Diversity and Inclusion in the Audiovisual Industries.

European Audiovisual Observatory Workshop
10 December 2020

Amy Turton
Creative Diversity Network (CDN)
amy@creativediversitynetwork.com
Intro to Diamond

• Parliamentary question
• UK context of data monitoring

• Cross industry/ shared technology
• 6 diversity characteristics

• Diamond = Production – many independent producers/freelancers
• Broadcasters monitored by regulator
How it works

• Names and email addresses

• Diversity form

• Reporting: genres, role type

• Industry overview & Broadcaster/production supplier
Aims and ambitions

• Long term monitoring – sustainable and embedded change/what works

• Accountability and supports transparency

• Supports targets to be set

• Adds to lived experience – gives a voice to those who don’t have one.
Diamond is the world’s first industry-wide, single online system monitoring the diversity of UK television, on and off-screen.

### On-screen diversity

- **Disabled people** are under-represented across the board: 52.4% off-screen.
- **Female** make up 47% of the working population and are represented in line with this at: 5.2% off-screen.
- **Transgender** people are equally represented in line with the national population estimate at: 0.8% on-screen.
- **LGBT** people are highly represented but lesbians are proportionately less well represented off-screen: 2.3%.

### Off-screen diversity

- **50+** are largely under-represented across the industry: 20.6% off-screen.
- **Disabled** are under-represented across the board: 7.8% on-screen.
- **Female** are under-represented across the board: 5.2%.
- **Transgender** people are equally represented in line with the national population estimate at: 0.8% on-screen.
- **LGBT** people are highly represented but lesbians are proportionately less well represented off-screen: 2.3%.

### Additional statistics

- **17%** of the working population.
- **31%** of the working population.
- **22.7%** on-screen.
- **8.6%** directors.
- **13%** working population.
- **30 channels**.
- **30k sample size**.
- **6 diversity groups**.
- **600k+ production contributions**.
What is tricky

• Diversity monitoring!

• On-going collection and analysis

• Introducing a data driven project into a campaigning space

• Hierarchy of diversity
What Next?

• Continue to monitor and report on state of production

• Broader evaluation of schemes and sharing what works