



# Analyzing Gender Disparity in Nollywood: Using Four Evaluation Criteria.

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5. Act 3: SIX STRATEGIC FOCI TO ADDRESS GENDER DISPARITY AND PROMOTE GENDER EQUALITY IN NOLLYWOOD.



## EXECUTIVE SUMMARY (I)

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### **Sustained growth of Nollywood is fueled by significant expansion in the product of scripted movies and TV shows**

- The industry is on steroid with rapid growth of about 477.5% since 2017 in its production.
- A rise in Nollywood fueled by highly skilled, accomplished, and sought after production team.

### **Nollywood remarkable success story significantly contributes to the nation's GDP**

- According to PwC, Nollywood contribution amounted to 2.3% in 2022.
- A projection suggest that the industry is poised to reach an annual of approximately \$1 billion.

### **However, despite its significant role in the production and contribution to the GDP, the industry continues to grapple in a persistent gender disparity**

- Over a span of a decade, male directors helmed (78.1% ) of movies and TV shows, while their female directed 21.9%.
- In the realm of production, the male contribute 57.4% of producers, while female make up 42.6%.
- With 433.3% surge in failure of Bechdel test in 2018, and a visible difference of 44.6% between failure and success. The failure rate make up 72.3%, while success rate accounted for 27.7%.

## EXECUTIVE SUMMARY (II)

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**The examination of gender dynamics in Nollywood employed four key criteria**

- Assessment of the total count and proportion of male versus female directors.
- Evaluation of the total count and proportion of male versus female producers.
- Application of the Bechdel Test.
- Analysis of the total count and proportion of male versus female lead and co-lead roles.

**These findings suggest six strategic priorities to address this disparity and promote gender equality**

- Enhancing representation, Visibility, and Embracing Diversity.
- Empowering Networking and Mentorship Initiative.
- Advancing Industry Advocacy and Awareness.
- Crafting Stories with Gender Sensitivity.
- Empowering Financial Assistance.
- Recognizing achievements, enhancing distribution, and promoting inclusivity.

**To bridge the gender disparity in Nollywood, it necessitates a collaborative effort from**

- Industry participants.
- Policy-makers.
- Society at large.

# Project Objectives

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This project aims to advocate for gender equality within the Nollywood industry through actionable insights and strategic recommendations. This project will focus on the following key areas:

1

## Industry Impact and Economic Contribution:

- Explore the growth of Nollywood over the years and its vital role in the Nigerian economy.

2

## Quantitative Representation Analysis:

- **Directors:** Analyze the total count and proportion of male versus female directors in movies and TV shows from 2013 to 2023. Identify the top five (5) male and female directors.
- **Producers:** Evaluate the total count and proportion of male versus female producers in movies and TV shows from 2013 to 2023. Identify the top five (5) male and female producers.
- **Lead Roles:** Analyze the total count and proportion of male versus female lead and co-lead roles from 2013 to 2023.

3

## Content Analysis:

- **Bechdel Test:** Assess the success and failure rates of the Bechdel Test in movies and TV shows. Analyze how many films directed or produced by females passed the test.

4

## Call for Action:

- Identify six (6) strategic focal points to address gender disparity and promote gender equality in Nollywood.

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# INTRODUCTION

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Nollywood, Nigeria's film industry, is pivotal to the economy, providing abundant employment opportunities. It ranks as the world's second-largest film producer, with around 2,500 movies and TV shows produced annually according to UNESCO. Since 2017, it has seen a staggering 477.6% growth in annual production, reaching 2599 productions in 2020.

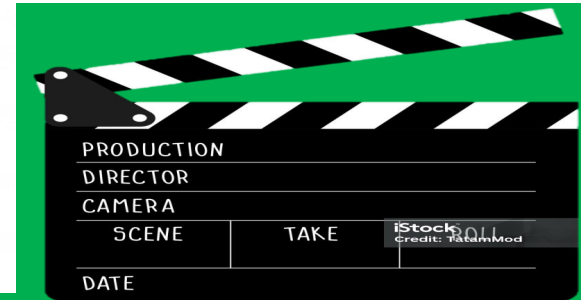
Over the past two decades, Nollywood has experienced a steady growth trajectory, culminating in its contribution of approximately 1.3% to Nigeria's GDP in 2021. According to PwC, Nollywood's contribution amounted to 2.3% of the GDP, equivalent to around \$600 million. Projections suggest that the industry is poised to reach an annual value of approximately \$1 billion.

However, despite its prominence, the industry grapples with a persistent gender gap, characterized by disparities in opportunities, representation, absence of comprehensive policies, institutional support, and inclusive practices and pay between male and female professionals.

This report analyses the gender disparity within Nollywood from 2013 to 2023, utilizing four criteria for evaluation and data from Netflix Nigeria. **Its primary aim is to advocate for gender equality within the industry.**

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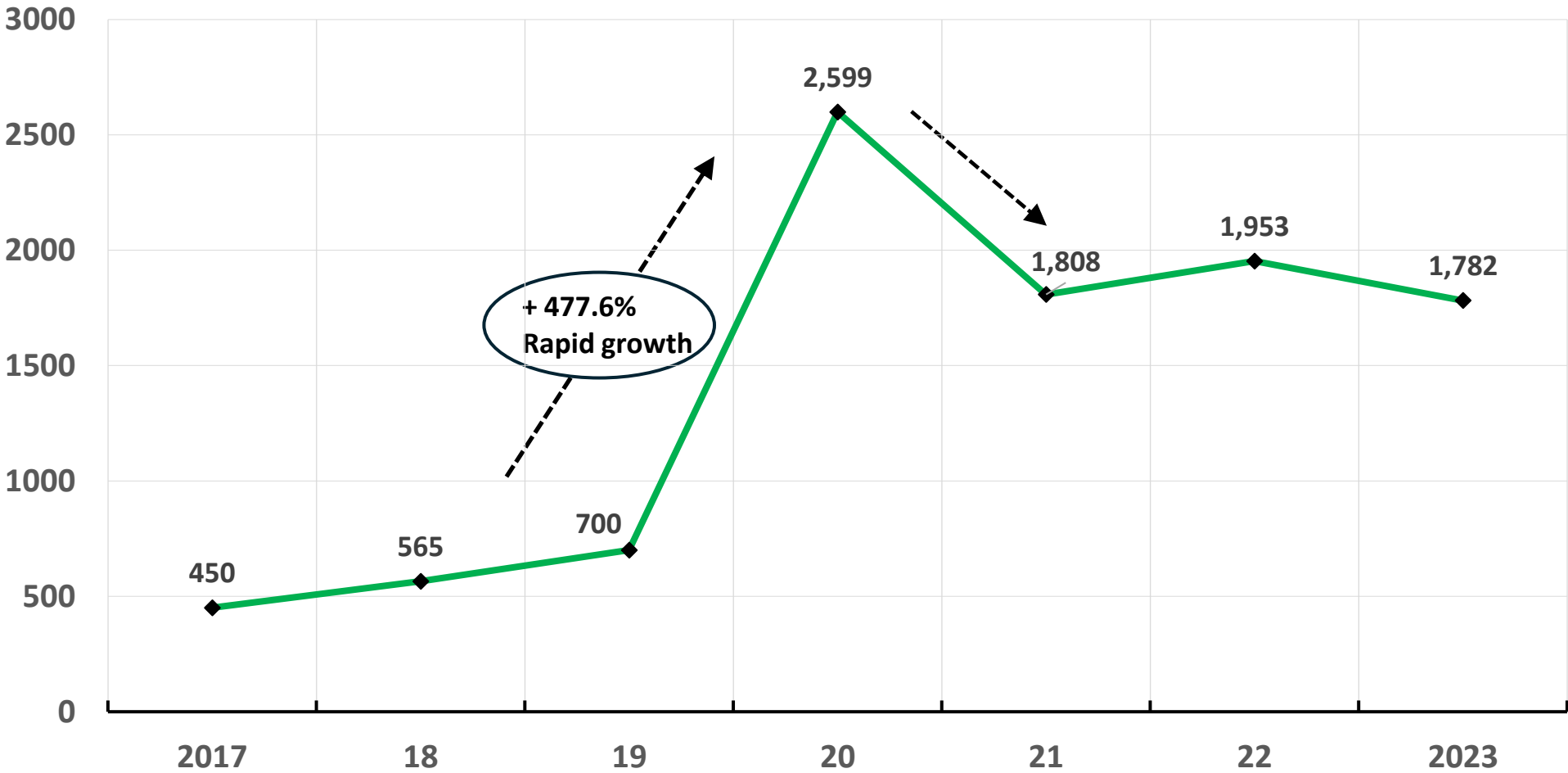
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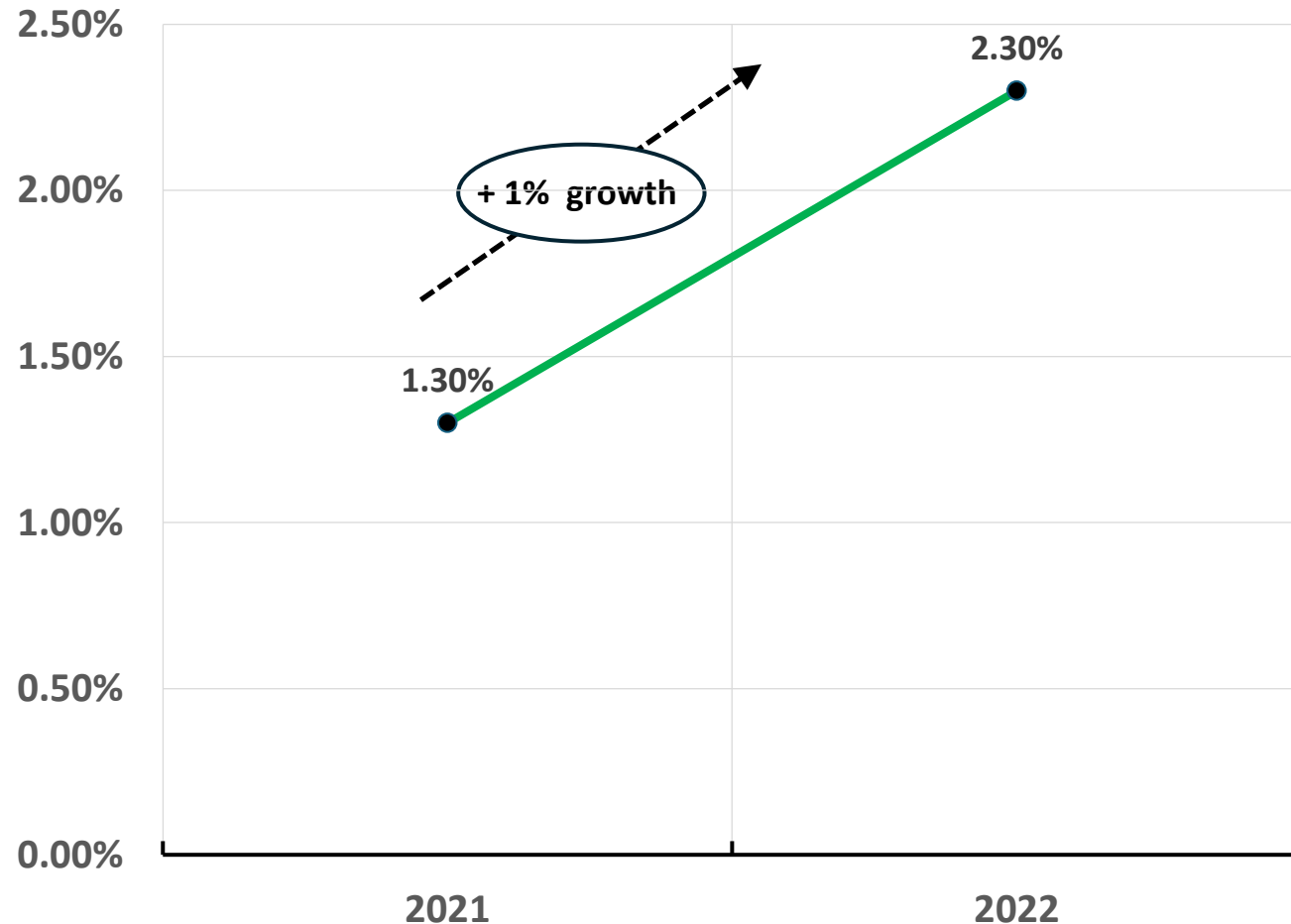
# Good news! Nigeria movie and TV show industry is on steroid and its not looking back at all. It production has seen growth from 450 in 2017 to 2,599 in 2020

Annual Trends in Movie Releases



# Nollywood continued to increase its contribution to the GDP of Nigeria. From **1.3%** in 2021 to **2.3%** in 2022

Percentage change in GDP



According to PwC, Nollywood's contribution amounted to 2.3% of the GDP, equivalent to around \$600 million. Projections suggest that the industry is poised to reach an annual value of approximately \$1 billion.

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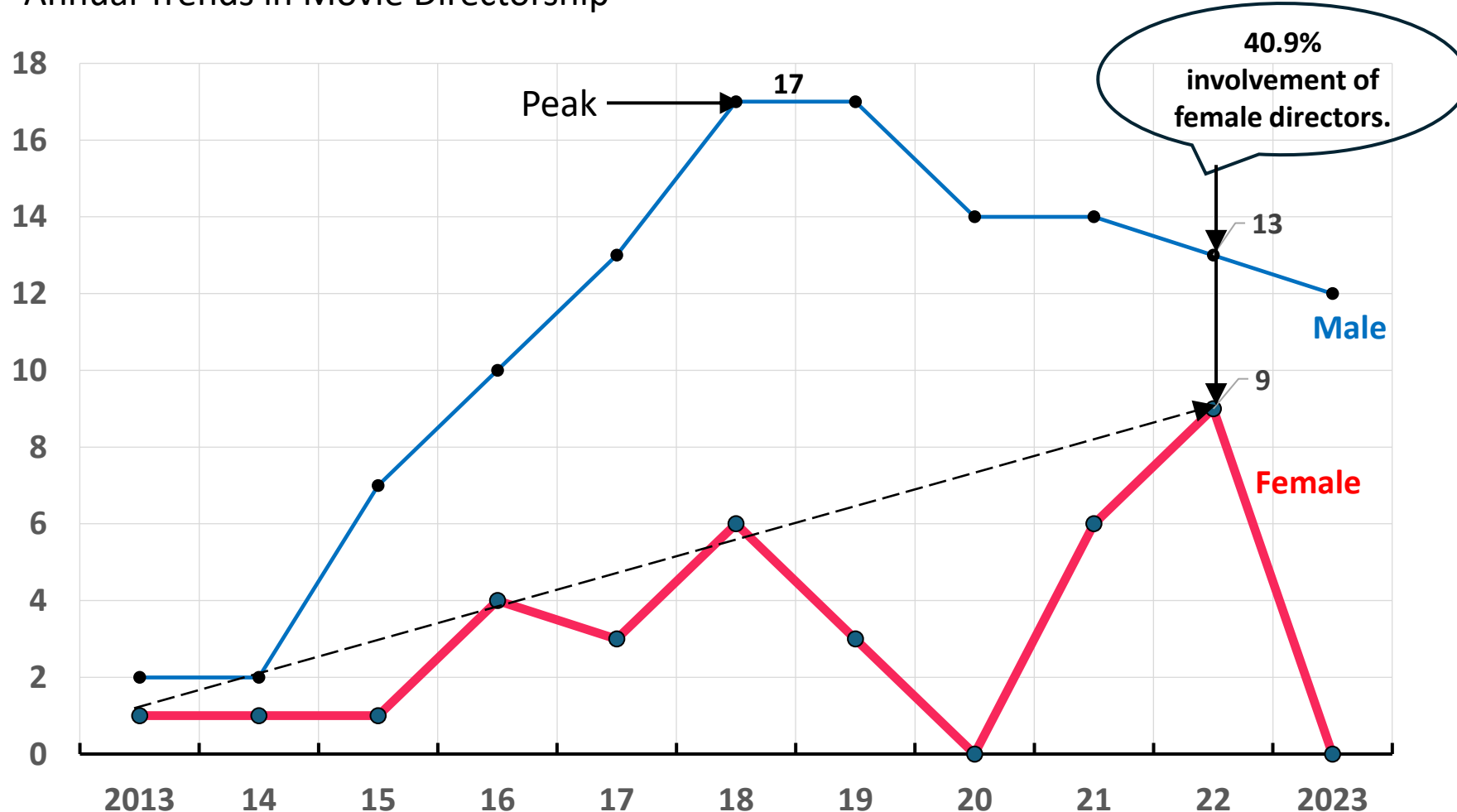
## Scene 1 – Movie Directors Assessments

- Evaluation of the Total Count and Proportion of Male versus Female Directors.
- Top 5 Male and Female Directors.



# Despite a modest increase in 2022, **female directors** continue to be underrepresented in the movie industry. The **male** lead all the way with

Annual Trends in Movie Directorship









## KEY HIGHLIGHTS

- In 2022, there was **40.9% female directed** movies and TV shows. Unfortunately, this progress was abruptly halted.
- Over the span of a decade, **male directors showcased their prowess**, while **female directors were notably absent** from directing any movies or TV shows in 2015, 2020, and 2023.
- **Male directed 121 (78.1%) films while female directed 34 (21.9%) films** from 2013 to 2023.

# Male directors excel overall, yet female showcase their strengths in crime, documentary, and drama genres

Gender distribution across movie and TV show genres directed by female and male

Genre	Female	Male	KEY HIGHLIGHTS
 Action	0%	100%	<ul style="list-style-type: none"><li>The males shows their prowess in Action films.</li></ul>
 Comedies	24.1%	75.9%	<ul style="list-style-type: none"><li>The males directors outperformed their female counterparts in Comedies films.</li></ul>
 Crime	100%	0%	<ul style="list-style-type: none"><li>The females shows their prowess in Action films</li></ul>
 Documentaries	50.0%	50.0%	<ul style="list-style-type: none"><li>Both male and female directors shows the strength in Documentaries films.</li></ul>
 Drama	47.6%	52.4%	<ul style="list-style-type: none"><li>The male lead the way. However, the females shows their prowess.</li></ul>
 Horror	0%	100%	<ul style="list-style-type: none"><li>The males shows their unrelented prowess in Horror films.</li></ul>



# Remarkable Disparity: The striking dominance of the Top 5 **male** directors over their **female** counterparts in the film industry

Top 5 highly skilled female and male directors

Female Director	Male Director
Omoni Oboli ( 3.9%)	Kunle Afolayan (8.3%)
Biodun Stephen ( 3.9%)	Kayode Kasum ( 6.7%)
Tope Oshin ( 2.6%)	Niyi Akinmolayan ( 5.0%)
Kemi Adetiba ( 2.0%)	Walter Taylaur ( 3.3%)
Bolanle Austen - Peters ( 2.0%)	Moses Inwang ( 3.3%)

## KEY HIGHLIGHTS

- The top 5 male directors sum up to **26.6%**, while that of the female is **14.4%**
- The first 2 Leading Male Directors Contribute **23.4% Combined**, Compared to **Female** Counterparts at **12.7%**. A clear difference of **10.7%**



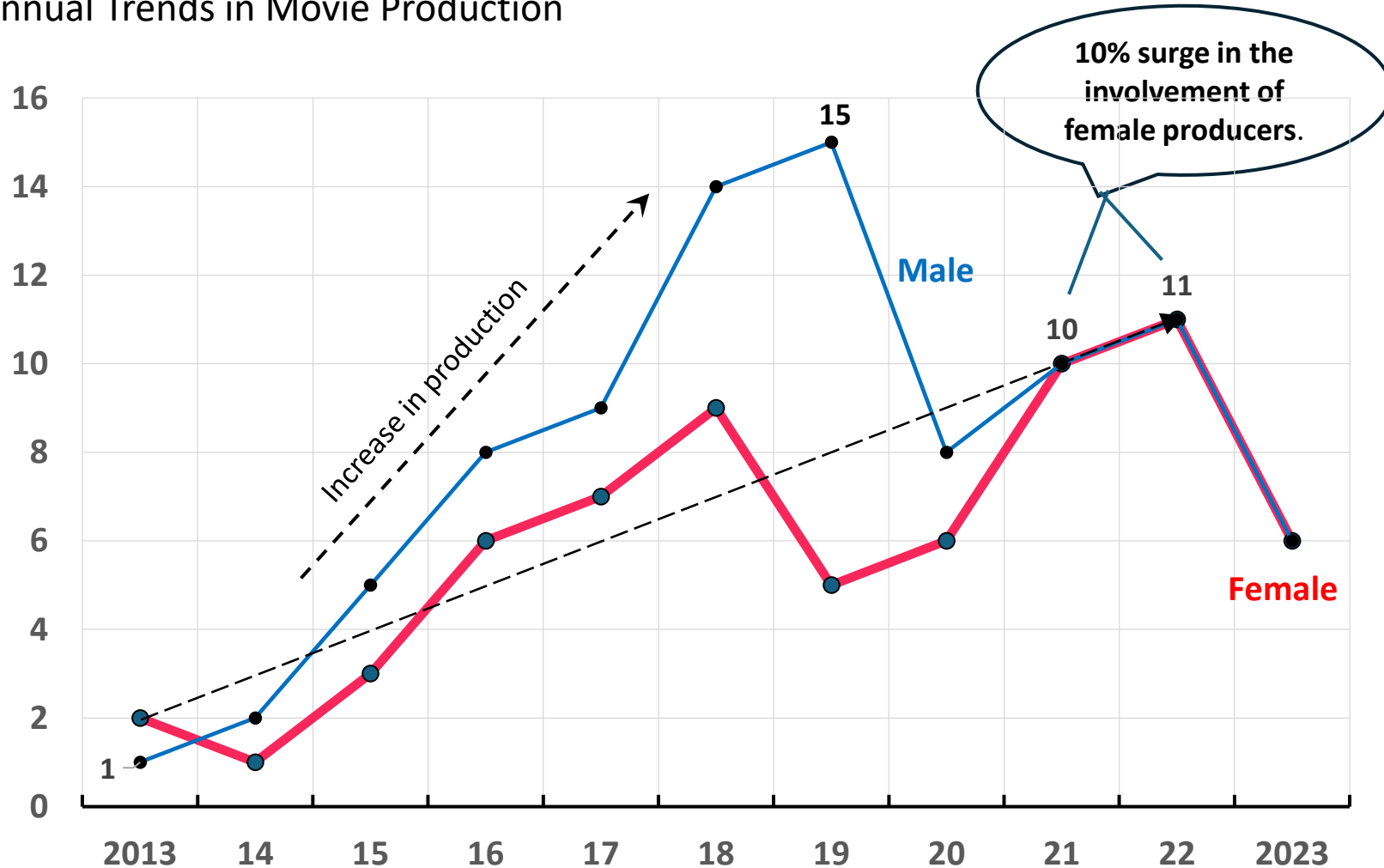
## Scene 2 – Movie Producers Assessments

- Evaluation of the Total Count and Proportion of Male versus Female Producers.
- Top 5 Male and Female Producers.



# Male producers continue to dominate, despite females constituting 42.6% of industry producers, showcasing a significant, noteworthy, and substantial presence

Annual Trends in Movie Production









## KEY HIGHLIGHTS

- In 2022, there was a notable **10% surge** in the production of movies and TV shows led by female. **Regrettably, this positive momentum was unexpectedly halted.** Also, in **2021 - 2023**, they both produced an equal number of movies.
- In the realm of movie and TV show production, **male constitute 89 (57.4%) of producers, while female make up 66 (42.6%).** This data underscores the significant contribution of women to the industry.

# In spite of the remarkable achievements of **female** producers in Crime, Documentary, and Drama genres, their **male** counterparts persist in maintaining a lead

Gender distribution across movie and TV show genres produced by female and male

Genre	Female	Male	KEY HIGHLIGHTS
 Action	50.0%	50.0%	<ul style="list-style-type: none"><li>Both men and women display their prowess in Action films.</li></ul>
 Comedies	29.2%	70.8%	<ul style="list-style-type: none"><li>The males producers outperformed their female counterparts in Comedies films.</li></ul>
 Crime	100%	0%	<ul style="list-style-type: none"><li>The females shows their prowess in Action films</li></ul>
 Documentaries	50.0%	50.0%	<ul style="list-style-type: none"><li>Both male and female producers shows the strength in Documentaries films.</li></ul>
 Drama	40.7%	59.3%	<ul style="list-style-type: none"><li>The male lead the way. However, the females shows their prowess.</li></ul>
 Horror	0%	100%	<ul style="list-style-type: none"><li>Female producers were notably absent from the Horror genre over a decade.</li></ul>

# Significant Imbalance: The marked prominence of the top five **male** producers in comparison to their **female** counterparts within the movie industry

Top 5 highly skilled female and male producers

Female Producer	Male Producer
Mo Abudu ( 7.2%)	Kunle Afolayan (11.2%)
Toyin Abraham ( 3.2%)	Darlington Abuda ( 5.6%)
Mimi Bartels ( 2.6%)	Charles Okpaleke ( 3.4%)
Omoni Oboli ( 2.6%)	Chinaza Onuzo ( 3.4%)
Bolanle Austen - Peters ( 1.9%)	Moses Inwang, ... ( 2.2%)

## KEY HIGHLIGHTS

- The top 5 male producers sum up to 25.8%, while that of the female is 17.5%
- The first 2 Leading Male producers Contribute 16.8% Combined, Compared to **Female** Counterparts at 10.4%. A clear difference of 6.4%



### Scene 3 – Lead and Co-lead Role

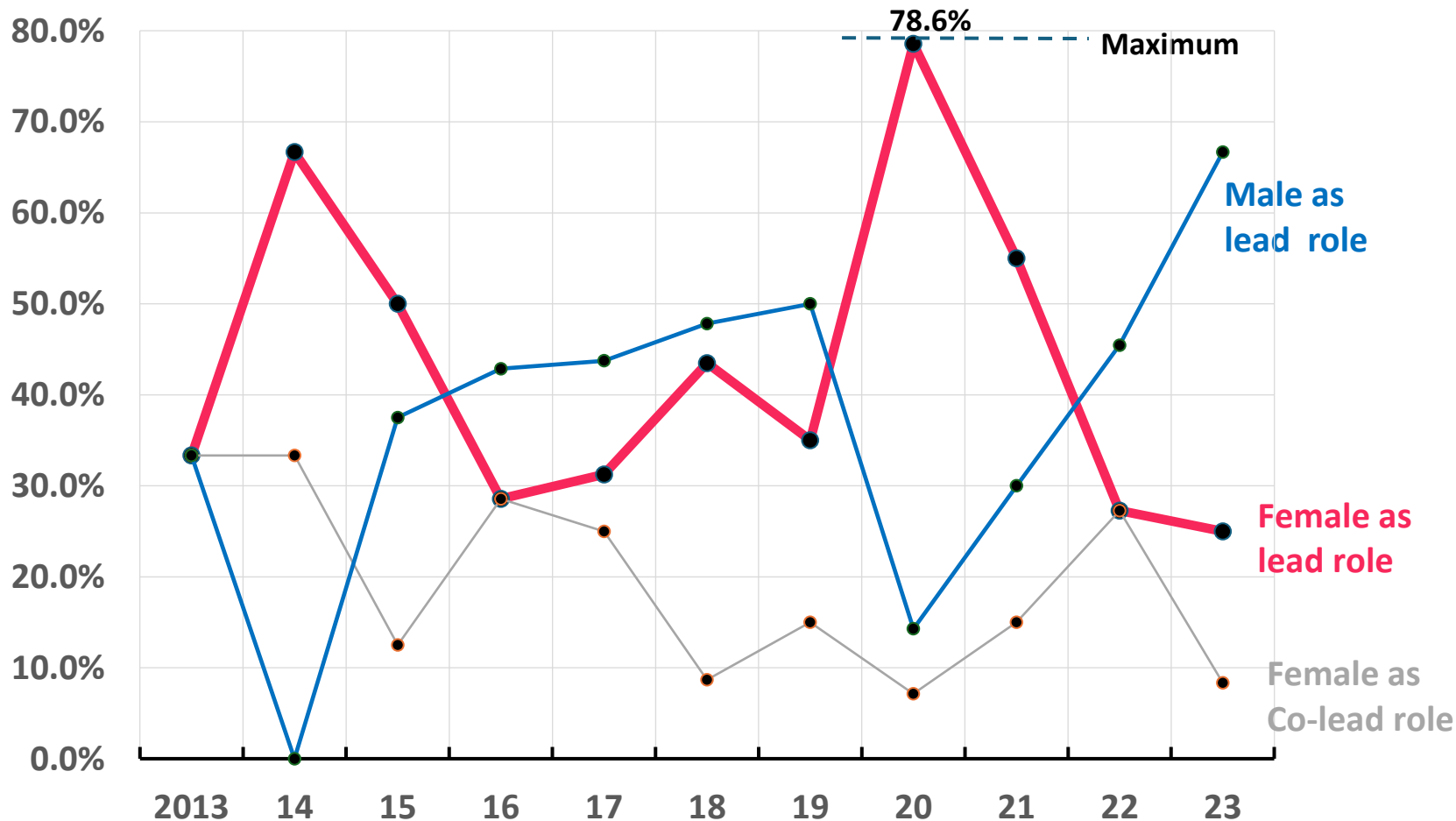
- Analysis of the Total Count and Proportion of male versus female lead and co – lead roles.





**Female** lead roles have seen a significant decline in the past 3 years. However, over the decade, the total count of female lead roles remains equal to that of **male**

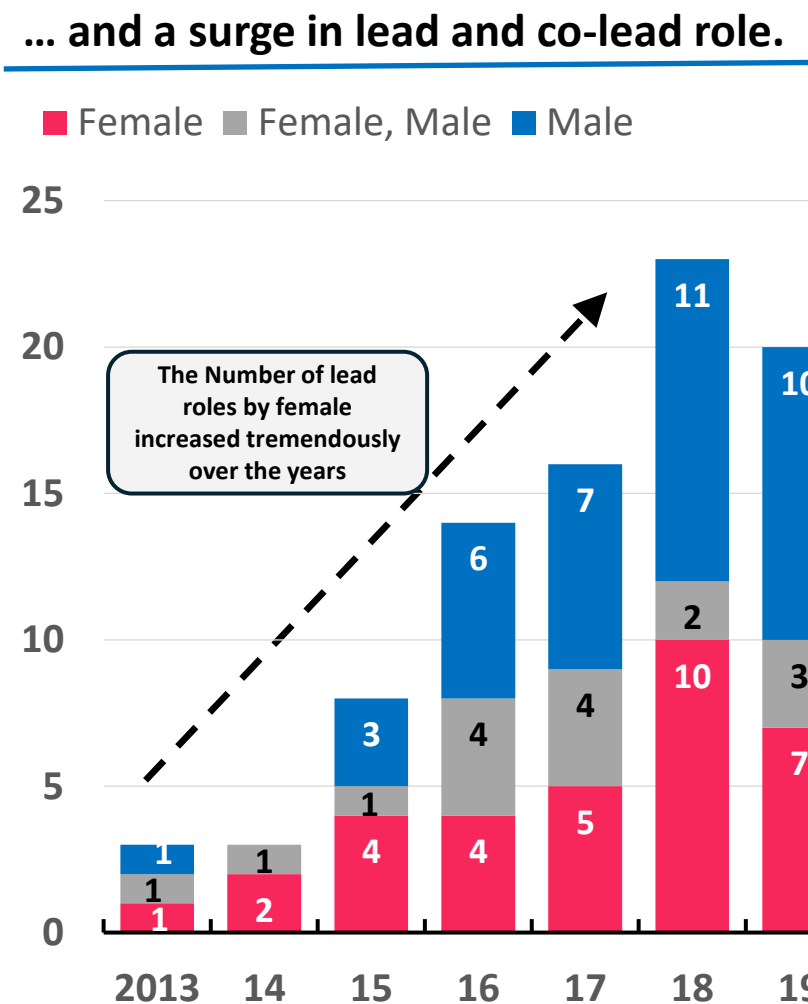
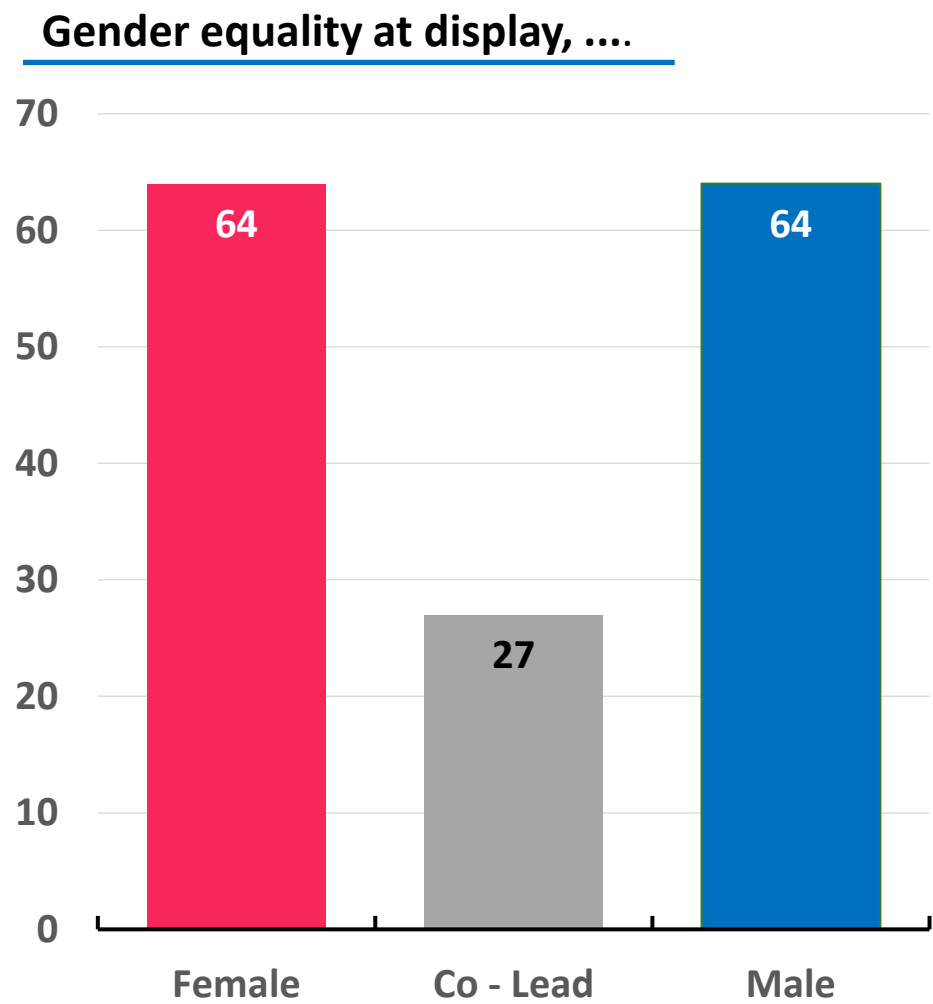
Annual Trends in the Percentage of Lead and Co-Lead Roles.



#### KEY HIGHLIGHTS

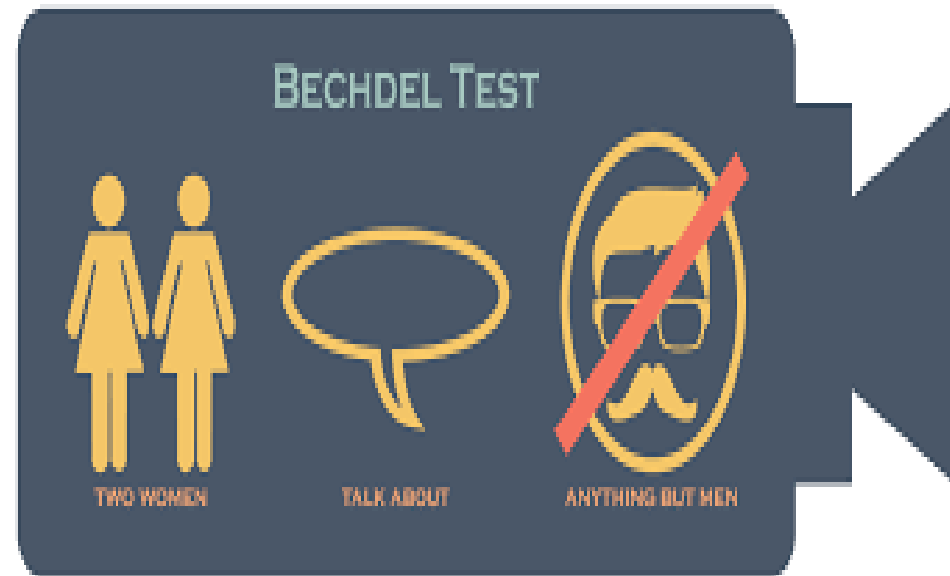
- In the last 3 years, total flow by female acting as the lead role has declined significantly.
- Over the course of a decade, the total count of female acting lead role is the same with their male counterpart at 41.3%

# Amazing! Gender equality at display, and also increase in the lead and co-lead role in the movies and TV shows from 2013 through 2018



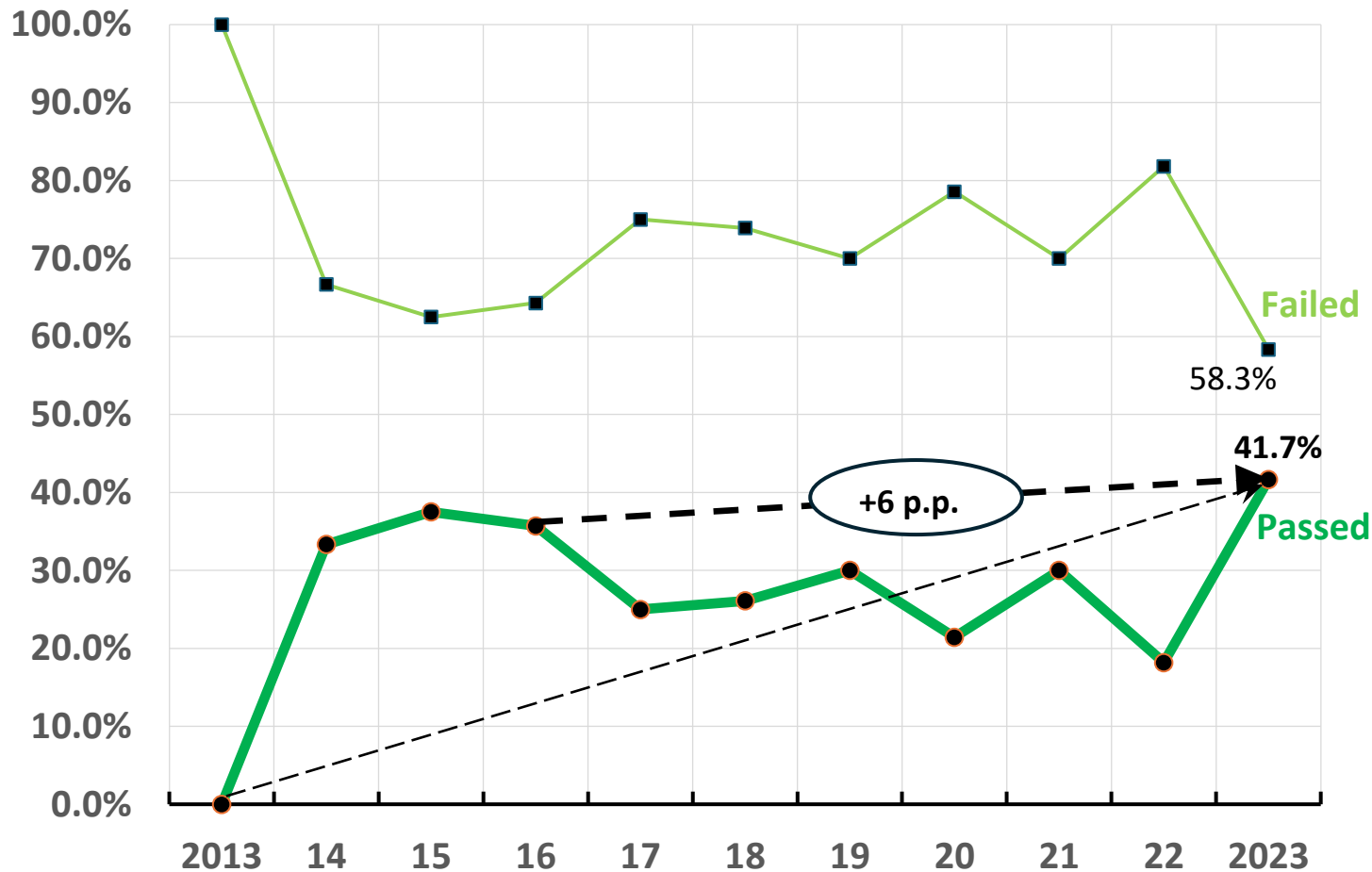
## Scene 4 - Application of the Bechdel Test

- Evaluating the Rate of Success and Failure of Bechdel Test over the years
- How many movies directed or produced by females passed the test?



# It's evidence that the majority of movies and TV shows do not pass the Bechdel test. The **failure** rate significantly surpasses the **success** rate

Percentage Breakdown of Bechdel Test

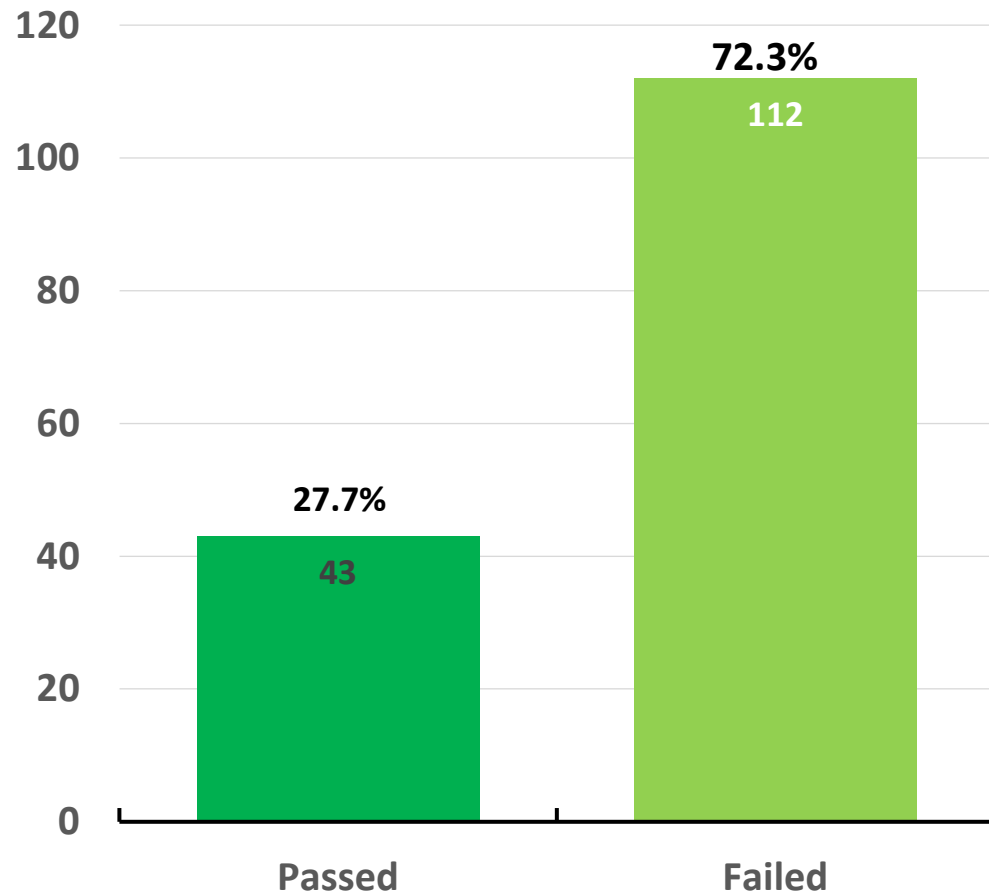


## KEY HIGHLIGHTS

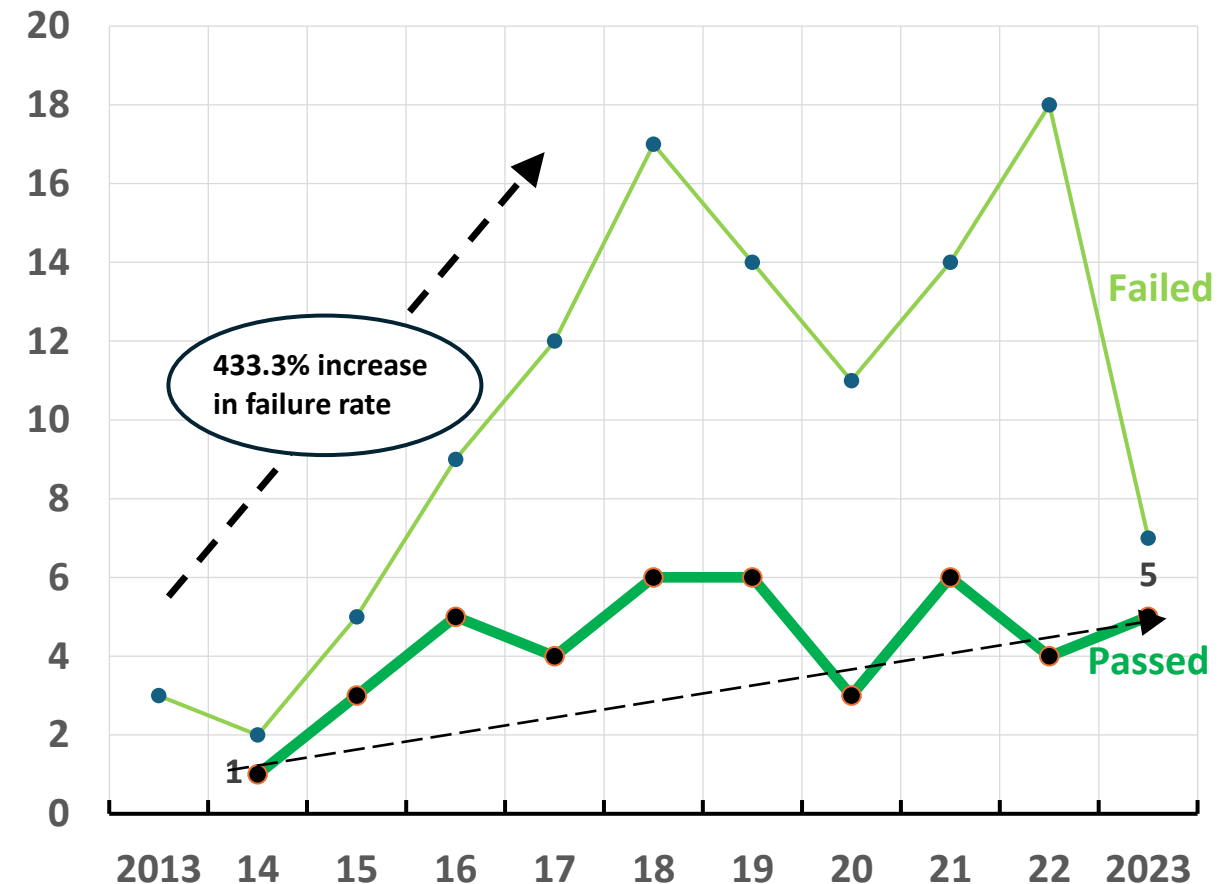
- In 2022, there was +6 p.p. passed in Bechdel test. Also, it recorded the highest pass in the test.
- Over time, the Bechdel test has seen a significant increase in success results.
- Over time, Failure in Bechdel test outperformed success in the test with > 16 p.a.

In 2018, the failure rate of the Bechdel test surged by **433.3%**, and also revealing a noticeable **44.6%** gap between **failure** and **success** rates over a decade

44.6% gap between the failure and success, and ....

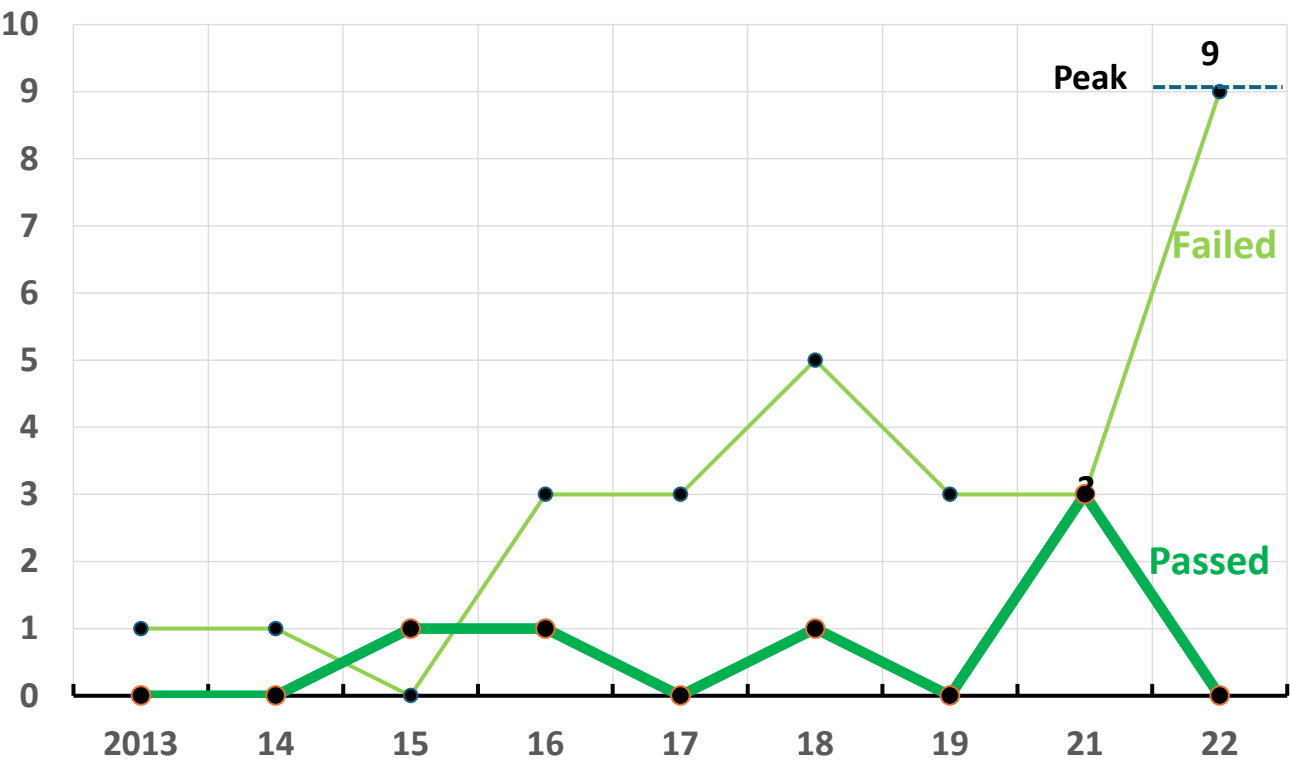


... 433.3% surge in failure in 2018

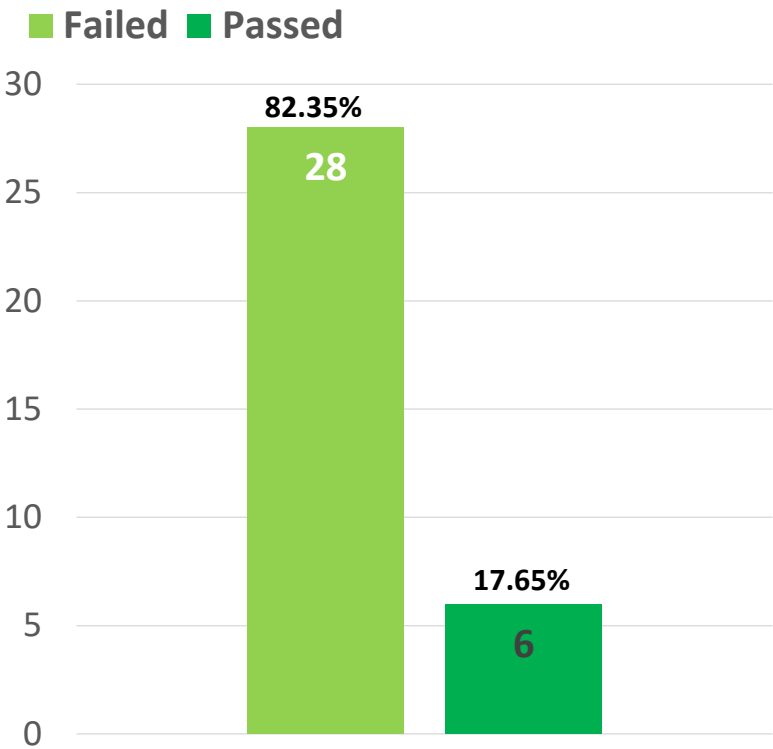


It's clear that the most of movies and TV series **Directed by Females** do not meet the criteria of the Bechdel test, with the rate of failure far surpassing the rate of success

Annual Trends in Bechdel Scores for Female Directors



Decade-Long Total Pass and Fail Counts

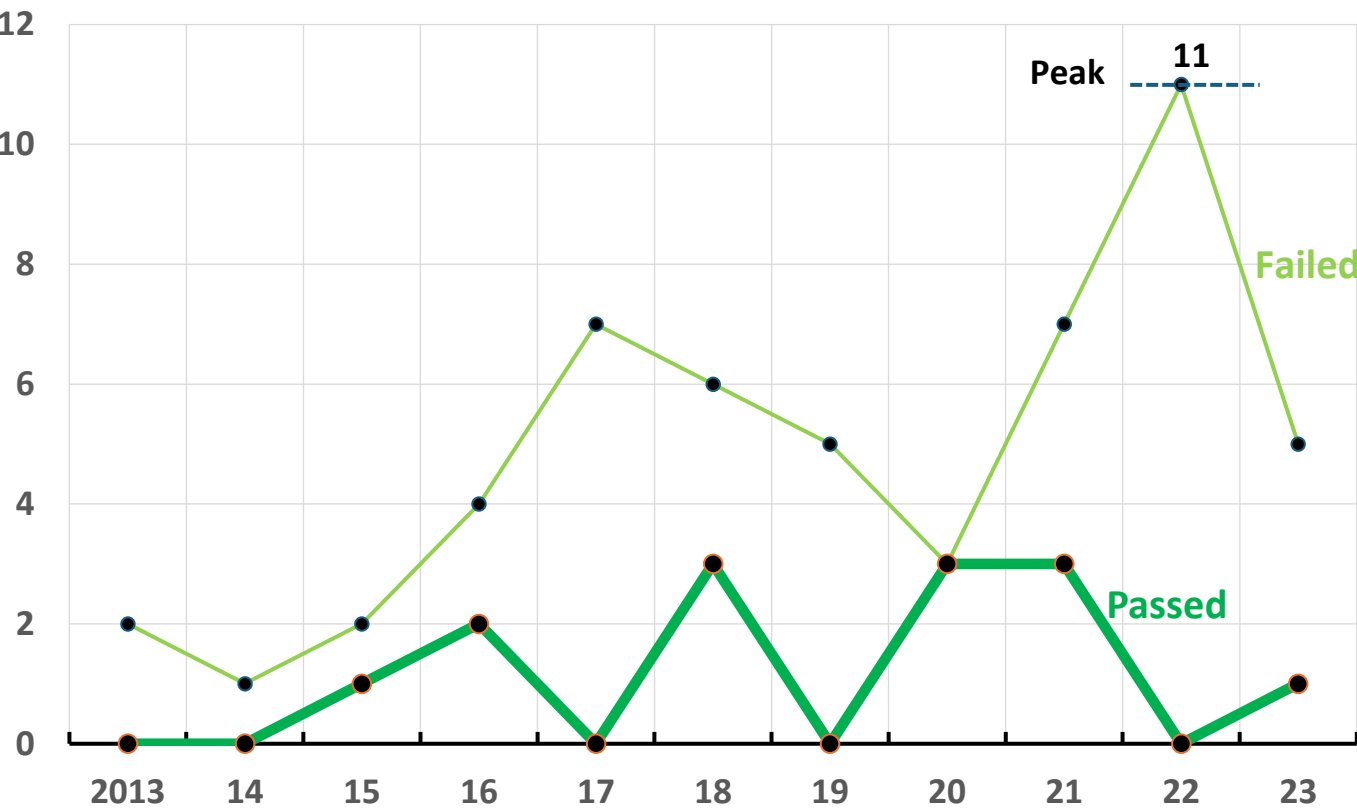


In both 2020 and 2023, there were no scripted movies or TV shows directed by female

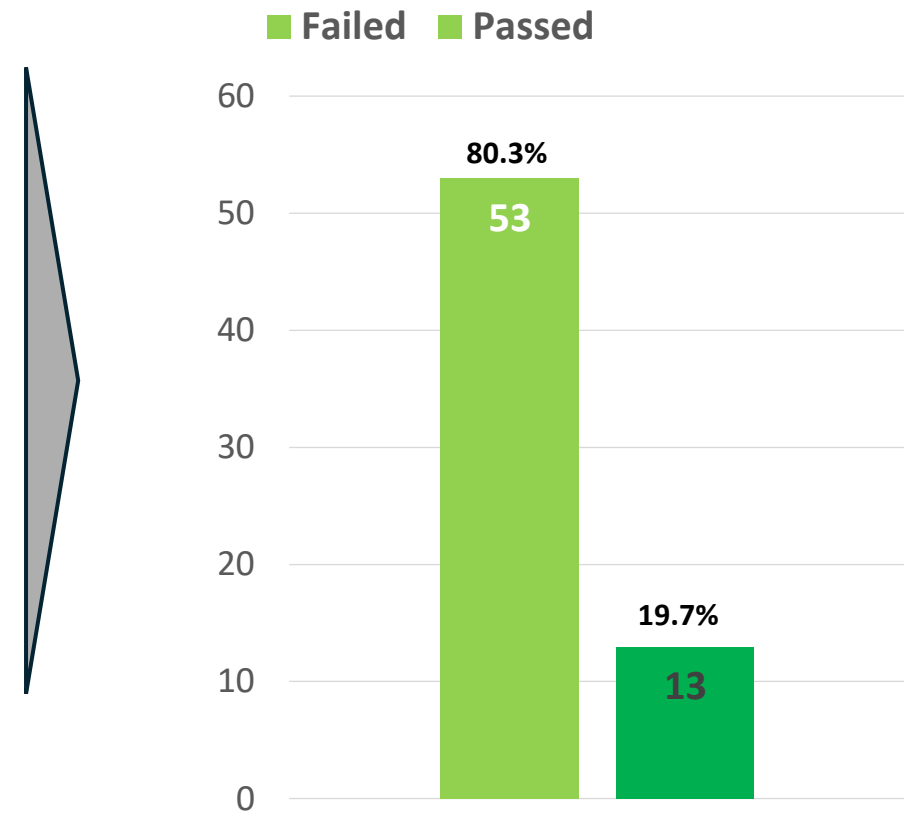


# It's clear that most movies and TV shows **Produced by Females** do not pass the Bechdel test, with the failure rate significantly exceeding the success rate

Annual Trends in Bechdel Scores for Female Producers



Decade-Long Total Pass and Fail Counts



## Bechdel Test Observations

**Widespread Imbalance:** A considerable number of movies and TV shows fail to meet the Bechdel test criteria, which assesses the representation of women in the film Industry.

**Comparative Rates:** The proportion of productions that do not satisfy the Bechdel test notably exceeds those that do, highlighting an area for improvement in gender representation.

This crucial reminder underscores that while the Bechdel test provides a valuable starting point for discussing gender representation in film, it's essential not to rely solely on it when assessing a movie's quality or the depth of its characters. Genuine diversity and complex female characters are vital for achieving a truly equitable portrayal of genders in the film industry.

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## Summary Insights

Despite its significant contribution to the GDP, the Nollywood industry grapples with persistent gender disparities. It is evident that women in Nollywood are notably underrepresented and often stereotyped in roles. The analysis summary below offers a comprehensive overview of gender disparity in Nollywood:

- **Directorship:** Over a decade, male directors led 78.1% of movies and TV shows, while female directors helmed 21.9%. There was a notable and striking dominance of the top five male directors over their female counterparts in the film industry.
- **Production:** Male producers accounted for 57.4%, with female producers making up 42.6%. There was a significant imbalance, with the top five male producers markedly outshining their female counterparts in the movie industry.
- **Bechdel Test:** There was a 433.3% increase in Bechdel test failures in 2018, with a notable 44.6% gap between failure and success rates. The failure rate make up 72.3%, while success rate accounted for 27.7%.
- **Lead Roles:** No significant gender disparity was observed in male versus female lead and co-lead roles.

The strategic framework, underpinned by leading practices, highlights six priorities aimed at addressing these disparities and advancing gender equality.

## Call for Action:

# 6 Strategic Foci to Address Gender Disparity and Promote Gender Equality in Nollywood

1

## Enhancing Representation, Visibility, and Embracing Diversity

1a

Encourage gender inclusivity within Nollywood by fostering greater participation and representation of female in all aspects of the industry, including on-screen roles and behind-the-screen positions.

1b

Promote and empower female actors, directors, producers, and writers to contribute their unique perspectives and talents, enriching the diversity and creativity of Nollywood productions.

1c

Champion narratives that celebrate the multifaceted experiences, accomplishments, and obstacles faced by females. Illuminate their significant contributions to the industry.

1d

Create a movie and TV show landscape that fosters inclusivity and empowerment by actively challenging stereotypes and presenting females in multifaceted roles. Steer clear of perpetuating negative stereotypes or confining females to narrow, predefined roles.

2

## **Empowering Networks and Mentorship Initiatives**

2a

**Create opportunities for women to connect with each other and build mutually beneficial relationships, encouraging the exchange of ideas, experiences, and potential collaborations.**

2c

**In mentorship relationship, females supporting one another, cultivate a nurturing environment where they exchange experiences, insights, and guidance.**

2b

**Organize networking events specially designed for upcoming female movie and TV show makers to connect with industry professionals, serving as catalyst for collaborations and paving the way for creative and valuable opportunity.**



3

## **Advancing Industry Advocacy and Awareness**

3a

**Advocate for gender-inclusive policies within Nollywood to ensure equitable representation in policy and decision-making bodies.**

3b

**Raise awareness about gender disparities within the industry and advocate for industry participants and policymakers to prioritize gender equality.**

4

## Crafting Stories with Gender Sensitivity

4a

**Champion narratives that empower female, challenge societal norms, and address critical issues such as gender – base violence.**

4b

**Engage in collaborative storytelling with female writers, producers and directors to create authentic narratives that resonate with a diverse audience.**

5

## Providing Financial Assistance

5a

**Facilitate financial assistance by way of offering grants, funding opportunities, tax incentives, and investment schemes specially tailored to empower female movie and TV show makers in bringing their project to fruition.**

6

## Recognizing Achievements, enhancing Distribution and Promotion inclusivity

6a

**Honoring Excellence by celebrating and recognizing exceptional contributions from female writers, producers, directors, actors, ...**

6b

**Engaging various distribution channels and promotional tactics to assist female movie and TV show makers in securing distribution and also aid in promoting their projects.**

## **In Conclusion.**

**This report provides a thorough examination of Netflix Nigeria's data concerning Gender Disparity in Nollywood, empowering stakeholders to make well-informed decisions and implement strategies aimed at enhancing gender equality within the industry. Through the cultivation of an inclusive atmosphere, the acknowledgment and celebration of females' achievements, and the active challenge of stereotypes, we can cultivate a film industry that is not only more equitable but also more vibrant and enriching for all involved.**

## OLUMIDE BALOGUN CONTACTS

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**OLUMIDE BALOGUN**

**Thank you**

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