

Breaking the Glass Lens:

The Rising Demand for Female Crafted Stories

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CONTENT TAXONOMY SYSTEM



Methodology

The following study leverages Parrot Analytics' proprietary Supply and Demand systems to analyze trends in new TV productions released globally between 2017 -2023 with women in behind the camera roles, i.e., directors, producers, writers, editors, to understand where there has been growth for women in traditionally male-dominated roles and where there is opportunity for breakthrough.

- Demand reflects the average global demand over the first 30 days of release and is reflected as a share (%) or a multiplier (x times the average title during that time period).
- Supply reflects the total number of productions by:
 - Majority Female BTC Productions: Productions where ≥ 50% of behind the camera (BTC) talent in director, producer, writer, or editor roles self-reported as female.
 - Minority Female BTC Productions: Productions where < 50% of behind the camera (BTC) talent in director, producer, writer, or editor roles self-reported as female.
 - Further segmentations include year of production, scripted vs. unscripted series, behind-the-camera role, genre, region of origin, and market of origin.



The demand share of productions with majority women behind the screen has more than doubled since 2017

Demand Share of New Global Series by Year (30 Days Post-Release, 2017 – 2023)





Female writers maintain the largest share of demand, but directors are catching up with a 1.75x lift between 2017 and 2023

Demand Share of New Global Series by BTC Role and Year (30 Days Post-Release, 2017 vs. 2023)





Global supply and demand for new series with majority female representation behind the screen are on the rise, up 60% and 125% respectively since 2017







Global demand for unscripted series with majority female representation BTC is up 123% on average since 2017, closing the gap with minority female productions in 2023



Global Supply & Demand of New Global Unscripted Series by Year (30 Days Post-Release, 2017-2023)



The demand growth rate for scripted series with majority female BTC representation has outpaced minority female productions across roles, including producers, which has seen a narrowing in the average demand gap between 2017 and 2023

Average Demand of New Global Scripted Series by BTC Role and Year (30 Days Post-Release, 2017-2023)



Conversely, unscripted series with majority female BTC representation saw the most growth and 2023 demand in the producer role and the least growth in the editor role

Average Demand of New Global Unscripted Series by BTC Role and Year (30 Days Post-Release, 2017-2023)





The top 10 most in-demand TV genres with majority female behind-thecamera representation span both scripted and unscripted content, including traditionally female-skewing genres like Romance and Talk Shows





The genres with the greatest growth in demand among majority female BTC representation span a variety of audience tastes, including traditionally male-skewing genres such as Science Fiction, War, and Action

Top 10 Genres of New Global Series with Majority Female BTC Ranked by YoY Change in Demand (30 Days Post-Release, 2017-2023)





In addition to Biography and History, Horror and Science Fiction offer promising opportunities for breakthrough

Genre Supply vs. Demand of New Global Series with Majority Female BTC (30 Days Post-Release, 2017-2023)





The United States, United Kingdom, Japan, South Korea, and Australia are the top 5 markets with the largest share of demand generated by new series with majority female BTC representation between 2017-2023

Global Demand Distribution of New Series with Majority Female BTC by Home Market (30 Days Post-Release, 2017-2023)





Regionally, Latin America has seen the greatest growth in demand for new series produced by majority women behind the camera

Demand Share of New Series with Majority Female BTC Representation By Region and Year (30 Days Post-Release, 2017-2023)





Top 100 most in-demand series with majority female BTC representation from **2017**

Average Title Demand

2.3x

Audience composition

33%

	The Handmaid's Tale 20.4x	Imposters 5.6x	Three Girls 3.7x	The Magic School Bus	Man Who Dies To Live		The	A	Witch At Court (마녀의)ueen)f		
	Gypsy 11.0x	Harlots 5.5x The White Princess 5.3x Vår Tid Är Nu 4.2x Mary Kills People 4.2x	Seven Day Queen (7일의 왕비) 3.4x	Falsify (조종 2.0x		Un Diab Con Ánge		R			ow (Paixá 1.7x		okyo lice		
			Defendant (피고인) 3.3x	Beau Séjo 2.0x Rain Or	Reverse 1.7x		A		Ping In Zo Shiti	a (My Only Love	Julie		My Sassy Girl		
			Joshu Seven (女囚セブン)	Shine (그님	Frankie Drake		Dian		1.6x		Song Help		My	Me	Th	P
			3.3x	Bellevue 1.9x	The Po		Fossey:				My Yelp		Little	And My		Big
			The Bold Type 3.1x	After Trek	Game Inside 1		Astronauts: Do You		_		1.5					
	SMILF		0.110	1.8x	Inside I	1	Hermanos		Enemies From The Scene Of The Crime The Ollie & Moon Show		Guilty Party		ate y	Му	Tru &	
	7.5x		Girls' Generation 1979 (란제리	Claws 1.8x	The Ree	al	Y				1.4x		Dad		lliza	ב
			Hot Girls Wanted:	Money	Spielbe		The World's				Ruler:		lan An			
	Apple Tree Yard 6.5x	Born To Kill 3.8x	Turned On	Flower (돈		1	The Worst Witch		oon sr Iap	10W	Tard		Му			
		5.04	Alias Grace 2.5x	The Universe's	Reveng Body W	/ith	Twiz &	Decisior		1	Cone		Big			
	Anne With An E	Trust Me 3.7x	Band Of Sisters	Undressed			Tuck									
5	5.6x	3./X	(언니는 살아있다)	(AU)	Moms		Meloholic (멜로홀릭)	Sunny Day 1.4x		ay			Guy'	5		



67%

FEMALE

Top 100 most in-demand series with majority female BTC representation from **2023**

Average Title Demand

9.5x (+313%)

Audience composition 42% 58% MALE \cap vs. 33%

Blue Eye Samurai 32.2x	I Am Mother (Sandik Kokusu) 17.8x	Kesha Dolzhen Umeret (kewa Должен Умереть) 16.5x Fatal Attraction	That '90s Show 13.7x	how With		The Power 13.4x		Kirli Sepeti 12.6x		Cherr Magic (30 ยัง 12.1x	Ni,		ugure li, Te Wo sunagu		ni Yo 9	Ana De Nadie 11.5x	
Cigarette Girl (Gadis Kretek)	The Long Shadow 17.8x XO, Kitty 17.4x	16.5x	Dreams Of Alice (Сны Алисы) Junooniyatt 11.2x Unprisoned 11.0x		Love Has Won 9.2x	Anr Rice Ma		Nolly 8.9x			lppon! Again		Colee	F	Lom Phat Phan	Archi 8.4x	
25.4x		The Last Thing He Told Me					J . G.								Dao		
Mask Girl (마스크걸) 23.1x		15.9x NCIS: Sydney			SHY 8.2x		Kaise Mujhe Tum	_	Dead	A Tin Calle You			The Ice Guy	e	Up Here 6.7x	Six Fou 6.6x	
	The Lost Flowers Of Alice Hart 17.0x War Of Traps (罠の戦争)	15.8x			The 1619 Project	e 1619				(너의			Ar	nd	0.7X		
Lessons In Chemistry 22.4x		Krutaya Peremena (Крутая Перемена)	Kubo Won't Let Me Be Invisible		The Killir	ng	The Watchfu		Tell Me That	The Super		The		Salón De Té La		Fill Du Fei	
					Kind		Lycée			acing				The	A	Tł	
Gyeongseong Creature (경성크리처)	16.9x Deadloch 16.8x	Marvel's Moon Girl And Devil Dinosaur	007: Road To Million 10.5x	οΑ	Jack Fro			Class Of 07		Wellmania				Doll			
20.7x		14.1x Reversal Orchestra	Things G Black Snow Pl		A Girl & Her Guard Dog		The			Everything							
Tere Ishq Mein Ghayal 18.1x		Reversal Orchestra			Platform	form 7		Following Sugar						one			
Vai Na Fé	Ubit Ritu (Убить Pumy) 16.6х	Hyakuman Kai leba	9.2x Wild Isles		7.7x Kenshira	n Ni	Apple	ole Kil		ülling							
18.0x		Yokatta (100万回	9.2x			Yoroshiku		Rain Dogs 5.9x									



FEMALE

vs. 67%

Major Takeaways

Increasing audience reception towards shows with female creators

- The demand share of series with majority female creators has more than doubled between 2017 and 2023.
- Across both scripted and unscripted content, the number of new productions and audience demand for series with majority female representation behind the camera is growing at a significantly faster pace than those with a minority female presence behind the camera.
- Within majority female BTC productions alone, the demand outstrips the supply, suggesting each new series, on average, is of higher quality and capturing a high share of audience attention.

Greater opportunity among scripted

- Unscripted series with majority female BTC representation has seen less growth than scripted series. This is likely due to the push towards more female inclusivity in the scripted space over the last few years, while unscripted has historically had more female presence, so there is less room for growth.
- In the scripted space, there has been about a 2x increase in demand for content with majority female representation across behind the camera roles.

More inclusive behind the screen talent = wider audience reach with diverse tastes

- Genres with the greatest demand growth among majority female BTC series show a move away from traditionally female genres and migration towards more traditionally male skewing genres, including Action, Adventure, Sci-Fi, War, among others.
- The audiences of majority female BTC series has shifted from majority female towards a more even male/female split between 2017 and 2023, signifying that women are producing engaging content that reaches beyond female audiences. This in combination with the growth in diverse genres showcases how the increase in inclusivity behind the screen has helped reach a wider audience base across genres.

US dominates global share, LATAM has seen greatest relative growth

- Markets that dominate the global demand distribution of majority female BTC series, most notably the US and UK, mirror the markets that produce the most series overall.
- Relative to its region, LATAM has seen the greatest change in demand growth among majority female BTC series, increasing its share 4x between 2017 and 2023. This is likely prompted by the increase in investments made by global streamers, Netflix and Amazon, in the region over the last 5+ years, particularly among telenovelas.



Thank You

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