

Progress on Inclusion

Inclusion Policy
Review & Lookback

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AMAZON
MGM STUDIOS  

CC: **deia** Customer & Content:
**Diversity, Equity,
Inclusion, Accessibility**

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Welcome

As we strive to amplify and celebrate all voices, the **Inclusion Policy & Playbook** holds us accountable to continually raise the bar. I am proud of the increased diversity on and off screen across movies and series like *A Million Miles Away*, *Harlem*, *Red, White & Royal Blue*, *The Summer I Turned Pretty*, and *The Boys* to name just a few. It's exciting to see the impact we have made, and we look forward to delivering even more inclusive and authentic content for our global customers.



Jennifer Salke
Head of Amazon MGM Studios



Zoë Robins (Nynaeve al'Meara)
Wheel of Time / S1
Amazon Original Series



Lola Tung (Belly), Gavin Casalegno (Jeremiah), Christopher Briney (Conrad)
The Summer I Turned Pretty
Amazon Original Series



Karl Urban (Billy Butcher), Jack Quaid (Hughie Campbell), Karen Fukuhara (Kimiko), Tomer Capone (Frenchie), Laz Alonso (Mother's Milk)
The Boys / S3
Amazon Original Series



Michael Pena (José M. Hernández), Garret Dillahunt (Frederick W. Sturckow)
A Million Miles Away
Amazon Original Movie

Foreword

At Amazon MGM Studios, our vision is to delight customers by empowering creators to tell authentic stories that resonate with global audiences. We work to capture the experiences of all segments of our audience, ensuring that they see themselves equitably reflected on-screen and that the stories we tell represent the love, joy, depth, and complexity that exists across their world.

The past few years have been a lot. After the murder of George Floyd, the surge in anti-Asian hate, and the health inequities stemming from the COVID19 pandemic, we were moved to share our already existing commitment to Diversity, Equity, Inclusion, and Accessibility across our productions publicly. The world remains a complicated place. We've seen the repeal of women's rights and the reversal of Affirmative Action in the US and an Israel and Hamas war that has spurred hate crimes all over the globe. We believe it is more important than ever to amplify marginalized voices across race, ethnicity, nationality, LGBTQIA+, age, religion, neurodiversity, disability, body size, gender, gender identity, and gender expression for the global Prime Video audience.

This inaugural report reviews the last three years of Amazon MGM Studios and Freeve US Original releases: the first year prior to the launch of the Inclusion Policy and the two years following its release. We highlight areas where we've seen significant improvement, as well as opportunities for growth.

We are grateful for the many lessons we have learned. We acknowledge that we have not yet achieved our aspirations, yet we remain steadfast to our accountability and transparency. If we are successful, our hope is to tell inclusive stories that entertain audiences all over the world, while increasing our humanity to one another.



Latasha Gillespie
Global Head of DEIA,
Amazon MGM Studios,
Prime Video and Freeve

AMAZON MGM STUDIOS prime freeve



At Amazon, we know that diversity, equity, inclusion, and accessibility are critical to our continued success. The Customer and Content Diversity, Equity, Inclusion, and Accessibility (cc:DEIA) team is strategically positioned across the content and production process, working closely with senior leaders to make sure Amazon MGM Studios' content is inclusive.

We obsess over audiences through:

Diversity: ensuring diverse representation of talent (in front of and behind the camera, above and below-the-line).

Equity: working to dismantle longstanding barriers to success in the industry and inspecting our processes so we do not create or perpetuate inequities.

Inclusion: telling inclusive stories and marketing those stories to a globally diverse audience.

Accessibility: ensuring that there is equitable access to the same information, interactions, and services for everyone, regardless of whether or not they have a disability.

Introduction

With the launch of the Inclusion Policy in summer 2021, Amazon MGM Studios made a commitment to innovate our existing practices and transform the way we do business.

We focused strategically over the last two years, following the release of the Inclusion Policy, on increasing representation of historically excluded groups³, including: women, Black/African American, Hispanic/Latino/a/e⁴, Asian, Native & Indigenous (Including American Indian/Alaska Native, Native Hawaiian/Pacific Islander and other indigenous people), Middle Eastern/North African, and multiracial and multiethnic groups; lesbian, gay, bisexual, transgender, queer/questioning, and gender nonconforming and non-binary people (LGBTQIA+); and people with disabilities.

This report is a three-year review of Amazon MGM Studios productions and initiatives launched between July 1, 2020 and June 30, 2023.⁵ The first year serves as a benchmark for understanding where we were prior to the release of the Inclusion Policy.

In this report, we deep dive into representation of the main cast in front of the camera (lead, regular/recurring, and supporting roles) and representation of creative teams (creators, directors, producers, showrunners, and writers).⁶

The dataset contains 195 US scripted and unscripted titles (119 series and 76 movies) released on Prime Video that were produced or co-produced by Amazon MGM Studios, and/or acquired and branded by Amazon MGM Studios as “Amazon Originals” or “Freevee Originals” (i.e., “US Originals”). In addition to the metrics, we also review quotes, anecdotes, and case studies that illustrate the impact of creating an inclusive experience for our cast, crew, and customers.

This report summarizes actions we’ve taken in the following areas:

- Developing stories and characters
- Inclusive production
- Inclusive hiring
- Investing in our creative future
- Our commitment to accountability

We highlight key accomplishments and areas of opportunity that surfaced over the past two years, as well as efforts we are making to invest in the future of historically excluded talent in front of and behind the camera. As we look to further embed the Inclusion Policy across all parts of our business, globally, we will continue to measure our progress and apply key learnings to strengthen our strategic goals for greater diversity, equity, inclusion, and accessibility.



Alex Claremont-Diaz (Taylor Zakhar Perez), Prince Henry (Nicholas Galitzine)
Red, White, and Royal Blue
Amazon Original Movie



Christina Vidal (Drea)
Prime
Amazon Original Series



Jaz Sinclair (Marie Moreau), Lizzo Broadway (Emma Meyer)
Gen V / 51
Amazon Original Series

Executive Highlights

Key Takeaways

Over the past two years since the launch of the Inclusion Policy, we observed increases in representation among communities that have been historically underrepresented or excluded, on-screen and behind-the-camera:

Representation of women grew across top creative roles for US Originals series and movies, from 35% to 43%.^{1,2}

Women of color helped drive that growth as their representation increased from 8% to 13% across top creative roles. The largest increases were among Showrunners, 0% to 7%, and Writers, 11% to 24%.

Representation of people of color in top creative roles increased across US Originals series and movies, from 19% to 24%.

LGBTQIA+ representation increased across main cast roles, from 4% to 7% and across top creative roles, from 3% to 5%.

While we've made great strides towards increasing representation, some demographic groups, namely Hispanic/Latino/a/e, continue to be vastly underrepresented on-screen and behind-the-camera compared to their representation in the overall US population.

We are working with the Hispanic/Latino/a/e creative community to strengthen pathways into the industry, and have developed student and filmmaker programs with the Latino Film Institute and its Los Angeles Latino International Film Festival.

We further acknowledge that increased representation alone isn't a success story. Inclusive representation, *i.e.* how characters are portrayed in a story, matters. This includes telling stories that celebrate intersectional identities and authentically portray our global audience.

We are committed to removing barriers to equity and creating a more inclusive environment that combats stigmas and empowers people with disabilities.

We do not provide representation data for people with disabilities in this report since only four titles were tagged as featuring people with disabilities in main cast roles: *Sound of Metal*, *As We See It*, *Carnival Row*, and *Dr. Seuss' Baking Challenge*.

While under-reporting remains an issue, there is a clear opportunity to create accessible environments and inclusive pathways for disabled talent.

This year we worked with the Deaf Talent® Creative Lab, Easterseals, Lead on ADA, and RespectAbility to amplify creative talent and ensure accessibility across our productions. Next year, we will launch our inaugural partnership with Making Space, a talent recruitment and skills-based learning platform dedicated to increasing representation of people with disabilities in the film industry.

The data reinforces our understanding that diversity behind-the-camera strongly influences who we see on-screen. Across all titles in the dataset:

When there is at least one director who is a woman, representation for women in main cast (lead, regular/recurring, and supporting) roles is 50% across titles, compared to 42% when no directors are women.

When there is at least one writer who is Black, Black representation in main cast roles is 34% across titles, compared to 11% when no writers are Black.

When there is at least one creator who is Latino/a/e, Latino representation in main cast roles is 20% across titles, compared to 5% when no creators are Latino/a/e.

Reflect & Refine

Three Year Review

Our Journey in Numbers by Gender

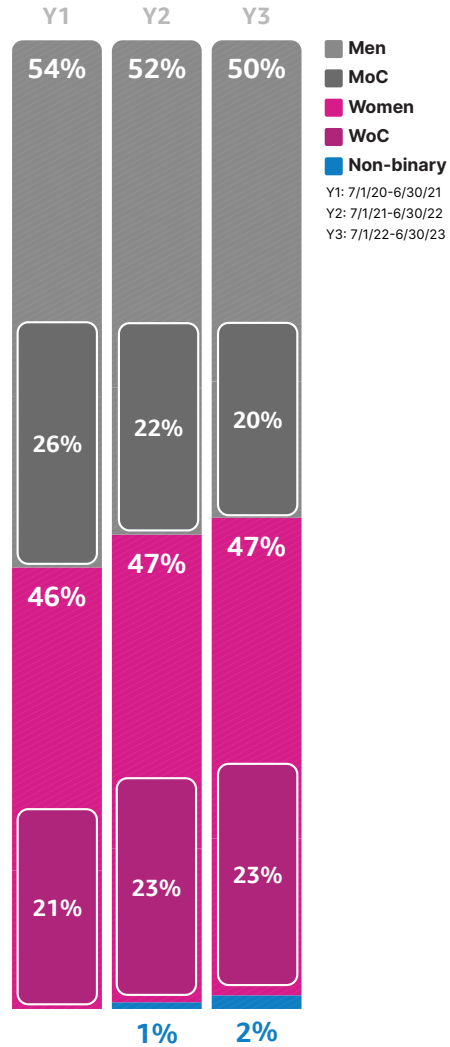
On-Screen

Series & Movies combined

Across US Originals, men and women continue to share main cast (lead, regular/recurring, and supporting) roles equitably on-screen.

Representation of Men of color in main cast roles decreased from 26% to 20% (20.4% US Census)⁷. Unscripted series were a key driver of this change (see Page 16).

On-screen representation of women in main cast roles has remained at 46-47% over the 3-year period (50.4% US Census)⁷.



Behind-the-Camera

Series & Movies combined

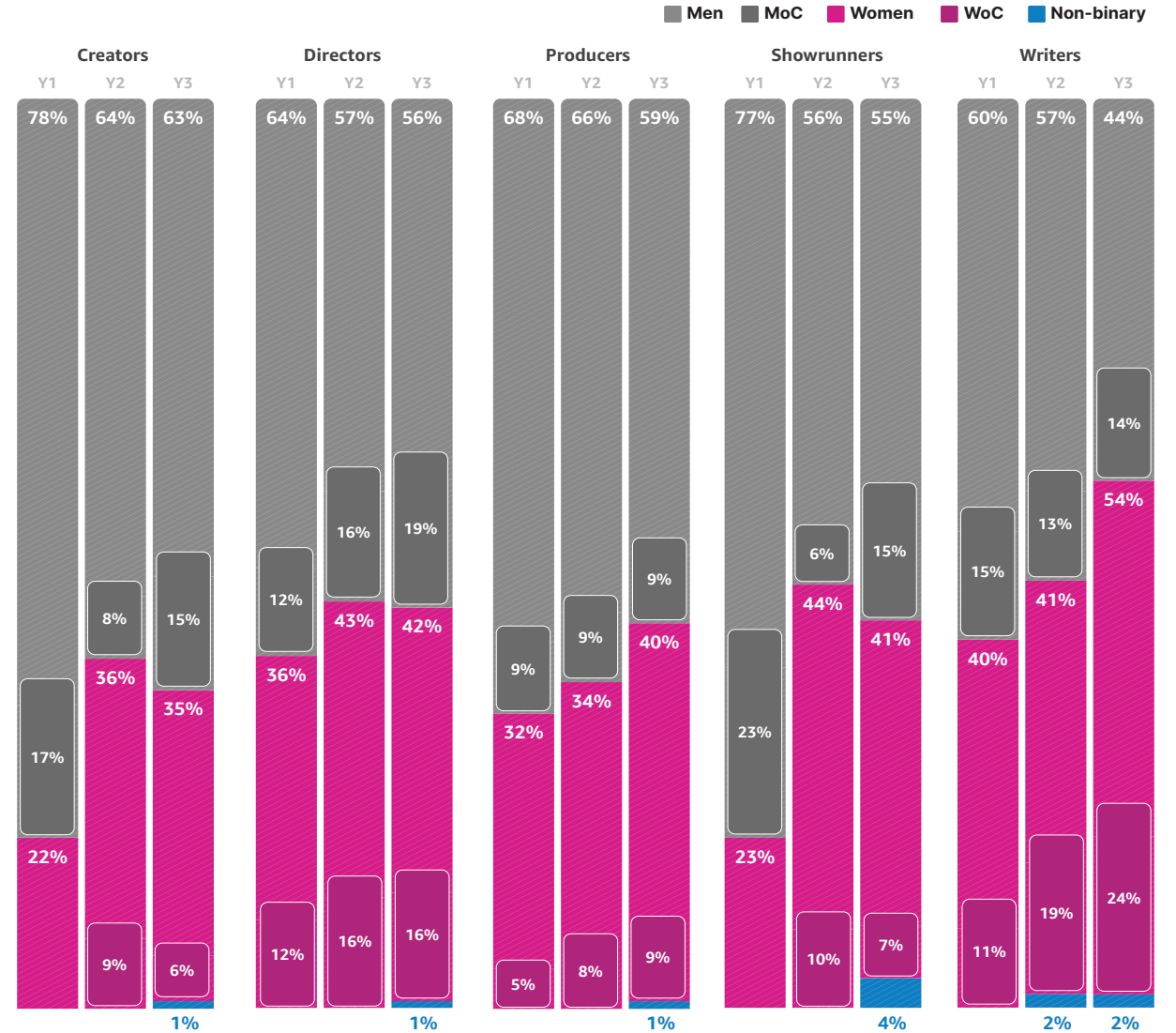
We observed increased representation by women in top creative roles (creators, directors, producers, showrunners and writers).

Across US Originals, over the last three years, women representation among:

- Creators increased from 22% to 35%
- Directors increased from 12% to 16%
- Producers increased from 32% to 40%
- Showrunners increased from 23% to 41%
- Writers increased from 40% to 54%

Women of color helped drive that growth. Over the last three years, representation among:

- Creators increased from 0% to 6%
- Directors increased from 12% to 16%
- Producers increased from 5% to 9%
- Showrunners increased from 0% to 7%
- Writers increased from 11% to 24%



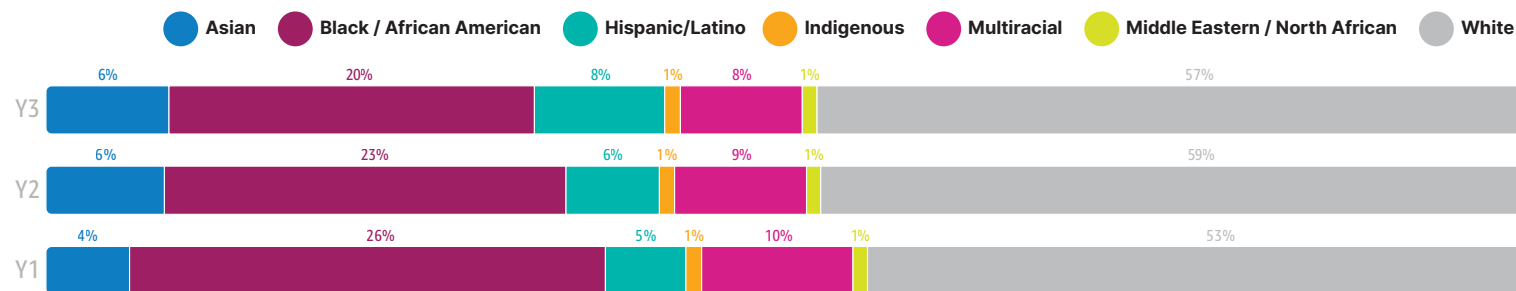
For additional information about data definitions, collection, and methodology refer to Page 29.

Our Journey in Numbers by Race and Ethnicity

On-Screen

Series & Movies combined

People of color make up 45% of main cast (lead, regular/recurring, and supporting) roles for US Originals series and movies, in line with the US Census (41.1%). The Hispanic / Latino/a/e community, in particular, continues to be under-represented on-screen relative to their representation in the overall US population.



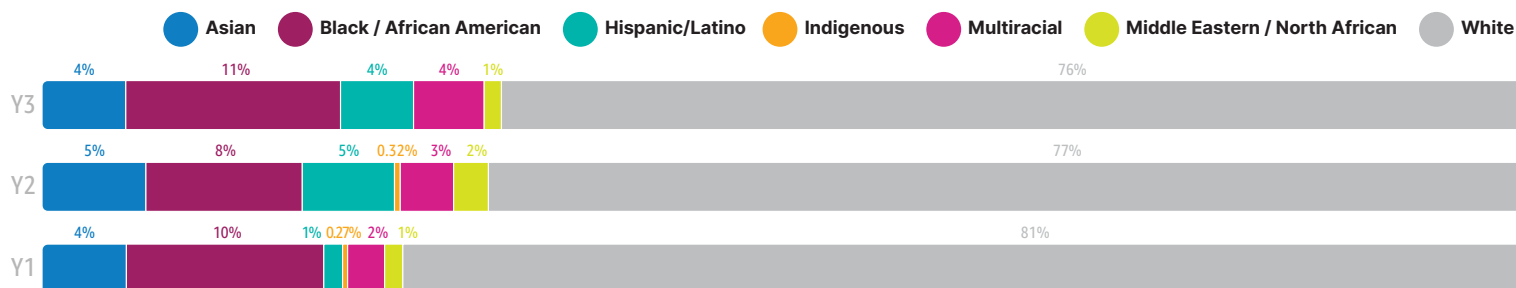
At a glance...

- Asian** increased from 4% to 6% (6.9% US Census)⁸
- Black/African American** decreased from 26% to 20% (13.6% US Census)
- Hispanic/Latino/a/e** increased from 5% to 8% (19.1% US Census)⁹
- Indigenous** stayed flat at 1% (1.6% US Census)
- Middle Eastern / North African** stayed flat at 1% (1.1% US Census)¹⁰

Behind-the-Camera

Series & Movies combined

Across US Originals we observed increased representation by people of color in top creative roles (creators, directors, producers, showrunners and writers) from 19% to 24%.



At a glance...

- Across US Originals we observed increased representation by people of color among:
- Creators** increased from 17% to 22%
 - Directors** increased from 24% to 36%
 - Producers** increased from 15% to 18%
 - Showrunners** decreased from 23% to 22%
 - Writers** increased from 26% to 39%

Y1: 7/1/20-6/30/21 • Y2: 7/1/21-6/30/22 • Y3: 7/1/22-6/30/23

For additional information about data definitions, collection, and methodology refer to Page 29.



Stories Have Power

Developing Stories and Characters

Developing Stories and Characters

Stories are the thread of our common human fabric. In the last two years since the launch of the Inclusion Policy, Amazon MGM Studios strengthened its efforts to ensure that the stories shared on-screen connect with all of our customers.

In line with the Inclusion Policy, Amazon MGM Studios intentionally seeks out stories that celebrate differences and increase our humanity and connectivity to each other. Titles like *A Million Miles Away*, *Cassandra*, *Harlem*, and *Red, White & Royal Blue* are all examples of that intentionality.

The cc:DEIA team reviews all content ahead of greenlight with our creative teams to collaboratively root out elements that are not in service to the character or story arc.

Some of the items we look for include:

- Stereotypes
- Tokenization
- Depictions of culture that miss important nuances or rely on tropes
- Homogeneity in the team attached to the project
- Dialogue that may perpetuate racism, sexism, homophobia, or discrimination against any group
- Portrayal of one-dimensional characters and themes that don't recognize intersectionality as part of our customers' lived experiences
- Inauthentic casting


Depending on the content and communities being depicted, we reach out to our consultant partners dedicated to advancing authenticity on-screen. These partners include:

Anti-Defamation League, Coalition of Asian Pacifics in Entertainment (CAPE), Color of Change, Define American, Disability Media Alliance Project, GenderCool, GLAAD, Gold House, IllumiNative, Lead on ADA, PEAK, Pillars Fund, RespectAbility, Storyline Partners, and Think Tank for Inclusion & Equity (TTIE).

Our partners have supported us time and again and have remained steadfast in helping us create the best stories possible.




What I really value about GLAAD's partnership with Amazon Studios is that we arrive at working together from a very collaborative place. When we're working together, it's about making every decision about a story consciously -- to understand how it arrives in a greater cultural context and has real world consequences for the people being represented in those stories.



Alex Schmider
GLAAD Director of Transgender Representation



Since the launch of the Inclusion Policy in 2021, the cc:DEIA team has conducted **146 greenlight assessments**



Alongside our partners, our team has delivered **181 content consultations across 126 projects**



Developing Stories & Characters

Highlight

Since 2019, Amazon MGM Studios has been working with IllumiNative to improve its stories and characters by and about Native peoples.

IllumiNative is a Native women-led racial and social justice organization dedicated to increasing the visibility of—and challenging the narrative about—Native peoples. Since partnering, Amazon MGM Studios has worked with IllumiNative across its productions, including the Amazon Original series, *Outer Range*, to develop Native stories that are authentic and empowering.

One of the first things we did was incorporate the lived experience of one of the story's main cast, Anishinaabe/Ashkenazi actor Tamara Podemski, for her role as Deputy Sheriff Joy Hawk. "The art direction team was incredibly inclusive and invited me into all the conversations about what her [Joy's] home would be like. In making Joy's home, I felt her start to grow. Choosing that beaded holster was a huge identifier of how she's proud to represent who she is and where she comes from. She also has a braid of sweetgrass on her rear-view mirror. That's a very Indian thing to do, putting some kind of medicine around your mirror, an eagle feather, or some sweetgrass. I felt like I had her way before I even put that wardrobe on. Those things made me feel like I made her too." ¹¹

We also brought in IllumiNative to provide expertise in the larger cultural narrative and capture nuances that go beyond a single individual's perspective. For example, during the filming of a religious gathering by the Wind River community, IllumiNative provided a cultural protocol briefing that enabled our crew and talent to respectfully film a powwow scene in a way that honored the sacred gathering.

Building off its partnership in Season 1, Amazon MGM Studios continued to work with IllumiNative to amplify Native voices. In 2023, we developed an Episodic Director Mentorship program that paired four early and mid-career Indigenous filmmakers with the directors on *Outer Range* Season 2. Through this on-set experience, emerging Indigenous filmmakers were able to directly contribute to the show's principal photography and gain valuable experience and hours on-set.



Tamara Podemski (Deputy Sheriff Joy)
Outer Range / S1
Amazon Original Series

Sanaa Hamri (Director)
The Wheel of Time
Amazon Original Series

Behind the Camera

Inclusive Production

Inclusive Production

We know that our set environment can influence the outcome of the content we produce.

We strive to cultivate an open, inclusive, and respectful culture that honors the life and work experiences of our creatives, cast, and crew.

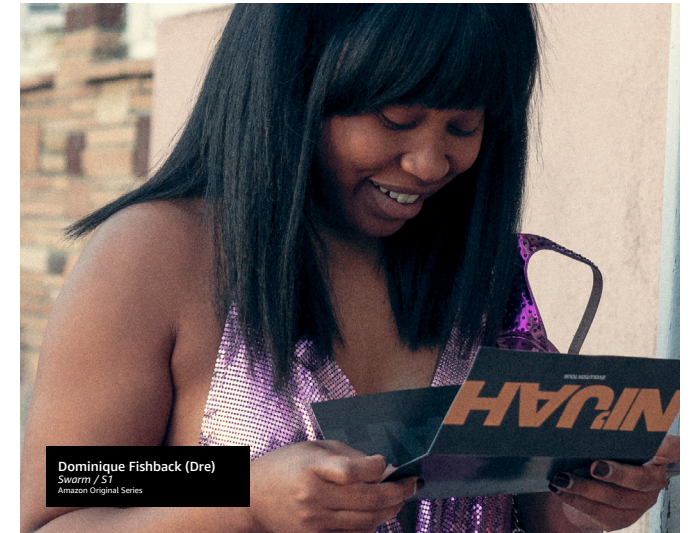
Since the launch of the Inclusion Policy in 2021, the cc:DEIA team has provided our production teams with tools, resources, and best practices on being more inclusive. This includes an industry-facing Inclusion Playbook and Inclusive Language Guide. These guides help articulate “what good looks like”, and provides actionable steps to source talent more broadly, consult with community groups, remove hidden barriers to equity, invite feedback, and put people first in the production process. As one Creator shared, “I’m trying to be inclusive, but I really didn’t have a yardstick. This actually gives me a guide and helps me understand how I can be intentional in ways that maybe I haven’t thought about.” In addition to providing off-the-shelf resources, the cc:DEIA

team actively meets with each of the production leadership teams to recommend services such as inclusive staffing support, accessibility services, and onset wellness support. We’ve consulted on 47 productions since the launch of the Inclusion Policy to reinforce inclusive production as a priority.

To date, we’ve provided inclusive staffing support through Staff Me Up, Array Crew, and Streetlights, provided accessibility services for several of our events and productions, and placed emotional wellness consultants on eight productions including *Gen V*, *The Horror of Dolores Roach*, *Swarm*, *Lord of the Rings: Rings of Power*, and *Underground Railroad*.



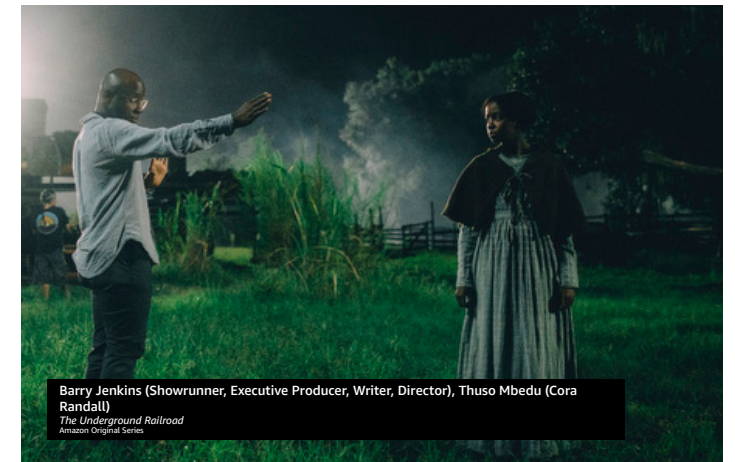
Gael García Bernal (Saúl Armendáriz / Cassandro) and Benito Antonio Martínez Ocasio (Felipe)
Cassandro
Amazon Original Movie



Dominique Fishback (Dre)
Swarm / S1
Amazon Original Series



Wayne Che Yip (Director/Co-Executive Producer), Cynthia Addai-Robinson (Queen Regent Miriel)
The Lord of the Rings: The Rings of Power
Amazon Original Movie



Barry Jenkins (Showrunner, Executive Producer, Writer, Director), Thuso Mbedu (Cora Randall)
The Underground Railroad
Amazon Original Series

Inclusive Production Highlight

Amazon MGM Studios launched its groundbreaking series, *The Lord of the Rings: The Rings of Power* in 2022.

Set in a time before the events of *Lord of the Rings*, Amazon MGM Studios brought Middle Earth to customers with breathtaking scenery and with the introduction of new cast and characters.

With production filming in New Zealand over the course of two years, COVID-19 safety restrictions, an enthusiastic fan-base and new talent, it was important for Amazon MGM Studios to support cast and crew throughout filming, press releases, and launch with emotional wellness resources.

Understanding the toll that social media and public perception can take on talent, Amazon MGM Studios made sure that an emotional wellness professional was made available on-set for cast and crew to use.

In a 2023 interview with *Variety*, Ismael Cruz recounted his time in production and working with the series' emotional wellness professional.

EXCERPT FROM

VARIETY

'Rings of Power' Star Ismael Cruz Córdoba Says Amazon Hired an On-Set Therapist to Deal With Racist Backlash

Published May 24, 2023
by Mark Malkin

"The Lord of the Rings: The Rings of Power" star Ismael Cruz Córdoba is opening up about the cast and crew's mental health while shooting the Amazon Prime Video series.

During an appearance on this week's "Just for Variety" podcast, the actor tells me that an on-set therapist was on hand to offer help after the show received racist backlash against its inclusive and diverse casting. "You need support when this happens because the voices are so loud and they're coming at you from so many places," Córdoba says.

Córdoba, who was shooting Season 2 in the U.K. when we spoke, says the therapist's presence alone was beneficial. "I loved seeing her there, even if we didn't speak," he said. "I knew there was someone there seeing me completely. It wasn't just as an actor."

The therapist was brought on board when production resumed shooting after pausing during the pandemic. Córdoba's character Arondir is the first person of color to play an elf onscreen in the "LOTR" universe.

"It hurt," Córdoba says of the backlash. "It had a psychological and mental health impact. That's something that I'm very, very open about so that people understand that what they do and say online really hurts people, really has an impact on us." It wasn't just attacks on social media. "My phone got hacked," Córdoba recalls. "I had bank account attempts of being hacked. My PayPal got hacked. My friends got messages. I got death threats. I got things mailed to me. People found out my address. It was a lot of that."

But then he says with a big smile, "We're still here."

Ismael Cruz Córdoba (Arondir)
The Lord of the Rings: The Rings of Power / S1
Amazon Original Series



Representation Matters

Inclusive Hiring: Series and Movies

Zoë Robins (Nynaeve al'Meara), Barney Harris (Mat Cauthon), Daniel Henney (Lan Mandragoran), Rosamund Pike (Moiraine Damodred), Madeleine Madden (Egwene al'Vere), Marcus Rutherford (Perrin Aybara), Josha Stradowski (Rand al'Thor)
The Wheel of Time / S1
Amazon Original Series

Inclusive Hiring

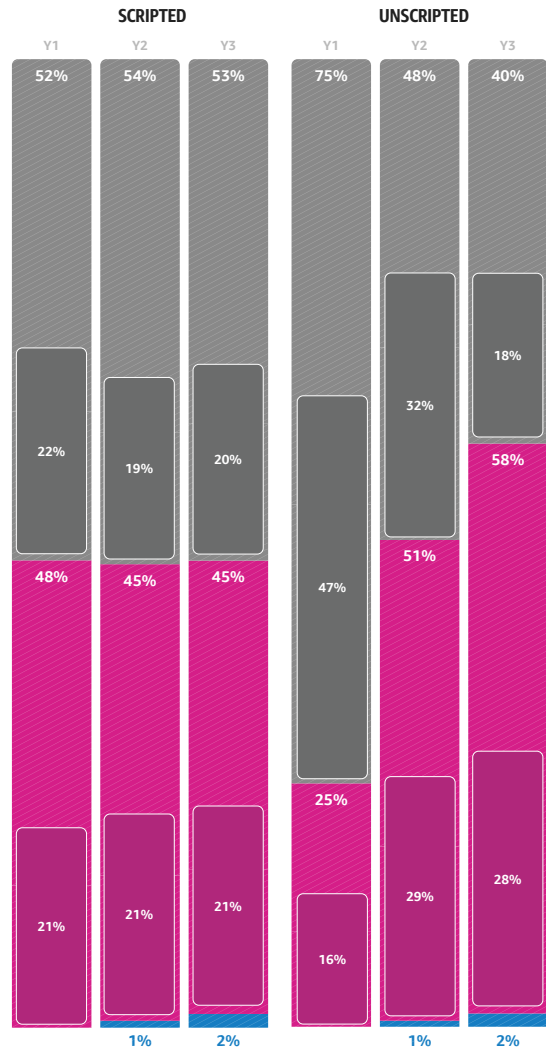
Series On-screen

We recognize the power of on-screen representation and the ability to see oneself reflected in stories.

The absence of historically excluded groups distorts our view of the world around us and limits our ability to learn and grow from others.

Gender

Men MoC Women WoC Non-binary



Across US Originals unscripted series, **on-screen representation of men in main cast roles** (lead, regular/recurring, and supporting) decreased from 75% to 40%, with men of color decreasing from 47% to 18% (20.4% US Census).

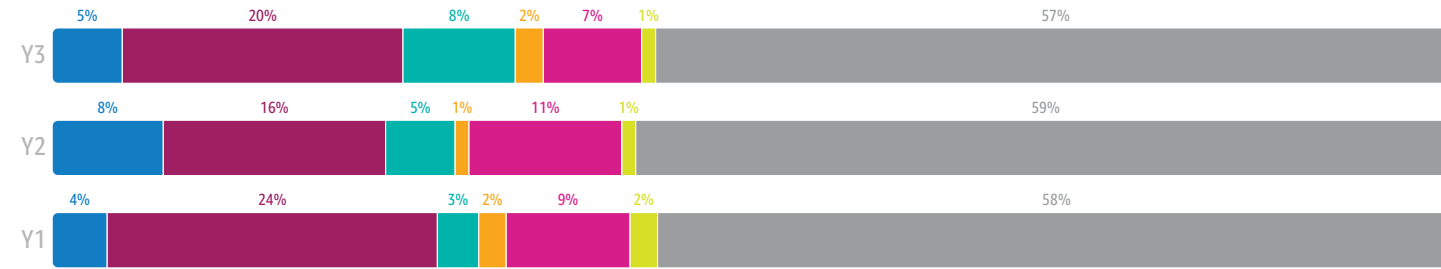
Unscripted titles released in 2020 heavily leaned into content featuring men of color, including *The Last Narc* (2020), *Moment of Truth* (2020), and *Uninterrupted's Top Class: The Life and Times of the Sierra Canyon Trailblazers* (2020).

Representation of women in unscripted series increased from 25% to 58%, with women of color increasing from 16% to 28% in unscripted series for that same time period (20.7% US Census).

Race & Ethnicity

Asian Black / African American Hispanic/Latino Indigenous Multiracial Middle Eastern / North African White

SCRIPTED



Representation of people of color across US scripted and unscripted series has remained at 45% (41.1% US Census).

Asian increased from 4% to 6% (6.9% US Census)

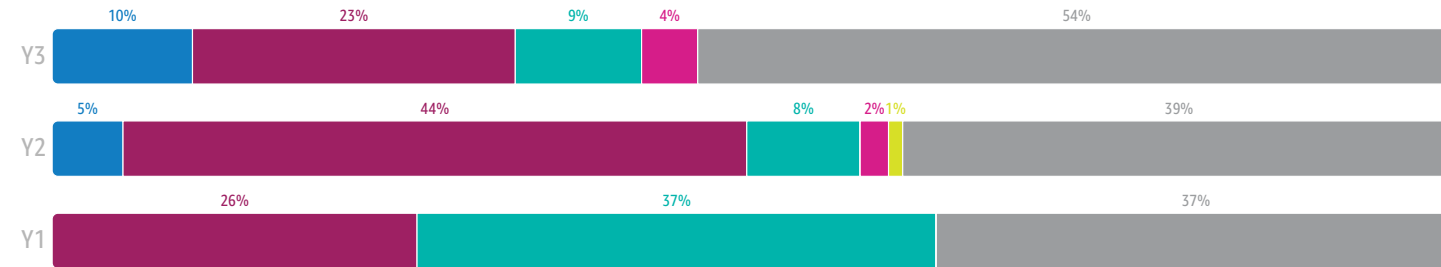
Black/African American decreased from 24% to 21% (13.6% US Census)

Hispanic/Latino/a/e increased from 6% to 8% (19.1% US Census)

Indigenous remained at 1-2% (1.6% US Census)

Middle Eastern / North African remained at 1% (1.1% US Census)

UNSCRIPTED



LGBTQIA+

SCRIPTED



UNSCRIPTED



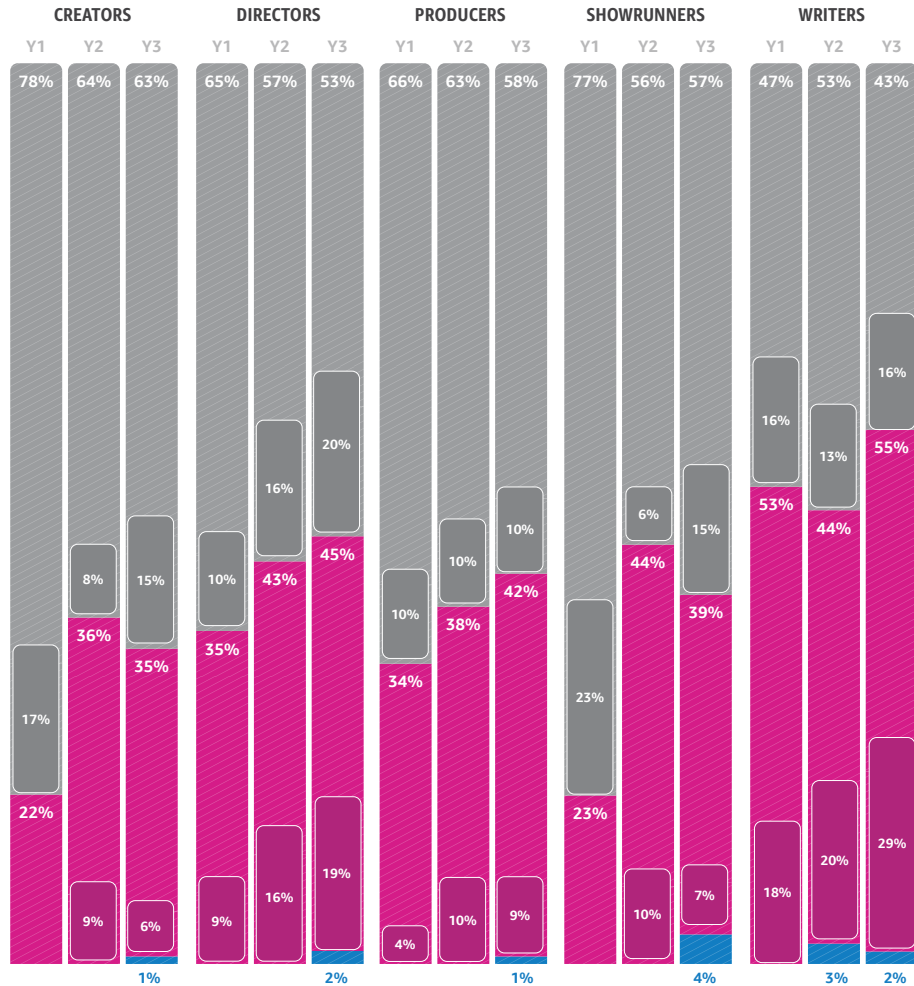
Inclusive Hiring

Series Behind-the-camera

Having diverse representation behind-the-camera is essential for inclusive storytelling. Creatives from historically excluded groups bring in lived experiences that oftentimes challenge stereotypes and ensure genuine representation, which leads to a richer and more diverse entertainment landscape that resonates with our global audience.

Gender

Men MoC Women WoC Non-binary



Behind-the-camera, we observed **increased representation of women** across both US Originals scripted and unscripted series.

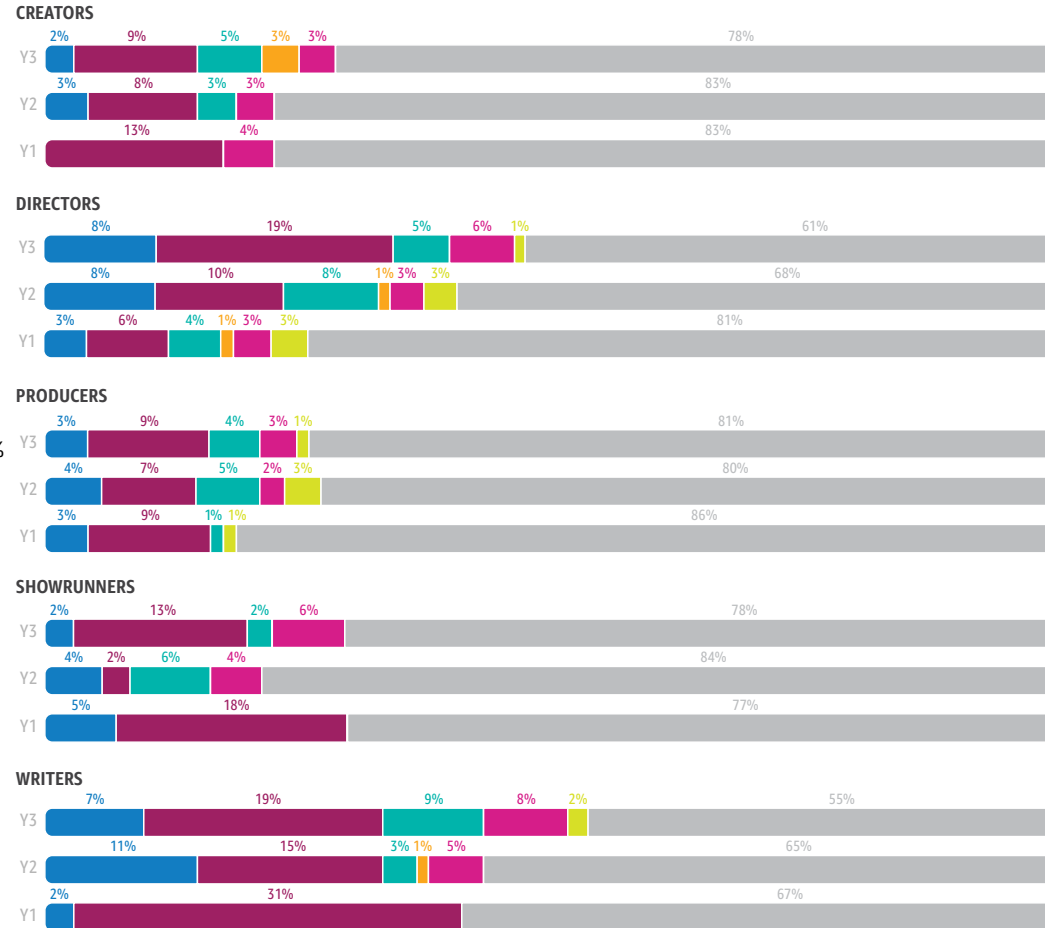
Across top creative roles in series, women representation (creators, directors, producers, showrunners, and writers) increased from 38% to 46% over the three-year time period.

Creators increased from 22% to 35%
Directors increased from 35% to 45%
Producers increased from 34% to 42%
Showrunners increased from 23% to 39%
Writers increased from 53% to 55%

Women of color representation increased from 8% to 15%.
Creators increased from 0% to 6%
Directors increased from 9% to 19%
Producers increased from 4% to 9%
Showrunners increased from 0% to 7%
Writers increased from 18% to 29%

Race & Ethnicity

Asian Black / African American Hispanic/Latino Indigenous Multiracial Middle Eastern / North African White



Representation of **people of color** also grew across top creative roles for US Originals scripted and unscripted series, from 18% to 27%:

Creators increased from 17% to 22%
Directors increased from 19% to 39%
Producers increased from 14% to 19%
Showrunners decreased from 23% to 22%
Writers increased from 33% to 45%

Inclusive Hiring Highlight

Since the launch of the Inclusion Policy in 2021, Amazon MGM Studios has amplified its efforts to attract and hire more candidates from historically excluded communities, while developing strategies to foster inclusion on set.

In 2022, we joined hands with Streetlights, a non-profit organization dedicated to advancing the careers of historically excluded young adults in the film and television industry. Through its bespoke job training and placement program, Streetlights teaches its trainees the skills necessary to secure their first production assistant (PA) job and continually supports its alumni with future job placement. As a result of the partnership, we have hired 34 Streetlights alumni across 15 projects. In addition to receiving equitable pay, Streetlights participants secured union eligibility days, paving the way to IATSE local union membership.

One show, in particular, the Original series, *Twin Love*, hired 18 Streetlights PAs. The production leadership team learned about the staffing support service during a DEIA kickoff call.

Line Producer, Christin Mizelle, said of the collaboration, “It was important for us to work with Streetlights and support more PAs from their program with an entry into the industry. They were phenomenal on-set and contributed to the overall inclusive environment we had on the team.”

“Our partnership with Amazon Studios has created profound change in the lives of Streetlights graduates, and at the same time, has increased representation behind-the-camera on Amazon’s slate of features, streamers, and commercials.”



Adele B. Wilson
Executive Director, Streetlights

About Streetlights

For 30 years Streetlights has been redressing the inequity of gender and racial hiring practices behind-the-camera across all media platforms, making inroads in every department, from Production Assistant to Producer, from Stylist to Showrunner.

Streetlights trains qualified young men and women who are Black Indigenous People of Color (BIPOC+), and from low-income households, many with socioeconomic barriers, to work as qualified crew members on television, features, streaming and commercial productions.

These ambitious young men and women start as entry-level Production Assistants (PAs), then, with experience, Streetlights helps them advance into myriad positions including Coordinators, Supervisors, Writers, Directors, and Union members.

Since 1992 Streetlights’ impact has been dramatic and immediate:

- After one year 91% of graduates are well established, tripling their pre-Streetlights income to approximately \$55,000 per year.
- At two years over 84% are still in the industry and have advanced into low- to mid-level studio or network management or staff positions, or have begun Union Traineeships with annual earnings between \$70,000-\$80,000.
- Union members reach annual incomes of \$90,000 and above.
- Non-Union staff members, Producers, Executives, Showrunners, and Directors annually earn \$150,000+.



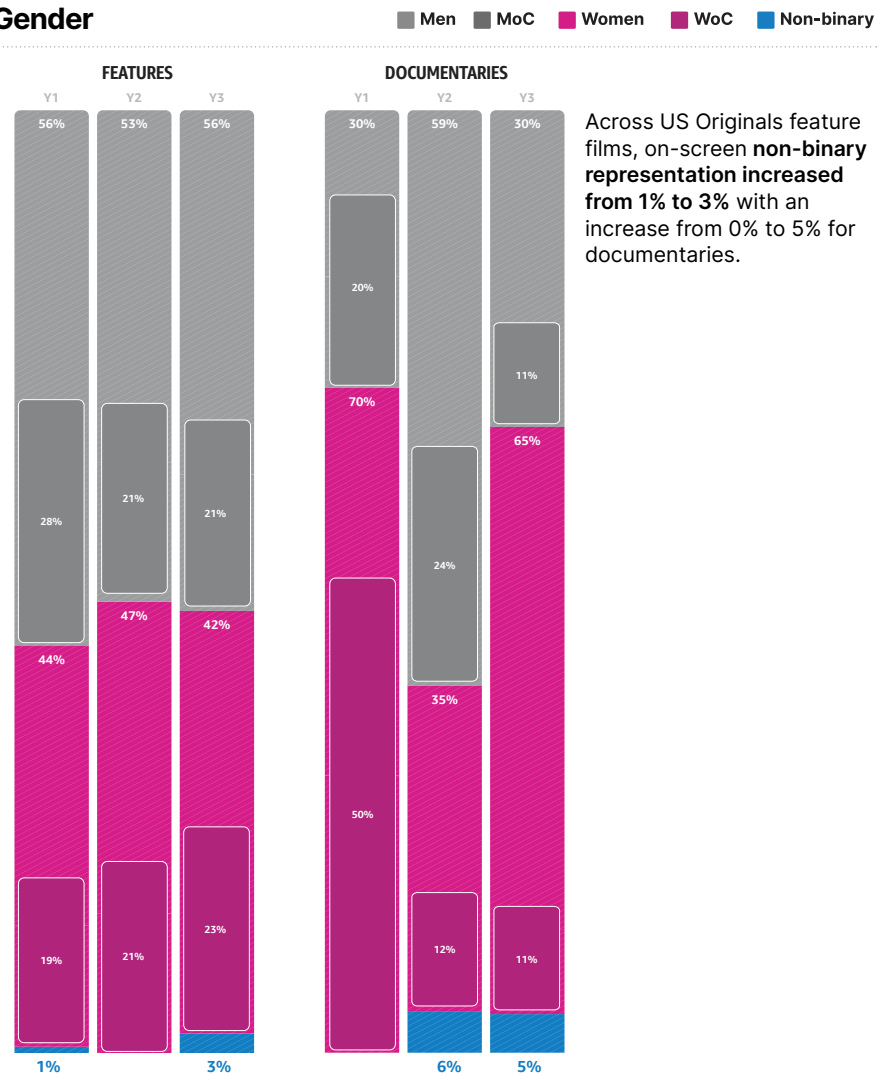
Courtesy of Streetlights

Inclusive Hiring

Movies On-screen

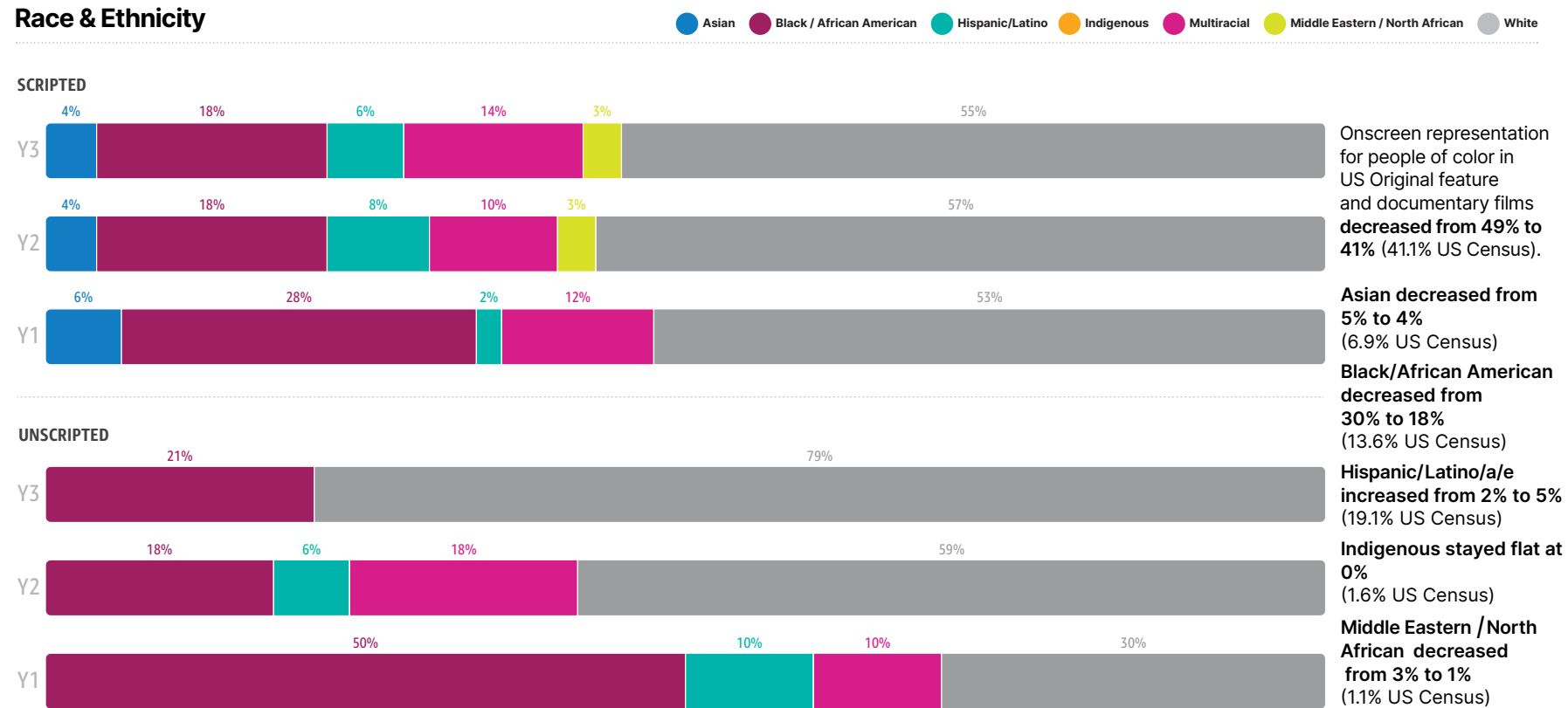
An important part of our storytelling is on-screen representation. The ability to see ourselves reflected in film helps us make sense of the world around us and our place within it. It can shape our perceptions, attitudes, and views — not only about ourselves and those around us, but also those who are different.

Gender



Across US Originals feature films, on-screen **non-binary representation increased from 1% to 3%** with an increase from 0% to 5% for documentaries.

Race & Ethnicity



Onscreen representation for people of color in US Original feature and documentary films **decreased from 49% to 41%** (41.1% US Census).

Asian decreased from 5% to 4% (6.9% US Census)

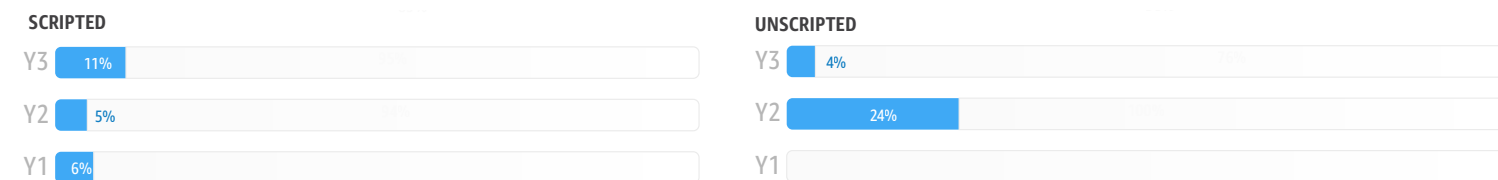
Black/African American decreased from 30% to 18% (13.6% US Census)

Hispanic/Latino/a/e increased from 2% to 5% (19.1% US Census)

Indigenous stayed flat at 0% (1.6% US Census)

Middle Eastern / North African decreased from 3% to 1% (1.1% US Census)

LGBTQIA+



Across US Originals feature and documentary films, on-screen LGBTQIA+ representation **increased from 5% to 10%**.

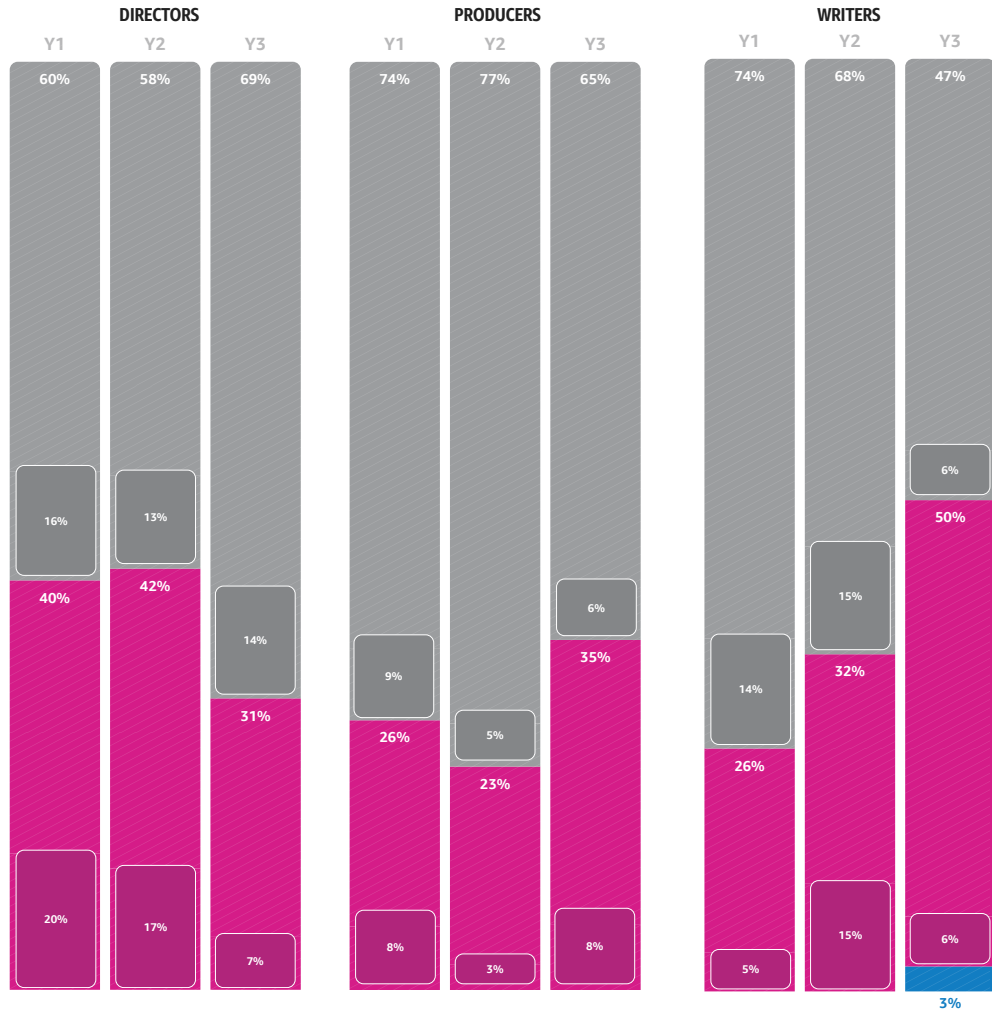
Inclusive Hiring

Movies Behind-the-camera

Movies continue to hold a special place in our lives. Audiences are captivated by compelling storytelling that propels them into new worlds, where they can love and loathe the key characters as their stories unfold. The combination of images, music, dialogue, lighting, sound, and special effects can keep us on the edge of our seats, provoke powerful emotions, spark our imaginations, and inspire us to create a future not yet imagined. Our behind-the-camera talent is key to bringing authentic storytelling to life.

Gender

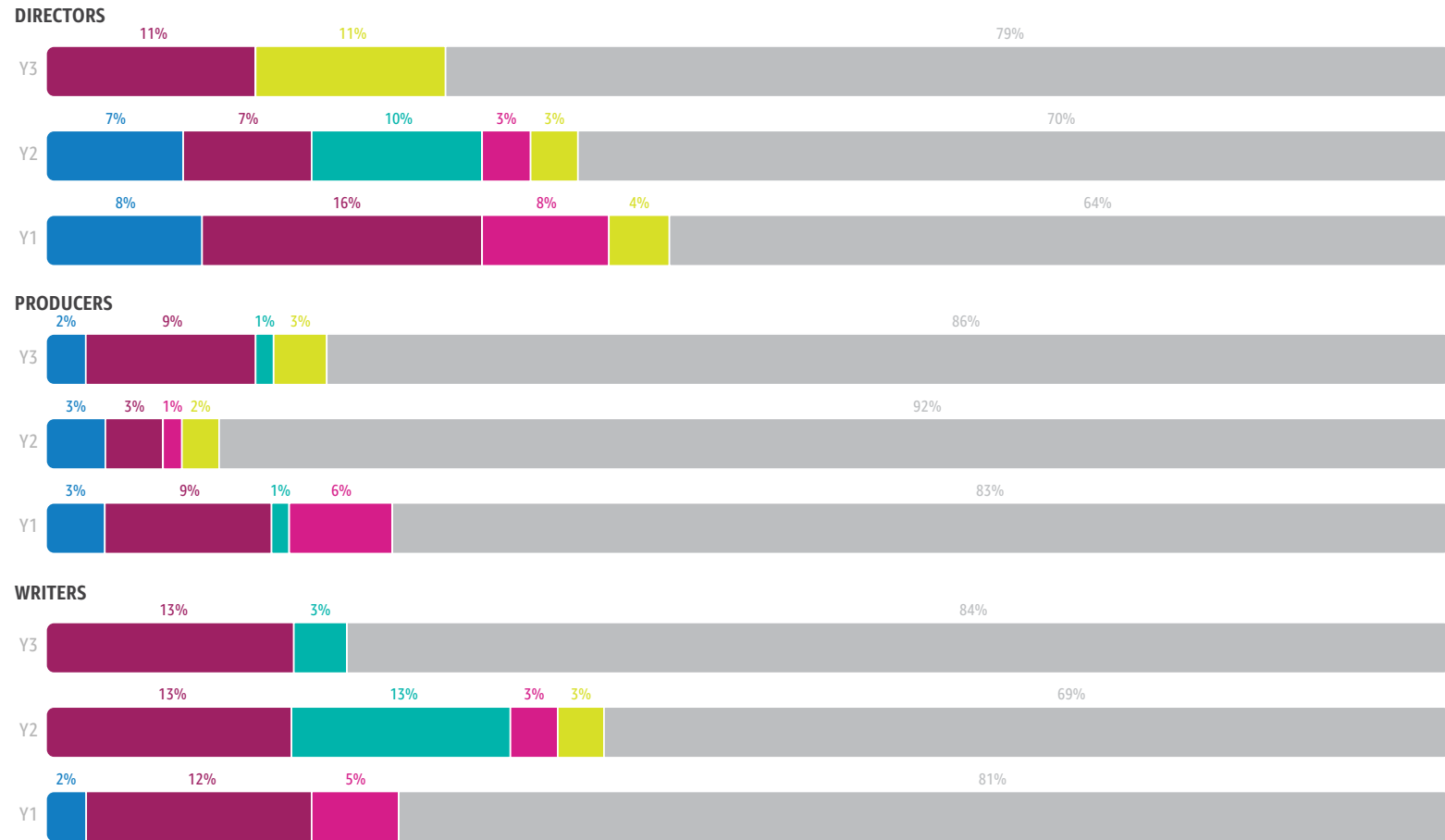
Men MoC Women WoC Non-binary



Across all top creative roles in US Originals feature and documentary films, **women representation increased from 28% to 36%** over the three-year time period. We specifically observed increased women representation across Producer (26% to 35%) and Writer (26% to 50%) roles.

Race & Ethnicity

Asian Black / African American Hispanic/Latino Indigenous Multiracial Middle Eastern / North African White



Across all top creative roles in US Originals feature and documentary films **people of color representation decreased from 20% to 14%**.

Specifically, representation of **people of color decreased from 36% to 22%** among directors.

Inclusive Hiring Highlight

Accessibility On-Set

In 2022, the post-production team from Amazon MGM Studios Original *Something from Tiffany's* worked with RespectAbility to provide an internship for an Entertainment Lab alumnus.

RespectAbility is a disability-led non-profit organization dedicated to driving meaningful, systemic change that supports the inclusion and advancement of opportunities for people with disabilities. In 2018, its Entertainment and News Media team launched their Hollywood Disability Toolkit that serves as a resource for industry professionals to create accessible productions. Now in its fifth year, RespectAbility's Entertainment Lab amplifies the talent pool of entertainment professionals with disabilities working behind the scenes in film and television with over 160 program alumni.

As this was the post-production team's first time working with a deaf professional, the cc:DEIA team worked with the Post Supervisor to implement the best productivity tools to support their intern. Productivity tools included captioning on early movie cuts that typically would not include captions yet, and contracting with third party ASL Interpreter services that allowed for in-demand virtual interpreters, on top of automated captions on video conferences.

"People with disabilities are able to work in any role on a production and leaders typically just need someone like RespectAbility or a DEIA team to walk them through simple process adjustments. We're so glad Harold got to work on this film and work with such an amazing team."



Lauren Appelbaum
SVP, Entertainment & News Media

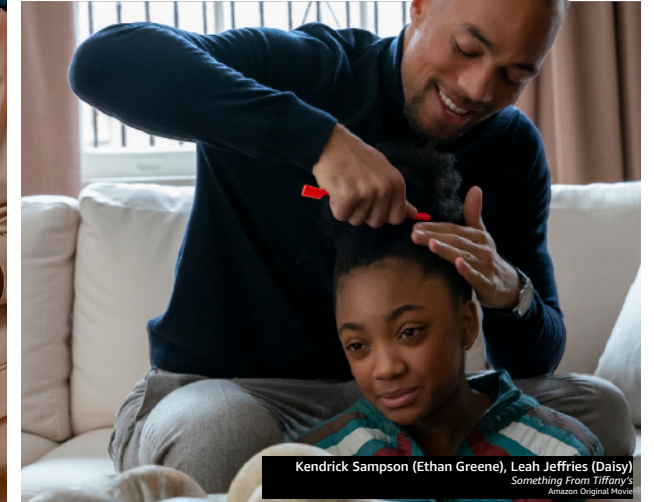
"Working as a post-production intern on a major studio film like, *Something from Tiffany's*, was an incredible learning experience for me. I learned so much from being able to sit in on creative meetings and would not have understood the intricacies that go into editing a film, had the team not supplied me with virtual ASL interpreters. I was even able to have a 1:1 meeting with the film's director."



Harold Foxx
2021 RespectAbility Lab
Alumni & Producer



Jojo T. Gibbs (Terri Blake), Javicia Leslie (Sophia)
Something from Tiffany's
Amazon Original Movie



Kendrick Sampson (Ethan Greene), Leah Jeffries (Daisy)
Something From Tiffany's
Amazon Original Movie



Leah Jeffries (Daisy), Zoey Deutch (Rachel Meyer)
Something From Tiffany's
Amazon Original Movie



Laying the Foundation

Investing in Our Creative Future

Investing in Our Creative Future

Amazon MGM Studios has developed several exciting partnerships that mark a real and differentiating commitment to supporting historically excluded communities.

Amazon MGM Studios focuses on initiatives that support individuals from historically excluded communities at all stages of the career pipeline — from entry level to experienced professionals.

We support primary, secondary, and post-secondary education initiatives to prepare today's students for entertainment industry careers. For experienced professionals, we have several initiatives to increase access and build more pathways to the entertainment industry and Amazon MGM Studios.



Latino Film Institute's Youth Cinema Project (YCP)

Amazon MGM Studios is in proud partnership with the Latino Film Institute, an organization founded by Edward James Olmos that runs three impactful programs: YCP, LALIFF, and LatinX in Animation. We are the exclusive sponsor of the YCP Alumni Program, connecting over 300 students to hands-on access and learning opportunities across the industry. The sponsorship also includes the inaugural YCP Fellowship Initiative, a year-long program which provides select college bound students with 1:1 mentoring and resources to make a high-quality short film to strengthen their film school applications and increase scholarship opportunities.



Los Angeles Latino International Film Festival (LALIFF) Works in Progress Finishing Fund

Announced in Spring 2023, the LALIFF Works In Progress Finishing Fund program provides independent US-based Latino filmmakers with crucial funds to complete their feature film. Funds are allocated to films in the final stages of production with a unique directorial voice, cultural significance, and commercial viability, with the winners also receiving additional mentoring and networking opportunities.



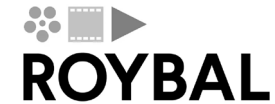
SCAD Savannah Film Festival LGBTQ+ Short Film Competition

In October 2023 Amazon MGM Studios partnered with the SCAD SAVFF on its inaugural LGBTQ+ Short Film Competition, which provides \$10,000 for a jury-awarded Best Overall Film, and \$5,000 for an Audience award. At the festival, Amazon MGM Studios led panel discussions on the future of LGBTQIA+ storytelling, hosted educational opportunities for SCAD students and alumni, and conducted a networking session for filmmakers.



Deaf Talent® Creative Lab (DTCL)

Amazon MGM Studios partners with DTCL to host a writer's workshop for Deaf creatives of color aged 13-19. The residency program takes place each July in Atlanta.



Roybal Film and Television Magnet Program

Amazon MGM Studios is a founding sponsor of the Roybal Film and Television Magnet School at the Edward G. Roybal Learning Complex in downtown LA in 2022/2023. The school's mission is to build a more inclusive pathway of historically underrepresented, college and career ready students interested in the film and television industries. We are directly investing in this early career development program that expands access and accelerates the progress of diversity and inclusion in below-the-line professions.

Investing in Our Creative Future

Highlight



Launched in January 2020, Amazon MGM Studios and Howard University, a leading Historically Black College and University, partnered on the Howard Entertainment Program, powered by Amazon MGM Studios. This industry-first partnership offers a one-of-a-kind educational and hands-on learning experience for Howard University students and creates a pathway for Howard alumni to become executives in entertainment.

Howard Entertainment Program accepts students studying film, public relations, marketing, fine arts, and law. The program included a spring semester where students took entertainment-related courses and a summer semester where they worked in film via a paid internship. The program was fully accredited and courses count toward students' graduation requirements.

The future of creative talent hinges on equitable access to opportunities in the film and entertainment industry. Amazon MGM Studios will expand its talent pathway program to include Hispanic Serving Institutions (HSIs) and additional HBCUs in the coming years.

Howard Entertainment changed my life. I never knew what impact I can make being a Black woman in marketing, but Howard Entertainment showed me why I am valuable and why my insight and mind matters. I have been blessed to meet so many people in the industry that I feel are genuine champions in my career journey and only want the best for me and my future!



Adeola Adeniyi
2020 Howard Entertainment Cohort Member
Howard University Class of 2021

Honestly, **Howard Entertainment paved the way for my introduction to working in the industry.** Before the program I'd never had any industry experience and after creating our capstone, interning at Amazon MGM Studios, and volunteering at ABFF it's created some of my first networking relationships and tangibly skills I use day to day.



Payton Mack
2020 Howard Entertainment Cohort Member
Howard University Class of 2021

The Howard Entertainment program **gave me the opportunity to be immersed in a community alongside my peers, growing in our passions and exploring ways to tackle this giant of an industry.** In my time in the program, I was able to foster creativity as an artist and create relationships with industry professionals. My experience in this program introduced me to the history of diversity in television and how to maintain the integrity of telling authentic stories. Howard Entertainment created a space for me to develop and create in my own authentic, artistic voice and exposed me to many possibilities that I wasn't aware of beforehand



Mya Hunter
2021 Howard Entertainment Cohort Member
Howard University Class of 2022

By being in the Howard Entertainment program I was invited into spaces that have historically excluded me. **Most importantly I was allowed to show up as a Black woman.** This was important to me because it was my first introduction into the Entertainment industry. This program has helped me understand the importance of „presence over perfection“ and the power of owning your presence. HUE taught me how show up which has been an invaluable experience



Mycah Hart-Powell
2022 Howard Entertainment Cohort Member
Howard University Class of 2023

Being a part of the Howard Entertainment Program instantaneously broadened my horizons on what I knew to be possible. I've always known that I work best in creative spaces that allow me to curate experiences. **The program instilled in me a level of confidence in me that I really needed before entering into the workforce.** It also showed me the importance of representation and exposure.

Secondly, having the Howard Entertainment Program experience on my resume has been the number one source of credibility; in spaces where I would've traditionally been overlooked or rejected. I think that alone is extremely invaluable and inspires me to continue to pursue my passion



Jasmine Oshiyemi
2020 Howard Entertainment Cohort Member
Howard University Class of 2020

Transparency and Trust

Commitment to Accountability



RJ Cyler (Sean)
Emergency
Amazon Original Movie

Commitment to Accountability

Two years since the launch of the Inclusion Policy, we've experienced the results of intentionally creating space for diversity, equity, inclusion, and accessibility in our production processes.

We are proud of the achievements we have made in our first two years since the release of the Inclusion Policy and the impact it has made on our content creators and production teams. At the same time, we acknowledge there is much work to do to see equitable gains across all of our audience segments, including historically excluded groups.

We are committed to acting upon the lessons learned. Below we highlight just a few of our key take-aways and next steps:

The production companies and teams we work with champion and support the Inclusion Policy as much as we do and we are proud of the work we've done together so far. However, we recognize that our efforts to capture the diversity and inclusion among our creative teams and crew at all levels can be improved. In the next year, we commit to doubling down on our efforts to fully capture the breadth of diversity within our teams, above and below-the-line, by implementing stronger methods to collect data and working closer with our production partners.

Currently, the Inclusion Policy's corresponding data are US-centric. As Amazon MGM Studios expands globally, reaching across more than 22 countries, so must our DEIA approach. In the next two years, we will invest in localizing our DEIA content to positively impact our audiences who reside across EMEA, APAC, and LATAM regions.

Building more inclusive productions means considering the emotional wellness of our cast and crew members. While we have had great success providing emotional wellness resources on a case-by-case basis, in the next year, we commit to strategically offering culturally competent on-site wellness support for more of our productions.

The Amazon MGM original movies team's 2023 slate exceeded expectations with films that featured diverse and inclusive talent and storytelling. The slate of films, beginning with *Creed III*, which featured Michael B. Jordan's directorial debut, *Red, White & Royal Blue*, directed by Matthew Lopez, *A Million Miles Away* directed by Alejandra Marquez Abella, *Totally Killer*, directed by Nahatchka Khan and *The Burial*, which starred Jamie Foxx and Jurnee Smollett, were all embraced by audiences and reached high level performances on the platform. In addition, the documentary by Oscar nominated director Raoul Peck, *Silver Dollar Road*, found an audience on the platform, has been lauded on social media by both influencers and thought leaders, and has garnered awards buzz.

The success these films have achieved both on and off the service speaks to the power of inclusive and original storytelling.

Next year's slate continues with this focus on inclusive storytelling including *Musica*, written and directed by Rudy Mancuso; *Frida: A Self Portrait*, a documentary by Carla Gutierrez; *Flint Strong*, directed by Oscar winner Rachel Morrison, written by Oscar winner Barry Jenkins, and starring Brian Tyree Henry; an *Untitled Zoey Kravitz* project; *Challengers* starring Zendaya, *Jackpot*, and starring Awkwafina; *House of Spoils*, written and directed by Bridget Savage Cole and Danielle Krudy, starring Ariana DeBose; and two Tyler Perry films, *Divorce in Black* and *Black, White, & Blue*. The year will conclude with our tentpole marquee event *Red One* starring Dwayne Johnson and Lucy Liu. The movies team will continue to strive to make inclusive content that reflects Amazon's viewership but also of the world's audiences.

The achievements we've made in our first two years since the launch of the Inclusion Policy ensures that we can continue to build the foundation for future success. We hold ourselves accountable by publishing this report to the general public, and will continue to do so.

Acknowledgments

The path to diversity, equity, inclusion, and accessibility requires all of us to do the work every single day, together. We wish to acknowledge the many internal and external partners we've had the privilege of working with to see the Inclusion Policy and Playbook come to life.

First, our Amazon MGM Studios & Prime Video leadership team for their relentless support -- Mike Hopkins, Senior Vice President of Amazon MGM Studios and Prime Video; Jennifer Salke, Head of Amazon MGM Studios; Vernon Sanders, Head of TV; Albert Cheng, VP, Prime Video US, and Courtenay Valenti, VP of Film, as well as all of the Amazon MGM Studios Executives and Department Heads.

We are grateful to all of those we had the pleasure of working with to help us see our commitments through. This work would not be possible without the broader Amazon MGM Studios leadership team, their direct teams, Creative Executives and Head of Departments. In addition, our production teams have been committed to creating more inclusion on set and we are proud of the anecdotes and results we have seen from the work they are doing on each production. Our partners in legal, finance, and content standards help fortify the DEIA efforts and are instrumental in our success as a team.

We know that none of this would be possible without the creatives, cast, and crew who work tirelessly to bring authentic stories to the screen. The work is arduous and they do it unafraid, with grace and style. We are proud of the content they are creating at Amazon MGM Studios. We appreciate their trust and vulnerability. We would also like to thank Howard University and every member of the Howard Entertainment Program for helping us elevate a talented pathway of future executives in entertainment. We are so proud of what they have and will accomplish.

Finally, we work proactively with our creative teams to ensure our content raises the creative bar. To do this effectively and authentically we bring in external experts when needed. These external experts have supported us prior to the Inclusion Policy and Playbook launch. They have remained steadfast and supported us in creating an inclusive culture.

Their revolutionary work has not just made Amazon a better place but is making the world better every single day. We would like to especially thank USC Annenberg Inclusionists for their support in helping author the original Inclusion Policy and Playbook. We are grateful for the partners that answer the call when needed, provided feedback for this report, and who have helped us solve some of the most complex problems.

These partners include **ADL, Array Crew, CAPE, Color of Change, Define American, Disability Media Alliance Project, GLAAD, Gold House, illumiNative, Lead on ADA, PEAK, RespectAbility, Staff Me Up, Storyline Partners, Streetlights, Think Tank for Inclusion & Equity (TTIE),** and the **USC Annenberg Inclusion Initiative.**

Proud Partners

Staffing / Crewing



Consultative



References & Glossary

Definitions

1 Data Collection:

Representation data (gender, race/ethnicity, sexual identity and disability) for this report was obtained, when available, from Luminate Film & TV (formerly, Variety Insight). When representation data could not be obtained from Luminate, it was compiled by Amazon MGM Studios’ creative teams using available information that they reasonably believe to be true, public, or validated by reputable sources; e.g. guild membership and similar directories; public use of gender pronouns; and membership claims to specific communities or heritage made by the individual in interviews or biographies. When unsure or when no information is found, an individual is categorized as ‘unknown’. Role data was identified using internal data collected by Amazon MGM Studios’ creative teams and online databases (e.g. Luminate Film & TV and IMDb Pro).

2 Data Methodology:

For each individual metric (e.g. directors, producers, top cast, combined creative roles), we count each person once per title.

We calculate gender representation using the population with known gender values in the denominator and race/ethnicity representation using the population where race/ethnicity is known in the denominator. For the on-screen metrics in this report, 99.6% of people in our dataset had gender data and 98.7% had race/ethnicity data. For creative above the line roles, ~96% of people in the dataset had gender data and 88% had race/ethnicity data. For race/ethnicity representation, we only count individuals as one demographic, and present multiracial as a stand-alone category. For example, if a person identifies as Black and Asian, in this report they are not counted in the Black or Asian representation data, but are counted only in the multiracial representation metrics. We calculate LGBTQIA+ and disability representation using the entire population in the denominator.

Race/ethnicity representation metrics are calculated using a modified version of US Census categories: Asian, Black/African American, Hispanic/Latino/a/e/x, Indigenous/Native (including Native Hawaiian & Pacific Islander and American Indian/Alaska Native), Middle Eastern/North African, Multiracial (those identified as two or more races), and White. People of color collectively include races/ethnicities that have been historically underrepresented in front of and behind the camera: Asian, Black/African American, Hispanic/Latino/a|e|x, Indigenous, Middle Eastern/North African, and multiracial.

3The term **‘historically excluded group or community’** refers to any group of people that has been historically excluded from full rights, privileges, and opportunities in a society or organization. It serves as an alternative label to ‘minority’ because it is more inclusive of other groups, including race, gender, gender identity or expression, sexual orientation, ability differences, socioeconomic class, religion, and other attributes that contribute to an individual’s ability to bring a diverse perspective. See <https://diversityofficermagazine.com/cultural-competence/diversityedia/heg/> for more information.

4**Latino/a/e** is short-hand for expressing Latino, Latina, Latine, and Latinx. **Latine** (pronounced Lat-teen-ay) is a non-gendered form of the term Latino and Latina. See <https://callmelatine.wordpress.com/> for more information.

5**Dataset Details:** The dataset includes US titles released on Prime Video between 7/1/2020 to 6/30/2023, which were produced by and/or acquired by Amazon MGM Studios and branded as “Amazon Originals” or “Freevee Originals”. The dataset contains 195 US scripted and unscripted titles (119 series and 76 movies). For Series, we count each Season of a series as a unique title (e.g., *The Boys* Season 3). The date of a title for a series is the launch date of the first episode of that Season.

6 Definitions:

Main Cast: We include the following roles in our definition of “main cast”:

Lead(s): We define “lead” as the main protagonist(s) in a series or movie. The lead is usually the cast member(s) with the largest role(s) and/or given top billing in the project.

Supporting: “Supporting” cast are generally cast members in a movie receiving secondary, sole title card billing in the credits.

Series regular/recurring roles: For series, these are generally cast members with a main role, who are (i) contracted to the show for multiple episodes and/or a certain number of seasons, or (ii) otherwise appear across multiple episodes of season, but not “guest stars” or “co-stars”.

Producer(s): For movies, we define “producer” as a person given the “produced by” credit on the title; we do not include “executive producers”. For scripted series, the “producer” is a person given executive producer or co-executive producer credit. For unscripted series, producers include non-writing producers, supervising producers, co-producers, and executive producers.

Writer(s): “Writer” is a person given a “written by” credit for a movie or an episode of a series. For series, we only count episodic writers and not all members of the writers’ room.

Director(s): “Director” is a person credited for directing a movie, or for series, one or more episodes.

Creator(s): “Creator” a person on a TV series given “created by” credit and/or who created the series.

Showrunner(s): “Showrunner” is a person given the “showrunner” title in their contractual agreement for a TV title/series.

7**U.S. Census Data:** U.S. Census Bureau (2022). Quick Facts. Retrieved November 30, 2023 from <https://www.census.gov/quickfacts/fact/table/US/PST045222#PST045222>

8**U.S. Census Data (Indigenous):** In this report, Indigenous Census data combines the Census representation for American Indian/Alaska Native with the representation for Native Hawaiian and Other Pacific Islander, to conform with how data is displayed in the report. U.S. Census Bureau (2022). Quick Facts. Retrieved November 30, 2023 from <https://www.census.gov/quickfacts/fact/table/US/PST045222#PST045222>.

9**U.S. Census Data:** The U.S. Census tracks ‘Hispanic or Latino’ as a separate category from Race, and counts those who identified as Hispanic/Latino in the individual race categories. U.S. Census Bureau (2022). Quick Facts, footnote (c). Retrieved November 30, 2023 from <https://www.census.gov/quickfacts/fact/table/US/PST045222#PST045222>.

10**U.S. Census Data (MENA):** U.S. Census Bureau. *Lebanese, Iranian and Egyptian Populations Represented Nearly Half of the MENA Population in 2020 Census* <https://www.census.gov/library/stories/2023/09/2020-census-dhc-a-mena-population.html>. “In 2020, over 3.5 million people identified as MENA alone or in any combination with another group, ‘accounting for 1.5% of the White alone or in combination population. Within this population, over 2.5 million people (1.2% of the White alone population) identified as MENA alone.”

11 “Outer Range” star Tamara Podemski explains her cliffhanger ending and season 2 hopes. Inverse. <https://www.inverse.com/entertainment/outer-range-tamara-podemski-cliffhanger-season-2>

Page 15: Excerpt from: *“Rings of Power’ star Ismael Cruz Cordova Says Amazon Hired an On-set Therapist to Deal with Racist Backlash.”* Variety, June 21, 2023. Retrieved from <https://variety.com/2023/film/columns/rings-of-power-ismael-cruz-cordova-amazon-therapist-1235622220/>

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Ismael Cruz Córdoba (Arondir)
The Lord of the Rings: The Rings of Power / S1
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Zoë Robins (Nynaeve al'Meara)
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