

“And the loser is...”:

Diversity in

Entertainment Awards

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PEARL KANDOLA

Difference inspires business

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Summary

This report analyses the diversity of award nominees and award winners for the Oscars, BAFTA film and TV, and the Brits. To our knowledge this is the first time that a comprehensive analysis of entertainment industry awards has been carried out.

By examining the awards overall we can see distinct patterns that emerge. Minorities are under represented in all of the major performing categories for each of the awards. For the acting awards minorities are significantly under represented. However they are more likely to be nominated and win awards in categories other than the most highly regarded ones.

The acting award which has the greatest diversity is the Rising Star at the BAFTAs.

The process for choosing the nominees and the winner is different for this award than any other at the BAFTAs. The nominees are chosen by BAFTA juries and the winner chosen entirely by public votes.

The overall lack of diversity in the nominees and award winners for on-screen performances, was reflected in the nominees and award winners for key figures responsible for the making of the movies. The categories we looked at here included directors, cinematographers, and screenplay writers.

This overall pattern of lack of diversity of on-screen performance was reflected in the BAFTA TV analysis.

The BRITs by way of comparison are much more reflective of diverse talent. Minority ethnic performers and would like to be nominated and to win the major awards. There are some interesting differences in the data between male and female solo artists. However the major production awards are dominated by white producers.

This report highlights the significant steps yet to be taken to ensure that minority talent is recognised and developed appropriately. This is both in front of and behind the screens. The record industry by way of contrast is much more diverse both in terms of nominations and winners. It would be beneficial to look at how the Brits have achieved this level of progress and to see whether the BAFTAs can learn anything from this. The key issue for the Brits would appear to be in the production categories rather than the performers.

Introduction

This report contains an analysis of the OSCARS, BAFTA Film, BAFTA TV, and the Brit awards, looking at ethnic and gender representation amongst nominees and winners.

The analysis covers the following awards:

OSCARS/ BAFTA Film

- Best Leading Actor
- Best Leading Actress
- Best Supporting Actor
- Best Supporting Actress
- Best Rising Star
- Best Director
- Best Cinematography
- Best Adapted Screenplay
- Best Original Screenplay
- Best Animated Feature Film
- Best Film/Picture

BRIT

- Best British Solo Artist (Male and Female)
- Best British Producer
- Rising Star Award
- British Global Success
- Best International Male Solo Artist
- Best International Female Solo Artist
- Best International Solo Artist
- Best International Breakthrough
- Best International Group
- Best International Album

BAFTA TV

- Best Actor
- Best Actress
- Best Comedy Performance
- Best Entertainment

For each award, the percentage of nominees and winners by ethnicity is presented (where awards are separated by gender). For awards that are open to males and females, a percentage breakdown by gender is also provided.

Awards were introduced at different times – for example, some awards were introduced in the 1920s, whilst others were introduced in the 1960s. To allow direct comparisons between similar awards (e.g. the Oscar and BAFTA awards), the data are initially collated from 1970 to analyse a period of 50 years.

Film Awards Analysis

Analysis of the OSCARS AND BAFTA Film Awards

Best Leading Actor/Actress and Best Supporting Actor/Actress

Table 1. The ethnicity of individuals nominated for Best Leading Actor/Actress and Best Supporting Actor/Actress for the OSCAR and BAFTA Film Awards (1970-2020).

Award nominations	OSCARS	BAFTA Film
Best Leading Actor	White: 88.2% Minority: 11.8%	White: 93.6% Minority: 6.4%
Best Leading Actress	White: 93.3% Minority: 6.7%	White: 94.9% Minority: 5.1%
Best Supporting Actor	White: 88.3% Minority: 11.7%	White: 91.7% Minority: 8.3%
Best Supporting Actress	White: 89.8% Minority: 10.2%	White: 92.6% Minority: 7.4%

- White actors and actresses form the majority of the nominees and winners for the leading acting role nominees for both the Oscar and BAFTA Film awards.
- Out of 227 nominees for the Best Leading Actor award at the BAFTA Film awards, fourteen actors were from a minority ethnic background (four Black, one East Asian, four Latino/Hispanic, one Middle Eastern and four South Asian). Whereas at the Oscar awards, 30 out of 255 leading actor nominees were from a minority ethnic background (20 Black, seven Latino/Hispanic, two Middle Eastern and one South Asian).
- Out of 224 nominees for the Best Leading Actress award at the BAFTA Film awards, eleven were from a minority ethnic background (six Black, three East Asian and two Latino/Hispanic). At the Oscar awards, 17 out of 255 leading actress nominees were from a minority ethnic background (eleven Black, five Latino/Hispanic and one Maori).
- For the Best Supporting Actor nominees at the BAFTA Film awards, eighteen out of 217 actors were from a minority ethnic background (nine Black, five Latino/Hispanic and four South Asian). However, the Oscar awards consisted of 30 out of 256 nominees from a minority ethnic background (nineteen Black, three East Asian, five Latino/Hispanic and three South Asian).

- For the Best Supporting Actress nominees at the BAFTA Film awards, sixteen out of 217 actresses were from a minority ethnic background (twelve Black, one East Asian, one Latino/Hispanic and two South Asian). However, at the Oscar awards, 26 out of 255 nominees were from a minority ethnic background (nineteen Black, one East Asian, five Latino/Hispanic and one Middle Eastern).
- Out of 50 winners for the Best Leading Actor award at the BAFTA Film awards, seven were from a minority ethnic background. The three Black actors that won the award were Jamie Foxx, Forest Whittaker, and Chiwetel Ejiofor. Dr Haing S Ngor was the one East Asian, Joaquin Phoenix was the one Hispanic, Rami Malek was the one Middle Eastern, and Ben Kingsley was the one South Asian actor to win the award.
- At the Oscar awards, seven actors from a minority ethnic won the award. The Black actors, Jamie Foxx and Forest Whittaker won an Oscar as well as a BAFTA, and the Black actor Denzel Washington also won the Best Leading Actor award. Joaquin Phoenix was the one Hispanic actor, Rami Malek and F. Murray Abraham the two Middle Eastern actors, and Ben Kingsley the one South Asian actor to win the Oscar award.

Table 2. The ethnicity of individuals winning the award for Best Leading Actor/Actress and Best Supporting Actor/Actress for the OSCAR and BAFTA Film Awards (1970-2020).

Award Winners	OSCARS	BAFTA Film
Best Leading Actor	White: 86.3% Minority: 13.7%	White: 86% Minority: 14%
Best Leading Actress	White: 98% Minority: 2%	White: 100% Minority: 0%
Best Supporting Actor	White: 82.4% Minority: 17.6%	White: 87.8% Minority: 12.2%
Best Supporting Actress	White: 84.3% Minority: 15.7%	White: 84% Minority: 16%

- Over the 50-year period analysed, an actress from a minority ethnic background is yet to win an award for the Best Leading Actress at the BAFTA Film awards. Very low minority ethnic representation is also shown for the award at the Oscars, with only one Black actress, Halle Berry, winning the Best Leading Actress award.
- The award for the Best Supporting Actor at the BAFTA Film awards consisted of six winners from a minority ethnic background. Samuel L Jackson, Barkhad Abdi and Mahershala Ali were the three Black

actors to win the award. Two Latino/Hispanic actors, Benicio Del Toro and Javier Bardem, and one South Asian actor Dev Patel won the award. At the Oscar awards, nine actors were from a minority ethnic background. Six of the winners were Black actors, Louis Gossett Jr., Denzel Washington, Cuba Gooding Jr., Morgan Freeman, and Mahershala Ali won on two occasions. Haing S Ngor was the one East Asian to win the Best Supporting Actor award, and Benicio del Toro and Javier Bardem the two Latino/Hispanic actors to win the award.

- Amongst winners of the Best Supporting Actor award, The Oscars had higher minority ethnic representation than the BAFTA Film Awards (17.3% vs 12%).
- At the BAFTA Film awards, nine actresses from a minority ethnic background have won the award for the Best Supporting Actress. Six Black actresses (Whoopi Goldberg, Thandie Newton, Jennifer Hudson, Mo' Nique, Octavia Spencer and Viola Davis) one Hispanic actress (Penelope Cruz), and one South Asian actress (Rohini Hattangadi) won the award. Similarly, at the Oscar awards, the award for the Best Supporting Actress was won by seven Black actresses (Whoopi Goldberg, Jennifer Hudson, Mo' Nique, Octavia Spencer, Lupita Nyong' o, Viola Davis, and Regina King) and one Hispanic actress (Penelope Cruz). Table 3. The ethnicity and gender of individuals nominated and winning the Rising Star award at the BAFTA Film Awards (2006-2020).

Table 3. The ethnicity and gender of individuals nominated and winning the Rising Star award at the BAFTA Film Awards (2006-2020).

Rising Star Award Nominations	Rising Star Award Winners	Gender of Rising Star Award Winners
White: 73.3%	White: 60%	Male: 73.3%
Minority: 26.7%	Minority: 40%	Female: 26.7%

- The Rising Star award nominees consisted of 20 out of 75 nominees from a minority ethnic background.
- Six out of 15 winners were from a minority ethnic background.
- Five of the winners were Black actors/actresses (Noel Clarke, John Boyega, Daniel Kaluuya, Letitia Wright, and Michael Ward). One South Asian actor, Adam Deacon won the award.
- Letitia Wright is the only female from a minority ethnic background to win the Rising Star award.
- The nominations for this category come from BAFTA juries. The winner is chosen entirely by public votes. This process is different from any other in the BAFTA awards process.

Best Director

Table 4. The ethnicity of directors nominated for the Best Director award for the OSCAR and BAFTA Film Awards (1970-2020).

Best Director award nominations	OSCARS	BAFTA Film
Minority	8.2%	8.6%
White	91.8%	91.4%

- The Oscars and BAFTA Film awards include a similar number of nominees from a minority ethnic background.
- At the BAFTA Film awards for the Best Director award, 19 out of 222 nominees were from a minority ethnic Background (Ang Lee accounted for four of the nominations).
- At the Oscars, 21 out of 255 nominees were from a minority ethnic background for the Best Director award. Latino/Hispanic director, Alejandro Gonzalez Inarritu, accounted for three of the nominations and Ang Lee also accounted for three of the nominations from an East Asian background.

Table 5. The ethnicity of directors winning the Best Director award for the OSCAR and BAFTA Film Awards (1970-2020).

Best Director award winners	OSCARS	BAFTA Film
Minority	16%	16.3%
White	84%	83.7%

- Out of 49 winners at the BAFTA Film awards eight were from a minority ethnic background, five of the winners were Latino/Hispanic directors (Pedro Almodóvar, Alfonso Cuaron [2], Alejandro G Inarritu and Guillermo del Toro) and three were East Asian directors (Akira Kurosawa and Ang Lee [2]).
- Out of 50 winners at the Oscars, eight consisted of directors winning from a minority ethnic background. Three of the winners were East Asian directors (Ang Lee [3] and Bong Joon Ho [1]), and five directors from the Latino/Hispanic ethnic category (Alejandro Gonzalez Inarritu [2], Alfonso Cuaron [2] and Guillermo del Toro [1]).

Table 6. The gender of directors nominated for the Best Director award for the OSCAR and BAFTA Film Awards (1970-2020).

Best Director award nominations by gender	OSCARS	BAFTA Film
Female	2%	3.2%
Male	98%	96.8%

- Female directors account for seven out of 226 nominees for the Best Director award at the BAFTA Film awards (Jane Campion, Sofia Coppola, Valerie Faris, Kathryn Bigelow [2], Lone Scherfig, and Lynne Ramsay).
- At the Oscar awards, five out of 260 nominees were female directors (Lina Wertmuller, Jane Campion, Sofia Coppola, Kathryn Bigelow, and Greta Gerwig).

Table 7. The gender of directors winning the Best Director award for the OSCAR and BAFTA Film Awards (1970-2020).

Best Director award winners by gender	OSCARS	BAFTA Film
Female	2%	2%
Male	98%	98%

- Kathryn Bigelow accounts for the one female director winning the Best Director award for the Oscars, and the BAFTA Film awards.
- There is yet to be a female director winner from a minority ethnic background.

Behind-the-Scenes Roles

Table 8. Behind the scenes roles nominees for the OSCAR and BAFTA Film Awards.

Behind the scenes role award nominations	OSCARS	BAFTA Film
Cinematography (1970-2020)	White: 86.8% Minority: 13.2%	White: 90.5% Minority: 9.5%
Adapted Screenplay (1984-2020)	White: 94.1% Minority: 5.9%	White: 95.7% Minority: 4.3%
Original Screenplay (1984-2020)	White: 93% Minority: 7%	White: 92.5% Minority: 7.5%

- At the BAFTA Film awards, 23 out of 243 nominees for behind-the-scenes roles were from a minority ethnic background. Latino/Hispanic cinematographers accounted for 12 of the nominees, East Asian cinematographers accounted for seven, Black cinematographers accounted for three, and Middle Eastern for one of the nominations. Out of 266 nominees for the Best Cinematography award at the Oscars, 35 cinematographers were from a minority ethnic background. Latino/Hispanic accounted for 19, Black for two, East Asian for 13 and Middle Eastern for one of the nominations.
- At the BAFTA Film awards, 11 out of 255 nominees for the Best Adapted Screenplay award were from a minority ethnic background. East Asian directors accounted for six of the nominations, Black directors accounted for two, Latino/Hispanic directors accounted for one, South Asian directors accounted for one, and Maori directors accounted for one. At the Oscars, for the Best Adapted Screenplay award 17 nominees out of 287 were from a minority ethnic background (eight Black, two Asian, three Latino/Hispanic, one Middle Eastern, one Maori and two mixed).
- At the BAFTA Film awards, 17 out of 226 nominees for the Best Original Screenplay award were from a minority ethnic background. Black directors accounted for one of the nominations, Latino/Hispanic accounted for fourteen nominees, and South Asian directors accounted for two nominees. At the Oscars, for the Best Adapted Screenplay award, 20 out of 285 nominees were from a minority ethnic background (four East Asian, three Black, seven Latino/Hispanic, two Middle Eastern, one mixed, and three South Asian).

Table 9. Behind the scenes roles winners for the OSCAR and BAFTA Film Awards.

Behind the scenes role award winners	OSCARS	BAFTA Film
Cinematography (1970-2020)	White: 87% Minority: 13%	White: 88.7% Minority: 11.3%
Adapted Screenplay (1984-2020)	White: 86.3% Minority: 13.7%	White: 98.3% Minority: 1.7%
Original Screenplay (1984-2020)	White: 88.9% Minority: 11.1%	White: 97.7% Minority: 2.3%

- Six out of 53 winners for the Best Cinematography award at the BAFTA Film awards were from a minority ethnic background. Remi Adefarasin was the only Black cinematographer to win the award and the remaining five were Latino/Hispanic (Emmanuel Lubezki won on four occasions and Alfonso Cuaron on one). Similarly, for the Oscar awards, seven out of 54 winners were from a minority ethnic background. Six of the winners were Latino/Hispanic (Nestor Almendros and Alfonso Cuaron each won on one occasion, and Emmanuel Lubezki won on three occasions) and Peter Pau was the only East Asian winner.
- At the BAFTA Film awards, Taika Waititi was the only winner out of 58 from a minority ethnic background for the Best Adapted Screenplay award. However, at the Oscar awards, seven out of 51 winners were from a minority ethnic background. Taika Waititi of Maori ethnic background also won an Oscar for the Best Adapted Screenplay award. The remaining six were Black directors (Geoffrey S. Fletcher, John Ridley, Tarell Alvin McCraney, Barry Jenkins, Spike Lee and Kevin Willmott).
- The award for the Best Original Screenplay at the BAFTA Film awards was won by Pedro Almodóvar in 2003. Pedro Almodóvar remains the only director from a minority ethnic background to win the award out of 43 winners. However, at the Oscar awards, six winners were from a minority ethnic background. Pedro Almodóvar and Alejandro G. Inarritu accounted for two Latino/Hispanic winners, Jordan Peele accounted for the one Black winner, Han Jin-won and Bong Joon-ho accounted for the two East Asian winners, and Alexander Dinelaris Jr. accounted for the one mixed ethnic background winner.

Best Film/Picture and Animated Feature Film

Table 10. The ethnicity nominated for the Best Film awards for the OSCAR and BAFTA Film Awards.

Best Film award nominations	OSCARS	BAFTA Film
Best Film/Picture (1980-2020)	White: 93.8% Minority: 6.2%	White: 93.3% Minority: 6.7%
Best Animated Feature Film (2007-2020)	White: 82.5% Minority: 17.5%	White: 93.2% Minority: 6.8%

- The Oscars and the BAFTA Film awards show similar representations of ethnic minorities for the Best Film/Picture award nominees.
- At the BAFTA Film awards, 32 out of 476 nominees were from a minority ethnic background for the Best Film/Picture award (six Black, three East Asian, eight Latino/Hispanic, two Middle Eastern and five South Asian). At the Oscars, 37 out of 592 nominees were from a minority ethnic background (twelve Black, nine East Asian, seven Latino/Hispanic, three Middle Eastern, three South Asian and three Other).
- The Oscars have over double the number of minority ethnic nominees for the Best Animated Feature Film in comparison to the BAFTA Film awards (17.5% vs 6.8%).
- At the BAFTA Film awards, five out of 74 nominees for the Best Animated Feature Film were from a minority ethnic background (one East Asian, one Black, one Latino/Hispanic, and two Middle Eastern). At the Oscar awards, 22 out of 126 nominees were from a minority ethnic background (13 East Asian, one Black, five Latino/Hispanic, and three Middle Eastern).

Table 11. The ethnicity winning the Best Film awards for the OSCAR and BAFTA Film Awards.

Best Film award winners	OSCARS	BAFTA Film
Best Film/Picture (1980-2020)	White: 94.5% Minority: 5.5%	White: 92.2% Minority: 7.8%
Best Animated Feature Film (2007-2020)	White: 96.6% Minority: 3.4%	White: 86.4% Minority: 13.6%

- At the BAFTA Film awards, eight out of 102 winners for the Best Film/Picture were from a minority ethnic background. Three of the winners were Latino/Hispanic (Alfonso Cuarón, Alejandro G. Iñárritu and

Gabriela Rodriguez), one Middle Eastern (Arnon Milchan), one Black (Steve McQueen), one East Asian (Ang Lee) and two South Asian wins (both won by Ismail Merchant). However, at the Oscar awards, five out of 91 winners were from a minority ethnic background. Alejandro G. Inarritu and Guillermo del Toro (Latino/Hispanic), Steve McQueen (Black), Kwak Sin-ae and Bong Joon Ho (East Asian) were the five out of 91 winners to win the Best Film/Picture award from a minority ethnic background.

- Although the Oscars had a higher number of minority ethnic nominees for the Best Animated Feature Film award, the number of directors from a minority ethnic background winning the award was fairly low.
- At the BAFTA Film awards, the Best Animated Feature film award was won by three directors from a minority ethnic background. Peter Ramsey was the only Black winner, Sergio Pablos was the only Latino/Hispanic winner, and Jinko Gotoh was the only East Asian to win the award.
- At the Oscar awards, Peter Ramsey was the only Black director to win an award for the Best Animated Feature Film from a minority ethnic background.

TV/Entertainment Awards Analysis

Analysis of the BRIT Awards

Table 12. The ethnicity winning BRIT awards in various categories.

BRIT Awards winners	White Winners	Minority ethnic Winners
British male Solo Artist	90%	10%
British female Solo Artist	75%	25%
British Producer	100%	0%
Rising Star Award	75%	25%
British Global Success	83.3%	16.7%

- The British Female Solo Artist award had the highest representation of ethnic diversity with ten out of 40 winners from a minority ethnic.
- The Rising Star award equally had the highest representation of ethnic minorities of with three out of twelve winners from a minority ethnic.
- The British Global Success award similarly had 16.7% ethnic diversity amongst the awarded winners.
- The British Male Solo Artist award had the least ethnic representation with four out of 36 winners from a minority ethnic.
- The British Producer award displays no diversity.

Table 13. The ethnicity winning International BRIT awards in various categories.

Ethnicity of winners	International Male Solo Artist	International Female Solo Artist	International Solo Artist	International Breakthrough	International Group	International Album	Total
Black	59.4%	23.3%	66.6%	29.2%	17.6%	0.0%	31.6%
White	34.4%	76.7%	33.3%	70.8%	82.4%	100%	66.9%
Other	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Total	32	30	6	24	34	10	136

- Black artists make up 31.6% of the overall winners – this is more than double the success rate of Black British artists.
- 59% of the international male solo winners were Black – more than 6 times the percentage of Black British male solo winners.
- Black women made up 23% of winners in an International Female Solo artist category. This is a slightly higher percentage than for Black British women which was 20%.
- In the British awards there is an underrepresentation of minority ethnic artists, which is not present in the International categories.

Analysis of the BAFTA TV Awards

Table 14. Analysis of the BAFTA TV Awards.

Award winners	BAFTA TV
Best Actor (1970 – 2020)	White: 98.1% Minority: 1.9%
Best Actress (1970 – 2020)	White: 98.1% Minority: 1.9%
Best Comedy Performance (1995 – 2020)	White: 94.6% Minority: 5.4%
Best Entertainment Performance (1970-2020)	White: 98.1% Minority: 1.9%

- The award for the Best Comedy Performance had the most diversity, with two out of 35 winners from a minority ethnic.
- Only two Black actors have won the Best Comedy Performance award. The remaining 35 winners were all White Actors.
- The Best Actor, Best Actress and Best Entertainment Performance awards all consisted of 98.1% White actors winning the award.
- In 2017, Adeel Akhtar was the first and, to date, the only South Asian actor to win the Best Actor award.
- One out of 52 actresses from a minority ethnic won the Best Actress award.
- The Best Entertainment Performance award was won by one Black actor and the remaining 51 winners were all White actors.

Conclusions

To conclude, this report highlights that a lack of diversity is not specific to any particular award; rather, it is an issue within the entire entertainment industry. Of all the actors nominated for Leading Actor award nominations, only 6-11% of actors were from minority ethnic backgrounds. Furthermore, actresses from minority ethnic backgrounds are even less likely to be nominated for Leading Actress awards, comprising just 4-6% of nominees to date.

In contrast, 7-11% of actors and actresses from a minority ethnic background are nominated for supporting acting role awards. This may suggest that minority ethnic actors are more likely to be placed in supporting roles or are more likely to be considered for the supporting categories.

It is promising to see that the award for the Best Rising Star at the BAFTA Film awards shows a slightly larger representation of minority ethnic backgrounds. Nominees from a minority ethnic background of 26.7% and winners of 40% illustrate that there are a larger number of minority ethnic individuals given an opportunity for the award. However, out of six of the winners from a minority ethnic background, Daniel Kaluuya was the only actor who was acknowledged for a Leading Actor award nomination, which was not won.

Data for behind-the-scenes roles, such as the Best Director award, also indicates that major work is required to increase diversity of nominees and award winners. Analysis suggests that minority ethnic individuals in this category have less than a 10% chance of being considered for an award. The poor representation amongst individuals in behind-the-scenes roles may further hinder opportunities for minority ethnic individuals to be nominated for leading roles. The lack of acknowledgement of female directors is also highlighted in the analysis, with only seven female directors nominated for the Best Director award at the BAFTA Film awards, and five at the Oscars.

The BRIT awards also have a high proportion of White artists winning the Solo Artist awards. There is a higher representation of minority ethnic winners amongst female solo artists-25% of female solo artist winners being from a minority ethnic background. Conversely, only 10% of male solo artist winners are from a minority ethnic background. Deeper analysis reveals that 100% of winners of the British Producer Award have been White.

The BAFTA TV awards have the worst minority ethnic representation. 98% of the winners of The Best Actor, Best Actress and Best Entertainment Performance awards are white. Only 5% of winning actors are from a minority background. The award for Best Comedy Performance had the highest representation out of the four awards, with 5.4% from a minority background.

What our analysis reveals is that issues to do with minority representation is something that affects the entertainment industry as a whole but in particular film and television. The Brits revealed a much more diverse representation of minorities both of the nominees and winners. However in all industries, there is a lower representation of minority ethnic talent of those involved in production in some capacity.



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