



Diversity and Inclusion in the Audiovisual Industries.

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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.



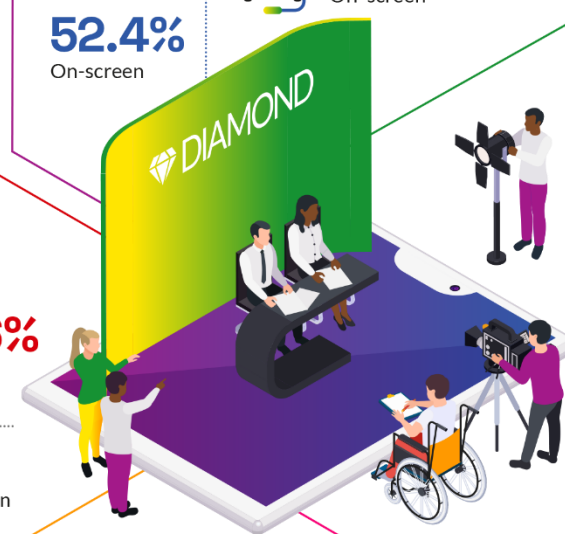
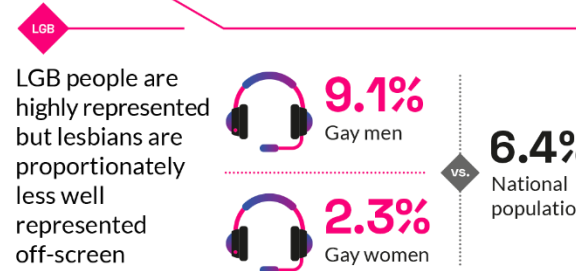
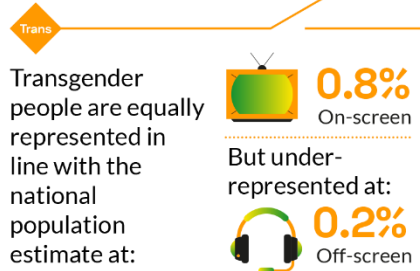
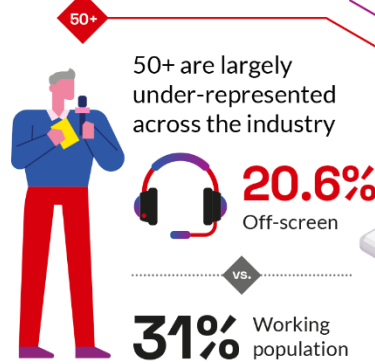
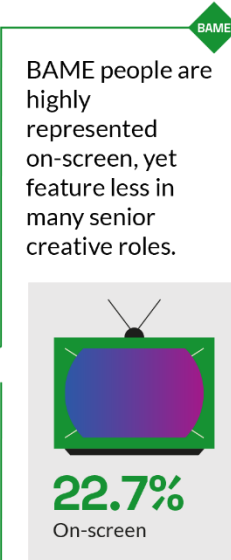
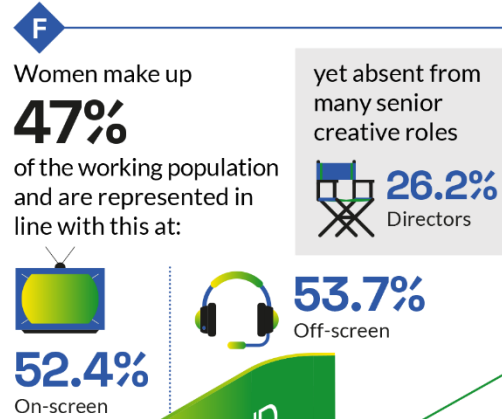
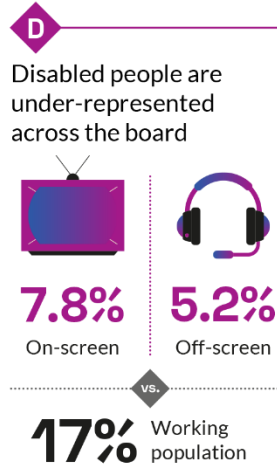
DIAMOND

The Third Cut 2020

Diamond is the world's first industry-wide, single online system monitoring the diversity of UK television, on and off-screen.

- D** Disabled
- F** Female
- 50+** 50 and over
- BAME** Black, Asian and Minority Ethnic
- Trans** Transgender
- LGB** LGB

- World first**
- 30 Channels**
- 5 Broadcasters**
- 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

