



BAFTA Speech

Women in TV

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17 March 2010

As many of you know, Skillset have carried out research for over a decade now. The purpose of the research is to identify skills and training needs so we can do something about any issues and gaps. Every alternate year we conduct a census which is essentially a headcount of people in the industry or a workforce survey and employer survey, both of which are designed to collect more information about the profile of our industry, training needs as identified by employers, employees and freelancers.

Doing this research gives us and industry some great long term data and it flags trends that go way beyond the training debate. Our research provides a picture of the shape, the size, the thread and the representation of the workforce. Late last year when we started compiling the results of our research and looking at changes over the last three years the data we collected started to paint an interesting picture for women in the industry.

By no means all negative or unhealthy we could see some important changes happening and a continuing trend in terms of some of the ways in which women are employed. Over the years we have worked closely with women in film and television so that any information we produce could be used to spark a debate and tonight we are delighted to be able to support a wider debate and influence the discussion by running through what we have found out.

Skillset's job this evening is not to offer opinion but to offer what we know and what we have found out from the research we have done and we also need to listen so that we can take forward new work where needed. They are holding up a mirror and sharing the story and stats, here is what we have been told by our research.

UK Economy Gender Balance

It

 = 46%  = 54%

might feel a bit dry but I know the audience and the panel discussion will add the rich context that we need to broaden out the debate.

Firstly, here are the overall figures that show the percentage of women and men in the overall workforce across the UK. Obviously this includes all jobs in all industries and it includes full and part time work. But it gives us an overall context where possible we try to track our industry stats back to national averages to check for patterns that are off trend.

And are we?

Well, Skillset's overall remit to work across the creative media industries says yes we are off trend in terms of national averages.

Women: An Endangered Species?

- Overall representation of women has fallen dramatically from 38% to 27%
- Representation of women has fallen most sharply and is very low in:
 - offline multimedia 5% from 37%
 - online content 6% from 31%
 - games 4% from 12%
 - commercials and pop promos 15% from 31%
 - corporate production 14% from 29%
- Representation of women in television has fallen from 41% from 45%

In 2006 we employed 38% women in the industry which was obviously below the national average but by 2009 this had dropped by 27% as you can see by the

slide. All the figures are by the way for this timescale and for consistency sake we just comparing 2009 figures back to 2006 to show any dramatic changes in that 3 year period. As you can see from this slide other sectors and indeed specific areas of work are dragging the average down. Figures are much healthier in film for example in 2006 we employed 43% women and now its 41%. And the last bullet point shows what's happened to TV in this period – a 4% drop.

So while this is going against the national trend, it might be seen as perhaps understandable that this has been the case that there has been this drop given what has been happening in the industry over the last few years.

Ladies First...

- The TV industry has experienced **a decline of 10% in employment overall** in the last 3 years;
- Nearly **5,000 women left the TV industry** between 2006 and 2009, compared with just **750 men**.

However, when we focus in on TV we can see that yes there has been an overall drop in employment in television by 10% which is quite significant but it seems heavily weighted towards more women leaving the industry. If you convert percentage figure into actual numbers it equates to 5000 women having left the industry over the last 3 years compared with 750 men. Since releasing these stats in December we have been asked why and although we don't yet have the answer we are currently looking at new research to find out if we can ascertain why more women have been leaving the industry over this recessionary downside period.

On a slightly different issue and one more related to longer term trends is interesting to see the kind of jobs that women typically do.

Jobs for the Girls

- Representation is highest in:
 - costume and wardrobe (68%)
 - make-up and hairdressing (52%)
- Representation is lowest in:
 - Technical development (2%)
- In terms of occupational balance, women also make up:
 - 52% of the legal workforce
 - 36% of Broadcast management
 - 39% in Business Management
 - 45% of distribution, sales and marketing
- Women also make up only 25% of creative development occupations including script, writing and producing

As you may not be surprised to see women are over represented in certain grades like costume and make up and we are underrepresented in the more technical grades. There is more equitable take up in roles like management and business management however but perhaps the most interesting statistic is that only 25% of women are Producers, Directors and Writers – the core creative roles at the heart of our TV business.

UK Economy by Gender and Age

Age Group	All workforce %	♂ %	♀ %
16 - 24	14	13	14
25 - 34	21	22	21
35 - 49	38	37	38
50+	27	28	26

And when we move on to look at gender and age we can start to put the jobs that we do alongside the age profile and then I think some of our statistics come to

life, especially when we set this aside some of the case studies and experiences of women in the industry.

This next slide shows how the UK economy breaks down by gender and age. The interesting thing to note is that there the age profiles are pretty well evenly spread by gender in the general economy overall. But when you take a look at our stats in TV you can see a completely different picture.

TV Industry by Gender and Age

Age Group	All workforce %	♂ %	♀ %
16 - 24	5	3	7
25 - 34	33	26	42
35 - 49	44	46	41
50+	18	24	9

We currently recruit and employ many more women than men in the first two age brackets and particularly in the second age bracket. By the time we reach the 35-49 age bracket, we start to even up and there are equal numbers of men as there are women but by the time we get to 50+, women are getting a little thin on the ground. Now we have got a bit of qualitative work on this of research interviewing a range of women in focus groups and by phone and so on, and there is definitely a perception out there that firstly, we employ more young women into entry level roles like runners, researchers and production assistants etc However they tend not to get promoted through the ranks quickly as the male counterpart and secondly about this time the 30-49 bracket other factors e.g. having families or outside work commitments mean that contracted short term working culture of TV just makes it incredibly difficult for women to work in the industry. And it either encourages them to move into less creative roles e.g. Management and Business or Series Producers and away from some of the more creative roles in the industry.

Gender Drain

- Women are under-represented in older age categories:
 - In TV **70% of men** compared with **50% of women** are 35 years or older;
 - In the wider economy **64% of women** compared with **65% of men** is 35 years or older.

Overall what we can confirm is that women are under-represented in the older age category when you compare our profile to national average.

...and at what cost?

- Unlike the wider labour market, but similarly to the Creative Media overall, women in TV are **less likely than men to be:**
 - **married or in a long-term relationship**

 = 54%  = 70%

- **have dependent children**

 = 21%  = 34%

Compared with **62%** of the UK workforce who have dependent children.

And a very interesting wider point to that is that whether it is men or women working in the TV industry you are less likely to be in a partnership or to be married than the rest of the economy and you are far less likely to have dependent children. And if you are a Woman you are less likely than the male counterpart that long term relationship or children. So it seems that the issue of having family and commitments do not go hand in hand with working in the TV industry. And finally, next is a totally un-misleading headline, women are over qualified, over worked and underpaid.

Overqualified, overworked but underpaid

Working patterns:

- Overall, around a quarter of the TV workforce is freelance (28%). **41% of freelancers are women.**
- Women freelancers work longer working weeks than men. Freelancers working more than 40 hours/week on average:



As you can see Women hold more graduate qualifications, post graduate qualifications and have undertaken more training than men.

Overqualified, overworked but underpaid

Earnings:

- Women on average earn less a year than their male colleagues;



- Nearly half the Creative Media workforce (**45%**) said that they had worked unpaid work in the industry at some point in their career. This is the case for women and men.

As you can see from this slide women work longer hours than men, now I know this is self declared and we asked women and men the hours they worked and this is the result of this survey that we have undertaken but I think you can tell which gender this is most likely to exaggerate. And overall women earn less than their male counterparts in the industry

The last bullet point on this slide is about unpaid work in the industry, actually it applies equally to men and women and it is a whole other debate but I wanted to flag this as a critical issue that the industry needs to discuss going forward. Unpaid

work entry level is decreasing our ability to attract people from very different economic backgrounds and very different cultural background, it is another debate but one I hope we can take up in the not too distant future. And finally in summary this what our research has concluded.

Summary:

Women in the Creative Media Industries

- Numbers of women are reducing overall;
- 6x the number of women than men have left the sector in the last 3 years;
- Women are still underrepresented in key jobs;
- Women are younger than the UK work profile;
- There is an under-representation of women over 49;
- Women are more qualified and are paid less.

Sources

- **Skillset Employment Census**
(2009, 2006, 2004, 2003, 2002, 2001, 2000)
- **Why Her - Skillset and WFTV (2009) Skillset Creative**
- **Media Workforce Survey (2008)**
- **Skillset Balancing Children and Work in the Audio Visual Industries (2006)**
- **Skillset Strategic Skills Assessment for the Creative Media Industries UK**
- **Skillset/UK Film Council Feature Film Production Workforce Survey**

All these documents can be found at:
www.skillset.org/research