

Netflix Diversity and Inclusion



Hannah Gates

"Inclusion on-screen starts with inclusion in the office"

Since 2013, diversity data has been posted quarterly on jobs.netflix.com.

In 2017, inclusion was added to our cultural values.

Netflix released its first inclusion report in 2020.

Employees utilize the "inclusion lens" to ask questions like "Whose voice is missing? Is this portrayal authentic? Who is excluded?"



Employee Resource Groups

At Netflix, we want to make sure our employees feel at home and that they belong.

Our Employee Resource Groups are one way we create a sense of inclusion and belonging. We have 15 Employee Resource Groups that serve different communities and shared experiences.



Accessibility
People With Disabilities and Their Allies



AEN
Asian and Pacific Islander Employees and Allies



Black@Netflix
Black Employees and Allies



Dream@Netflix
Immigrant Populations and Allies



L'Chaim
Culturally Jewish Employees and Allies



Mental Health
Destigmatizing Mental Health in the Workplace



Multicultural
Employees Who Identify as Multicultural and Allies.



Pride@Netflix
LGBTQ+ employees and allies



SomosNetflix
LatinX Employees and Allies



Swana+
Employees From Southwest Asia, North Africa, Neighboring Regions, and Allies



The Village
Parent Employees, Caretakers and Allies



Trans*
Trans, Non-binary, Gender Non-Conforming Employees and Allies



Vetflix
Veteran Employees and Allies



Women@Netflix
Women Employees and Allies



Indigenous@Netflix
Indigenous, Native, First Nation Employees and Their Allies

Inclusion Unlocks Innovation

The Netflix Fund for Creative Equity

Over the next five years, Netflix has pledged to invest \$100 million in collaboration with external organizations to help underrepresented communities find success in the TV and film industries.

Inclusion recruiting programs have helped identify, train and provide job placement.

After unveiling the Black Lives Matter collection, Netflix committed \$5 million to causes impacting the Black community.

In 2020, Netflix organized its first technical bootcamp for HBCU Norfolk University.



On-Screen Representation

Film and Series Diversity Study

Dr. Stacy L. Smith, the founder and director of USC Annenberg Inclusion Initiative, studied our US commissioned films and series from 2018 to 2019.

The study looks at portrayals of gender, race, LGBTQ identities and disabilities on screen.

Netflix's on-screen talent, creators, producers, writers and directors were analyzed.

Out of 22 inclusion indicators for film and series, 19 showed an improvement over the two years.

Netflix is outpacing the industry in hiring women and people of color as directors.

However, Smith found other racial and ethnic groups were underrepresented, such as Latinx characters were just 4% of leads. Other notable representation gaps are in the LGBTQ community and characters with disabilities.

What's Next



As storytellers, to create stories that connect people worldwide, representation is a vital component on and off the screen.

While Netflix has made progress in initiatives towards building diverse and inclusive networks, there are still gaps in representation.

Internally, we need to recruit more Hispanic or Latinx and Indigenous, especially in leadership positions.

On-screen, we need to increase representation with notable gaps in films and series, such as Latinx, Middle Eastern/North African, American Indian/Alaskan Native, Native Hawaiian/Pacific Islander, LGBTQ and disability communities.





References



Boorstin, J. (2021, February 26). *Netflix will spend \$100 million to improve diversity on film following equity study*. CNBC.
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Mangum, T. (2020, June 15). *Netflix commits \$5m to Black Nonprofits for creators, youth and businesses*. Shadow and Act.
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