highest share of racially and ethnically diverse casts as well as gender-balanced casts.





Only **4.1 out of 10** streaming film directors are people of color

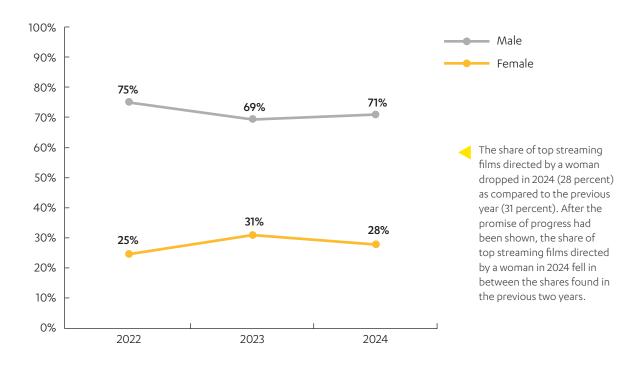


FIGURE 2: Director Gender, Streaming Films, 2022-2024 (N=100, 100, 100)



Only **2.8 out of 10** streaming film directors are women

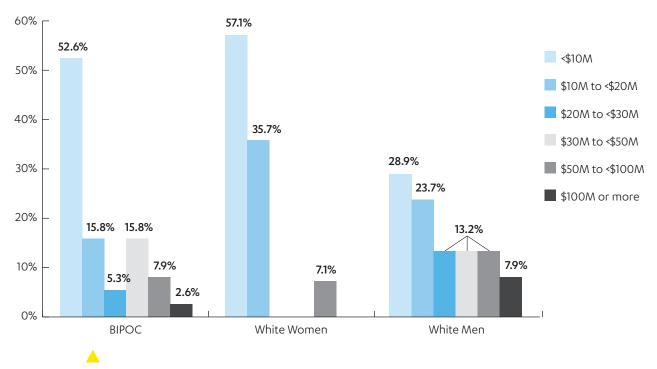


FIGURE 3: Streaming Film Budget By Director Race/Ethnicity and Gender, BIPOC (N=38), White Women (N=14), White Men (N=38), 2024

In 2024, the top streaming films directed by White women were by far the most likely to have the smallest budgets. That is, 92.8 percent of streaming films directed by White women had budgets less than \$20 million, compared to 68.4 percent for BIPOC filmmakers and 52.6 percent for White men. On the other end of the budget spectrum, there were no top streaming films with a budget of \$100 million or more in 2024 that were directed by women, regardless of race, compared to one helmed by a BIPOC male director (2.6 percent) and three helmed by White male directors (7.9 percent). Overall, top streaming films directed by a woman had a budget over \$20 million in 2024, the animated *Saving Bikini Bottom: The Sandy Cheeks Movie* (\$50M to <\$100M).

FIGURE 4: Share of All Streaming Film Directors, by Race/Ethnicity, 2024 (N=111)

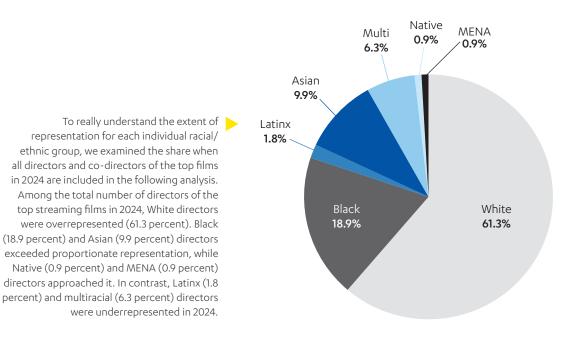
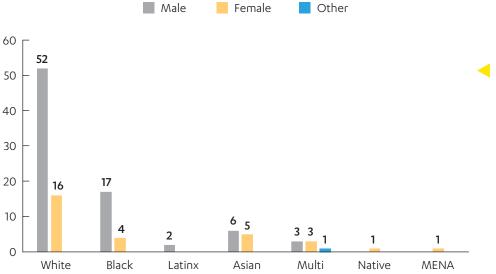


FIGURE 5: All Streaming Film Director Counts, by Race/Ethnicity and Gender, 2024 (N=111)



In 2024, Native and MENA women directors outnumbered their male counterparts within their respective racial/ethnic groups. Multiracial²⁸ women directors were at parity with their male counterparts. Among White, Black, Latinx, and Asian directors, women trailed their male counterparts, including being absent entirely among Latinx directors.

TABLE 1: White Male Directors and Cast Diversity, 2024 Streaming Films (N=45)

In 2024, 42.1 percent of top streaming films directed by White men had casts that were 30 percent or less BIPOC, and 55.6 percent had casts that were 40 percent or less female.

BIPOC	Female
4.4%	2.2%
13.3%	6.7%
24.4%	26.7%
13.3%	20.0%
24.4%	28.9%
20.0%	15.6%
	4.4% 13.3% 24.4% 13.3% 24.4%

TABLE 2: Women/Other-gender Directors and Cast Diversity, 2024 Streaming Films (N=29)

Percent Cast	BIPOC	Female
< 11%	6.9%	0.0%
11% - 20%	3.4%	3.4%
21% - 30%	10.3%	3.4%
31% - 40%	27.6%	13.8%
41% - 50%	17.2%	41.4%
Over 50%	34.5%	37.9%

Among the top streaming films that had a woman or other-gender director in 2024, over three-quarters (79.3 percent) had casts that were more than 30 percent BIPOC, as well as were more than 40 percent female.

TABLE 3:	Directors of Color and Cast Diversity,
2024 Stre	eaming Films (N=40)

Almost all of the top streaming films helmed by BIPOC directors in 2024 featured casts that were more than 30 percent BIPOC (92.5 percent), and over half had casts that were more than 40 percent female (55 percent).

Percent Cast	BIPOC	Female
< 11%	0.0%	0.0%
11% - 20%	2.5%	2.5%
21% - 30%	5.0%	25.0%
31% - 40%	10.0%	17.5%
41% - 50%	10.0%	27.5%
Over 50%	72.5%	27.5%

TABLE 4: Women and Other-Gender Directors of Color and Cast Diversity, 2024 Streaming Films (N=14)

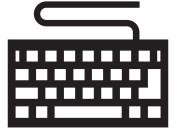
Percent Cast	BIPOC	Female
< 11%	0.0%	0.0%
11% - 20%	0.0%	7.1%
21% - 30%	7.1%	0.0%
31% - 40%	21.4%	7.1%
41% - 50%	21.4%	50.0%
Over 50%	50.0%	35.7%

Nearly all of the films directed by BIPOC women and other-gender filmmakers featured casts that were more than 30 percent BIPOC (92.8 percent), and the vast majority had casts that were more than 40 percent female (85.7 percent) in 2024.

WRITERS

Writers

Screenwriters²⁹ are artists who transform source material and original ideas into stories that come to life on screen. The share of top streaming films written by BIPOC creatives slightly increased, while the share decreased for films written by women in 2024. BIPOC and women remained underrepresented among streaming



film writers in 2024.³⁰

When examining the individual shares of each of the racial and ethnic groups and considering all of the writers of the top streaming films in 2024, Black, Latinx, Asian, and multiracial writers continue to be underrepresented, while Native and MENA writers approached proportionate representation. In addition, the share of women

writers of top streaming films either exceeded or were at parity with their male counterparts within each racial/ethnic group, except for White and Black women writers who lagged behind the men in their respective racial/ethnic groups.

Once again, streaming films written by women and BIPOC creatives were more likely to feature casts that were racially and ethnically diverse and gender-balanced than streaming films written by White men in 2024. Notably, streaming films written by women of color had the highest share of racially and ethnically diverse casts as well as gender-balanced casts.

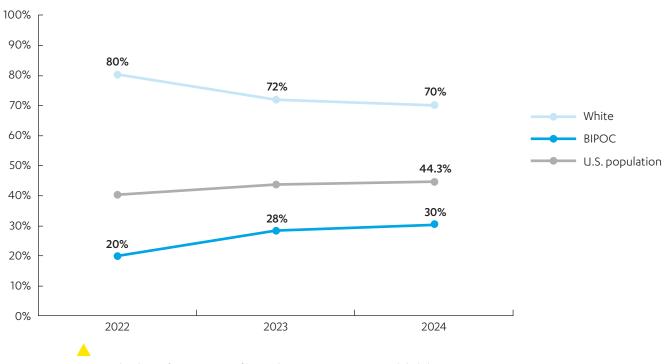


FIGURE 1: Writer Race/Ethnicity, Streaming Films, 2022-2024 (N=100, 100, 100)

In 2024, the share of top streaming films with a BIPOC writer increased slightly to 30 percent from the 28 percent share posted in 2023. The share of top streaming films with a BIPOC writer continued to remain well below proportionate representation (44.3 percent). It is also notable that all but one of the streaming films with a BIPOC writer also had a BIPOC director in 2024.



Only **3 out of 10** streaming film writers are people of color

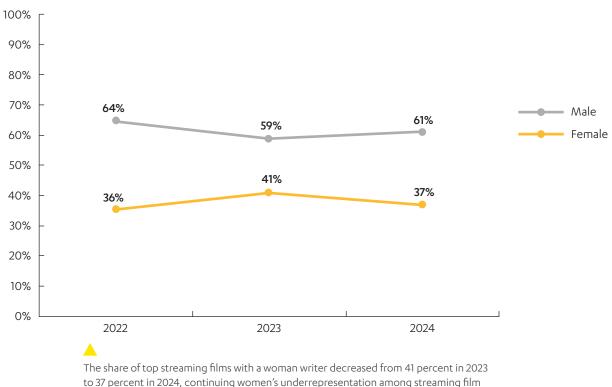
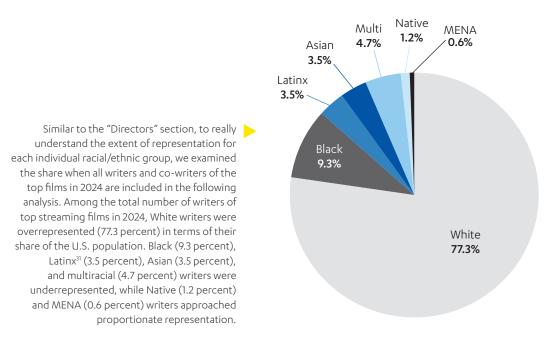


FIGURE 2: Writer Gender, Streaming Films, 2022-2024 (N=100, 100, 100)

to 37 percent in 2024, continuing women's underrepresentation among streaming film writers. In addition, the majority of 2024's top streaming films that had a woman writer also had a woman director (59.5 percent).

FIGURE 3: Share of All Streaming Film Writers, by Race/Ethnicity, 2024 (N=172)



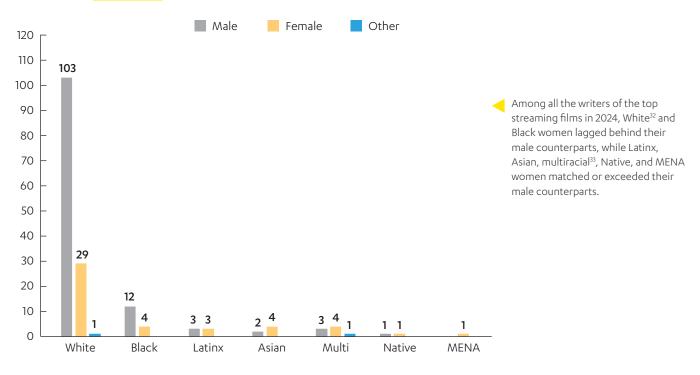


FIGURE 4: All Streaming Film Writer Counts, by Race/Ethnicity and Gender, 2024 (N=172)

TABLE 1: White Male Writers and Cast Diversity, 2024 Streaming Films (N=47)

Just over one third of top streaming films written by White men in 2024 had casts that were 30 percent or less BIPOC (36.2 percent). Meanwhile, more than half of films written by White men in 2024 had casts that were 40 percent or less female (59.5 percent).

Percent Cast	BIPOC	Female
< 11%	4.3%	2.1%
11% - 20%	10.6%	6.4%
21% - 30%	21.3%	31.9%
31% - 40%	12.8%	19.1%
41% - 50%	21.3%	21.3%
Over 50%	29.8%	19.1%

TABLE 2: Women/Other-Gender Writers and Cast Diversity, 2024 Streaming Films (N=39)

Percent Cast	BIPOC	Female
< 11%	5.1%	0.0%
11% - 20%	5.1%	2.6%
21% - 30%	10.3%	7.7%
31% - 40%	23.1%	17.9%
41% - 50%	17.9%	41.0%
Over 50%	38.5%	30.8%

More than three-quarters of top streaming films written by women and other-gender creatives in 2024 had casts that were more than 30 percent BIPOC (79.5 percent), and more than two thirds (71.8 percent) had casts that were more than 40 percent female.

TABLE 3:Writers of Color and Cast Diversity,2024 Streaming Films (N=30)

Almost all of the top streaming films that had a BIPOC writer in 2024 featured casts that were greater than 30 percent BIPOC (90 percent). Meanwhile, almost two thirds of those films by BIPOC writers had casts that were more than 40 percent female (63.3 percent).

Percent Cast	BIPOC	Female
< 11%	0.0%	0.0%
11% - 20%	3.3%	0.0%
21% - 30%	6.7%	23.3%
31% - 40%	6.7%	13.3%
41% - 50%	3.3%	33.3%
Over 50%	80.0%	30.0%

TABLE 4: Women/Other-Gender Writers of Color and Cast Diversity, 2024 Streaming Films (N=16)

BIPOC	Female
0.0%	0.0%
0.0%	0.0%
6.3%	12.5%
12.5%	6.3%
6.3%	43.8%
75.0%	37.5%
	0.0% 0.0% 6.3% 12.5% 6.3%

Nearly all of the streaming films written by BIPOC women and other-gender creatives in 2024 had casts that were more than 30 percent BIPOC (93.8 percent). Meanwhile, the vast majority of these films had casts that were more than 40 percent female (81.3 percent).

THE BOTTOM LINE

The Bottom Line

Throughout this report series, diverse content appears to bolster the bottom line and was once again evident among the top streaming films in 2024. Among 18- to 49-year-old viewers and Black and Latinx households, median ratings peaked for streaming films featuring casts that were from 41 percent to 50 percent BIPOC. Similarly, total social media interactions peaked for streaming films with casts that





fell into this same BIPOC cast diversity interval.

BIPOC households, women, and 18- to 49-year-olds continued to be the drivers of high ratings of the top streaming original films in 2024. BIPOC households were overrepresented as household viewers (compared to their population share) for all of the top 10 streaming films and for 19 of the top 20 streaming films (ranked by total household ratings). In addition, women represented the majority of viewers (exceeding their population share) for six of the top 10 streaming films and for 15 of the top 20 streaming films. Lastly, 18- to 49-year-olds were overrepresented as viewers for nine of the top 10 streaming films and for 15 of the top 20 streaming films.

In 2024, eight of the top 10 streaming films and 14 of the top 20 streaming films (ranked by total household ratings) featured casts in which more than 30 percent of the actors were BIPOC. Three of the top 10 and seven of the top 20 streaming films had casts in which more than 40 percent of the actors were female. Only one of the top 10 and

four of the top 20 films had casts in which more than 20 percent of the actors had known disabilities. Lastly, nine films had a BIPOC lead, and 11 films had a female lead of these top 20 streaming films.

Once again, findings based on specific race/ethnicity household and individual viewer ratings revealed that the majority of films most favored by streaming viewers featured casts that were more than 30 percent BIPOC. Although the share of women in the main casts increased in 2024, the number of streaming films that were relatively gender balanced dropped from the previous year in each group's top 20 list. However, each of the race/ethnicity households and individual viewer groups had a majority of films with a female lead in their respective top 20 lists, except for White households where it was exactly half. Among the films that were the most highly rated for each of these household and viewer groups, the female lead only sometimes had multiple female actors joining her in the main cast of these films.

The following charts and tables document the details associated with these findings.

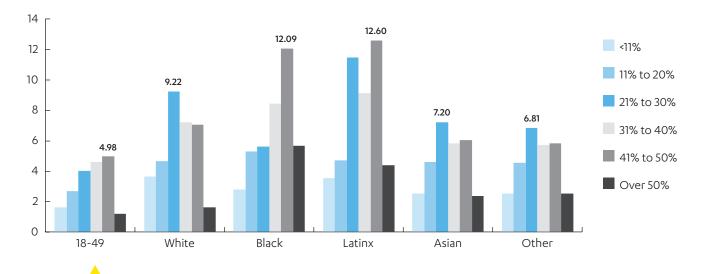


FIGURE 1: 18-49 Ratings and HH Ratings, by BIPOC Cast Share, Streaming Films, 2024 (N=100)

Once again, household and individual viewers continued to prefer streaming films that featured relatively racially and ethnically diverse casts in 2024. That is, for 18- to 49-year-old viewers (4.98 ratings points), and for Black (12.09 ratings points) and Latinx (12.60 ratings points) households, median ratings peaked for streaming films with casts that were from 41 percent to 50 percent BIPOC. Seventeen films fell into this cast diversity interval in 2024, including *Carry-On, Players*, and *Mother of the Bride*. For White (9.22 ratings points), Asian (7.20 ratings points), and other-race/ethnicity (6.81 ratings points) households, median ratings were highest for streaming films with casts that were from 21 percent to 30 percent BIPOC. Fifteen films were included in this cast diversity interval, including *Beverly Hills Cop: Axel F, Irish Wish*, and Woman of the Hour.

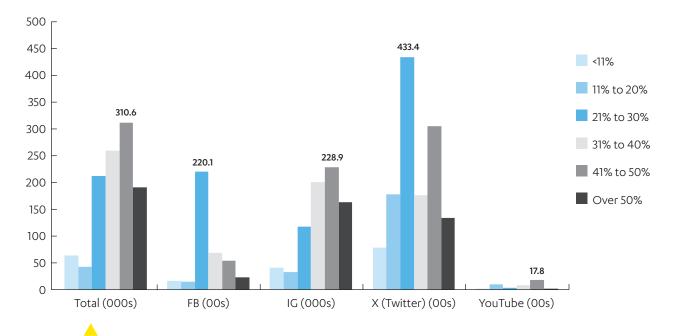


FIGURE 2: Social Media Interactions, by BIPOC Cast Share, Streaming Films, 2024 (N=97)

Streaming films with casts that were from 41 percent to 50 percent BIPOC garnered the highest median total social media interactions (310,600), as well as the highest median Instagram interactions (228,900) and YouTube interactions (1,780) in 2024. *Roadhouse* (13.5 million interactions) and *Rebel Moon: The Scargiver* (3 million interactions) were among the films most discussed on social media in this cast diversity interval. On Facebook (22,010) and X (formerly known as Twitter) (43,340), streaming films with casts that were from 21 percent to 30 percent BIPOC posted the highest number of median interactions in 2024. *Our Little Secret* (1.2 million interactions) and *Beverly Hills Cop: Axel F* (1.1 million interactions) were a couple of the films that posted the highest number of interactions in this cast diversity interval.

TABLE 1:Top 20 Streaming Films by Total Household Ratings and Viewerand Cast Shares (2024)

Rank	Title	Total HH Rating	Genre	Race/ Ethnicity of Lead	Gender of Lead	BIPOC HH Viewer Share	Female Viewer Share	Persons 18-49 Viewer Share	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Carry-On	25.57	Action	White	Male	48.4%	53.1%	48.5%	41% to 50%	21% to 30%	<11%
2	Lift	24.09	Action	Black	Male	56.1%	50.6%	47.9%	31% to 40%	21% to 30%	<11%
3	Damsel	24.05	Fantasy	White	Female	51.2%	56.6%	47.9%	31% to 40%	Over 50%	11% to 20%
4	The Union	23.95	Action	White	Male	48.5%	49.4%	40.7%	41% to 50%	31% to 40%	11% to 20%
5	Beverly Hills Cop: Axel F	22.14	Action	Black	Male	53.0%	47.8%	43.1%	21% to 30%	11% to 20%	<11%
6	Rebel Ridge	21.24	Action	Black	Male	58.3%	48.8%	45.0%	31% to 40%	21% to 30%	<11%
7	Road House	21.06	Action	White	Male	38.4%	42.2%	49.4%	41% to 50%	21% to 30%	<11%
8	Hit Man	18.52	Action	White	Male	37.5%	51.3%	47.8%	41% to 50%	41% to 50%	<11%
9	A Family Affair	18.05	Comedy	White	Female	36.9%	65.2%	47.1%	11% to 20%	Over 50%	31% to 40%
10	Mother of the Bride	17.47	Comedy	White	Female	44.3%	68.3%	42.9%	41% to 50%	31% to 40%	<11%
11	Descendants: The Rise of Red	15.90	Fantasy	Multi	Female	41.5%	71.6%	32.3%	Over 50%	Over 50%	21% to 30%
12	Atlas	15.56	Sci-Fi	Latinx	Female	54.8%	45.8%	43.4%	Over 50%	21% to 30%	<11%
13	Trigger Warning	15.26	Action	Multi	Female	57.4%	50.0%	38.3%	31% to 40%	11% to 20%	11% to 20%
14	Our Little Secret	15.19	Comedy	White	Female	39.5%	68.1%	49.5%	21% to 30%	31% to 40%	21% to 30%
15	Irish Wish	13.81	Comedy	White	Female	40.2%	68.7%	43.3%	21% to 30%	Over 50%	11% to 20%
16	Woman of the Hour	12.84	Biography	White	Female	38.7%	63.8%	53.5%	21% to 30%	Over 50%	11% to 20%
17	Unfrosted	12.49	Biography	Multi	Male	29.6%	53.5%	45.5%	11% to 20%	21% to 30%	21% to 30%
18	Saving Bikini Bottom: The Sandy Cheeks Movie	12.13	Animation	White	Female	56.8%	50.7%	36.0%	31% to 40%	31% to 40%	<11%
19	The Deliverance	11.76	Horror	Black	Female	63.9%	60.7%	52.8%	Over 50%	41% to 50%	<11%
20	Orion and the Dark	11.20	Animation	Multi	Male	49.6%	53.4%	38.7%	41% to 50%	31% to 40%	<11%

BIPOC households were overrepresented³⁴ as household viewers for all of the top 10 streaming films and 19 of the top 20 streaming films of 2024 (ranked by total household ratings). Women represented the majority of viewers (exceeding their population share) for six of the top 10 streaming films and for 15 of the top 20 streaming films. Persons who were 18 to 49 years old were overrepresented³⁵ as viewers for nine of the top 10 streaming films and 15 of the top 20 streaming films. In addition, eight of the top 10 streaming films and 14 of the top 20 streaming films by total household ratings in 2024 featured casts that were more than 30 percent BIPOC. Three of the top 10 and seven of the top 20 streaming films featured casts where more than 40 percent female. One of the top 10 and four of the top 20 streaming films featured casts where more than 20 percent of the actors had a known disability. Lastly, nine films had a BIPOC lead, and 11 films had a female lead of these top 20 streaming films.

TABLE 2: Top 20 Streaming Films by Persons 18-49 Rating (2024)

Rank	Title	Network	Persons 18-49 Rating	Race/ Ethnicity of Lead	Gender of Lead	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Carry-On	Netflix	16.42	White	Male	Action	41% to 50%	21% to 30%	<11%
2	Damsel	Netflix	14.87	White	Female	Fantasy	31% to 40%	Over 50%	11% to 20%
3	Lift	Netflix	14.32	Black	Male	Action	31% to 40%	21% to 30%	<11%
4	Road House	Amazon	12.88	White	Male	Action	41% to 50%	21% to 30%	<11%
5	The Union	Netflix	12.45	White	Male	Action	41% to 50%	31% to 40%	11% to 20%
6	Beverly Hills Cop: Axel F	Netflix	12.21	Black	Male	Action	21% to 30%	11% to 20%	<11%
7	Rebel Ridge	Netflix	11.60	Black	Male	Action	31% to 40%	21% to 30%	<11%
8	Hit Man	Netflix	11.28	White	Male	Action	41% to 50%	41% to 50%	<11%
9	A Family Affair	Netflix	10.47	White	Female	Comedy	11% to 20%	Over 50%	31% to 40%
10	Our Little Secret	Netflix	9.28	White	Female	Comedy	21% to 30%	31% to 40%	21% to 30%
11	Mother of the Bride	Netflix	8.81	White	Female	Comedy	41% to 50%	31% to 40%	<11%
12	Atlas	Netflix	8.52	Latinx	Female	Sci-Fi	Over 50%	21% to 30%	<11%
13	Ricky Stanicky	Amazon	8.28	White	Male	Comedy	21% to 30%	21% to 30%	11% to 20%
14	Woman of the Hour	Netflix	8.21	White	Female	Biography	21% to 30%	Over 50%	11% to 20%
15	The Deliverance	Netflix	7.51	Black	Female	Horror	Over 50%	41% to 50%	<11%
16	Unfrosted	Netflix	7.51	Multi	Male	Biography	11% to 20%	21% to 30%	21% to 30%
17	Descendants: The Rise of Red	Disney+	7.17	Multi	Female	Fantasy	Over 50%	Over 50%	21% to 30%
18	Trigger Warning	Netflix	7.15	Multi	Female	Action	31% to 40%	11% to 20%	11% to 20%
19	Irish Wish	Netflix	7.11	White	Female	Comedy	21% to 30%	Over 50%	11% to 20%
20	Uglies	Netflix	7.04	White	Female	Sci-Fi	Over 50%	41% to 50%	11% to 20%

Seven of the top 10 and 13 of the top 20 streaming films in 2024 — ranked by viewer ratings for persons aged 18 to 49 — featured casts that were more than 30 percent BIPOC. Eight of these top 20 streaming films had casts that were more than 40 percent female, and four of these top 20 films had casts where more than 20 percent of the actors had a known disability. Also, eight films had a BIPOC lead, and 11 films had a female lead of these top 20 streaming films.

TABLE 3: Top 20 Streaming Films by Females 18-49 Rating (2024)

Rank	Title	Network	Females 18-49 Rating	Race/ Ethnicity of Lead	Gender of Lead	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Carry-On	Netflix	17.92	White	Male	Action	41% to 50%	21% to 30%	<11%
2	Damsel	Netflix	17.08	White	Female	Fantasy	31% to 40%	Over 50%	11% to 20%
3	Lift	Netflix	14.52	Black	Male	Action	31% to 40%	21% to 30%	<11%
4	A Family Affair	Netflix	13.88	White	Female	Comedy	11% to 20%	Over 50%	31% to 40%
5	Our Little Secret	Netflix	12.94	White	Female	Comedy	21% to 30%	31% to 40%	21% to 30%
6	Mother of the Bride	Netflix	12.26	White	Female	Comedy	41% to 50%	31% to 40%	<11%
7	The Union	Netflix	12.23	White	Male	Action	41% to 50%	31% to 40%	11% to 20%
8	Rebel Ridge	Netflix	11.65	Black	Male	Action	31% to 40%	21% to 30%	<11%
9	Hit Man	Netflix	11.54	White	Male	Action	41% to 50%	41% to 50%	<11%
10	Beverly Hills Cop: Axel F	Netflix	11.25	Black	Male	Action	21% to 30%	11% to 20%	<11%
11	Road House	Amazon	10.85	White	Male	Action	41% to 50%	21% to 30%	<11%
12	Woman of the Hour	Netflix	10.76	White	Female	Biography	21% to 30%	Over 50%	11% to 20%
13	Irish Wish	Netflix	10.07	White	Female	Comedy	21% to 30%	Over 50%	11% to 20%
14	Descendants: The Rise of Red	Disney+	9.25	Multi	Female	Fantasy	Over 50%	Over 50%	21% to 30%
15	The Deliverance	Netflix	9.06	Black	Female	Horror	Over 50%	41% to 50%	<11%
16	The Idea of You	Amazon	8.82	White	Female	Drama	31% to 40%	Over 50%	<11%
17	Uglies	Netflix	8.61	White	Female	Sci-Fi	Over 50%	41% to 50%	11% to 20%
18	Mea Culpa	Netflix	7.99	Black	Female	Crime	Over 50%	31% to 40%	<11%
19	Hot Frosty	Netflix	7.97	White	Female	Comedy	21% to 30%	Over 50%	<11%
20	Atlas	Netflix	7.97	Latinx	Female	Sci-Fi	Over 50%	21% to 30%	<11%

Seven of the top 10 and 14 of the top 20 streaming films in 2024 — ranked by viewer ratings for females aged 18 to 49 — featured casts that were more than 30 percent BIPOC. Ten of these top 20 streaming films had casts that were more than 40 percent female, and three of these top 20 films had casts where more than 20 percent of the top actors had a known disability. Also, seven films had a BIPOC lead, and 13 films had a female lead of these top 20 streaming films.

TABLE 4: Top 20 Streaming Films by Males 18-49 Rating (2024)

Rank	Title	Network	Males 18-49 Rating	Race/ Ethnicity of Lead	Gender of Lead	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Road House	Amazon	14.95	White	Male	Action	41% to 50%	21% to 30%	<11%
2	Carry-On	Netflix	14.93	White	Male	Action	41% to 50%	21% to 30%	<11%
3	Lift	Netflix	14.11	Black	Male	Action	31% to 40%	21% to 30%	<11%
4	Beverly Hills Cop: Axel F	Netflix	13.20	Black	Male	Action	21% to 30%	11% to 20%	<11%
5	The Union	Netflix	12.67	White	Male	Action	41% to 50%	31% to 40%	11% to 20%
6	Damsel	Netflix	12.61	White	Female	Fantasy	31% to 40%	Over 50%	11% to 20%
7	Rebel Ridge	Netflix	11.55	Black	Male	Action	31% to 40%	21% to 30%	<11%
8	Hit Man	Netflix	11.02	White	Male	Action	41% to 50%	41% to 50%	<11%
9	Atlas	Netflix	9.08	Latinx	Female	Sci-Fi	Over 50%	21% to 30%	<11%
10	Ricky Stanicky	Amazon	8.80	White	Male	Comedy	21% to 30%	21% to 30%	11% to 20%
11	Unfrosted	Netflix	7.05	Multi	Male	Biography	11% to 20%	21% to 30%	21% to 30%
12	A Family Affair	Netflix	7.01	White	Female	Comedy	11% to 20%	Over 50%	31% to 40%
13	Trigger Warning	Netflix	6.77	Multi	Female	Action	31% to 40%	11% to 20%	11% to 20%
14	Rebel Moon: The Scargiver	Netflix	6.76	MENA	Female	Sci-Fi	41% to 50%	21% to 30%	11% to 20%
15	Jackpot!	Amazon	6.08	Asian	Female	Action	Over 50%	21% to 30%	<11%
16	The Deliverance	Netflix	5.98	Black	Female	Horror	Over 50%	41% to 50%	<11%
17	Woman of the Hour	Netflix	5.69	White	Female	Biography	21% to 30%	Over 50%	11% to 20%
18	Our Little Secret	Netflix	5.65	White	Female	Comedy	21% to 30%	31% to 40%	21% to 30%
19	Uglies	Netflix	5.48	White	Female	Sci-Fi	Over 50%	41% to 50%	11% to 20%
20	Mother of the Bride	Netflix	5.30	White	Female	Comedy	41% to 50%	31% to 40%	<11%

Eight of the top 10 and 14 of the top 20 streaming films in 2024 — ranked by viewer ratings for males aged 18 to 49 — featured casts that were more than 30 percent BIPOC. Six of these top 20 streaming films in 2024 had casts that were more than 40 percent female, and three of these top 20 films had casts where more than 20 percent of the top actors had a known disability. Also, nine films had a BIPOC lead, and 11 films had a female lead of these top 20 streaming films.

TABLE 5: Top 20 Streaming Films by Asian Household Rating (2024)

Rank	Title	Network	Asian HH Rating	Race/ Ethnicity of Lead	Gender of Lead	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Carry-On	Netflix	24.43	White	Male	Action	41% to 50%	21% to 30%	<11%
2	Damsel	Netflix	22.60	White	Female	Fantasy	31% to 40%	Over 50%	11% to 20%
3	The Union	Netflix	19.78	White	Male	Action	41% to 50%	31% to 40%	11% to 20%
4	Lift	Netflix	19.33	Black	Male	Action	31% to 40%	21% to 30%	<11%
5	Hit Man	Netflix	17.80	White	Male	Action	41% to 50%	41% to 50%	<11%
6	Road House	Amazon	17.18	White	Male	Action	41% to 50%	21% to 30%	<11%
7	Beverly Hills Cop: Axel F	Netflix	16.10	Black	Male	Action	21% to 30%	11% to 20%	<11%
8	Rebel Ridge	Netflix	15.61	Black	Male	Action	31% to 40%	21% to 30%	<11%
9	Atlas	Netflix	15.41	Latinx	Female	Sci-Fi	Over 50%	21% to 30%	<11%
10	Mother of the Bride	Netflix	13.93	White	Female	Comedy	41% to 50%	31% to 40%	<11%
11	A Family Affair	Netflix	13.93	White	Female	Comedy	11% to 20%	Over 50%	31% to 40%
12	Trigger Warning	Netflix	13.65	Multi	Female	Action	31% to 40%	11% to 20%	11% to 20%
13	The Idea of You	Amazon	12.06	White	Female	Drama	31% to 40%	Over 50%	<11%
14	Irish Wish	Netflix	11.63	White	Female	Comedy	21% to 30%	Over 50%	11% to 20%
15	Rebel Moon: The Scargiver	Netflix	11.50	MENA	Female	Sci-Fi	41% to 50%	21% to 30%	11% to 20%
16	Woman of the Hour	Netflix	11.20	White	Female	Biography	21% to 30%	Over 50%	11% to 20%
17	Our Little Secret	Netflix	10.67	White	Female	Comedy	21% to 30%	31% to 40%	21% to 30%
18	Unfrosted	Netflix	10.26	Multi	Male	Biography	11% to 20%	21% to 30%	21% to 30%
19	Jackpot!	Amazon	10.11	Asian	Female	Action	Over 50%	21% to 30%	<11%
20	Uglies	Netflix	9.63	White	Female	Sci-Fi	Over 50%	41% to 50%	11% to 20%

Nine of the top 10 and 14 of the top 20 streaming films in 2024 — ranked by Asian household rating — featured casts that were more than 30 percent BIPOC. Seven of these top 20 streaming films had casts that were more than 40 percent female, and three of these top 20 films had casts where more than 20 percent of the top actors had a known disability. Also, eight films had a BIPOC lead, and 12 films had a female lead of these top 20 streaming films.

TABLE 6: Top 20 Streaming Films by Black Household Rating (2024)

Rank	Title	Network	Black HH Rating	Race/ Ethnicity of Lead	Gender of Lead	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Lift	Netflix	48.40	Black	Male	Action	31% to 40%	21% to 30%	<11%
2	Beverly Hills Cop: Axel F	Netflix	45.12	Black	Male	Action	21% to 30%	11% to 20%	<11%
3	Mea Culpa	Netflix	45.05	Black	Female	Crime	Over 50%	31% to 40%	<11%
4	Rebel Ridge	Netflix	44.97	Black	Male	Action	31% to 40%	21% to 30%	<11%
5	Divorce In the Black	Amazon	44.94	Multi	Female	Drama	Over 50%	41% to 50%	11% to 20%
6	The Union	Netflix	36.37	White	Male	Action	41% to 50%	31% to 40%	11% to 20%
7	Carry-On	Netflix	34.60	White	Male	Action	41% to 50%	21% to 30%	<11%
8	Damsel	Netflix	31.56	White	Female	Fantasy	31% to 40%	Over 50%	11% to 20%
9	The Deliverance	Netflix	30.57	Black	Female	Horror	Over 50%	41% to 50%	<11%
10	Six Triple Eight	Netflix	28.51	Black	Female	Drama	Over 50%	Over 50%	<11%
11	Atlas	Netflix	27.22	Latinx	Female	Sci-Fi	Over 50%	21% to 30%	<11%
12	Trigger Warning	Netflix	25.66	Multi	Female	Action	31% to 40%	11% to 20%	11% to 20%
13	The Underdoggs	Amazon	22.89	Black	Male	Comedy	Over 50%	21% to 30%	<11%
14	Road House	Amazon	22.04	White	Male	Action	41% to 50%	21% to 30%	<11%
15	Meet Me Next Christmas	Netflix	21.45	Black Latinx	Female	Comedy	Over 50%	31% to 40%	<11%
16	Saving Bikini Bottom: The Sandy Cheeks Movie	Netflix	20.02	White	Female	Animation	31% to 40%	31% to 40%	<11%
17	Descendants: The Rise of Red	Disney+	18.96	Multi	Female	Fantasy	Over 50%	Over 50%	21% to 30%
18	Don't Move	Netflix	17.48	Multi	Female	Horror	41% to 50%	21% to 30%	<11%
19	Hit Man	Netflix	17.45	White	Male	Action	41% to 50%	41% to 50%	<11%
20	Mother of the Bride	Netflix	16.18	White	Female	Comedy	41% to 50%	31% to 40%	<11%

Nine of the top 10 and nineteen of the top 20 streaming films in 2024 — ranked by Black household rating — featured casts that were more than 30 percent BIPOC. Six of these top 20 streaming films in 2024 had casts that were more than 40 percent female, and one of these top 20 films had casts where more than 20 percent of the top actors had a known disability. Also, 13 films had a BIPOC lead, and 12 films had a female lead of these top 20 streaming films.

TABLE 7: Top 20 Streaming Films by Latinx Household Rating (2024)

Rank	Title	Network	Latinx HH Rating	Race/ Ethnicity of Lead	Gender of Lead	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Damsel	Netflix	40.77	White	Female	Fantasy	31% to 40%	Over 50%	11% to 20%
2	Carry-On	Netflix	37.73	White	Male	Action	41% to 50%	21% to 30%	<11%
3	Lift	Netflix	35.85	Black	Male	Action	31% to 40%	21% to 30%	<11%
4	The Union	Netflix	33.26	White	Male	Action	41% to 50%	31% to 40%	11% to 20%
5	Rebel Ridge	Netflix	32.89	Black	Male	Action	31% to 40%	21% to 30%	<11%
6	Mother of the Bride	Netflix	28.88	White	Female	Comedy	41% to 50%	31% to 40%	<11%
7	Beverly Hills Cop: Axel F	Netflix	28.29	Black	Male	Action	21% to 30%	11% to 20%	<11%
8	Trigger Warning	Netflix	28.13	Multi	Female	Action	31% to 40%	11% to 20%	11% to 20%
9	A Family Affair	Netflix	25.64	White	Female	Comedy	11% to 20%	Over 50%	31% to 40%
10	Road House	Amazon	24.11	White	Male	Action	41% to 50%	21% to 30%	<11%
11	Atlas	Netflix	23.97	Latinx	Female	Sci-Fi	Over 50%	21% to 30%	<11%
12	Saving Bikini Bottom: The Sandy Cheeks Movie	Netflix	23.93	White	Female	Animation	31% to 40%	31% to 40%	<11%
13	Our Little Secret	Netflix	22.39	White	Female	Comedy	21% to 30%	31% to 40%	21% to 30%
14	Woody Woodpecker Goes to Camp	Netflix	21.70	Multi	Female	Comedy	Over 50%	41% to 50%	<11%
15	Hit Man	Netflix	21.24	White	Male	Action	41% to 50%	41% to 50%	<11%
16	Descendants: The Rise of Red	Disney+	21.20	Multi	Female	Fantasy	Over 50%	Over 50%	21% to 30%
17	Thelma the Unicorn	Netflix	21.20	Multi	Female	Animation	41% to 50%	41% to 50%	21% to 30%
18	Irish Wish	Netflix	21.09	White	Female	Comedy	21% to 30%	Over 50%	11% to 20%
19	Orion and the Dark	Netflix	20.14	Multi	Male	Animation	41% to 50%	31% to 40%	<11%
20	Don't Move	Netflix	19.67	Multi	Female	Horror	41% to 50%	21% to 30%	<11%

Eight of the top 10 and sixteen of the top 20 streaming films in 2024 — ranked by Latinx household rating — featured casts that were more than 30 percent BIPOC. Seven of these top 20 streaming films in 2024 had casts that were more than 40 percent female, and four of these top 20 films had casts where more than 20 percent of the top actors had a known disability. Also, 10 films had a BIPOC lead, and 12 films had a female lead of these top 20 streaming films.

TABLE 8: Top 20 Streaming Films by White Household Rating (2024)

Rank	Title	Network	White HH Rating	Race/ Ethnicity of Lead	Gender of Lead	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Carry-On	Netflix	20.85	White	Male	Action	41% to 50%	21% to 30%	<11%
2	Road House	Amazon	20.41	White	Male	Action	41% to 50%	21% to 30%	<11%
3	The Union	Netflix	19.40	White	Male	Action	41% to 50%	31% to 40%	11% to 20%
4	Damsel	Netflix	18.49	White	Female	Fantasy	31% to 40%	Over 50%	11% to 20%
5	Hit Man	Netflix	18.19	White	Male	Action	41% to 50%	41% to 50%	<11%
6	A Family Affair	Netflix	17.90	White	Female	Comedy	11% to 20%	Over 50%	31% to 40%
7	Lift	Netflix	16.64	Black	Male	Action	31% to 40%	21% to 30%	<11%
8	Beverly Hills Cop: Axel F	Netflix	16.36	Black	Male	Action	21% to 30%	11% to 20%	<11%
9	Mother of the Bride	Netflix	15.31	White	Female	Comedy	41% to 50%	31% to 40%	<11%
10	Descendants: The Rise of Red	Disney+	14.64	Multi	Female	Fantasy	Over 50%	Over 50%	21% to 30%
11	Our Little Secret	Netflix	14.53	White	Female	Comedy	21% to 30%	31% to 40%	21% to 30%
12	Rebel Ridge	Netflix	13.97	Black	Male	Action	31% to 40%	21% to 30%	<11%
13	Unfrosted	Netflix	13.83	Multi	Male	Biography	11% to 20%	21% to 30%	21% to 30%
14	Irish Wish	Netflix	13.00	White	Female	Comedy	21% to 30%	Over 50%	11% to 20%
15	Woman of the Hour	Netflix	12.44	White	Female	Biography	21% to 30%	Over 50%	11% to 20%
16	Atlas	Netflix	11.06	Latinx	Female	Sci-Fi	Over 50%	21% to 30%	<11%
17	The Idea of You	Amazon	10.96	White	Female	Drama	31% to 40%	Over 50%	<11%
18	Ricky Stanicky	Amazon	10.35	White	Male	Comedy	21% to 30%	21% to 30%	11% to 20%
19	Trigger Warning	Netflix	10.21	Multi	Female	Action	31% to 40%	11% to 20%	11% to 20%
20	Find Me Falling	Netflix	9.70	White	Male	Comedy	21% to 30%	Over 50%	<11%

Eight of the top 10 and twelve of the top 20 streaming films in 2024 — ranked by White household rating — featured casts that were more than 30 percent BIPOC. Eight of these top 20 streaming films in 2024 had casts that were more than 40 percent female, and four of these top 20 films had casts where more than 20 percent of the top actors had a known disability. Also, seven films had a BIPOC lead, and 10 films had a female lead of these top 20 streaming films.

TABLE 9: Top 20 Streaming Films by Other-Race/Ethnicity Household Rating (2024)

Rank	Title	Network	Other-Race/ Ethnicity HH Rating	Race/ Ethnicity of Lead	Gender of Lead	Genre	BIPOC Cast Share	Female Cast Share	Disability Cast Share
1	Carry-On	Netflix	24.11	White	Male	Action	41% to 50%	21% to 30%	<11%
2	Damsel	Netflix	23.75	White	Female	Fantasy	31% to 40%	Over 50%	11% to 20%
3	The Union	Netflix	21.16	White	Male	Action	41% to 50%	31% to 40%	11% to 20%
4	Lift	Netflix	19.46	Black	Male	Action	31% to 40%	21% to 30%	<11%
5	Road House	Amazon	18.68	White	Male	Action	41% to 50%	21% to 30%	<11%
6	Hit Man	Netflix	17.74	White	Male	Action	41% to 50%	41% to 50%	<11%
7	Beverly Hills Cop: Axel F	Netflix	17.22	Black	Male	Action	21% to 30%	11% to 20%	<11%
8	Rebel Ridge	Netflix	16.00	Black	Male	Action	31% to 40%	21% to 30%	<11%
9	Atlas	Netflix	15.65	Latinx	Female	Sci-Fi	Over 50%	21% to 30%	<11%
10	Mother of the Bride	Netflix	15.09	White	Female	Comedy	41% to 50%	31% to 40%	<11%
11	A Family Affair	Netflix	15.05	White	Female	Comedy	11% to 20%	Over 50%	31% to 40%
12	Trigger Warning	Netflix	13.21	Multi	Female	Action	31% to 40%	11% to 20%	11% to 20%
13	Irish Wish	Netflix	12.30	White	Female	Comedy	21% to 30%	Over 50%	11% to 20%
14	The Idea of You	Amazon	11.49	White	Female	Drama	31% to 40%	Over 50%	<11%
15	Woman of the Hour	Netflix	11.37	White	Female	Biography	21% to 30%	Over 50%	11% to 20%
16	Our Little Secret	Netflix	11.30	White	Female	Comedy	21% to 30%	31% to 40%	21% to 30%
17	Unfrosted	Netflix	10.64	Multi	Male	Biography	11% to 20%	21% to 30%	21% to 30%
18	Rebel Moon: The Scargiver	Netflix	10.62	MENA	Female	Sci-Fi	41% to 50%	21% to 30%	11% to 20%
19	Descendants: The Rise of Red	Disney+	10.33	Multi	Female	Fantasy	Over 50%	Over 50%	21% to 30%
20	Jackpot!	Amazon	10.07	Asian	Female	Action	Over 50%	21% to 30%	<11%

Nine of the top 10 and fourteen of the top 20 streaming films in 2024 — ranked by other-race/ ethnicity household rating — featured casts that were more than 30 percent BIPOC. Seven of these top 20 streaming films in 2024 had casts that were more than 40 percent female, and four of these top 20 films had casts where more than 20 percent of the top actors had a known disability. Also, nine films had a BIPOC lead, and 12 films had a female lead of these top 20 streaming films.

FILM DEALS

Film Deals

As mentioned in recent reports, the film and television industry has scaled back its productions substantially as compared to the years before the pandemic began in 2020. Los Angeles area productions have been especially hard hit. In the first quarter of 2025, feature film production has already declined by 28.9 percent compared to the previous year.³⁶ Deals between studios and creatives have become less likely to be made or renewed.³⁷ Especially during a downturn, it is important to examine who receives a studio or production company deal that affords them the resources to develop projects. In the recent report in this series focused on television,³⁸ entertainment deals were examined for the first time. Since that report focused on television deals, this report focuses on film deals (posted on Luminate Film & TV) that were in effect as of January 7, 2025. The following section is meant as a snapshot of who has deals and which entities are financing those deals.

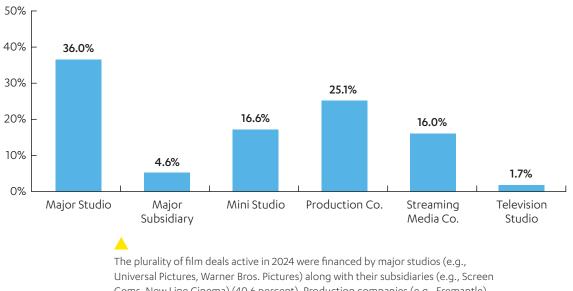
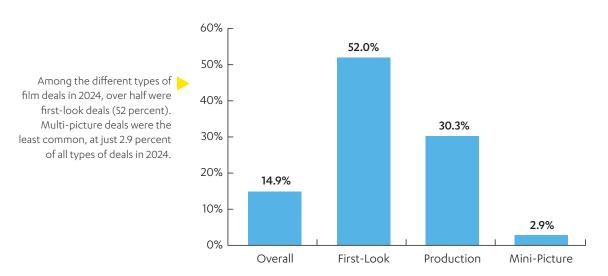


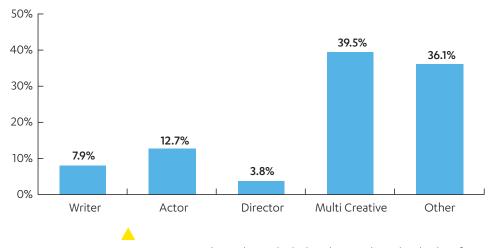
FIGURE 1: Percentage Distribution of Film Deal Financiers by Type of Company, 2024 (N=175)

Gems, New Line Cinema) (40.6 percent). Production companies (e.g., Fremantle) made up the next highest share (25.1 percent) of film deal financiers.

FIGURE 2: Percentage Distribution of Film Deals by Primary Type of Deal, 2024 (N=175)

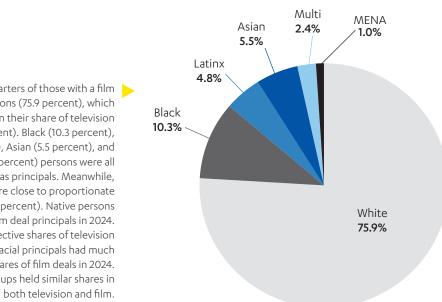




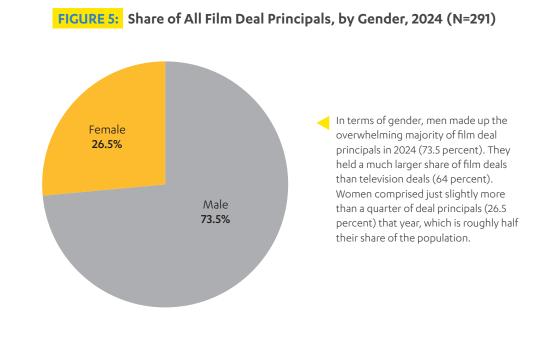


In 2024, creatives who work in multiple disciplines made up the plurality of film deal principals, or the individuals involved in such deals. At 39.5 percent, their share of film deals in 2024 exceeded that of single-discipline writers, actors, and directors combined. The next highest share of film deal principals was categorized under "other" (36.1 percent), which usually denotes producers and/or industry executives.

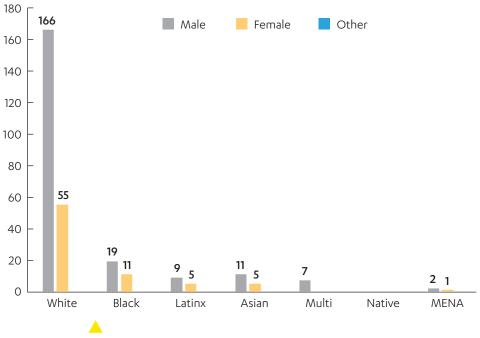
FIGURE 4: Share of All Film Deal Principals, by Race/Ethnicity, 2024 (N=291)



A little over three quarters of those with a film deal were White persons (75.9 percent), which was much higher than their share of television deals in 2024 (64.2 percent). Black (10.3 percent), Latinx (4.8 percent), Asian (5.5 percent), and multiracial (2.4 percent) persons were all underrepresented as principals. Meanwhile, MENA persons were close to proportionate representation (1 percent). Native persons were not listed as film deal principals in 2024. Compared to their respective shares of television deals, Black and multiracial principals had much smaller respective shares of film deals in 2024. The other BIPOC groups held similar shares in







In 2024, female film deal principals lagged behind their male counterparts or were excluded altogether within each of the racial/ethnic groups. White men alone represented more than half of all film deal principals in 2024 (57 percent), which was much higher than their share of television deals (46.3 percent). This finding further underscores the fact that White men continue to disproportionately receive more investment from Hollywood.

CONCLUSION

"I think that you have a choice between adapting to the new realities or trying to hold on to things that will drive you extinct."

– Erik Oleson

The film industry is mainly discussed in terms of its theatrical business, and its success is measured at the box office. However, the successful expansion of streaming services has altered how and when people watch movies. During the COVID pandemic, people became used to watching movies in the comfort of their homes. In 2023, moviegoers showed that they may be willing to go back to theaters. Although the box office was still below pre-pandemic levels, the domestic box office had a resurgence just as the top theatrical films had the most racially and ethnically diverse casts that had been recorded by this report series. However, this reversed in 2024 as chronicled in Part 1 of this report. As major theatrical releases rolled back racial and ethnic diversity on screen, the domestic box office shrank by a few percentage points. Some moviegoers who were not going as often to the theaters may have decided to stay home to watch films on streaming services. Considering that the number of minutes viewed of streaming content grew by 10 percent in 2024,³⁹ one would expect that a portion of those minutes went to watching original films. So, who were these streaming viewers and what original films were they watching in 2024?

Ratings Drivers

Similar to previous years, BIPOC households, women, and 18- to 49-year-old viewers were key to the success of the most watched streaming original films of 2024. BIPOC households were overrepresented as household viewers (compared to their population share) for 19 of the top 20 films released via streaming platforms



in 2024. Women and 18- to 49-year-old viewers represented the majority of viewers (exceeding their population share) for 15 of the top 20 streaming films.

In addition, these viewers appear to have found streaming films with racially and ethnically diverse casts to be appealing. The streaming originals that were the most highly rated among all households tended to have casts where more than 30 percent of the actors were BIPOC. That is, 14 of the top 20 streaming films (ranked by total household rating) featured casts that were more than 30 percent BIPOC. Lastly, when examining ratings by individual race/ethnicity of household and by age group and/or gender of viewers, this report found that the films with the highest ratings for each group tended to feature casts that were more than 30 percent BIPOC. In contrast, there was a decrease in the number of films with gender-balanced casts in the top 20 list of each household and individual viewer group. Although there was a slight increase in women actors in total roles in 2024 as compared to 2023, the increase did not appear in many of the films that were the most watched that year. However, in line with the surge in streaming female leads in 2024, there was an increase in female-led films among the top 20 streaming films ranked by total household ratings. In addition, each of the race/ethnicity households and individual viewer groups had a majority of films with a female lead in their respective top 20 lists, except for White households where it was exactly half.

They Persist

Although more modest, there was also an increase in female leads among the top theatrical releases in 2024. The increased opportunity was not equally beneficial for all women, however. White women represented an overwhelming majority of female leads in top theatrical releases that year (71.4 percent). In contrast, the increased opportunity for women to be the lead in top streaming original films seemed to benefit BIPOC women more than White women, although by a small margin as they had 54.1 percent of all female lead roles in 2024. Producing films where the main character is a woman and even a woman of color pays off as these films are just as appealing to audiences as those with men as the main character. The streaming arena may appear to have lower stakes to acquire or produce films that may be historically considered "risky" for wide theatrical releases. However, the data from the past few years of analyzing only streaming originals shows that audiences are not averse to watching stories that center women.

Many of these women-led films often did not have more than one other woman in the main cast. It is possible that the number of women in the casts of movies with female leads are purposefully limited for fear that those films will be labeled as a "female film." When something is labeled as being "for women," it is often diminished and devalued in this society. Either the direct gender bias or the fear of gender bias by viewers has the same limiting effect on women in Hollywood.

Even when women and BIPOC creatives have more job opportunities to work in streaming films as compared to theatrical films, they experience many of the same roadblocks and limitations in the film industry. In 2024, White women were most likely to direct films with the smallest budgets. All films, except for one, that were directed by a White woman had a budget that was less than \$20 million. No woman or other-gender person, regardless of race or ethnicity, had the opportunity to direct a streaming film with a budget of \$100 million or more in 2024. In contrast, four men directed films in that budget range. Overall, in 2024, the overwhelming majority of women and othergender directors had a streaming film budget ceiling of less than \$20 million (82.1 percent). This uneven distribution of funding makes it more difficult for women and BIPOC filmmakers to compete against their White male counterparts for follow-up projects that will advance their careers and visibility in the industry.

The Changing Landscape

With the growing popularity of short-form content⁴⁰ and the looming integration of artificial intelligence (AI) in productions,⁴¹ what will the next era of filmmaking be like? Most importantly, who will it include on screen and who will create the content?

According to a Deloitte survey released in 2025, each person has an average of six hours of daily media and entertainment time and only 1.4 hours of that time is dedicated to watching TV shows or movies on streaming services. The Deloitte authors note that younger generations particularly are "...engaging more evenly with SVOD companies, social platforms, gaming, and even audio entertainment like music and podcasts. And they are using different devices to consume media..."⁴² Traditional studios are now competing with social media/video platforms for time from these consumers. Younger people are looking for authenticity and connection when they follow certain people on these platforms and watch these short-form videos.⁴³ It is likely that streaming services will have to continue to evolve in this changing media landscape to remain viable. However, investing in creatives from diverse backgrounds who engage viewers from key demographics should be integral in any new system.

Overall, this report found that when racial/ethnic and gender diversity increased in streaming original films in 2024, viewers generally gravitated to these films and discussed them on social media. Producing content that resonates with increasingly diverse audiences is essential to staying competitive now and in the future.

ENDNOTES

- 1 U.S. Census Bureau, https://www.census.gov/quickfacts/fact/ table/US/PST045223.
- 2 This report considers only the top eight actors in each film, in order of appearance in the credits.
- 3 See https://www.nielsen.com/news-center/2022/nielsensgracenote-illuminates-disability-representation-in-entertainmentcontent-with-inclusion-analytics-enhancement/.
- 4 Data collection takes place through a labor-intensive, research process that starts by examining reliable third-party databases that use independent methods of documenting the race, ethnicity, gender, and disability status of individuals working on top films and TV shows. These sources are Gracenote's Studio System, Luminate Film & TV (formerly Variety Insight), and IMDb(Pro). The benefit of using independent sources means that we can standardize the data collection. We do not rely on data from Hollywood employers individuals, studios, companies, or industry guilds all of which might involve different kinds of information tracked in different ways. Separately, we study data from Nielsen, Comscore, and Talkwalker that show how households and individuals from different races/ethnicities, gender, and age groups experience and consume Hollywood content.
- 5 For this report, "streaming" will refer to subscription video on demand (SVOD) original, scripted films that were released exclusively to streaming or had a limited theatrical release for two weeks or less and then released exclusively on one major streaming, subscription platform. Furthermore, films that either had a simultaneous or an earlier wide, theatrical release were not included in the streaming films analyzed for this report. Streaming (SVOD) films and their corresponding ratings data were examined by selecting the top 100 English-language, scripted films ranked by their Nielsen total household ratings between January 1, 2024 to December 31, 2024 and were released on major streaming, subscription platforms (Amazon Prime, Apple TV+, Disney+, Hulu, Max, Netflix, Paramount+, and Peacock) in 2024.

Race/ethnicity was coded into the following major categories: 6 White, Black, Asian, South Asian, Native, Latinx, Black Latinx, Multiracial/Multiethnic (referred to as multiracial throughout this report), and MENA (Middle Eastern or North African). The two subgroups, Black Latinx and South Asian, are reported with their larger race/ethnicity category, Latinx and Asian, respectively, in the featured charts and tables in this report. However, Black Latinx and South Asian counts are separately included in the endnotes. The Latinx category contains persons of Latin American origin or descent and does not include Spaniards. The Native category contains global indigenous peoples, including Native Americans, Native Hawaiians, Polynesians, and Native New Zealanders. The MENA category contains persons descended from the following nationalities: Algerian, Armenia, Bahraini, Egyptian, Emirati, Iranian, Iraqi, Israeli, Jordanian, Kuwaiti, Lebanese, Libyan, Moroccan, Omani, Palestinian, Qatari, Saudi Arabian, Syrian, Tunisian, and Yemeni. Transnational ethnic groups from the MENA region are also included, such as Amazigh or Berber, Assyrian, Bedouin, Chaldean, Copt, Druze, Kurdish, and Syriac, as well as pan-ethnic groups such as Arab, Middle Eastern, and North Africa. The South Asian category includes those descended from the following countries: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka.

- 7 Gender was coded according to the following categories: male, female, transgender woman, transgender man, transgender nonbinary, and non-binary. Transgender and non-binary cases were combined as "other" in featured charts and tables. However, the specific counts for each category within "other" can be found in the endnotes.
- 8 Disability status was collected using Gracenote's Studio System and Luminate Film & TV (formerly Variety Insight), which both note disability status that has been stated publicly. Gracenote's Studio System began by focusing on the disability status of actors a few years ago. Studio System now provides the type of disability, which is reported here, and is divided up into the following categories: hearing, intellectual/developmental, mental health, neurodiverse, physical, visual, and non-specified. Disability status was additionally verified through separate online searches when a disability was noted.
- 9 This report provides data on the top eight (maximum) actors for each film, in order of on-screen credits displayed in the opening titles or main on ends. These featured actors are used to compute each film's overall cast diversity, as well as aggregate race/ethnicity, gender, disability status, and intersectional figures across all films.

- 10 For SVOD content ratings, Nielsen identifies Programs (or Films) & Episodes viewed through the TV glass by the National TV panel. Because Nielsen measures these SVOD programs (or films) independently, Nielsen needs to capture certain viewership levels for a program (or film) through its panel to be able to report on it. The HH ratings presented by race/ethnicity are based on the race/ethnicity of the head of household, while 18-49 ratings are based on individual viewers. The social media ratings are collected by Talkwalker, formerly a unit within Nielsen. The social media ratings are the total interactions during the period measured. The X (Twitter) interactions measure ascribes posts (tweets) to a streaming film, and includes engagements (i.e., replies, reposts, and quotes) in relation to a valid post (tweet), regardless of whether the engagements include the name of the film. The Facebook interactions measure considers the aggregated and anonymized number of comments, shares and likes by consumers about a given streaming film shared on their news feeds and the news feeds of their friends. The Instagram interactions measure is the sum of comments and likes from owned Instagram content (content posted by official accounts associated with a program or sports event, including network, program, talent, league, team, announcer and athlete accounts). The YouTube interactions measure is the sum of comments and likes of a video related to a streaming film.
- 11 Georg Szalai, "Streaming Profit Report: Netflix Leads, Disney Rises, Warner Grows. Is Consolidation Next?" The Hollywood Reporter, April 11, 2025, https://www.hollywoodreporter.com/business/ business-news/streaming-profit-report-netflix-leads-disneywarner-bros-1236184451/.
- 12 Nielsen, "The Nielsen ARTEY Awards: 2024 Streaming Unwrapped," January 2025, https://www.nielsen.com/insights/2025/topstreaming-tv-trends-2024-artey-awards/.
- 13 Don Norton, "Streaming Outgrows the Kid's Table in 2025," AdImpact, January 23, 2025, https://adimpact.com/blogs/blog/ streaming-outgrows-the-kids-table-in-2025.
- 14 Christi Carras, "U.S. film and TV production down 40% from peak TV levels, report says," *Los Angeles Times*, July 11, 2024, https:// www.latimes.com/entertainment-arts/business/story/2024-07-11/ production-activity-report-hollywood.
- 15 Erik Hayden, "Another Sobering Snapshot of Hollywood's Production Decline," The Hollywood Reporter, January 22, 2025, https://www.hollywoodreporter.com/business/business-news/ hollywood-production-decline-1236114887/.
- 16 "Lead role" is defined in this report as the first credited actor and/ or top-billed actor in a film.
- 17 To compare the degree of representation for the individual groups, this report employs the latest Census population data from 2023 that shows the following shares: 12.8 percent multiracial/ multiethnic, 19.5 percent Hispanic/Latinx, 13.7 percent Black, 6.4 percent Asian, and approximately 1.6 percent Native (U.S. Census Bureau, "American Community Survey, 2023: ACS 1-Year Estimates Data Profiles," https://data.census.gov/table/ACSDP1Y2023. DP05; U.S. Census Bureau, "QuickFacts," https://www.census.gov/quickfacts/fact/table/US/PST045223). Although MENA is not considered a separate racial category in the Census, the most recent data show that they are approximately 1.1 percent of the population (https://www.aaiusa.org/demographics).

- 18 Among lead actors with a known disability in top streaming films, there were two White males, five White females, two Latinx females, one multiracial male, and four multiracial females.
- 19 Among Latinx leads in top streaming films, there was one Black Latinx female.
- 20 Among Latinx actors in top streaming films, there were three Black Latinx males, three Black Latinx females, and one Latinx transgender woman.
- 21 Among White actors in top streaming films in 2024, there was one transgender woman.
- 22 Among Black actors in top streaming films in 2024, there was one transgender woman and one non-binary actor.
- 23 Among Asian actors in top streaming films in 2024, there were 11 South Asian males, six South Asian females, one South Asian nonbinary actor, and one Asian non-binary actor.
- 24 Among Native actors in top streaming films in 2024, there was one non-binary actor.
- 25 Among the actors with a known disability in top streaming films in 2024, there were 15 White males, nine White females, one Black male, four Black females, one Latinx male, three Latinx female, one Asian male, one Asian female, two multiracial males, and eight multiracial females.
- 26 In 2022, we began to count directors from an underrepresented group who were part of a directing team. We considered co-directors and not just the first credited director. Because the number of directing teams was small, the race/ethnicity and gender shares were only minimally impacted. The way to describe the findings for the majority of the analyses in this section is to state that "the share of films that had a director of color, or a female director was as follows." For the share of film directors by race/ethnicity and the count of film directors by race/ethnicity and gender, all directors and co-directors are reported together.
- 27 There was a total of 10 films with directing teams out of the 100 streaming films in 2024 that were examined in this report. Three directing teams consisted of a man/men of color and one White man, and two directing teams consisted of one White woman and one White man. The other writing teams consisted of the following pairs: two women of color, two men of color, two White women, two White men, and one woman of color and one White man. Considering all 111 directors and co-directors for the 100 top streaming releases, the share for BIPOC directors decreases slightly to 38.7 percent and the share for women directors minimally drops to 27.0 percent in 2024.
- 28 Among multiracial directors in top streaming films in 2024, there was one transgender woman.

- 29 In 2022, we began to count writers from an underrepresented group who were part of a writing team. We considered co-writers and not just the first credited screenwriter. Because writing teams are relatively common, adding in all the co-writers nearly doubles the number of writers in total, which highlights the racial/ ethnic and gender disparities among those who are granted screenwriting opportunities. The way to describe the findings for the majority of the analyses in this section is to state that "the share of films that had a writer of color, or a female writer was as follows." For the share of film writers by race/ethnicity and the count of film writers by race/ethnicity and gender, all writers, including those on a writing team, are reported together.
- 30 There was a total of 52 films with writing teams out of the 100 streaming films in 2024 that were examined in this report. Twentythree of the writing teams (44.2 percent) were all-White male writing teams. Considering all 172 writers and co-writers for the 100 top streaming releases, the writers of color share drops to 22.7 percent, and the women writer share drops to 26.7 percent in 2024.
- 31 Among Latinx writers in the top streaming films of 2024, there was one Black Latinx male.
- 32 Among White writers in the top streaming films of 2024, there was one non-binary writer.
- 33 Among multiracial writers in the top streaming films of 2024, there was one transgender woman.
- 34 Defined here as accounting for more than 34 percent of the households streaming the film. See https://www.statista.com/ statistics/242027/number-of-households-in-the-us-by-ethnicgroup/.
- 35 Defined here as accounting for more than 42 percent of the 18-49 viewers streaming the film. See https://www.marketingcharts. com/featured-30401.
- 36 Samantha Masunaga, "Los Angeles continues to see decline in film and TV production, report says," Los Angeles Times, April 14, 2025, https://www.latimes.com/entertainment-arts/business/ story/2025-04-14/filmla-report-first-quarter-2025.
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