

amazon prime
presents

O WOMANIYA!

FILM
COMPANION
STUDIOS



Advocating for Equitable Representation of Women in the
Indian Entertainment Industry

O WOMANIYA! REPORT 2024

O Womaniya! is a first-of-its-kind initiative aimed at starting conversations and enabling change in how women are represented and perceived in the Indian entertainment business.

BECAUSE THE

BARE MINIMUM IS

NOT ENOUGH



O WOMANIYA! REPORT 2024



STARTED FROM THE BOTTOM NOW WE ... WHERE?

That is exactly what the O Womaniya! Report is about. It is a seminal report that employs various qualitative and quantitative methods to highlight the representation of women in the entertainment industry.

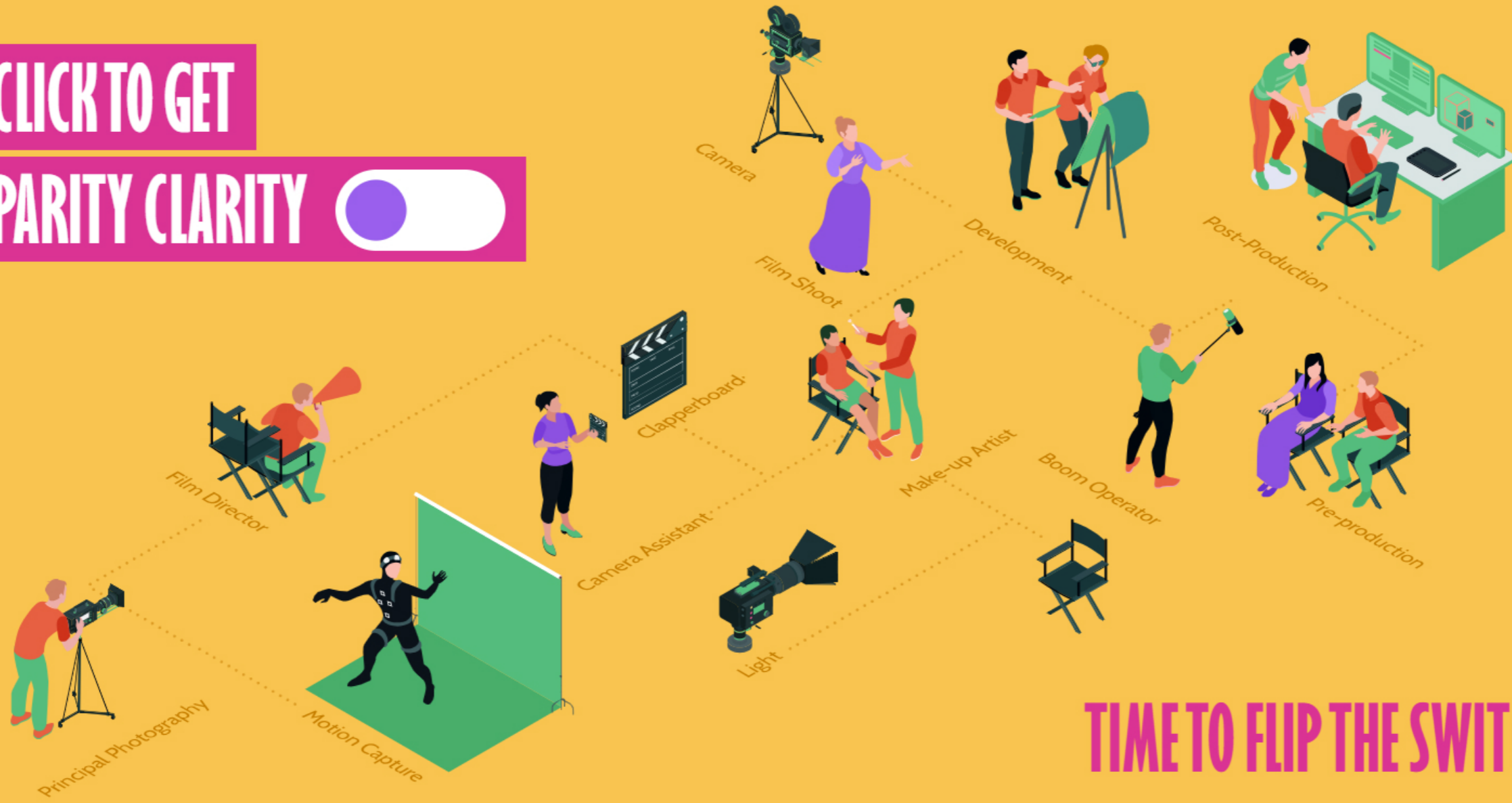
BECAUSE THE BAR IS

UNDERGROUND

O WOMANIYA! REPORT 2024

CLICK TO GET

PARITY CLARITY



TIME TO FLIP THE SWITCH

O WOMANIYA! REPORT 2024

With this report and the O Womaniya! Toolkit, we are creating not just conversations, but action, by taking matters in our own hands.

The hope is to have this action backed by peers from the industry which can transform it into a movement for change.

BECAUSE GIRL, DO WE NEED IT!

O WOMANIYA! REPORT 2024



MEET THE PARTNERS

The Amazon Prime logo, featuring the word "amazon" in blue with a curved arrow underneath, and the word "prime" in blue to its right.

Prime Video

Prime Video is a one-stop entertainment destination offering customers a vast collection of premium programming in one application available across several devices. On Prime Video, customers can find their favourite Indian and international original series, movies, TV shows, and more, across multiple languages. Prime Video is committed to promoting Diversity, Equity, and Inclusion (DEI) within its content and productions, as well as with its partners in the creative community. Through initiatives like O Womaniya! and Maitri:

The Film Companion Studios logo, with "FILM" in large bold letters, "COMPANION" in smaller bold letters below it, and "STUDIOS" in a black box at the bottom.

Film Companion Studios

Film Companion Studios takes ahead the legacy of Film Companion by venturing into long-form storytelling by producing credible documentaries on all things film and creating opportunities for others in the film Industry. With a focus on impact driven initiatives like O Womaniya!, FC Studios is set to bring change by curating initiatives that best aid, guide and enable the creative endeavours of new age filmmakers.

The Ormax Media logo, featuring a stylized red and white circular icon above the text "ORMAX MEDIA" in a black box.

Ormax Media

Ormax Media is a media research and consultancy firm that helps the Indian media & entertainment industry to use consumer insights and data analytics to create businesses, shows, films and campaigns that are both consumer-centric and profitable. Ormax Media analyses, records and tabulates women's representation in front of and behind the camera for the O Womaniya! Report, through their assessment metrics, with the hope that year-on-year the tangible numbers inform change that make the entertainment industry more

O WOMANIYA! REPORT 2024

UNDERSTANDING INDIAN ENTERTAINMENT AND ITS EQUATION WITH GENDER EQUALITY

In its fourth year, the O Womaniya! 2024 Report aims to analyse the year-on-year growth in the representation of women in the Indian entertainment industry - whether its on-screen or behind it - including the corporate decision-makers. This helps identify the gaps, challenges, and opportunities for creating a more gender-balanced and inclusive industry.

Additionally, this year taking a step further from retrospection, we have introduced the O Womaniya! Toolkit which is a more solution-driven approach for gender equality in the industry. With this toolkit, the hope is to identify the disparity at the development stage for properties and take the necessary steps to rectify the imbalance in representation.



CONTENT

Creative Talent | Bechdel Test
O Womaniya! Toolkit



MARKETING

Trailer Talk Time



CORPORATE

Corporate Talent | Company Policies

FOREWORD

**STUTI RAMACHANDRA**

Director & Head – Production,
International Originals, Prime Video, India

2024 will go down in history as the year that saw two female-led films walk away with all the glory at two of the biggest film festivals – Cannes and Sundance! Yet, the reality back home couldn't be more different. While there is visible shift in dynamics, an equitable representation for women in Indian media and entertainment remains a distant dream.

The new edition of the O Womaniya! Report further deep dives into female representation in Indian entertainment. It uncovers disparities and pinpoints opportunities for change. It also calls on industry stakeholders to amplify progress and drive transformation across the entertainment landscape.

Despite the growing presence of female-led narratives and the positive work of streaming services in championing stories led by women in front of and behind the camera, the gender divide persists in key creative roles. Women remain underrepresented as directors, screenwriters, and producers, limiting the richness of storytelling by narrowing balanced perspectives. Addressing this imbalance is not only about achieving gender parity but unlocking the full potential of Indian entertainment by creating stories that resonate universally, reflect diversity, and inspire change.

0!
2024

FILMS & SERIES ANALYSED

169 PROPERTIES

	HINDI	TAMIL	TELUGU	MALAYALAM	KANNADA	OTHERS MARATHI, PUNJABI, BENGALI & GUJARATI	
THEATRICAL FILMS	18	12	17	08	04	11	70
STREAMING FILMS	26	01	02	01	00	00	30
STREAMING SERIES	50	06	05	02	01	05	69
TOTAL PROPERTIES	94	19	24	11	05	16	169

THEATRICAL FILMS SELECTED BASED ON FOOTFALLS. STREAMING SERIES & FILMS SELECTED BASED ON ORMAX MEDIA'S VIEWERSHIP ESTIMATES. PROPERTIES RELEASED IN 2023.

THE POWERS THAT BE

CREW, COMPANY, AND CREATIVE TALENT

A whole lot of what happens in front of the camera is determined by the decisions made behind it.

When women are put in key decision-making roles, we observe a tangible shift towards more inclusive content, diverse storytelling, and an increasingly varied hiring policy. This much needed change will enable the generation to take command over the narrative, dismantle existing gender norms, and nudge the industry in the direction of equitable gender representation.

To measure the shift created by female representation in decision-making roles, we looked at the number of women in key Head of Department (HOD) positions across our selected 169 properties to understand the lay of the land in 2023.

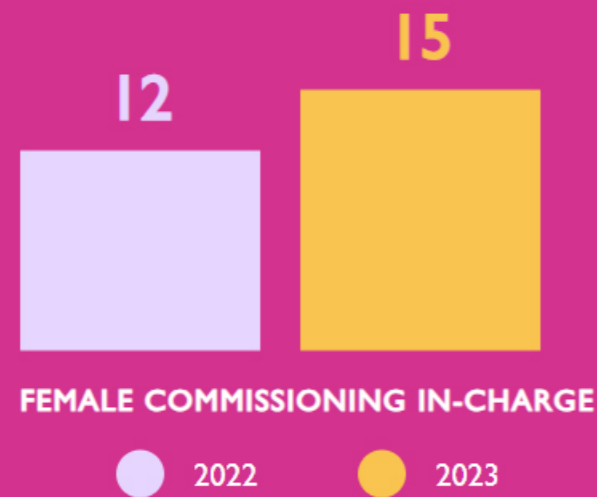
HOD positions analysed: Direction | Cinematography | Editing | Writing | Production Design

ARE WOMEN IN CHARGE?

FEMALE REPRESENTATION ACROSS HOD POSITIONS

Sadly, no.

A growth of 3 percentage points from last year to this year is not what we would call growth.



FEMALE COMMISSIONING IN-CHARGE

*All numbers are in percentage



GLASS HALF FULL...OR EMPTY?

FEMALE REPRESENTATION BY HOD POSITIONS

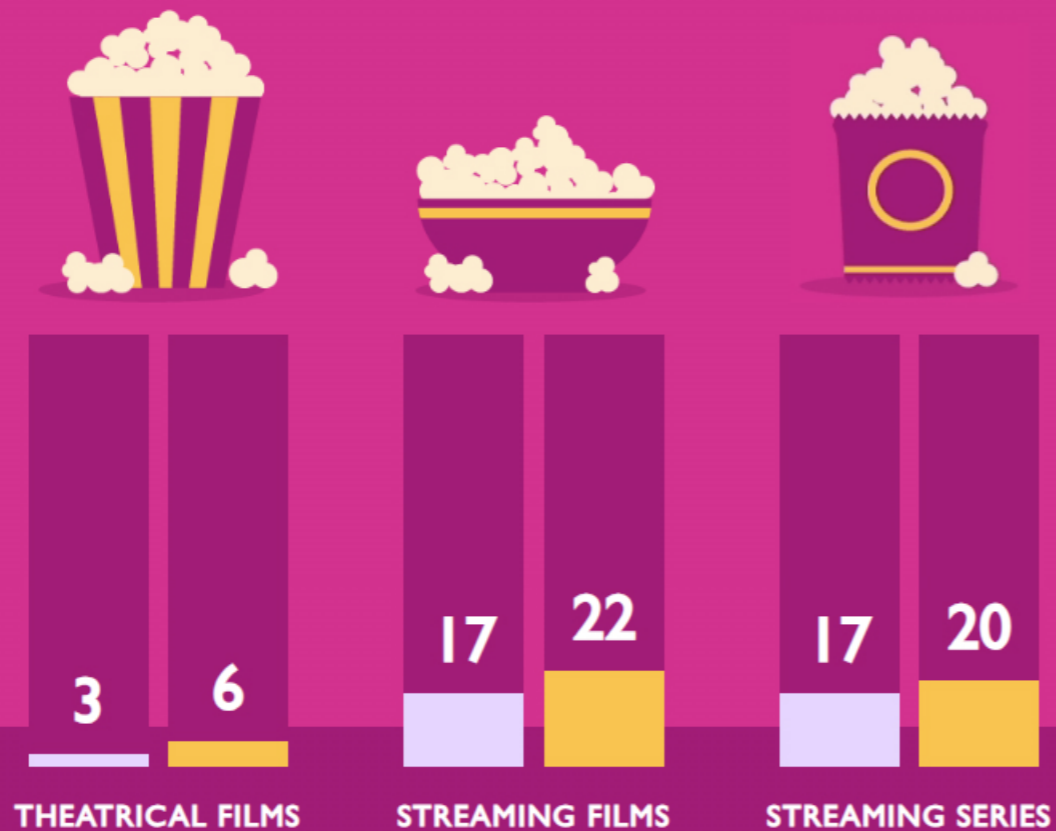


● 2022 ● 2023

*All numbers are in percentage

While production design, direction, writing, and cinematography see barely any growth in HOD representation, it is the editing department that tells a different story.

The significant increase is due to a surge of female writers and editors helping streaming content in 2023.



● 2022 ● 2023

*All numbers are in percentage

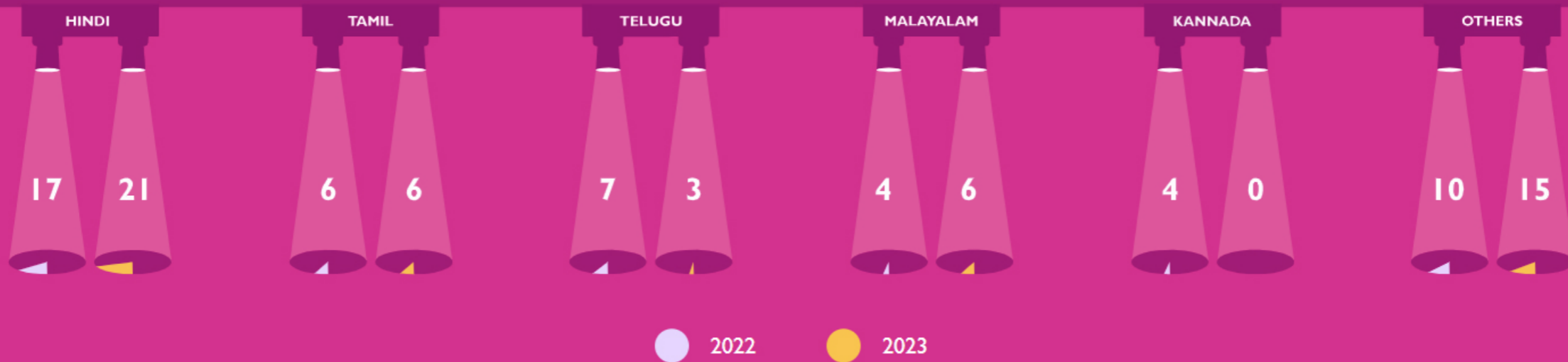
LOOK AT THE BRIGHT SIDE? FEMALE HOD REPRESENTATION BY FORMAT / DISTRIBUTION

We see an increase across formats, however marginal, so that's an improvement from 2022. However, the gap between theatrical and streaming properties continues to exist.

Streaming is leading the way with a 20-point percentage of female HOD representation while theatrical still needs to get with the programme.

IT'S GOING SOUTH

FEMALE HOD REPRESENTATION BY LANGUAGE



*All numbers are in percentage

The good news: Hindi and other language properties like Marathi, Gujarati, Punjabi, and Bengali have scored significantly better this year.

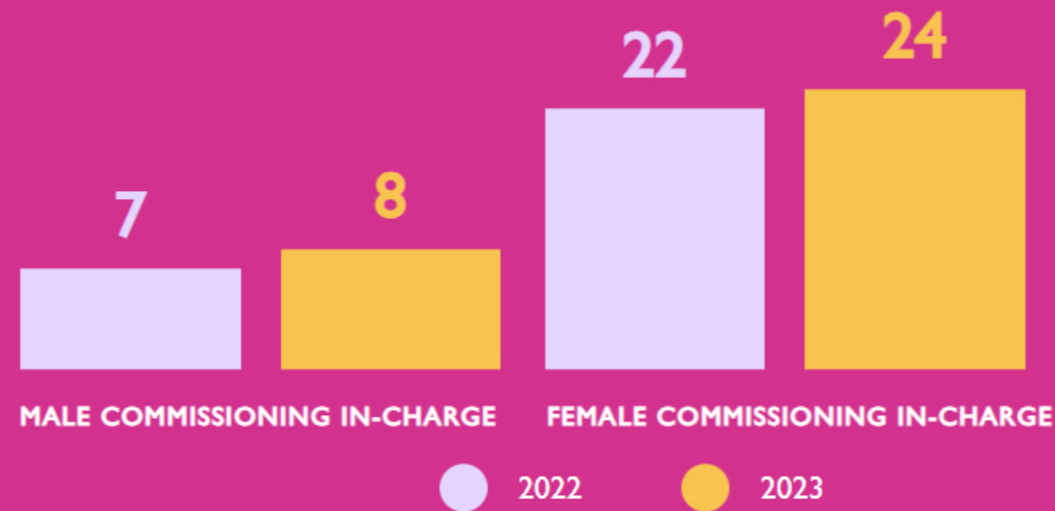
The bad news: Kannada and Telugu are faring worse than before. In a way this brings down the performance of the Southern language properties even as we see a slight uptick in Malayalam while Tamil numbers remain unchanged.

WOMEN. HIRING. WOMEN.

FEMALE HOD REPRESENTATION BY GENDER OF COMMISSIONING IN-CHARGE

While we observe a minor increase in both categories, the fact remains that there's no real improvement in hiring of female HODs by male commissioning in-charges.

However, one must note that while female HOD representation with male commissioning in-charge is still in single digits, those with women in charge are well in the 20s.

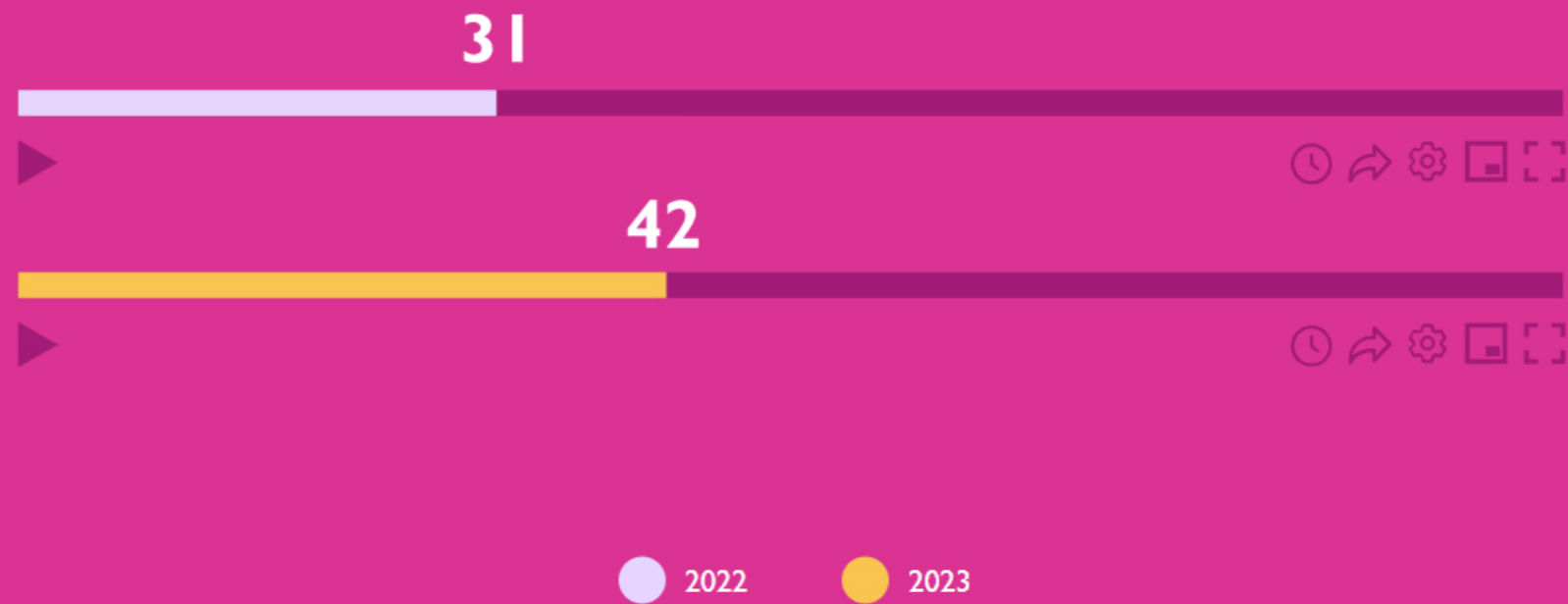


*All numbers are in percentage



HERE COMES CHANGE!

SHARE OF FEMALE COMMISSIONING IN-CHARGE

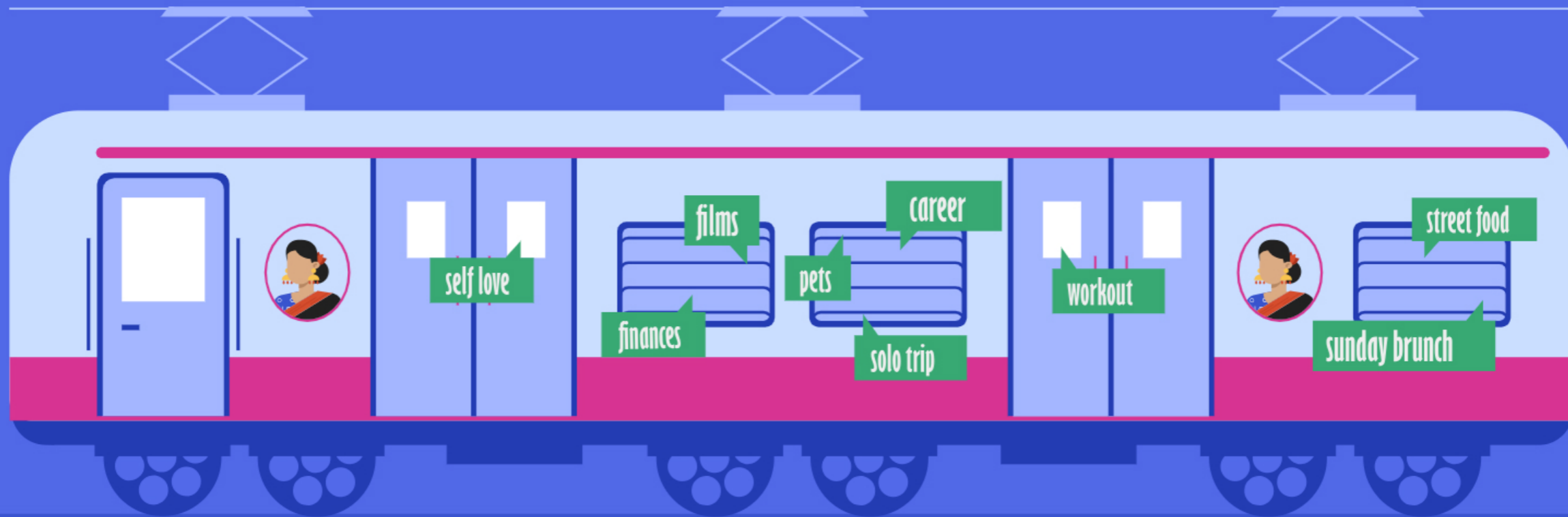


*All numbers are in percentage

A significant increase from last year in the share of female commissioning in-charge is heartening to witness. The 11 percentage point increase indicates our hope to see more women take on this role across platforms.

BECHDEL TEST

We evaluated all 169 properties on the Bechdel Test, which is an internationally accepted measure of female representation in cinema. To pass the test, a film must have at least one scene where two named female characters are talking to each other about something other than a man or men. Given their longer run time, the criterion for streaming series was modified to 'at least three scenes'.

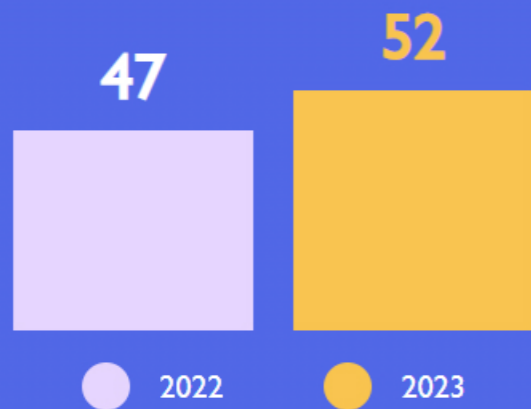


A RAY OF HOPE

BECHDEL TEST

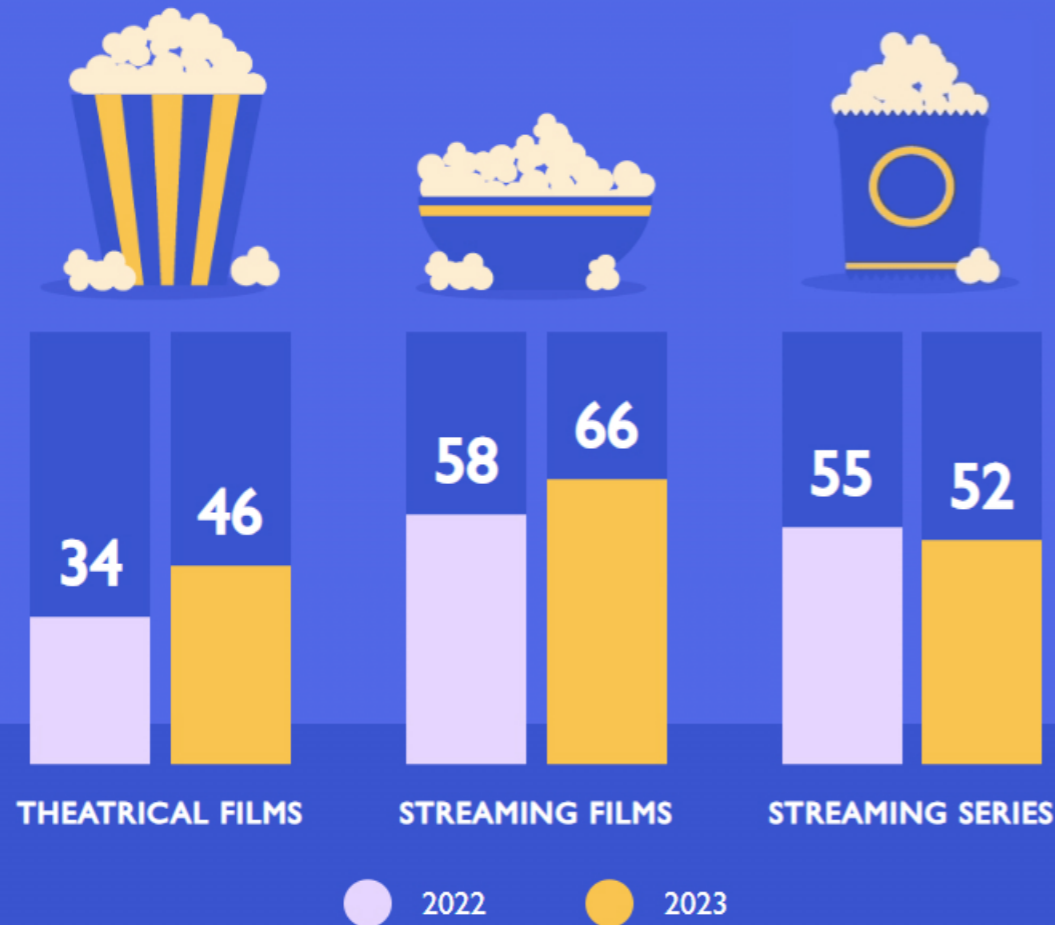
A full 5 percentage point increase on the Bechdel Test

means female characters this year have had more fulfilling arcs where their interest, opinions, and issues are part of the storyline, at least to an extent.



*All numbers are in percentage





*All numbers are in percentage

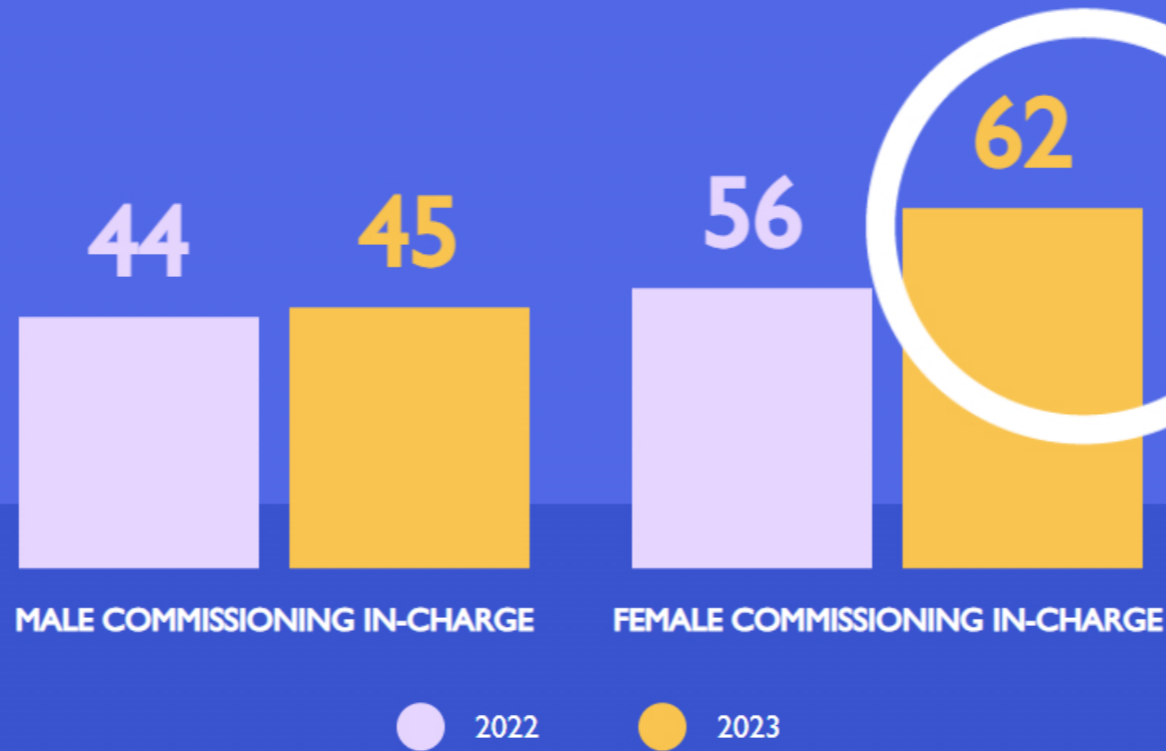
THERE IS MORE TO A CHARACTER THAN THE MEN IN HER LIFE

BECHDEL TEST BY FORMAT / DISTRIBUTION

The increase we see in the previous graph is largely owed to theatrical and streaming films where female characters seem to be faring better as compared to those in streaming series.

WOMEN TO THE RESCUE!

BECHDEL TEST BY GENDER OF COMMISSIONING IN-CHARGE



*All numbers are in percentage

Females in-charge of commissioning content have taken the lead while the male commissioning in-charge hardly sees a change. This makes it quite evident who is responsible for the improved Bechdel score this year.



NEW KID ON THE BLOCK

O WOMANIYA! TOOLKIT

As with everything, our understanding of gender representation in Indian entertainment has evolved in the last few decades. Today, a few scenes or dialogues do not constitute an equitable representation. We now look for a well-developed arc, a variety of emotions, and maybe even an actual conflict to address.

Instead of looking back at the properties once they have already been made, we created a toolkit that could help writers, creators, or even producers maintain gender diversity in their properties right from the get-go.

Through pointed questions, the O Womaniya! Toolkit helps identify gender representation in a property at the development stage. Because prevention is better than cure, isn't it?

Full disclosure, this is the first time we have created a test like this and applied it for O Womaniya! but someone had to do it.

To pass the O Womaniya! Toolkit, a property must reflect a positive response on all FOUR of the following questions.

The positive or correct answer for the first three questions is “YES”, while that for the fourth question is “NO”.

- Is there at least one named female character with at least one line of dialogue, who plays a role that's not romantically or familially connected to the male protagonist?
- Does at least one female character play an active role in taking economic, domestic and/or community decisions that are pivotal to the show's/film's story?
- Is there any point in the story where a female protagonist expresses a conflicting viewpoint to that of a male character, on an issue central to the plot?
- Does the show/film portray sexualization of women, and/or violence against women, as normal/acceptable?

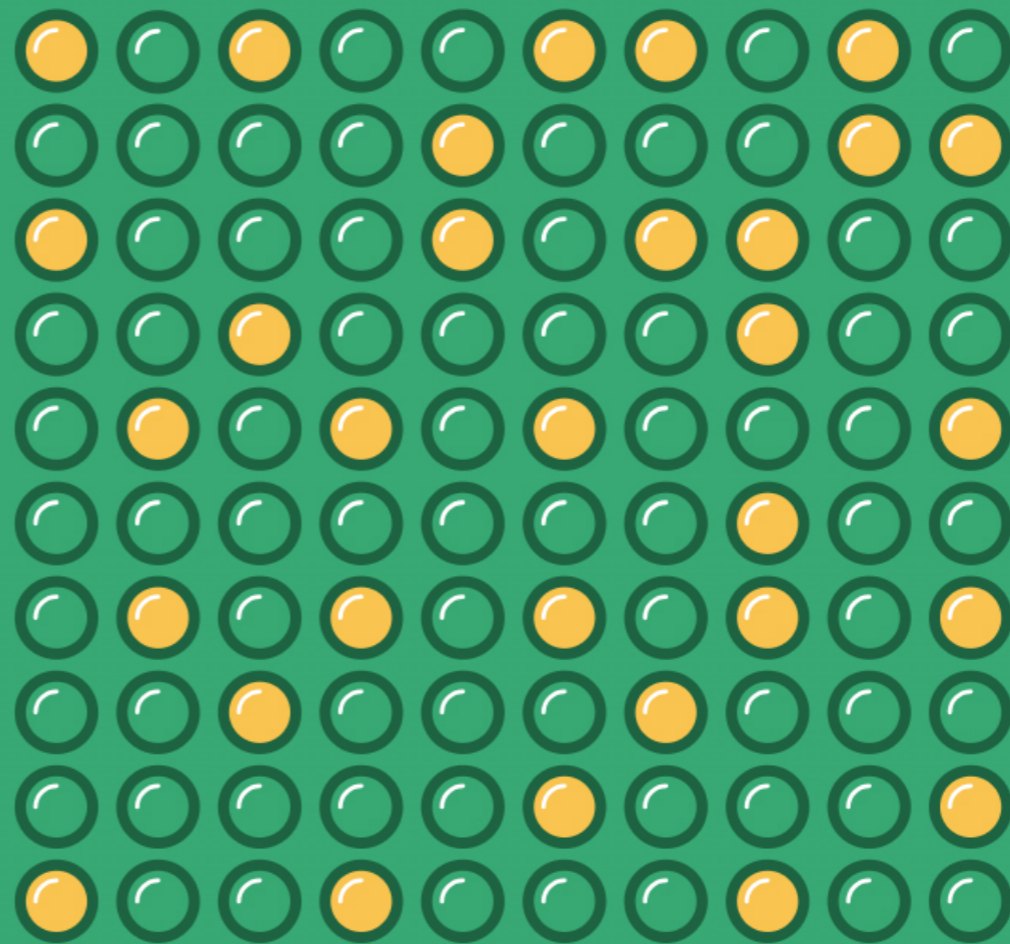


Here are the [guidelines](#) for the O Womaniya! Toolkit that can provide clarity on how to apply the questions.

NOT A PRETTY PICTURE

WE ANALYZED 169
PROPERTIES OUT OF
WHICH ONLY 52
PASSED THE
O WOMANIYA!
TOOLKIT.

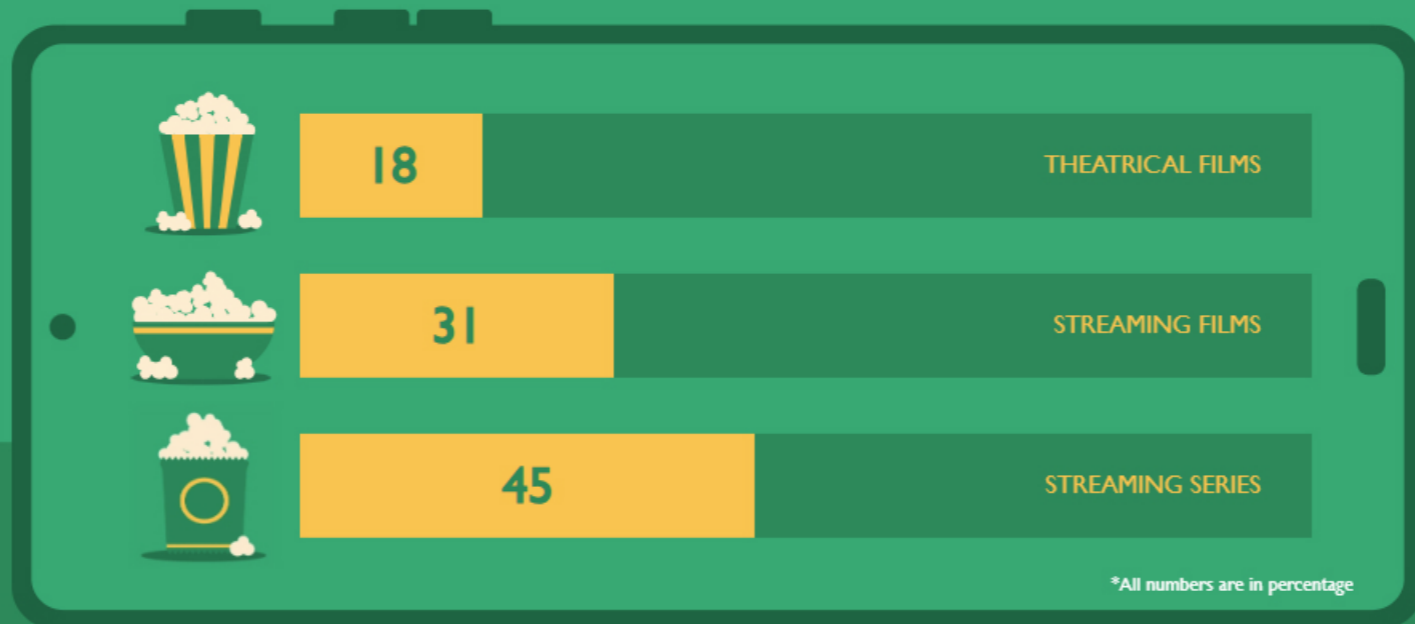
Less than **one out of three** properties
in 2023 passed the test.



OTT STEALS THE SHOW

O WOMANIYA! TOOLKIT BY FORMAT/ DISTRIBUTION

Streaming series lead the way with the highest number of properties that pass the Toolkit and as expected, theatrical films come in last.



THE BIG DIVIDE

O WOMANIYA! TOOLKIT BY LANGUAGE



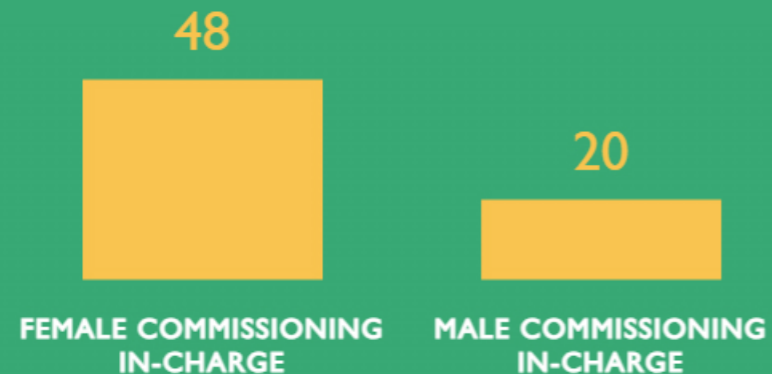
*All numbers are in percentage

As with the HOD department, Hindi and other non-South language properties have performed well on the O Womaniya! Toolkit. Southern languages, on the other hand, still have a long way to go.

TAKES ONE TO KNOW ONE

O WOMANIYA! TOOLKIT BY GENDER OF COMMISSIONING IN-CHARGE

As expected, female commissioning in-charges are more cognizant of the need for gender diversity and equal representation in content. The more than double difference between the female and male counterparts is a clear indication that men still don't take gender into account while commissioning content.



*All numbers are in percentage



THE TRAILER TALK TIME TEST

Along with a glimpse into the film or series to generate audience interest, trailers also give us an idea of how well women are represented in this important piece of promotional content. So, in order to gauge the inclusion and relevance of female characters in marketing a property, we perform the Trailer Talk Time Test.

The test is simple - From the main trailer of each property we identified and measured the length of the spoken parts by male and female characters. What we see is the result in percentage of talk time allotted to female characters (including transgender characters) in these trailers.

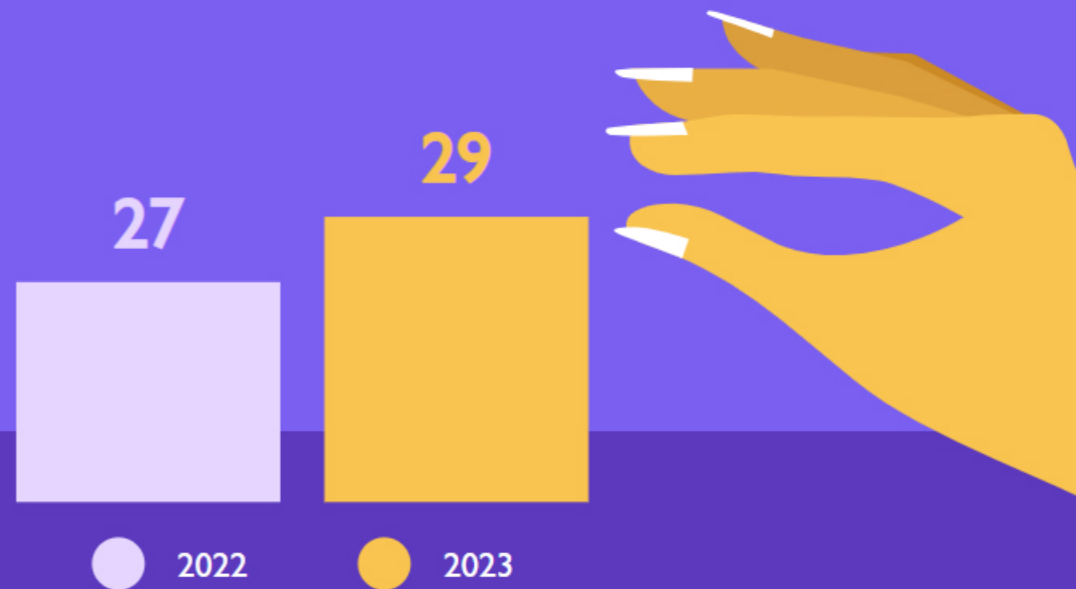


TWO LITTLE, TOO LATE

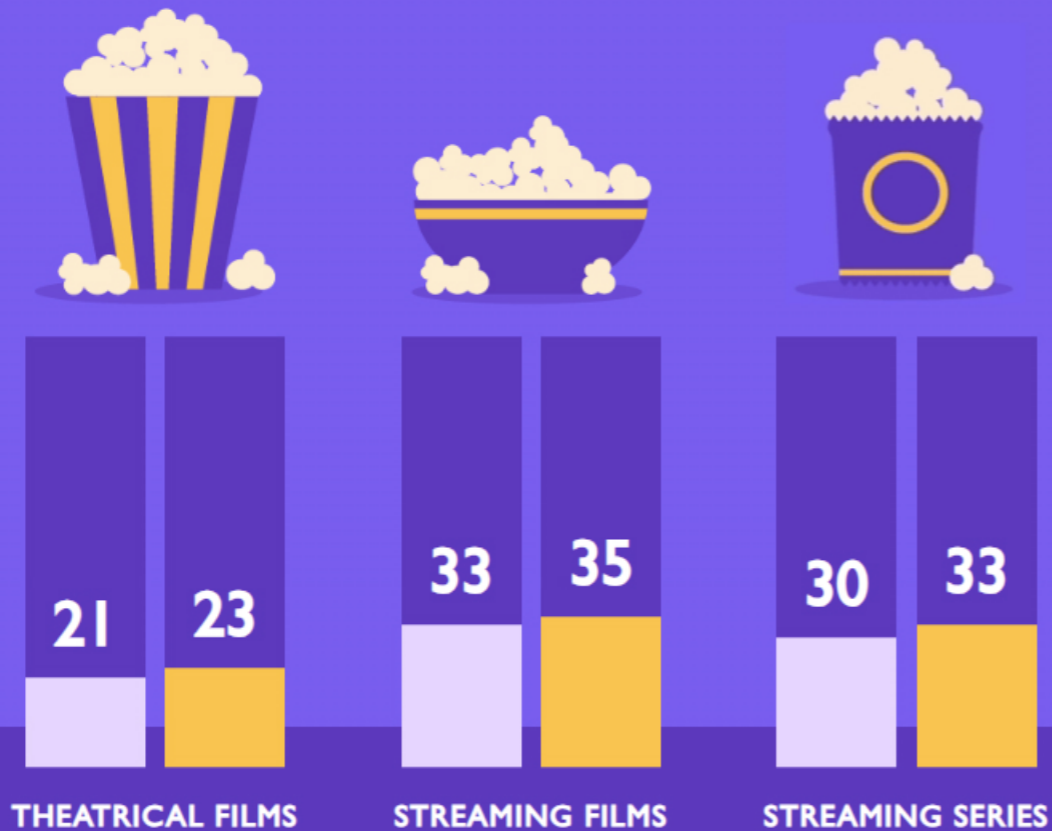
TRAILER TALK TIME

Women now have **29%** talk time in trailers across **169** properties

This is a meagre 2 percentage point increase from last year. And while an increase in talk time is a positive, the low share of voice is hardly good news.



*All numbers are in percentage



● 2022 ● 2023

*All numbers are in percentage

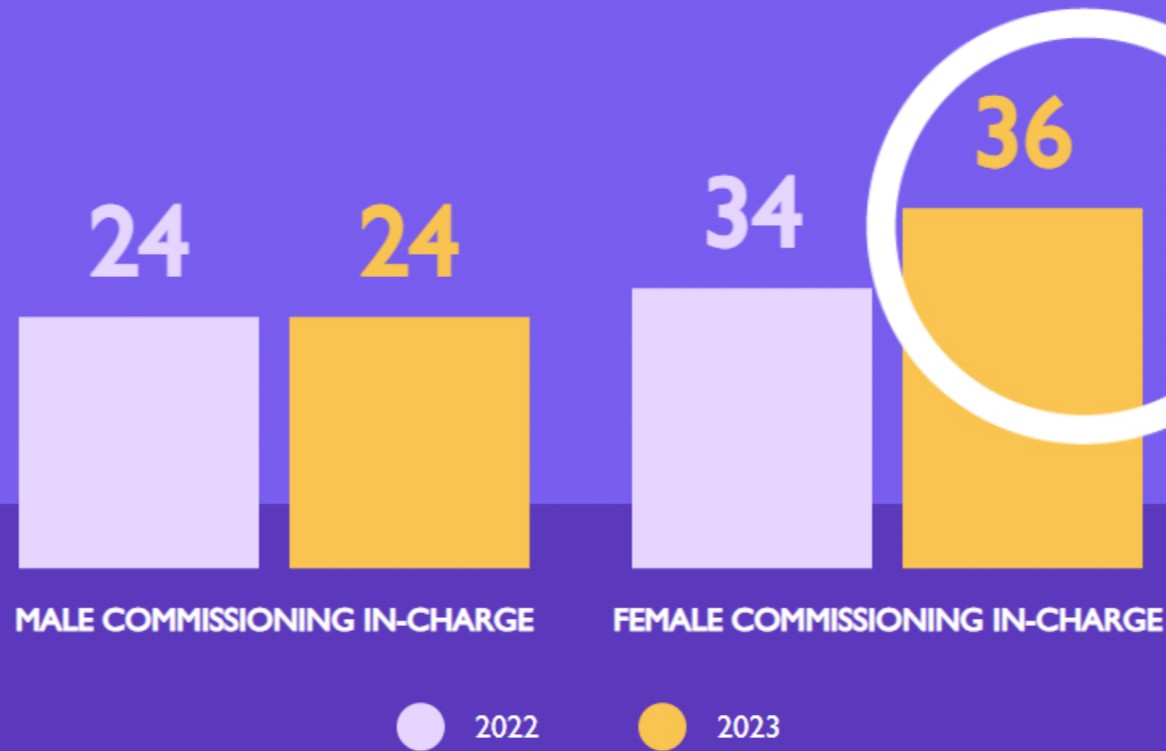
FOR GROWTH'S SAKE

TRAILER TALK TIME BY FORMAT / DISTRIBUTION

Each format has seen a nominal growth at best. Even in streaming trailers, which are performing better than theatrical trailers, just about 1/3rd of the total speaking time is allotted to female characters.

SPOT THE DIFFERENCE

TRAILER TALK TIME BY GENDER OF COMMISSIONING IN-CHARGE



*All numbers are in percentage

We see just a marginal growth in the past year in trailer talk time for properties commissioned by women. On the other hand, the growth rate of trailer talk time for properties commissioned by men sees no change at all.

HALL OF FAME

55%+ FEMALE TRAILER TALK TIME

Boo
Jhimma 2
Taali
Rainbow Rishta
Baipan Bhari Deva
Made In Heaven S2
Wedding.com
Lust Stories 2

Sweet Kaaram Coffee
Gaslight
Kumari Srimathi
Jhansi S2
Saas Bahu Aur Flamingo
Aarya S3
Sapta Sagaradaache
Ello Side-A

Baby
Chhatrawali
The Kerala Story
Masterpeace
Jaane Jaan
PI Meena
One Friday Night
Hi Nanna

WHO RUNS THE WORLD?

CORPORATE TALENT | CORPORATE POLICIES



WHO RUNS THE WORLD?

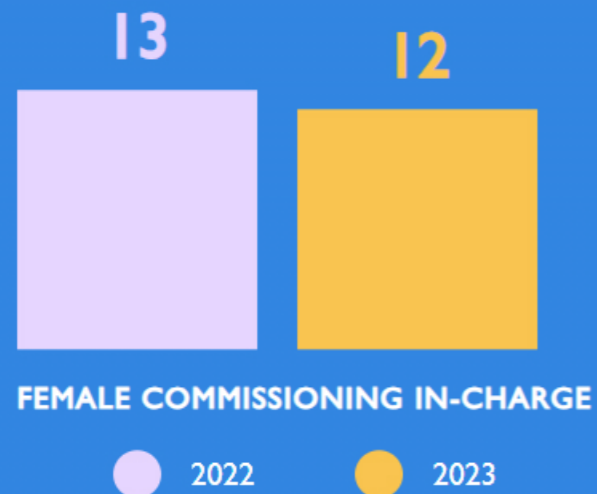
To understand how deep gender disparity runs in the Indian entertainment industry we analysed 144 Director and CXO positions across 25 top media and entertainment companies.

Representation at the top level is crucial to understand because of the systemic nature of gender equality in the industry. When the table is shared with underrepresented voices and communities, we see a shift in the content we consume, and values we applaud, as a society. This is also a good marker for the amount of opportunities the industry provides to those whose stories and voices need to be heard for change to take place. Because when real change begins at the top, the trickle-down effect will be much more evident and impactful.

THIS IS NOT A DRILL

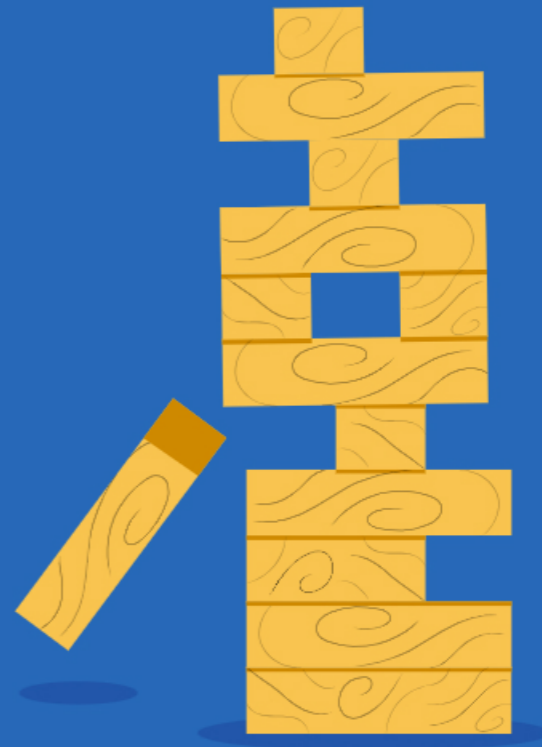
FEMALE REPRESENTATION IN SENIOR MANAGEMENT

Unfortunately, women representation in the higher corporate positions has reduced by 1 percentage point in the last year.



FEMALE COMMISSIONING IN-CHARGE

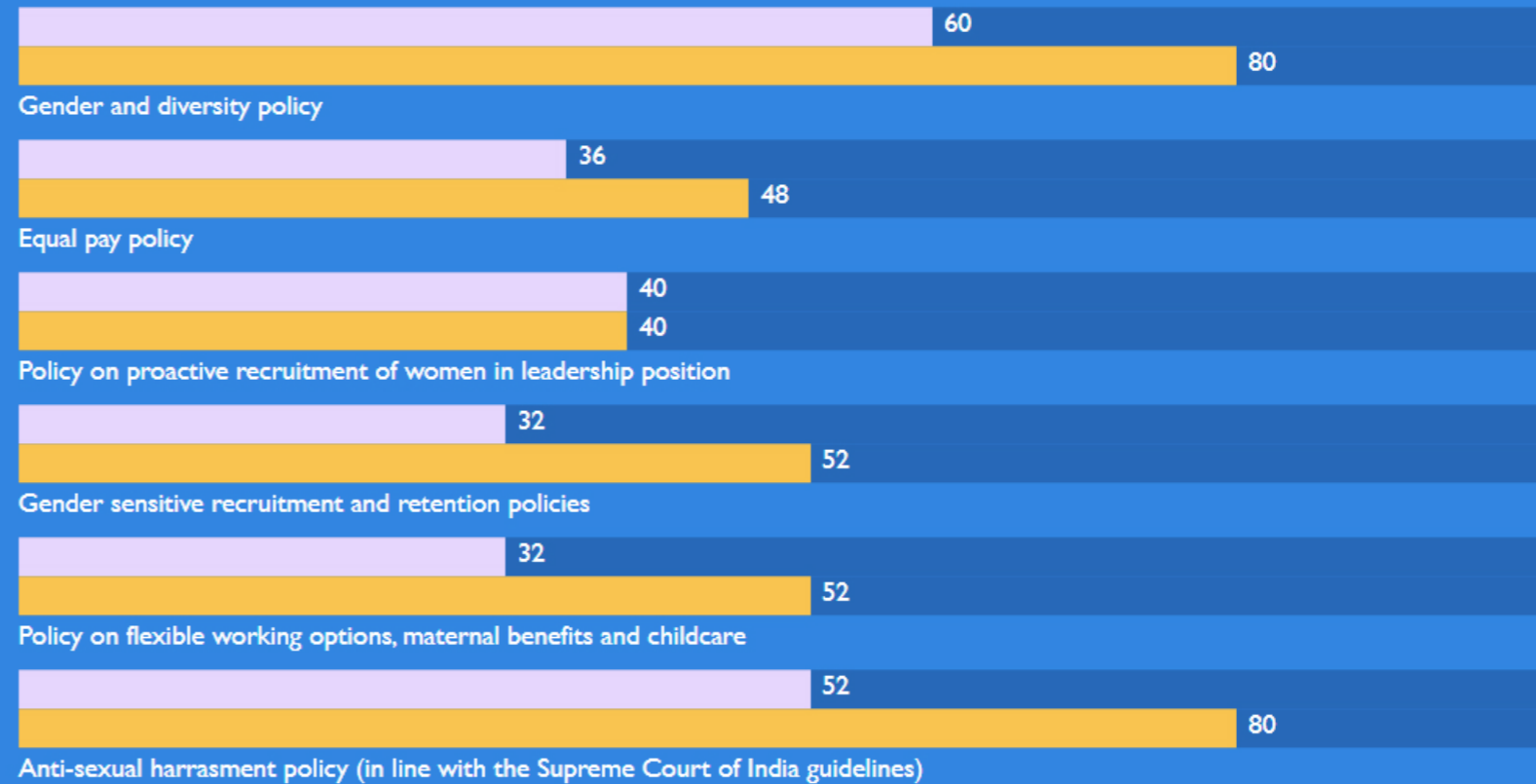
*All numbers are in percentage



NOW WE'RE TALKING!

ACCESS TO POLICIES IN PUBLIC DOMAIN (WEBSITE/ BLOGS/ ANNUAL REPORTS)

On a positive note, there has been significant improvement in establishing and enabling gender positive corporate policies in the last one year. We definitely like to see this!



● 2022 ● 2023

*All numbers are in percentage

amazon prime
O Womaniya! 2024 Roundtable | Prime Video, FC Studios, Orma...
Watch later Share

prime video
O WOMANIYA!
2024

FILM COMPANION
ORMAX MEDIA

Watch on YouTube

“IT IS THE UNCOMFORTABLE CONVERSATIONS THAT WILL BRING CHANGE”

O WOMANIYA! 2024 ROUNDTABLE

Now in its fourth year, O Womaniya! continues to spark critical conversations about gender disparities in the entertainment industry. Hosted by Anupama Chopra the roundtable brings Ananya Panday, Richa Chadha, Shakun Batra, Nikkhil Advani, Parvathy Thirovuthu, Ishita Moitra and Stuti Ramachandra to share their lived realities and the need to ask the uncomfortable questions. From addressing resistance to change to exploring ways to shift mindsets, the panel unpacks the challenges they face while holding onto the glimmer of hope for a more equitable future.

Towards a tangible change, we have launched the O Womaniya! Toolkit with key questions and parameters which will help content creators ensure more balanced female representation from the early stages of production.

A NOTE FROM OUR GENDER EXPERT



SUNITHA RANGASWAMI

Independent Consultant
Gender Equality and
Women's Economic Empowerment

A handwritten signature in black ink that reads "Sunitha Rangaswami".

Dear Reader,

Another year has rolled by since we last reviewed India's Media and Entertainment Industry's performance on gender equality. Sadly no surprises this year either, with women trailing behind men in pretty much all departments of filmmaking – be it in the boardroom, on screen or behind the scenes!! Media and entertainment (both theatrical and streaming) no doubt offers a ready escape to millions of viewers from the tedium of daily life. We also believe it has the potential to influence and shape trends on promoting gender equality, which is sadly underwhelming at present, as revealed in the report.

But we remain hopeful!! And in this endeavour, we introduce O Womaniya! Toolkit developed specifically to assess gender inclusivity and responsiveness of media and entertainment in India. The toolkit engages on the complex challenges related to the pursuit of achieving gender equality and is imbued with a 'Southern sensibility'. The toolkit, while building on the globally acclaimed 'Bechdel Test', adopts a more holistic and context specific approach to gauge gender responsiveness of the Indian entertainment industry.

The toolkit is by no means comprehensive or foolproof, despite our best efforts to keep it objective. We realise we cannot rule out bias and subjectivity, given gender is

END CREDITS

This report is the result of the tireless efforts of several teams — from conception to execution. We would like to acknowledge the contribution of each member of the OWomaniya! Project.

In time, we hope this study will help move the needle of representation in Indian cinema, creating meaningful protagonists and inclusive platforms for women long hidden in the shadows.

VIEW PREVIOUS REPORTS

[2021](#) | [2022](#) | [2023](#)

Copywriting and Design
Independent Creators Co.

Development
Ideamagix

PRIMEVIDEO INDIA

Ananta Das
Anshul Raj

FILM COMPANION STUDIOS

Anupama Chopra
Megha Mathur
Megha Srinivasan
Tanvi Ajinkya
Ayush Gupta

ORMAX MEDIA

Shailesh Kapoor
Keerat Grewal
Amit Bhatia
Abhinav Chandekar
Vikas Johri
Shreya Ramakrishnan
Aakriti Bhatia
Nabil Shaikh
Dilip Hadawale
Nirankar Kudalkar
Sidaq Batra
Riddhesh Sadariwala
Mahikaa Chhibber
Dvija Mandava
Rohan Babu
Swayam Kumar
Nandini Agrawal
Visakh Roji
Vidit Singh
Keerti Maheshwari
Tarukh Kaul
Pranav Saraswatula
Sakshi Saxena
Soumya Vats