



Focus Film

Gender Balance in the Film Industry

Seminar, Göteborg International Film Festival, January 29, 2014



Nordic Gender & Media Forum – A Nordicom project

The Nordic Gender & Media Forum is about creating a platform for discussion of gender equality in the media. The media can hinder or hasten progress towards gender equality. Worldwide, only 24 percent of news subjects are women. In Europe, only one in 10 box office films is directed by a woman, while in advertising and computer games there is an abundance of gender stereotypes.

The project can be seen as a regional follow-up to the 1995 Beijing Platform for Action, when all UN member states agreed on the need to increase participation of women in the media and to work against stereotypes. The Nordic Gender & Media Forum is collecting gender-based statistics on the Nordic media industry (film, journalism, advertising and computer games), and will present them for discussion at various seminars during the spring of 2014 and at a conference on good practice in Bergen on May 7. Examples of good practice from Nordic countries will also be brought together in a publication.

Target Groups: The Nordic Gender & Media Forum aims to bring together business, researchers, activists and stakeholders within the media sector in the Nordic countries and elsewhere.

The Forum is financed by the Nordic Council of Ministers and run by Nordicom at the University of Gothenburg.

Nordicom is a knowledge centre for media and communications research, a collaboration between the five countries of the Nordic region – Denmark, Finland, Iceland, Norway and Sweden. Nordicom operates under the auspices of the Nordic Council of Ministers.

Nordicom's work is focused on three areas:

- Media and communications research findings in the Nordic countries
- Trends and developments in the media sectors in the Nordic countries
- Research on children, youth and the media worldwide

www.nordicgenderandmediaforum.se
www.nordicom.gu.se

SEMINAR Jan 29 2014, 1 pm

Göteborg International Film Festival: Gender Balance in the Nordic Film Industry

In 1995, all UN countries agreed on the need to increase the participation of women in the media and work against stereotypes. In Europe, however, still only one in 10 box office films is directed by a woman. The Nordic countries appear to be doing better – or are they? This seminar presents statistics on gender equality in the Nordic film industry, compiled by Nordicom, with comment from the European Women's Audiovisual Network, researchers and industry. Participants: Ulrika Facht, media analyst, Nordicom, University of Gothenburg; Annika Hellström, Dorisfilm, Sweden; Francine Raveney, Director, European Women's Audiovisual Network (EWA) Network; Terese Martinsson, Bachelor student, Cultural Studies, University of Gothenburg; Maria Edström, Nordicom, University of Gothenburg.

Publicly available statistics on women in domestic films and film production in the Nordic countries

	Denmark	Finland	Iceland	Norway	Sweden
1. Employment in the AV-sector	...	x	x
2. Cinema attendance in the Nordic countries					
Cinema attendance per capita 2001–2011, total	x	x	x	x	x
Monthly cinema visits 1996-2012 by gender (%)	x	x
3. Female and male share (director, scriptwriter, producer) of feature films in Nordic countries					
Fiction films, more than one year – key positions	...	x incl documentaries 2010-2012	x director 1977-2012	x 2007-2012	2000-2005 (aggregated) 2006-2012 (aggregated)
4. Female and male share of domestic feature film premieres, all films					
Fiction films, 2012 – key positions, female share of total and of films supported by national film institutes	x	x
5. Female and male share of film productions supported by national film institutes					
Distribution of support – share of key positions	...	x 2011-2012	...	x 2008-2012	x 2008-2012, Total 2006-2012 (aggregated)
Distribution of support by film type (fiction/non-fiction/length)	x 2007-2012	x 2011-2012
6. Five most popular domestic cinema films in 2012 (based on cinema admissions)					
Overview: Most popular domestic cinema films 2012 – female director	x	x	x	x	x
7. Female and male share of leading roles and key positions in Nordic film 2012					
Fiction premiere films 2012 – leading roles, director, producer, scriptwriter	x	x	x	x	x

...Data missing, not found or not public.

Aggregated = Data refer to a period, not to a single year.

Jan 27, 2014

Information about the data

Gender equality means that women and men have equal opportunities to shape society and their own lives. To quote Statistics Sweden: “*Gender equality is one of the cornerstones of equality,*” where equality is a wider concept including ethnicity, religion and social class. In quantitative terms, gender equality implies an equal distribution of women and men. If a group or data consist of more than 60 per cent of one sex, that data is dominated by that sex. (Statistics Sweden, *Women and men in Sweden*).

Regarding data from national film institutes, it is important to note that each country is different, with each reporting institute having its own agreement with its film sector on what data are to be reported and with what aims. The country data are therefore often not directly comparable. Where one country presents a time series, another will only have data for a separate year, or one country mixes fiction film with documentary while another does not, and so forth.

Data on monthly visits to the cinema in Norway and Sweden are based on Media Barometer surveys in Norway and Sweden. The surveys are similar in that they are based on random samples of the population interviewed via telephone. The surveys both ask about daily use of different media, weekly use of some media, and also monthly and annual use.

Statistics Norway is the agency responsible for the Norwegian Media Barometer: www.ssb.no/en/kultur-og-fritid/statistikker/medie. In 2012, it conducted 1,996 interviews (response rate 59%). Nordicom (Sweden) conducts the Swedish Media Barometer: www.nordicom.gu.se. In 2012 4,745 interviews were conducted (response rate 65%). The number of interviews has increased within both surveys since 1995, when in Sweden 2,370 people were interviewed.

Information on employment comes from Statistics Sweden and Statistics Finland, the national statistical bureaus. The data are based on tax and business registers. For more on the employment statistics, see:

Finland: www.stat.fi/meta/til/tyokay_en.html

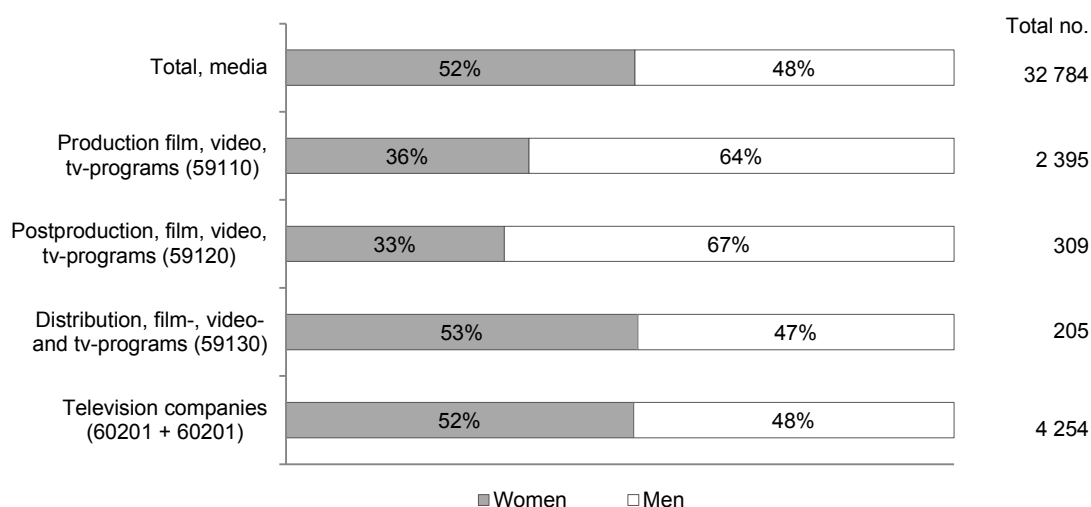
Sweden: [www.scb.se/en /Finding-statistics/Statistics-by-subject-area/Labour-market/Employment-and-working-hours/Labour-statistics-based-on-administrative-sources/](http://www.scb.se/en/Finding-statistics/Statistics-by-subject-area/Labour-market/Employment-and-working-hours/Labour-statistics-based-on-administrative-sources/)

Data on key positions are based on national film institutes’ own collections and compilations, but in the Nordic countries these data are compiled according to similar guidelines. The key positions in film production – director, producer and scriptwriter – are each counted as one per film. So if more than one man are the scriptwriters of a film, this is counted as one male, and similarly if the scriptwriters are women. If the scriptwriters are one man and one woman, this is counted as 0.5 male and 0.5 female. The total sum of all scriptwriters (male and female) is therefore the total number of films included in the study.

The work by Terese Martinsson on new films and lead roles in 2012 has been coded according to a system similar to those used by national film institutes or funds.

1. Employment in media – The audiovisual sector

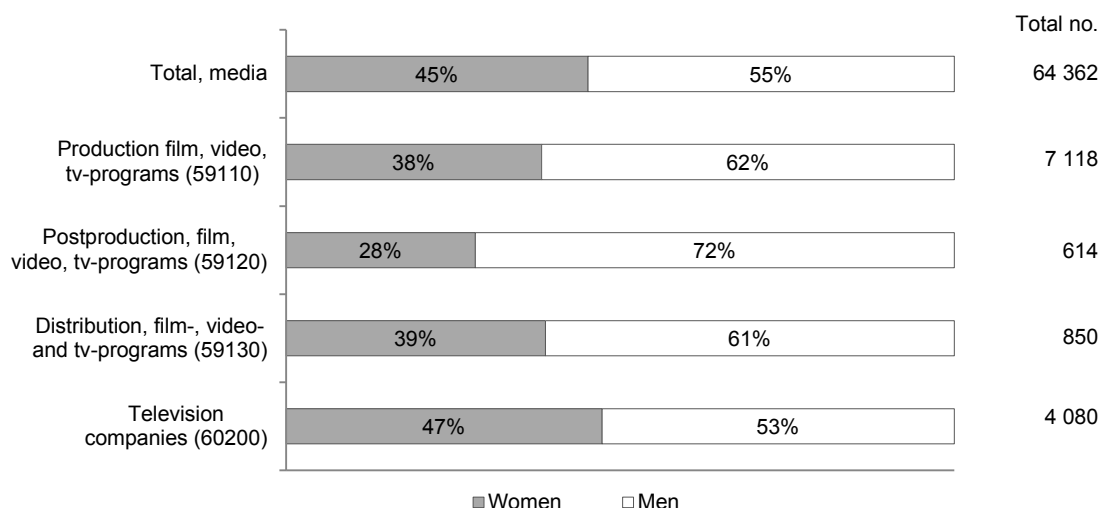
FINLAND 2011



Note: The five digit code refers to NACE (The Statistical Classification of Economic Activities in the European Community). NACE is a European industry standard classification system also used by the national statistical institutes in the EU. The first four digits of the code, which is the first four levels of the classification system, are the same in all European countries. The fifth digit might vary from country to country and further digits are sometimes placed by suppliers of databases.

Source: Statistics Finland (processed), employment statistics. Description of the statistics: www.stat.fi/meta/til/tyokay_en.html

SWEDEN 2011



Note: The five digit code refers to NACE (The Statistical Classification of Economic Activities in the European Community). NACE is a European industry standard classification system also used by the national statistical institutes in the EU. The first four digits of the code, which is the first four levels of the classification system, are the same in all European countries. The fifth digit might vary from country to country and further digits are sometimes placed by suppliers of databases.

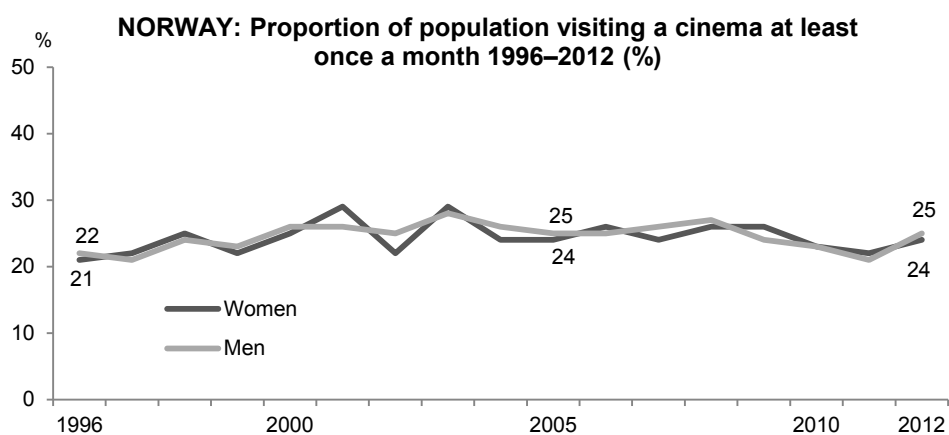
Source: Statistics Sweden (processed), employment statistics. Description of the statistics: www.scb.se/en/Finding-statistics/Statistics-by-subject-area/Labour-market/Employment-and-working-hours/Labour-statistics-based-on-administrative-sources/

2. Cinema attendance in the Nordic countries

Average number of visits per capita and year 2001–2011

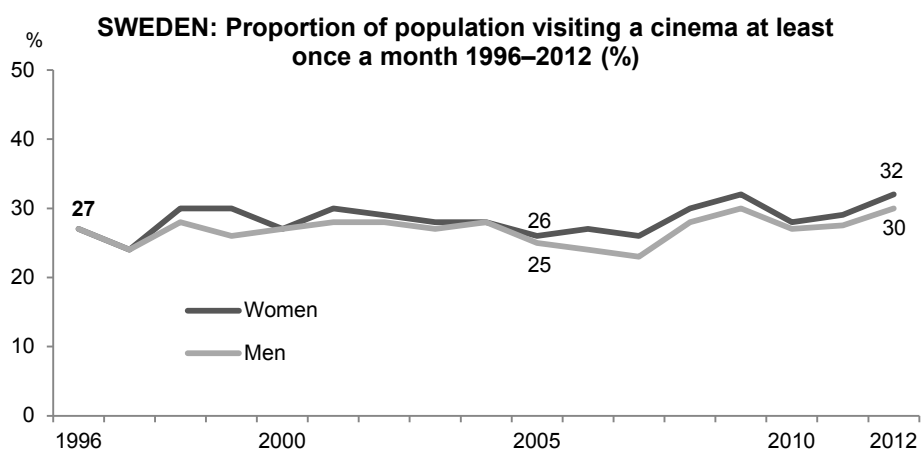
Year	Denmark	Finland	Iceland	Norway	Sweden
2001	2,2	1,3	5,3	2,8	2,0
2002	2,4	1,5	5,6	2,6	2,0
2003	2,3	1,5	5,0	2,9	2,0
2004	2,4	1,3	4,8	2,6	1,8
2005	2,2	1,2	4,6	2,4	1,6
2006	2,3	1,3	4,9	2,6	1,7
2007	2,2	1,2	4,7	2,3	1,6
2008	2,3	1,3	4,9	2,4	1,6
2009	2,4	1,2	5,2	2,6	1,9
2010	2,3	1,4	4,7	2,2	1,7
2011	2,2	1,3	4,7	2,3	1,7

Sources: Danish Film Institute (processed), Finnish Film Foundation, Statistics Iceland, FILM&KINO (Norway), Swedish Film Institute (processed), Nordicom.



Share of population 16–79 years.

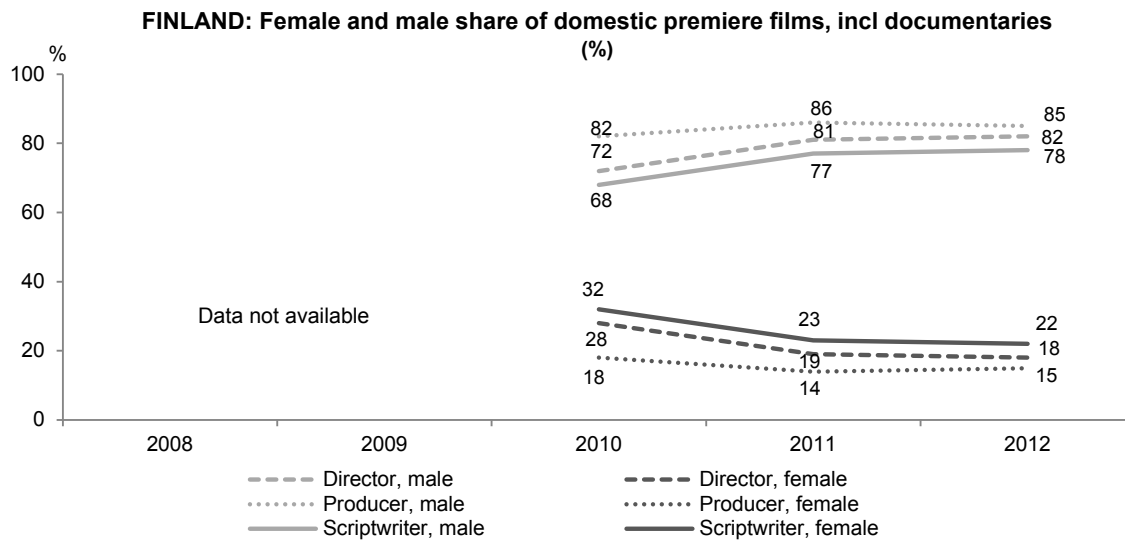
Sources: Statistics Norway's Media Barometer, medianorway.



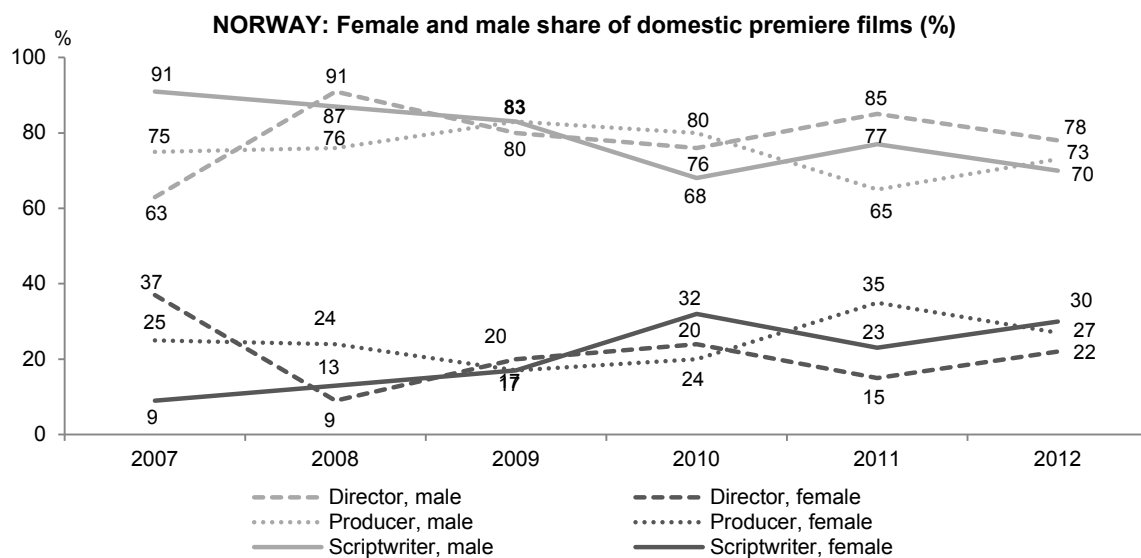
Share of population 9–79 years.

Source: Nordicom-Sweden's Media Barometer.

3. Female and male share (director, scriptwriter, producer) of feature films in Nordic countries

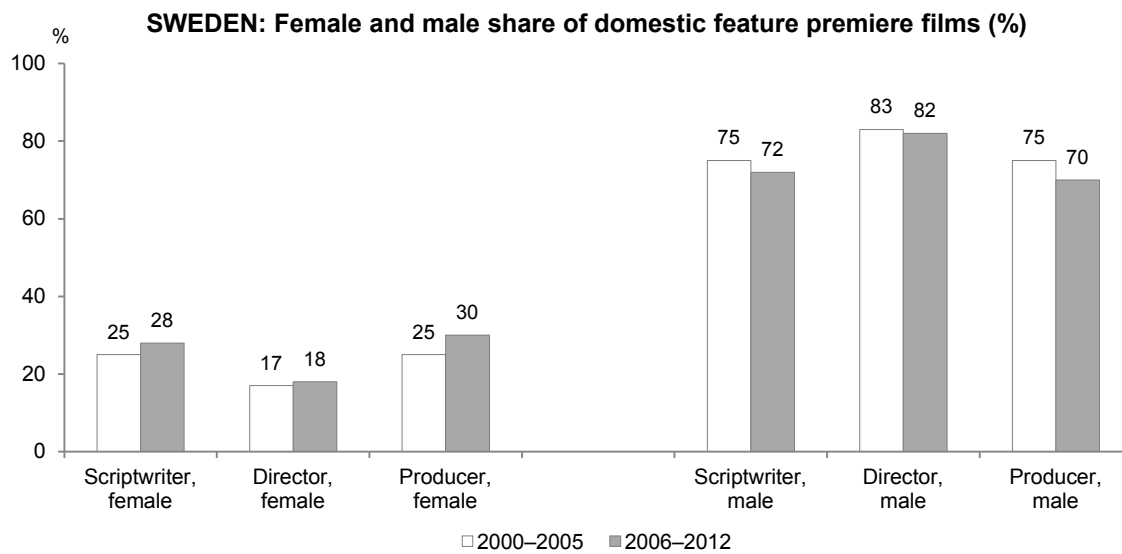


Source: Finnish Film Foundation, www.ses.fi.

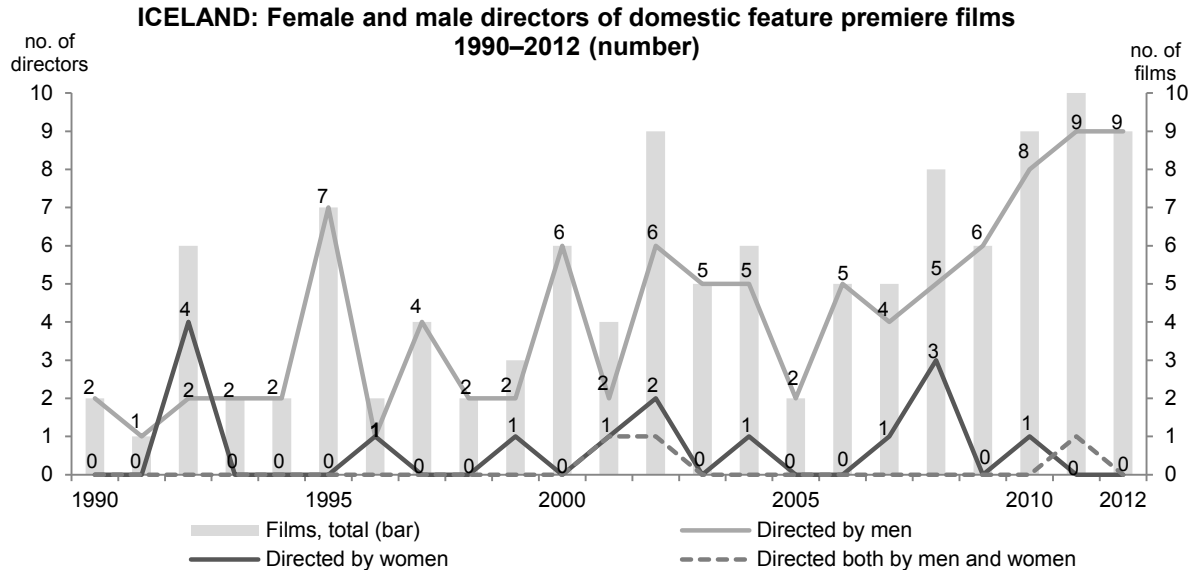


Source: Norwegian Film Institute, www.nfi.no.

3. Female and male share (director, scriptwriter, producer) of feature films in Nordic countries



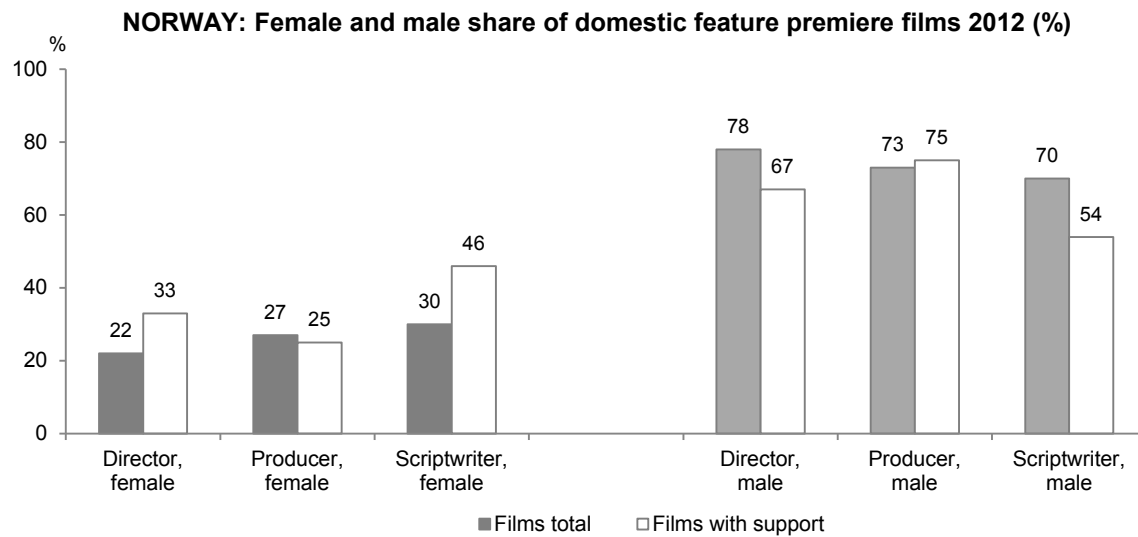
Source: Swedish Film Institute, www.sfi.se.



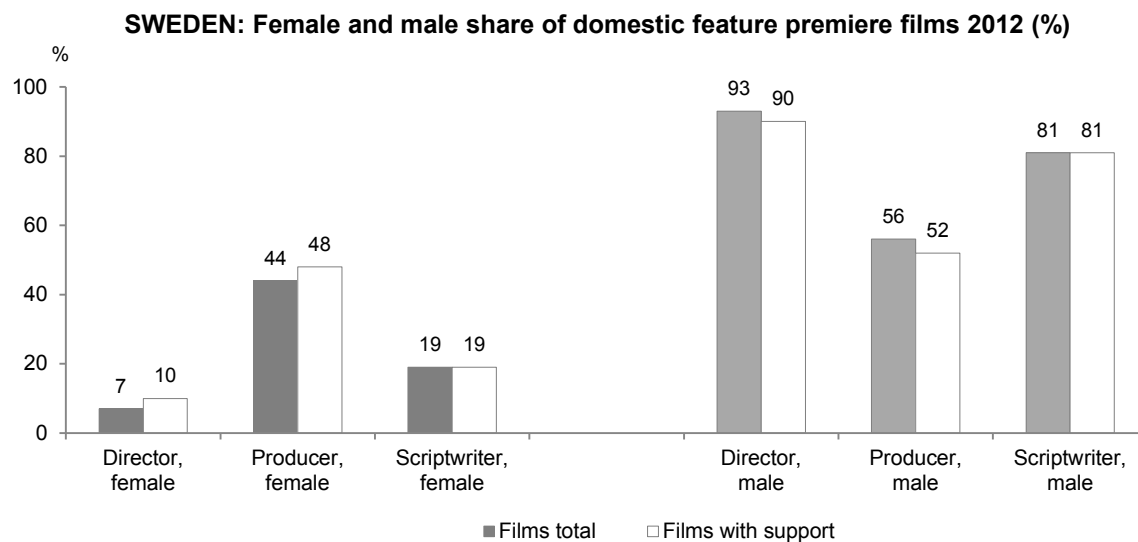
Note: Data refer to full length feature films.

Sources: Statistics Iceland (based on Icelandic Film Fund (Icelandic Films, www.iff.is, and Statistics Iceland), www.statice.is).

4. Female and male share of domestic feature film premieres

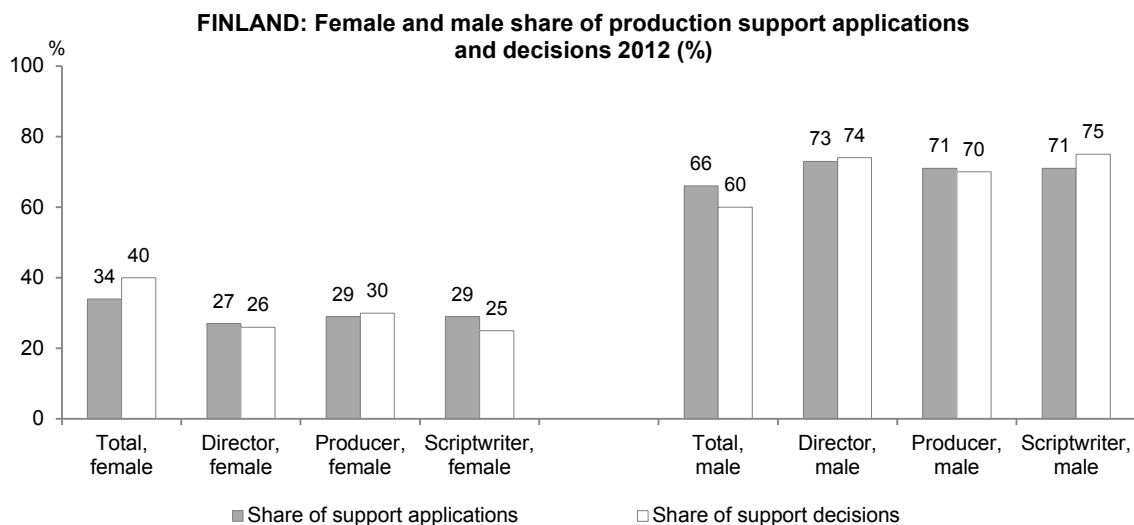


Source: Norwegian Film Institute www.nfi.no.

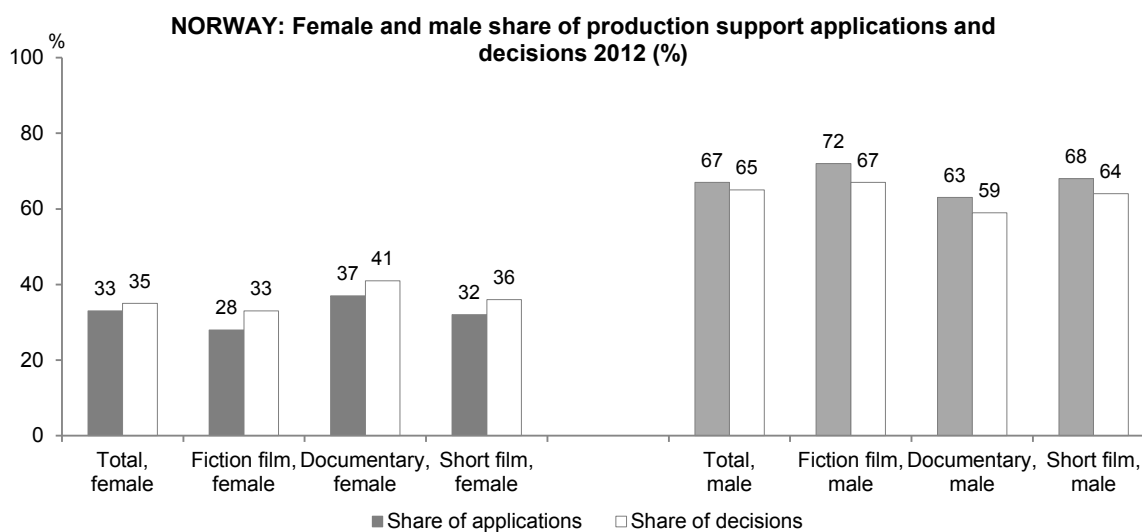


Source: Swedish Film Institute www.sfi.se

5. Female and male share of film production support

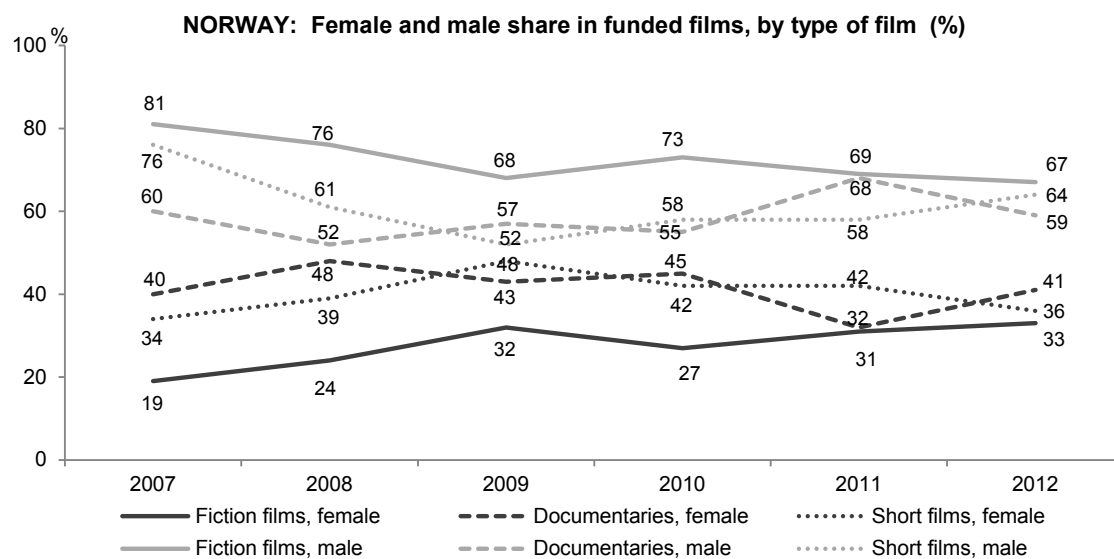


Source: Finnish Film Foundation, www.ses.fi.

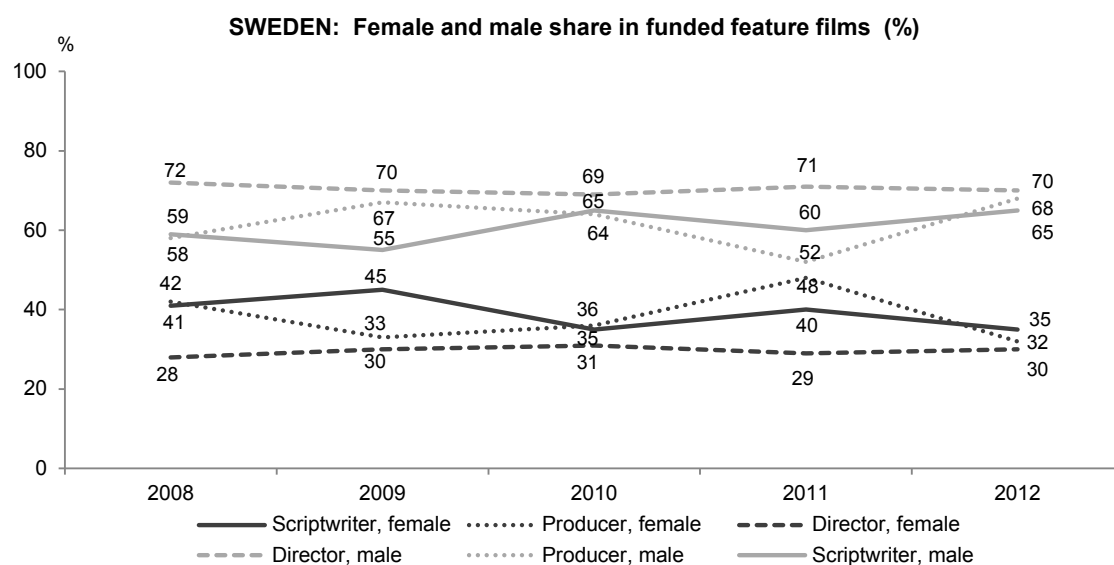


Source: Norwegian Film Institute www.nfi.no.

5. Female and male share of film production support



Source: Norwegian Film Institute www.nfi.no.



Source: Swedish Film Institute www.sfi.se

6. Five most popular domestic cinema films in 2012 (based on cinema admissions)

		Release date	Admissions	Director	Producer	Scriptwriter
DENMARK						
2	Hvidsten gruppen	01.03.12	753,994	F	M	M
3	Den skaldede frisør	06.09.12	630,654	F	M	M
5	En kongelig affære	29.03.12	514,305	M	F	M
6	Far til fire – til søs	04.10.12	402,589	M	M	M
10	Min søsters børn alene hjemme	02.02.12	303,757	M	M	M

FINLAND						
3	Risto räppääjä ja Viileä Venla	10.2.12	309,388	F	M	F
7	Tie Pohjoiseen	24.8.12	264,830	M	M	M
8	Puhdistus	7.9.12	208,084	M	M	M*
12	Iron sky	6.4.12	181,327	M	M	M*
13	Varasto	30.12.11	180,349	M	M	M

NORWAY						
1	Kon-Tiki	24.08.12	881,944	M	M	M
5	Reisen til julestjernen	09.11.12	443,600	M	M	F
17	Tina & Bettina - The Movie	07.09.12	188,407	M	M	M
>30	Kompani Orheim	02.03.12	78,028	M	M	M
>30	Varg Veum -Kalde hjerter	30.03.12	68,581	M	FM	M

The 30th most visited film had 104 800 admissions.

SWEDEN						
6	Hamilton - I nationens intresse	13.01.12	512,661	F	M	M
11	En gång i Phuket	03.02.12	395,264	M	F	M
15	Snabba cash II	17.08.12	323,475	M	M	FM
19	Cockpit	13.07.12	272,632	M	F	FM
21	Sune i Grekland - all inclusive	25.12.12	266,907	M	M	M

TOTAL % F/M 20/80 20/80 20/80

* Male scriptwriter, based on a novel/original story by a woman.

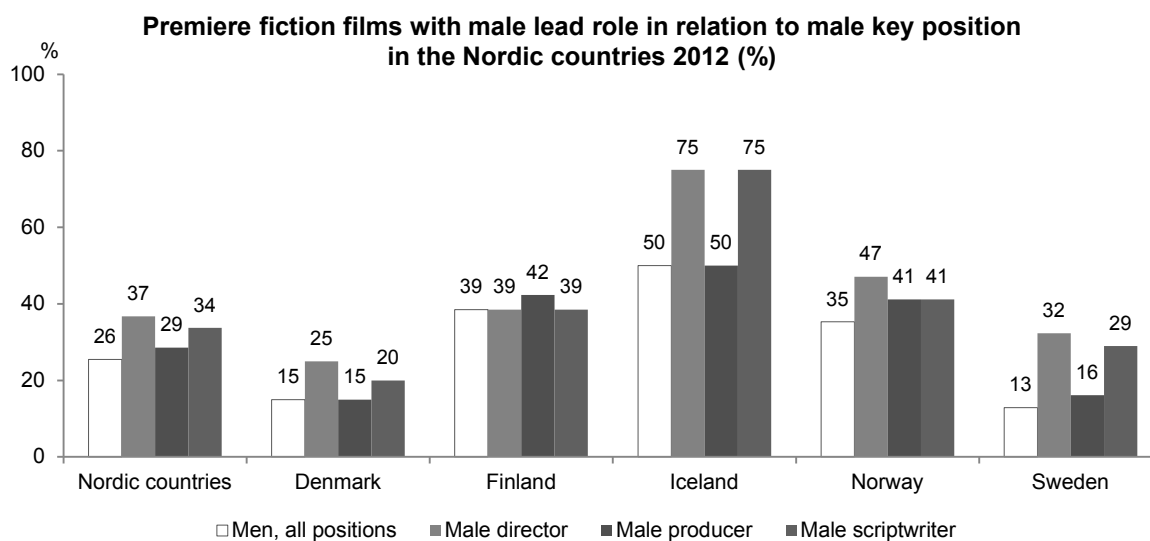
F = Female FM = Female and male

Sources: Danish Film Institute, Finnish Film Foundation, Norwegian Film Institute, Swedish Film Institute, Imdb.com. Data missing for Iceland.

7. Female and male share of lead roles and key positions in premiere fiction films in the Nordic countries in 2012

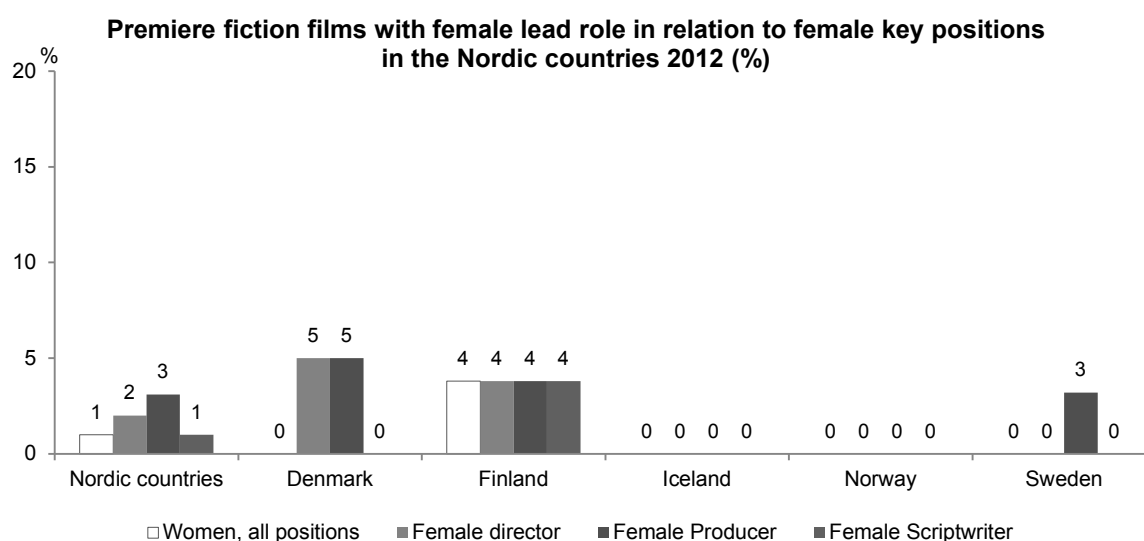
	Country					Total, Nordic countries
	Denmark	Finland	Iceland	Norway	Sweden	
<i>Lead roles (%)</i>						
Female	43	35	13	26	40	36
Male	58	65	88	74	60	64
Total	100	100	100	100	100	100
<i>Director (%)</i>						
Female	25	15	25	18	6	15
Male	75	85	75	82	94	85
Total	100	100	100	100	100	100
<i>Producer (%)</i>						
Female	38	13	19	21	48	31
Male	62	87	81	79	52	69
Total	100	100	100	100	100	100
<i>Scriptwriter (%)</i>						
Female	18	21	13	26	18	20
Male	82	79	88	74	82	80
Total	100	100	100	100	100	100
Number of films	20	26	4	17	31	98

Source: Martinsson, Terese, 2014 (forthcoming).



Based on number of films: The Nordic countries 98, Denmark 20, Finland 26, Iceland 4, Norway 17, Sweden 31.

Source: Martinsson, Terese, 2014 (forthcoming).



Based on number of films: The Nordic countries 98, Denmark 20, Finland 26, Iceland 4, Norway 17, Sweden 31.

Source: Martinsson, Terese, 2014 (forthcoming).

Join the discussion

– Nordic Gender & Media Forum

The media can hinder or hasten the development towards gender equality. Worldwide, only 24 percent of the news subjects are women. In Europe, only one in every ten box office films is directed by a woman, in advertisement and computer games there is an abundance of gender stereotypes. Is there a Nordic way to deal with these issues? Where are the good strategies and the best practices to be found? These are some issues that will be discussed during a number of seminars and a conference during 2014. Welcome to join the discussion, across genres and countries!

Nordic Gender & Media Forum is financed by the Nordic Council of Ministers and run by Nordicom, a knowledge centre for the area of media and communication research at the University of Gothenburg. The project will result in an anthology including gender based statistics for the Nordic media industry (film, journalism, advertisement and computer games).

Events/Calendar:

- January 29, 2014: Film seminar at Göteborg International Film Festival, Sweden.
- March 6, 2014: Journalism seminar at MEG, Media Days Gothenburg, Sweden.
- April 2, 2014: Computer games seminar, Hanaholmen, Finland
- April 24, 2014: Advertising seminar with Kvinno, Copenhagen, Denmark.
- May 7, 2014: The Conference Nordic Gender & Media Forum, held as a preconference to the Nordic Media Festival in Bergen, Norway. In collaboration with NIKK, Nordic Information on Gender.
- December, 2014: Book launch in Vilnius, Lithuania in collaboration with EIGE and the Nordic Council of Minister's office in Lithuania.

Target groups

Nordic Gender & Media Forum is aiming to gather business, researcher, activists and stakeholders within the media sector in the Nordic countries and elsewhere.

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Nordic Gender & Media Forum



NORDICOM

Nordic Information Centre for Media and Communication Research