Will the Stars Ever Make Money in This Town Again? <https://www.bloomberg.com/opinion/articles/2021-12-14/will-stars-like-scarlett-johansson-ever-make-money-in-this-town-again>

The Covid-19 pandemic has impacted many industries, and it has forced businesses to enter the world of technology. This article does a good job of explaining how technology has impacted the entertainment industry through the rise in streaming services such as Netflix, HBO Max, Hulu, and Disney Plus.

The article starts off explaining how streaming apps have replaced the traditional way people watch a new movie release. Celebrities do not make as much money if people are no longer going to the theatre to watch films. A good portion of the article uses Scarlett Johansson’s dispute with Disney over her film “Black Widow” as an example. When the movie came out into theatres, Johansson didn’t make as much money as she could have because the company released the film on their streaming app. In addition to the payment from the studio, the actress/actor would usually receive back-end compensation from ticket sales. By Disney releasing the film on their platform, Johansson’s legal team claimed she could lose millions of dollars. The article also explained gender- based pay inequality through Johansson’s experience with Disney. I think some data should have been included to show how other celebrities were paid to back up this issue.

This case set a precedent for the new ways the entertainment industry will start paying employees. Factors that could determine how employers pay employees in the future are the number of subscribers on each platform and the influence celebrities have through their social media. Data will become even more important as companies began to focus more on digital analytics to forecast revenue instead of box office earnings. The article mentions how companies like the predictability of analytics. It also did a good job of explaining how a standard rate for a subscription helps with that predictability. The article shows a line graph that goes from 0 to 2 million for U.S. weekly downloads of the HBO Max app. The blue dots on the graph are movie releases. I think that when you look at the line graph at first it is confusing. If the article had a bar graph to show this data, the reader would have a better visual to be able to understand the information. The graph also uses a slash symbol to tell the reader about the downloads but writes out what the blue dot represents. If a symbol was used to show both, that would also help the reader better understand the graph.

I liked how the article backed up the claim that celebrities are beginning to demand a guaranteed fee when a studio moves a film to digital. It explains the process a little bit for the reader by explaining the fee rises each day the film is in the theater and streaming on a platform.

The chart from parrot analytics in the article was also confusing. The dots on the chart indicate the celebrity’s popular demand. The dots are scattered on the chart and on the outside of the dots are the celebrities they represent. The scale on the chart goes from 0.5 to 200 times more demand than the average. To show how the demand for each celebrity affects their compensation should have been illustrated in a better way. It would have been better to include a graph on the part that explains how traffic to celebrity’s social media accounts can affect compensation. For example, data on the comparison in the article of Johansson and Penn Badgley social media traffic would have been a better visual presentation than the chart.

The article ends with pointing out that the change in the industry has created more jobs because of the demand to constantly put out content, but it has had a negative impact because of the strenuous work hours that the industry demands. The article has a chart at the end that shows a visual illustration on what the current hours are for employees. This chart is not needed because the article itself does a good job explaining the impact the work hours have on employees. I think they could put a new chart representing the number of new jobs instead or just remove the last chart.

The article did a great job explaining the change in the entertainment world, but a few of the charts are not transparent. Some charts could have also been removed without disrupting the story. This article included a lot of data, so it was good that a lot of visual illustrations were provided to help move the story along.