

# AN UPDATE ON OUR PROGRESS: USC ANNENBERG STUDY



## Methodology

### ON-SCREEN

62

Paramount series from 10 brands:  
33 scripted, 21 unscripted,  
8 animated shows

### BEHIND THE CAMERA

5,082

Above-the-line personnel  
And 76 series creators

### PERIOD OF TIME

2

Years  
(2019-2021)

### WHAT WAS REVIEWED

First two episodes of our most recent  
series analyzed for

- Gender
- Race/ethnicity
- LGBTQ+
- Disability

## Results

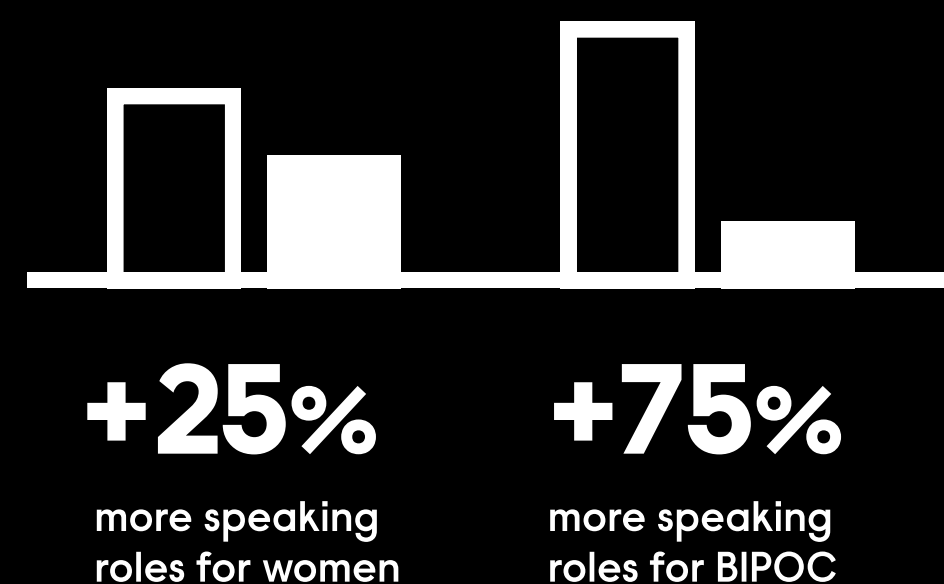
### WHERE WE EXCEL

33%

more BIPOC speaking characters and  
main cast than the US census

### INSIGHTS

Diverse creators drive more diverse  
representation on-screen



### OUR OPPORTUNITIES

Strengthen representation of individual  
racial/ethnic groups like Hispanics/Latinos,  
Asians, and Indigenous people as well as  
underrepresented groups like LGBTQ+ and  
people with disabilities

Improve gender equality on-screen and  
behind the camera to better reflect US  
population proportions

## Our continued commitments



- 1 Develop a proprietary measurement tool to evaluate representation and portrayals in our content
- 2 Commission a minimum of eight new studies to more clearly understand the impact of our content on diverse and underrepresented individuals
- 3 Deepen our investment in women, BIPOC, LGBTQ+, and Disabled-owned production companies
- 4 Broaden our creative talent pool with programs such as our [Paramount's Content for Change Academy with ReelWorks](#), [ViewFinder Emerging Directors Program](#), [Writers Mentoring Program](#), and [SHOWCASE](#) as well as [CBS Television Network's Directing Initiative](#) and [MTV Entertainment Studios' First Time Directors Program](#)
- 5 Expand [MTV Entertainment Studios' Culture Orientation](#) globally