

STATE OF THE INDUSTRY

Visualizing a New Landscape for Artists



UCLA



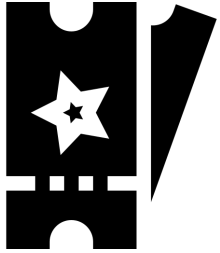
CONCEPT ART
ASSOCIATION



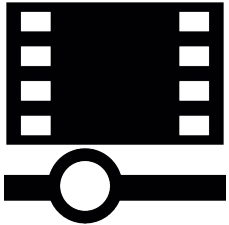
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Lindsay Roberts, MA; Alisha J. Hines, PhD; Yalda T. Uhls, MBA, PhD

THE AUDIENCE IS CHANGING



IN 2021, PEOPLE OF COLOR ACCOUNTED FOR THE MAJORITY OF OPENING WEEKEND DOMESTIC TICKET SALES FOR **6 OF THE TOP 10 FILMS** RELEASED IN THEATRES



MINORITY HOUSEHOLDS WERE **OVERREPRESENTED** AMONG THE HOUSEHOLDS STREAMING EACH OF THE **TOP 10 FILMS IN 2021** (RANKED BY TOTAL HOUSEHOLD RATINGS), UP FROM EIGHT FILMS IN 2020 AND SPECIFICALLY FOR STREAMING FILMS LIKE *LUCA*, *BLACK WIDOW*, *THE MITCHELLS VS THE MACHINES*.

AUTHENTIC AND INCLUSIVE REPRESENTATION MAKES MORE MONEY

FINDING #1

Large budget movies with higher AIR scores made more on opening weekend.

Replicating our 2020 study, for large budget movies, higher AIR scores predicted higher opening box office numbers.

For every 1 point increase in AIR, Box Office increased by **\$18.8M**. Thus, a large budget movie scoring poorly on AIR (1 star) could be leaving a potential earning of **\$75.2M** more at the box office if they were to have



THE AUDIENCE WANTS...



75.3%



Multicultural Content

Over three-quarters of international audiences want to see multicultural content.



60.4%



Diversity in production

Diversity behind the camera was important to 60.4% of respondents.



49.1%



Female Creatives

Having women behind the camera was important to 49.1% of respondents.

CAST DIVERSITY AND CREATOR DIVERSITY ARE TWO OF THE TOP DRIVERS FOR HOW AUDIENCES CHOOSE CONTENT.

PROJECT DESCRIPTION

Explored the race/ethnicity and gender identity of concept and visual development artists across animation movies and TV, live-action movies and TV and games between 2018-2022.



Data collected
by the **Concept
Art Association**

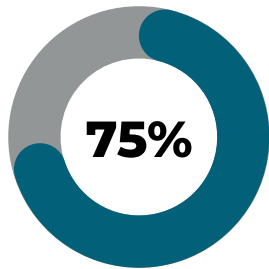


Examined
2274 artists

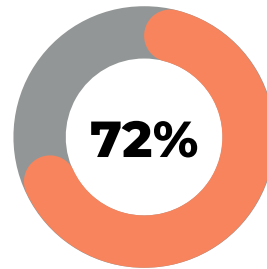
RACE AND GENDER DIVERSITY

RACE AND GENDER DIVERSITY

Overall, concept and visual development artists who worked on creative projects between 2018-2022 were mostly White and male.



WERE WHITE



WERE MALE

DIVERSITY ACROSS PRODUCTION TYPE



“Being a Black male working primarily in live action costume, my experience within the concept artist community has been a storied one mixed with feelings of personal triumph juxtaposed by creative dissonance. This is due to feeling isolated in the face of great successes. It is important for everyone to see themselves represented visually within their workspaces and I have strived to make that playing field more evenly distributed to inspire the next wave of up and coming artists.”

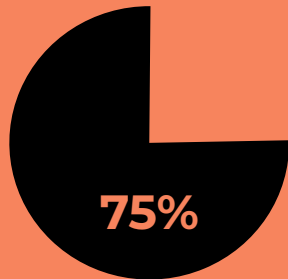
Phillip Boutté, 9B Collective

No matter the type of production, artists included in our sample were still mostly White and mostly male. For some production types, White artists and men were **vastly overrepresented.**

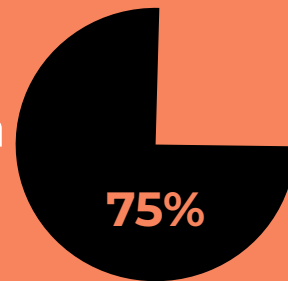
DIVERSITY ACROSS PRODUCTION TYPE

ACROSS PRODUCTION TYPES,

75% of artists were **White** on average.



75% of artists were **male** on average.



80%

Live action had a **higher than average** percentage of White artists.



86%

Gaming had a **higher than average** percentage of male artists.

CALL TO ACTION

CALL TO ACTION

Diversity among concept and visual artists does not seem to be increasing at pace with other entertainment industry roles. There have been slight improvements over time for gender representation in these industries, but not for race/ethnicity.

OVER TIME

THE **SLOW BUT POSITIVE PROGRESS** IN DIVERSITY AND INCLUSION ACROSS THE ENTERTAINMENT INDUSTRY IS LESS EVIDENT IN THE FIELD OF CONCEPT AND VISUAL ART.

OUR SAMPLE OF CONCEPT AND VISUAL DEVELOPMENT ARTISTS:

2018

9.8%
women



34.4%
women

2022

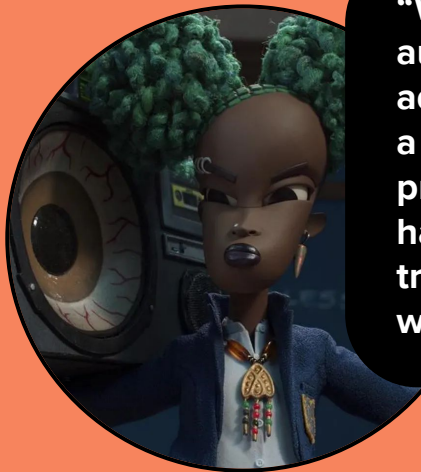
<1%



Transgender and gender non-conforming artists accounted for **less than 1%** of the sample during both 2018 and 2022.



OVER TIME



“When people create diverse and inclusive stories, they invite their audience to witness an ever expanding pantheon of heroes they can admire but also empathize with. By hiring multicultural talent, there is a chance to provide a sense of nuance and truth to those legends and project them from the screen and into people's hearts. I'm so glad to have been able to work on *Wendell & Wild*, and contribute my own truths and visions to such a colorful and haunting fairytale - a fairytale where queer and poc storylines take center stage.”

Kenny Leoncito, Illustrator on
Wendell & Wild

Despite the increase of representation for women, racial diversity actually decreased between 2018 and 2022. POC concept and visual development artists **decreased by about 6%** when examining our sample of artists from 2022.

27.5%

21.1%



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SCHOLARS &
STORYTELLERS

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QUESTIONS?

QUESTIONS?

QUESTIONS?

