



DIAMOND

Race and Ethnic Diversity: a deep dive into Diamond data
Part 1: Overview of on-screen vs off-screen



creative diversity
network

Diamond is an industry-wide monitoring system that collects diversity data from people who are making new UK-originated content across 30 channels for the five main broadcasters – BBC, ITV, Channel 4, C5ViacomCBS and Sky. Its purpose is to understand who is making and appearing on television programmes, and whether programme makers represent their audiences.

This is Part 1 of a series of four short data releases that expand on the findings and analysis published in CDN's [Diamond – the Third Cut](#). We are presenting a 'deep dive' into the proportion of contributions that Black, Asian and Minority Ethnic (BAME) groups make to our television programmes¹. Reporting those contributions collectively as a homogenous 'BAME' group can blur our understanding of ethnic diversity in the sector. So where sample sizes allow, we report by the individual ethnic group categories of 'Black', 'Mixed', 'South Asian', 'East Asian' and 'Other'. More information about ethnic group categories in Diamond is set out at the end of this data release.

Whilst we recognise that this still means we are reporting individuals with different cultures and identities together under one category, we believe that this approach provides more detailed insights than our previous reporting.

Further information about Diamond data collection and reporting can be found [here](#), and at the end of this release.

¹ Similar to a programme credit. Each programme contribution is assigned the diversity characteristics of the individual who made that contribution. A single contribution relates to a transmission of a single programme or episode.

Headlines:

- Over the past three years, the overall proportion of off-screen contributions made by all Black, Asian and Minority Ethnic (BAME) groups to UK programmes has increased from 9.7% to 12.3%. This remains slightly below the UK BAME population (12.8%) but well below the BAME population of London (40.2%), where a high proportion of TV programmes are made.
- All minority ethnic groups are making more contributions on-screen than off-screen.
- Although there is variation across genres, total on-screen contributions by BAME groups have increased over the last three years from 21.8% to 22.7%. However, during the same period the on-screen contributions by South Asian ethnic groups have fallen from 7.1% to 5.6%.
- People who identify as Black, East Asian, or Other ethnic group are more likely to be contributing on-screen in a supporting rather than a lead role.
- On the main channels, people who identify as Mixed, Black or Other are less well represented on-screen at peak times than at other times.
- All BAME groups are better represented in scripted programmes compared to non-scripted programmes; this is especially so for people who identify as Mixed.

Overview

All minority ethnic groups are making more contributions on-screen than off-screen. Over the last three years, the overall proportion of on-screen contributions by BAME groups has increased over the last three years from 21.8% to 22.7%. However, during the same period the on-screen contributions by South Asian ethnic groups have fallen from 7.1% to 5.6%.

Off-screen, the overall proportion of off-screen contributions made by all Black, Asian and Minority Ethnic (BAME) groups to UK programmes has also increased over the last three years from 9.7% to 12.3%. However, this remains slightly below the UK BAME population (12.8%) and well below the BAME population of London (40.2%), where a high proportion of TV programmes are made.

Table 1.1 Off-screen programme contributions % Diamond years 1,2 & 3

	16/17	17/18	18/19	difference yr 1 -yr 3
Mixed	4.2	4.3	4.4	0.2
Black	2.6	3.1	3.2	0.6
South Asian	2.2	2.7	3	0.8
East Asian	0.2	0.6	0.7	0.5
Other	0.5	0.7	1.1	0.6
Total BAME	9.7	11.4	12.3	2.6
No. contributions	75,976	321,725	486,458	

Table 1.2 On-screen programme contributions % Diamond years 1,2 & 3

	16/17	17/18	18/19	difference yr 1 -yr 3
Mixed	7.1	7.1	8.2	1.1
Black	6	7.3	6.6	0.6
South Asian	7.1	5.7	5.6	-1.5
East Asian	1.1	1.4	1.1	
Other	0.4	1.4	1.2	0.8
Total BAME	21.8	22.9	22.7	0.9
No. contributions	25,539	120,772	161,701	

On-screen

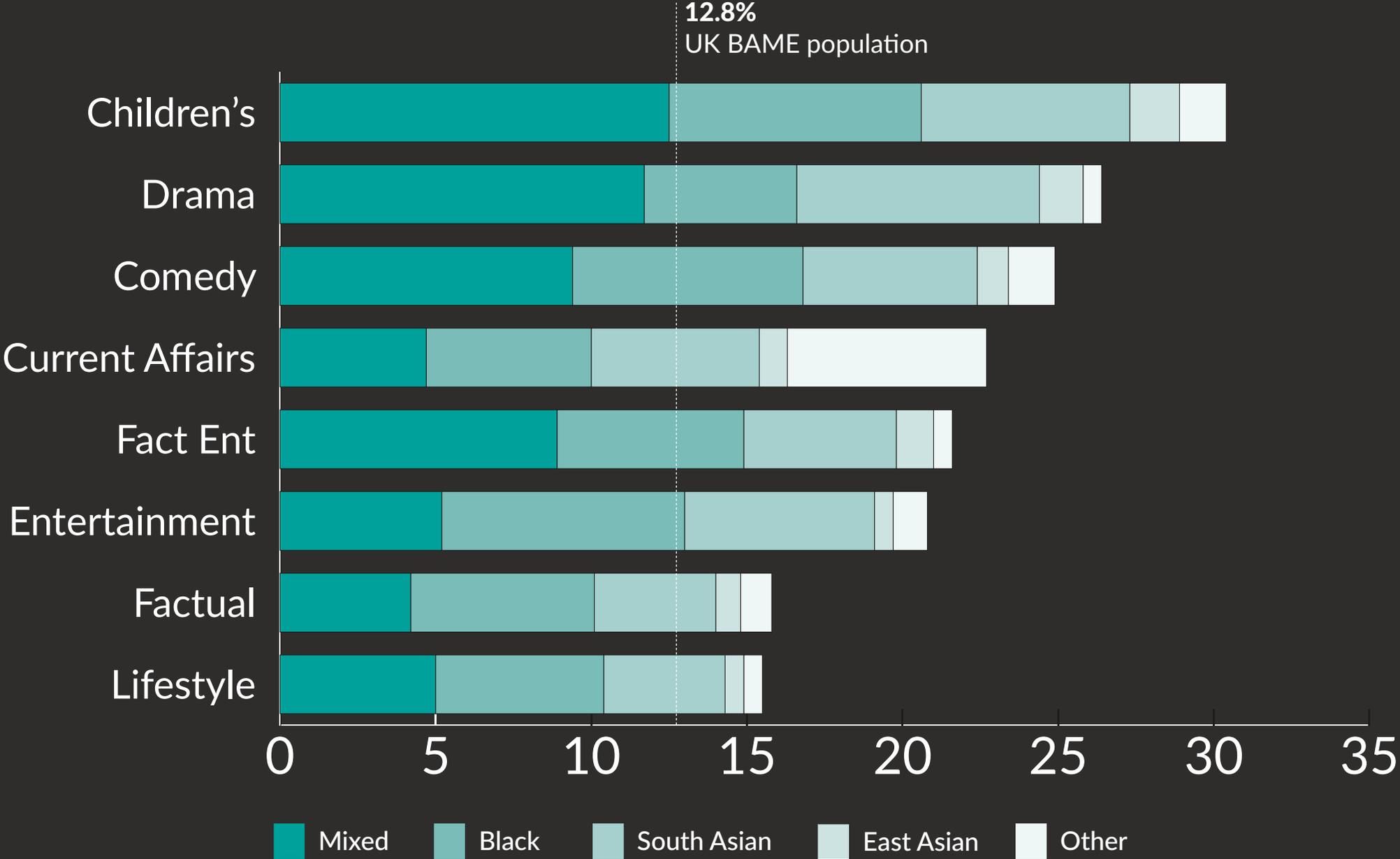
As a genre, Children's programmes have the largest proportion of on-screen contributions (30.4%) from people who identify with a BAME group, followed by Drama programmes (26.4% BAME contributions).

There is far less ethnic diversity in non-scripted genres such as Factual programmes (15.8% BAME contributions) and Lifestyle (15.4%). People who identify as South Asian or East Asian are particularly under-represented on Factual and Lifestyle programmes, where collectively they make fewer than 5% of contributions on-screen, despite making up 7% of the UK population.

Table 1.3 **On-screen contributions genre %**

	Childrens	Comedy	Current Affairs	Drama	Entertainment	Factual	Fact Ent	Lifestyle
Mixed	12.5	9.4	4.7	11.7	5.2	4.2	8.9	5
Black	8.1	7.4	5.3	4.9	7.8	5.9	6	5.4
South Asian	6.7	5.6	5.4	7.8	6.1	3.9	4.9	3.9
East Asian	1.6	1	0.9	1.4	0.6	0.8	1.2	0.6
Other	1.5	1.5	6.4	0.6	1.1	1	0.6	0.6
Total BAME	30.4	24.9	22.6	26.4	20.9	15.8	21.6	15.4
No. contributions	39,072	4,307	6,495	16,835	26,307	24,438	23,440	17,157

On-screen contributions by genre %



Overall, on-screen representation by BAME groups is higher in scripted programmes than in non-scripted programmes. This is especially true for people who identify as Mixed, or East Asian.

Those who are Black, East Asian, or who identify with the Other ethnic group are more likely to make their contribution in a supporting, rather than a lead role. For example, Black people make 10.1% of contributions as actors in a supporting role, but only 4.7% of contributions in lead acting roles.

On the main channels (BBC 1, ITV 1, Channel 4, Channel 5 and Sky 1), those who identify as South Asian are the only ethnic group whose on-screen representation is higher in primetime programmes (i.e. 6pm–10.30pm).

People identifying with Mixed, Black and Other ethnic groups are making proportionally fewer contributions during primetime, which is when the most watched and high-profile programmes are broadcast. Those who identify as East Asian are represented at the same level during primetime on the main channels, as they are across all other programmes.

	All scripted roles	All non scripted roles
Mixed	13.4	6.1
Black	7.4	6.3
South Asian	7.6	4.8
East Asian	1.8	0.8
Other	1.4	1.1
Total BAME	31.6	19.2
No. contributions	46,736	114,965

	Primetime main channels	All other programmes
Mixed	7.4	8.3
Black	6.4	6.6
South Asian	6.9	5.4
East Asian	1.1	1.1
Other	0.9	1.2
Total BAME	22.7	22.7
No. contributions	22,028	139,673

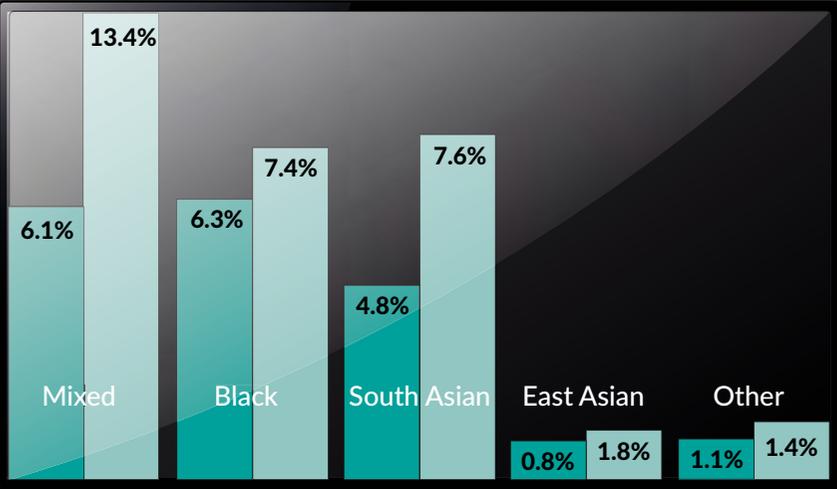
	Actor	Actor (Supporting Role)
Mixed	16.8	11.9
East Asian	R*	3.3
South Asian	8.3	7
Black	4.7	10.1
Other	R*	2.7
Total BAME	30.3	35
No. contributions	21,158	21,317

*Data is redacted because of low sample size.

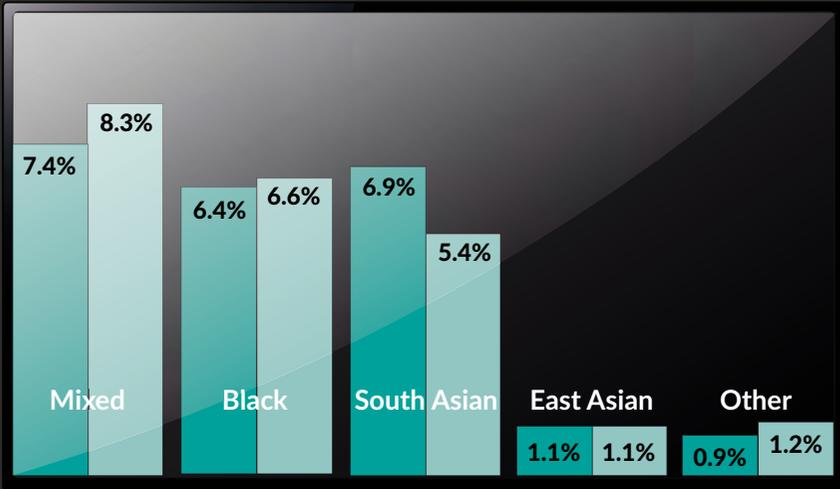
On-screen

Scripted vs non-scripted

Primetime main channels vs all other programmes



Scripted vs non-scripted



Primetime main channels vs all other programmes

■ non-scripted ■ scripted

■ primetime main ■ all other

Actor vs Actor (Supporting Role) %



■ lead actor ■ supporting actor

*the data is redacted due to small sample size

Off-screen

Off-screen contributions by people from BAME groups (12.3%) remain below the UK BAME population (12.8%), and well below the BAME population of London (40.2%)¹ and Manchester (33%)² where TV production is focused.

Ethnic diversity is most evident in Current Affairs programmes, where nearly one in four (23.4%) off-screen contributions are made by those who identify as Black, Asian, Mixed, or from an Other ethnic group. This is noticeably higher than in other genres. It poses the question as to how this greater level of ethnic diversity has been achieved, especially for people who identify with Mixed, Black or Other ethnic groups.

By contrast, Factual and Drama programmes are the least ethnically diverse, with fewer than 10% of off-screen contributions being made by BAME groups in each of these genres. The low levels of ethnic diversity off-screen in Factual is matched by relatively low on-screen BAME representation (15.8% of contributions) also.

¹ <https://www.ethnicity-facts-figures.service.gov.uk/uk-population-by-ethnicity/national-and-regional-populations/regional-ethnic-diversity/latest>

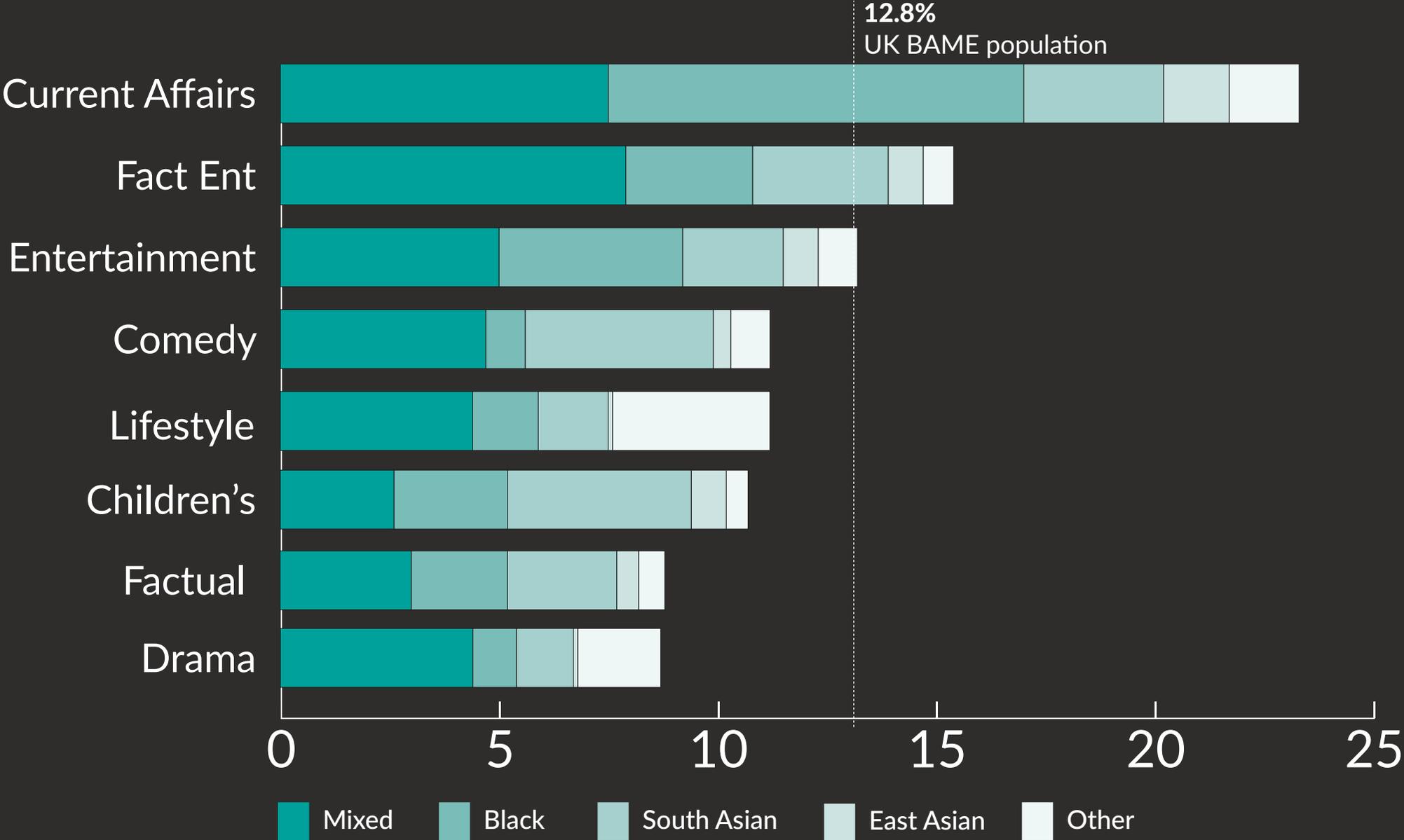
² http://www.manchester.gov.uk/download/downloads/id/16474/a17_2011_ethnic_groups_by_broad_age_and_sex.pdf

Table 1.9 **Off-screen contributions genre %**

	Childrens	Comedy	Current Affairs	Drama	Entertainment	Factual	Fact Ent	Lifestyle
Mixed	2.6	4.7	7.5	4.4	5	3	7.9	4.4
Black	2.6	0.9	9.5	1	4.2	2.2	2.9	1.5
South Asian	4.2	4.3	3.2	1.3	2.3	2.5	3.1	1.6
East Asian	0.8	0.4	1.5	0.1	0.8	0.5	0.8	0.1
Other	0.5	0.9	1.6	1.9	0.9	0.6	0.7	3.6
Total BAME	10.6	11.3	23.4	8.6	13.2	8.8	15.5	11.4
No. contributions	137,231	15,934	37,839	34,395	90,943	72,597	48,871	40,406

However, the on-screen BAME contributions for Drama are relatively high; it is not clear why on-screen gains have not been matched off-screen in this genre.

Off-screen contributions by genre %



Data collection: notes on methodology

To establish whether programme makers reflect their audiences, Diamond data collection aligns with the Office for National Statistics (ONS) recommended ethnic groupings. Diamond asks people working on and off-screen to self-identify with one of the following ethnic groups:

WHITE: English, Scottish, Welsh, Northern Irish; Irish; Central and Eastern European; Gypsy or Irish Traveller; Any other White background

BLACK: Black, Black African, Black Caribbean, Black British

MIXED: White and Black Caribbean, White and Black African, White and Asian, Any other Mixed/multiple ethnic background

SOUTH ASIAN: Indian, Bangladeshi, Pakistani, Any other South Asian Background

EAST ASIAN: Chinese, Any other East Asian background (including South East Asian)

OTHER: Arab, any other Ethnic group

In this series of insights, we use data collected from the UK Census 2011 for comparison¹. According to this data: 87.2% of the population are from a White or Gypsy/Traveller ethnic group, Asian ethnic groups make up 7 % of the population, Black ethnic groups 3%, Mixed ethnic groups 2%, and Other ethnic groups (including Arab) 0.9%.²

Maintaining data privacy is essential for effective diversity monitoring. We therefore only report data when a minimum of 10 people identify with a characteristic within a given sample. Where that threshold is not met, we have redacted the statistic. Occasionally other statistics have been redacted to prevent the reverse engineering of statistics.³

Unless otherwise stated, the data reported here relates to contributions made to programmes broadcast between 1 August 2018 and 31 July 2019.

Further information about Diamond data collection and previous CDN Diamond reports can be found [here](#).

¹ https://www.nomisweb.co.uk/census/2011/key_statistics_uk

² Due to slight variations in data collection we are unable to provide a separate UK comparator for South Asian and East Asian groups. This means that we sometimes aggregate South Asian and East Asian Diamond data in order to make a meaningful comparison with UK population. All percentages are rounded to one decimal place.

³ Redacted data should be interpreted with caution. It does not necessarily mean that a group is under-represented in that given role or genre. It simply means that the sample size is too small for us to publish data. Additional interpretation is given where possible.