

# CHASING 50/50

**A comparative report of female filmmakers represented at Nordic Film International Film Festival 2018 and female representation in the 250 top grossing films of 2016.**



# SUMMARY NIFF 2018

In 87.5% of our 24 films in our Official Selection (22 out of our 24 films), we found at least one woman in a power position - such as director, writer, producer or executive producer. This number is increased from our 85% of last year.

Further - we continued to analyze the number of females versus males in all power positions in our Official Selection. We were also curious to see how we at NIFF do in comparison to the film industry at large. Below is a summary of our findings, followed by a detailed breakdown of our statistics compared to the 250 top grossing films of 2016.

## GENDER BALANCE AT NIFF 2018

DIRECTORS	EXECUTIVE PRODUCERS	PRODUCERS	WRITERS	EDITORS	CINEMATOGRAPHERS
46.7% female 53.3% male	28% female 72% male	56.9% female 43.1% male	46.7% female 53.3% male	48.1% female 51.9% male	22.7% female 77.3% male

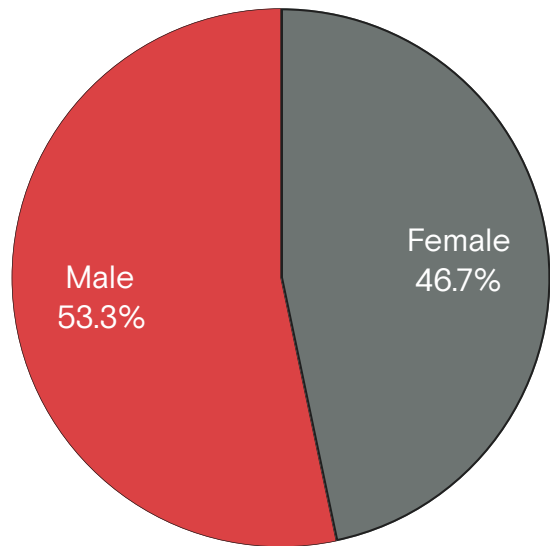
# QUALITY OVER QUOTATION

For NIFF 2018, we wanted to calculate the exact percentages of males and females in power positions in the films that were selected for our Official Selection. As female representation in the film industry is a current hot topic, we wanted to compute the female composition in directors, executive producers, producers, writers, editors, and cinematographers in our lineup. As shown in the following slides, our numbers showcase impressive female representation at NIFF.

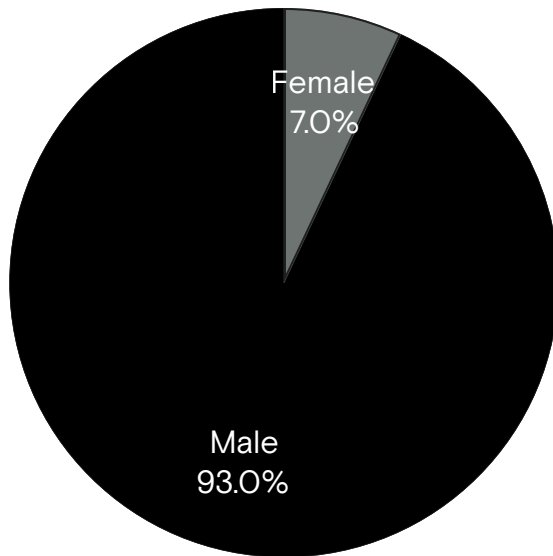
In order to compare our numbers with the larger film industry, we pulled data from the 250 top-grossing independent and studio films of 2016. The study is called 'The Celluloid Ceiling: Behind-the-Scenes Employment of Women on the Top 100, 250, and 500 Films of 2016', From these numbers, we compare our own. Once again, we exhibit outstanding, empowering results.

We also want to mention that NIFFs programmers don't look at the filmmaker until after the first rating of the film - making sure we lead our Official Selection with quality and not a quotation.

# DIRECTORS



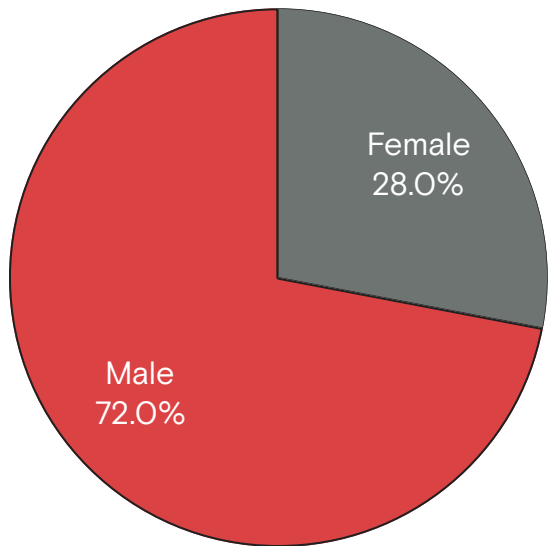
Representation at NIFF  
30 total  
46.7% female  
53.3% male



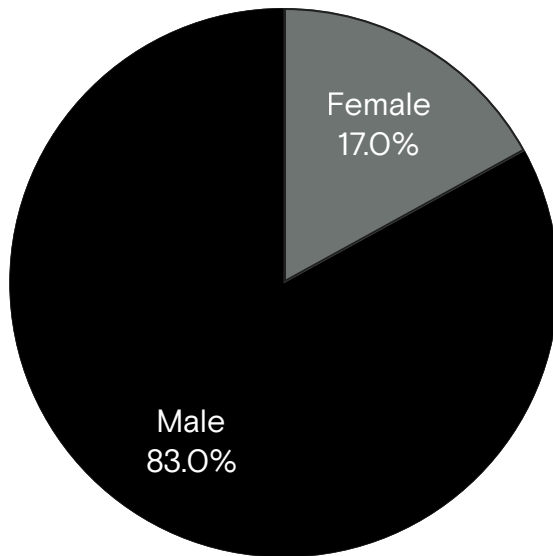
Representation in the study  
'The Celluloid Ceiling'  
250 total  
7% female  
93% male

Representation at NIFF  
567% higher than 250 top  
grossing Hollywood films 2016

# EXECUTIVE PRODUCERS



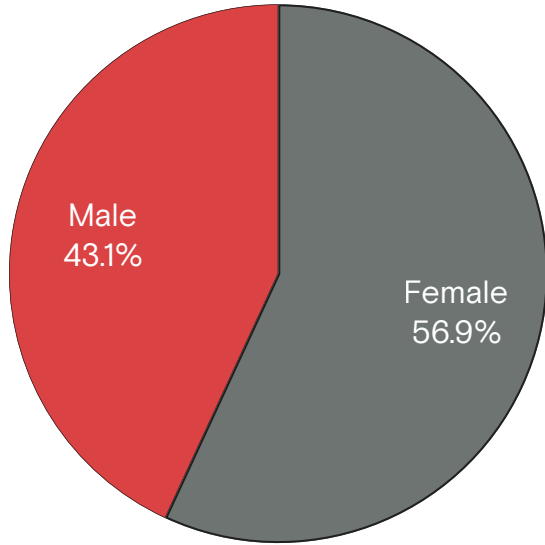
Representation at NIFF  
25 total  
28% female  
72% male



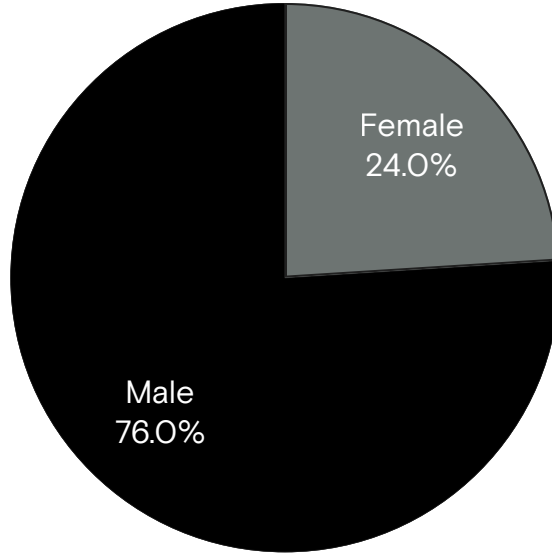
Representation in the study  
'The Celluloid Ceiling'  
250 total  
17% female  
83% male

Representation at NIFF  
64.7% higher than 250 top  
grossing Hollywood films 2016

# PRODUCERS



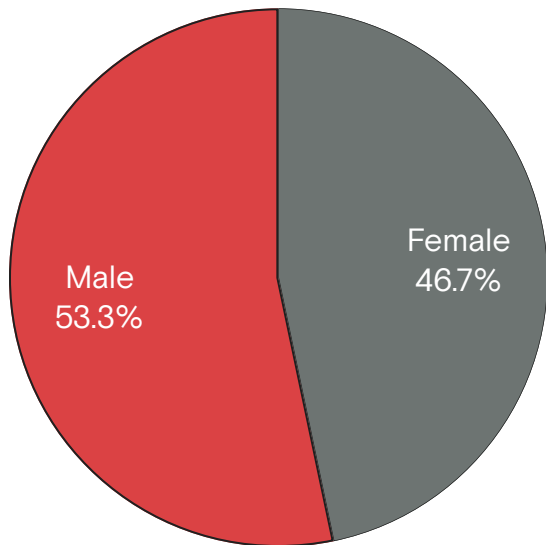
Representation at NIFF  
51 total  
56.9% female  
43.1% male



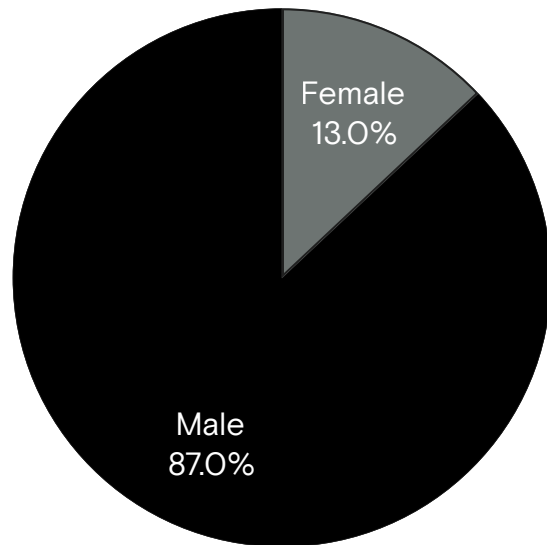
Representation in the study  
'The Celluloid Ceiling'  
250 total  
24% female  
76% male

Representation at NIFF  
137% higher than 250 top  
grossing Hollywood films 2016

# WRITERS



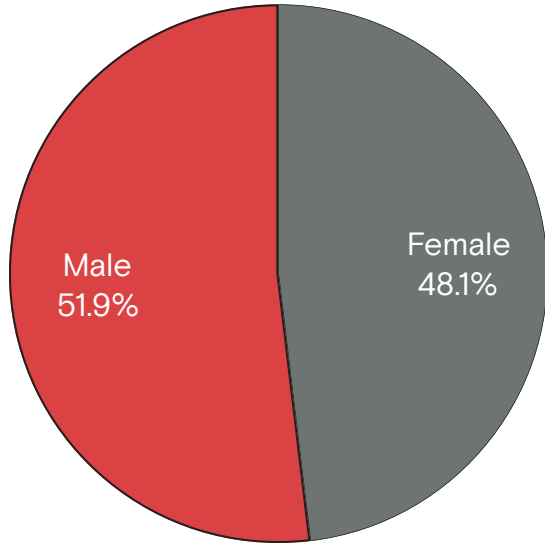
Representation at NIFF  
30 total  
46.7% female  
53.3% male



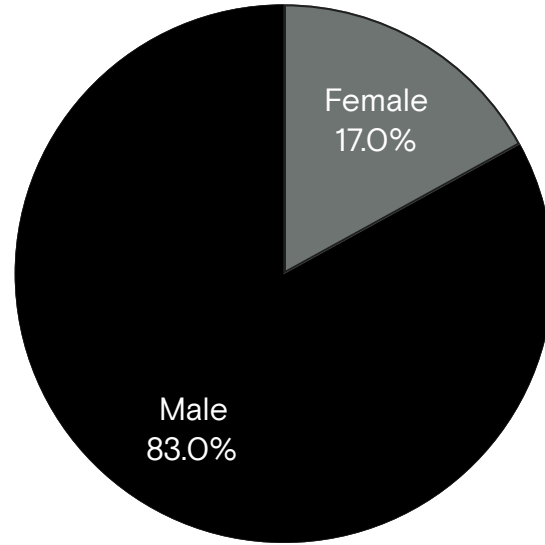
Representation in the study  
'The Celluloid Ceiling'  
250 total  
13% female  
87% male

Representation at NIFF  
259.2% higher than 250 top  
grossing Hollywood films 2016

# EDITORS



Representation at NIFF  
27 total  
48.1% female  
51.9% male

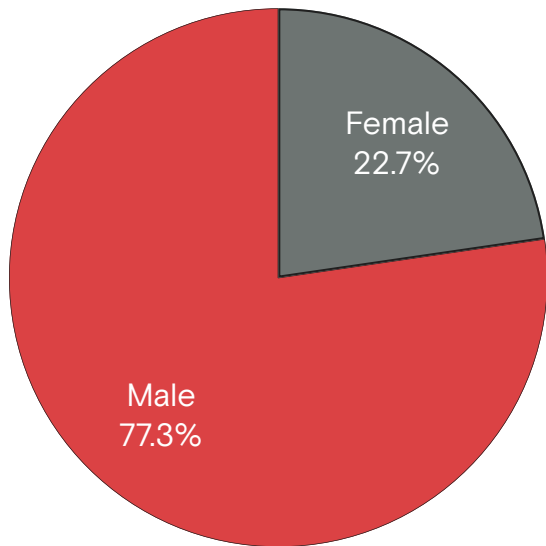


Representation in the study  
'The Celluloid Ceiling'  
250 total  
17% female  
83% male

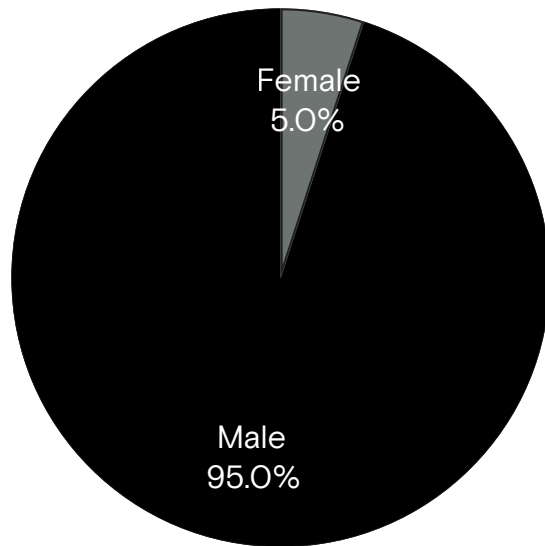
Representation at NIFF  
182.9% higher than 250 top  
grossing Hollywood films 2016



# CINEMATOGRAPHERS



Representation at NIFF  
22 total  
22.7% female  
77.3% male



Representation in the study  
'The Celluloid Ceiling'  
250 total  
5% female  
95% male

Representation at NIFF  
354% higher than 250 top grossing  
Hollywood films 2016

# SOURCES

[https://womenintvfilm.sdsu.edu/wp-content/uploads/2017/01/2016\\_Celluloid\\_Ceiling\\_Report.pdf](https://womenintvfilm.sdsu.edu/wp-content/uploads/2017/01/2016_Celluloid_Ceiling_Report.pdf)

Nordic International Film Festival Inc.