# THE NAMIC AIM

ADVANCEMENT
INVESTMENT
MEASUREMENT

# 2024

CABLE AND COMMUNICATIONS INDUSTRY MULTI-ETHNIC

# DIVERSITY REPORT

NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

**The NAMIC AIM**
Advancement Investment Measurement

**2024 media, entertainment, and technology multi-ethnic diversity report**
National Association for Multi-ethnicity in Communications

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**Foreword**

For nearly two decades, NAMIC and our diversity partners at The WICT Network have been measuring media, entertainment, and technology workforce demographics through NAMIC's AIM survey and The WICT Network's PAR Initiative. The goal is to help companies determine the factors that influence their ability to recruit, retain, and advance their people and illustrate the best ways to deploy those tactics. This commitment to tracking diversity metrics provides a level of transparency few other industries can tout.

Some key takeaways from the 2024 report include:

- **Representation of people of color increased by 4 percentage points.** Overall representation of people of color increased from 37% in 2021 to 41% in 2023. The increase occurred across all position levels, with the highest increase being at the board of directors' level.

- **All industry sectors increased their representation of people of color in 2023** compared with 2021. Programmers increased representation by 11 percentage points and operators increased by 3 percentage points.

- **Women of color made up 21% of the industry workforce in 2023,** a decrease of 2 percentage points since 2021. The largest decrease occurred at the professional level, with a reduction of 3 percentage points over the past two years.

- **Fifty-six percent of industry new hires were people of color,** led by programmers at 63% and followed by operators at 50%. Talent recruitment of people of color in the industry was 14 percentage points higher than the national average of 42%.

- **People of color were retained at higher levels than the national average,** with the voluntary turnover rate for people of color at 15% for the industry, 1 percentage point less than the national average. In addition, the involuntary turnover rate for people of color was 4% for the industry, which is also 1 percentage point less than the national average.

We commend the companies that participated in this year's AIM/PAR Survey for their ongoing commitment to make this a more equitable world. We encourage our stakeholders to read our full report to gain a better understanding of diversity, equity, and inclusion (DEI) best practices and to continue to set the bar high within their organizations to ensure that people of color have an equal opportunity to participate and thrive in the workplace.

Anne-Marie Burton

Chief, Strategy & Programs
NAMIC

**About This Report**
This report details results of the National Association for Multi-ethnicity in Communications (NAMIC) Advancement Investment Measurement (AIM) research survey, which was conducted in 2024 and reports on 2023 workforce data for a variety of job categories. The NAMIC AIM survey provides a baseline of statistics on the status of multi-ethnic employment in the media, entertainment, and technology industry. This diversity survey offers a powerful example of the organization's partnership with industry companies to provide information and resources to nurture a pipeline of diverse talent. In conducting the survey, NAMIC teamed up once again with The WICT Network to create the 2024 NAMIC and The WICT Network media, entertainment, and technology Workforce Diversity Survey, a combination of NAMIC's AIM survey and The WICT Network's Pay Equity, Advancement Opportunities, and Resources for Work/Life Integration (PAR) Initiative. The survey was conducted by PwC as a third-party expert. The NCTA Education Foundation funded this project.

Findings from the NAMIC AIM research survey help determine NAMIC's programmatic direction and leverage support for other strategic diversity endeavors. In fact, the initial 1999 research was the impetus for creating NAMIC's flagship Executive Leadership Development Program (ELDP), currently held in partnership with the University of Virginia Darden School of Business. In 2005, strong inferences gleaned from later research gave rise to the creation of the NAMIC Leadership Seminar, targeting industry professionals from across the full multicultural spectrum who were committed to crafting personal blueprints for career success and who were interested in becoming culturally competent leaders. In recent years, the research has influenced content of NAMIC's Annual National Conference, as the organization works to ensure that NAMIC members and broader constituencies have access to information that augments the benefits of an increasingly diverse workforce and consumer base.

**Survey Participants**
For this year's report, 17 media, entertainment, and technology companies responded to the survey and identified themselves as programmers, multi-system operators (MSOs), or suppliers. The 13 operator and programmer companies that responded to the survey represent more than 218,000 U.S. employees. According to the Oxford Economics[1] cable industry report, there were roughly 295,000 cable industry employees in the United States in 2022. This survey represents 74% of those employees. In addition, the four suppliers that responded to the survey represent more than 4,700 U.S. employees. In cases where fewer than 5 participants provided responses to a single survey question, benchmarks were not published. Published results for Supplier and Programmer results were most impacted throughout this report due to this. Please note, for all the results presented herein, overall industry results include responses from all participants, i.e., programmers, MSOs, and suppliers.

Of the 17 participating organizations, 6 are MSOs, 7 are programmers, and 4 are industry suppliers. Fourteen survey-over-survey organizations participated in both the 2022 and 2024 NAMIC AIM surveys. The 2024 survey captured information on diversity at the highest leadership levels within the industry as well as the workforce dynamics—i.e., hires, promotions, and exits—of women in the industry.

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**Data Sources**
The survey captured diversity practices and commitment to diversity and inclusion in the industry, as well as the prevalence of non-traditional employee benefits. While the survey was conducted in 2024, survey respondents were asked to report on 2023 workforce data for a variety of job categories. This is consistent with how the survey has historically been conducted. National benchmark data was generated by PwC's Saratoga, a benchmarking tool that covers more than 40 years of history and measurement from over 2,000 customers globally.

**Influences on DEI and the Impact on People of Color**
Since the last report in 2022, national and global events have significantly shaped the workforce, particularly for people of color. The post-pandemic recovery shifts in social justice movements, legal challenges to affirmative action, and changes in corporate DEI practices have all had a profound impact. These influences underscore the importance of understanding how systemic inequities affect diversity metrics and outcomes for people of color in professional environments.

- **Pandemic Recovery and the Continued Effects on People of Color**
  The pandemic-induced economic downturn disproportionately affected people of color, exacerbating existing inequalities in employment and income. As industries recover, many people of color continue to face challenges in re-entering the workforce. Disparities in job loss, wage recovery, and access to healthcare have created lasting effects. While hybrid and flexible work options have become more prevalent, systemic barriers such as wage inequality, limited career progression, and a lack of equitable access to leadership roles continue to hinder full recovery, especially for Black and Hispanic communities.[2]

- **Supreme Court's Ruling on Affirmative Action and Organizational Backlash**
  In 2023, the Supreme Court's decision to end affirmative action in college admissions reverberated across industries, leading many organizations to reassess their DEI strategies. For people of color, this ruling has raised concerns about access to opportunities in education and employment, which could slow the diversification of leadership pipelines. As companies adjust, some have faced public backlash, particularly when perceived to be scaling back diversity efforts. Nonetheless, many organizations remain committed to fostering inclusive work environments through mentorship, sponsorship, and transparent hiring practices aimed at leveling the playing field.[3]

- **Social Justice and Corporate Accountability**
  The resurgence of social justice movements, particularly Black Lives Matter, continues to influence corporate policies and practices. The national reckoning around racial inequities has driven many companies to refocus on racial justice, with a stronger emphasis on addressing systemic racism and promoting equity in the workplace. Employee resource groups and initiatives tailored specifically for people of color have grown in importance, as companies aim to address the intersectional challenges that employees from diverse racial and ethnic backgrounds face.[4]

- **Corporate DEI Backlash and the Evolving Workplace**

[2] McKinsey, Women in the Workplace 2022, Oct 2022
[3] Harvard Business Review, What SCOTUS's Affirmative Action Decision Means for Corporate DEI, Jul 2023
[4] Forbes, How Corporate Stances On Social Issues Affect The Workplace Culture, March 2022

The political and social discourse around DEI has intensified, leading some organizations to scale back diversity efforts in response to external pressures. However, many companies recognize that DEI is integral to their long-term success, especially as workforce demographics continue to evolve. People of color are often disproportionately affected by reductions in DEI initiatives, particularly in terms of opportunities for career advancement. Leading companies are doubling down on DEI, continuing to invest in diverse leadership pipelines and equitable career development programs, and are fostering inclusive cultures that drive innovation and business growth.[5]

[5] McKinsey, Women in the Workplace 2024, Sep 2024

**Representation of People of Color**

**Figure 1. Representation of People of Color by Position**

|  | **2023** | **2021** | **Percentage Point Change** |
|---|---|---|---|
| **Overall Industry Workforce** | 41% | 37% | +4 |
| **Board of Directors** | 30% | 22% | +8 |
| **Exec./Sr. Managers** | 22% | 20% | +2 |
| **Managers** | 30% | 27% | +3 |
| **Professionals** | 36% | 33% | +3 |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

Based on survey participant data from 2023, the proportion of the overall industry workforce that reflects people of color was 41% (see Figure 1). The representation of people of color in the industry overall increased by 4 percentage points since 2021. Representation by role shows:

- **Board of Directors:** The percentage of people of color at the board of directors level was 30% in 2023, an increase of 8 percentage points since 2021.
- **Executives/Senior Managers:** The percentage of people of color in executive and senior manager positions in 2023 was 22%, an increase of 2 percentage points since 2021.
- **Managers:** The percentage of people of color in managerial positions in 2023 was 30%, an increase of 3 percentage points since 2021.
- **Professionals:** The percentage of people of color in professional positions in 2023 was 36%, an increase of 3 percentage points since 2021.

**Representation of People of Color by Industry Sector**

For representation of people of color by industry sector, the 2024 AIM survey collected responses from operators (also known as multi-system operators or MSOs), programmers, and suppliers. Please note, in cases where fewer than 5 participants provided responses to a single survey question, benchmarks were not published. Published results for suppliers and programmers were most impacted throughout this report due to this.

**Figure 2. People of Color Representation by Industry Sector**

|  | **Operators** | **Programmers** |
|---|---|---|
| **Overall Industry Workforce** | 39% | 55% |
| **Board of Directors** | -- | 36% |
| **Exec./Sr. Managers** | 16% | 31% |
| **Managers** | 26% | 39% |
| **Professionals** | 34% | 38% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey. A dash (--) indicates data was not available or was insufficient.*

For representation of people of color by industry sector, Figure 2 provides a breakout of the percentage of people of color employed in various positions in 2023. Overall, people of color held 55% of jobs at programmers and 39% at MSOs. Representation by role was as follows:

- **Board of Directors**: The percentage of people of color in board of directors positions for programmers was 36%.
- **Executives/Senior Managers**: The percentage of people of color in executive and senior manager jobs was higher for programmers (31%) than for MSOs (16%).
- **Managers**: The percentage of people of color in managerial roles was higher for programmers (39%) than for MSOs (26%).
- **Professionals**: The percentage of people of color in professional positions was higher for programmers (38%) than MSOs (34%).

**Figure 3. Change in People of Color Representation by Industry Sector**

| | Operators | | | Programmers | | |
|---|---|---|---|---|---|---|
| | **2023** | **2021** | **Percentage Point Change** | **2023** | **2021** | **Percentage Point Change** |
| **Overall Industry Workforce** | 39% | 36% | +3 | 55% | 44% | +11 |
| **Board of Directors** | -- | 17% | -- | 36% | 19% | +17 |
| **Exec./Sr. Managers** | 16% | 14% | +2 | 31% | 30% | +1 |
| **Managers** | 26% | 22% | +4 | 39% | 37% | +2 |
| **Professionals** | 34% | 21% | +13 | 38% | 46% | +8 |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey. A dash (--) indicates data was not available or was insufficient.*

Figure 3 illustrates the changes in representation of people of color by industry sector in 2023 compared with 2021. The data shows:

- **Operators**: Thirty-nine percent of employees at all MSOs surveyed were people of color in 2023, which is 3 percentage points higher than in 2021. The percentage of people of color in the roles of executives and senior managers increased by 2 percentage points since 2021, the percentage of managers increased by 4 percentage points in that time, and the percentage of professionals increased by 13 percentage points since 2021.

- **Programmers**: In 2023, 55% of employees at programmers were people of color, an increase of 11 percentage points since 2021. The percentage of people of color on boards of directors at programmers increased by 17 percentage points since 2021. The percentage of people of color in executive and senior manager roles increased by 1 percentage point since 2021, the percentage of managers increased by 2 percentage points in that time, and the percentage of professionals increased by 8 percentage points since 2021.

**Representation of Women of Color**

**Figure 4. Women of Color Represented by Industry Sector**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Overall Industry Workforce** | 21% | 16% | 28% |
| **Board of Directors** | 12% | 12% | -- |
| **Exec./Sr. Managers** | 16% | 8% | 24% |
| **Managers** | 18% | 12% | 23% |
| **Professionals** | 24% | 14% | 32% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey. A dash (--) indicates data was not available or was insufficient.*

The results from this year's survey show that women of color made up 21% of the overall workforce. This is 2 percentage points lower than reported in 2021. Representation of women of color was higher for programmers (28%) than for MSOs (16%). Figure 4 shows a breakout of the percentage of women of color employed in various positions by industry sector. Representation by role shows:

- **Board of Directors**: The percentage of women of color in board of directors roles was 12% for MSOs.
- **Executives/Senior Managers**: The percentage of women of color in executive and senior manager positions was higher for programmers (24%) than for MSOs (8%).
- **Managers**: The percentage of women of color in manager positions was higher for programmers (23%) than for MSOs (12%).
- **Professionals**: The percentage of women of color in professional positions was higher for programmers (32%) than for MSOs (14%).

**Figure 5. Change in Women of Color Headcount by Industry Sector**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Overall Industry Workforce** | -2 | 0 | +1 |
| **Board of Directors** | +2 | +3 | -- |
| **Exec./Sr. Managers** | +1 | +1 | +2 |
| **Managers** | -3 | 0 | -7 |
| **Professionals** | 0 | +1 | -3 |

*Notes: Overall Industry Workforce denotes the average of all respondents to this year's survey. A dash (--) indicates data was not available or was insufficient.*

For change in representation of women of color by industry sector, the 2023 NAMIC AIM survey data compared with the 2021 survey data (see Figure 5) shows:

- **Operators**: Sixteen percent of employees at all MSOs surveyed were women of color in 2023, which is the same as was reported in 2021 (see Figure 5). Since 2021, the percentage of women of color on the board of directors at the MSO companies surveyed increased by 3 percentage points, the percentage of executives and senior managers increased by 1 percentage point, the percentage of professionals increased by 1 percentage point, and the percentage of managers remained unchanged.
- **Programmers**: Twenty-eight percent of employees at the programmers surveyed were women of color, an increase of 1 percentage point since 2021 (see Figure 5). Programmers increased women of color employment for executive and senior manager roles by 2 percentage points. The percentage of women of color in manager roles at the programmers surveyed decreased 7 percentage points, and the percentage of professionals decreased by 3 percentage points.

**Representation of Young Professional People of Color**

**Figure 6. Representation of Young Professional People of Color by Industry Sector**

|  | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Overall Industry Workforce** | 46% | 50% | 40% |
| **Exec./Sr. Managers** | 0% | 0% | 1% |
| **Managers** | 8% | 3% | 10% |
| **Professionals** | 20% | 7% | 31% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey. A dash (--) indicates data was not available or was insufficient.*

Young professionals include employees who were born on or after January 1, 1983. The results of this year's survey found that young professional people of color accounted for 46% of the overall industry workforce in 2023 (see Figure 6). Young professional people of color made up 20% of the professional jobs, 8% of manager jobs, and 0% of executive/senior manager positions. Companies identifying as MSOs had the highest level of representation of young professional people of color (50%), followed by programmers (40%).

Programmers had the highest percentage of young professional people of color in professional positions at 31% compared with MSOs (7%). Programmers had the highest percentage of young professional people of color in manager-level positions (10%) compared with MSOs (3%).

**People of Color in Key Industry Roles**

The 2024 NAMIC AIM survey captured the representation of people of color in key industry jobs for participating organizations (see Figure 7). The survey captured six individual contributor roles and two manager roles.

**Individual contributor roles:**
- Advertising Sales
- Call Center/Customer Support
- Creative and/or Content Development
- Digital Media
- Enterprise/Business-to-Business Sales and Support
- Technology Non-management

**Manager roles:**
- Call Center/Customer Support Management
- Technology Management

**Figure 7. Representation of People of Color in Key Industry Roles**

|  | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Digital Media** | 58% | -- | -- |
| **Call Center/Customer Support Management** | 56% | 45% | -- |
| **Call Center/Customer Support** | 52% | 46% | -- |
| **Technology Non-management** | 45% | 31% | -- |
| **Technology Management** | 41% | 30% | 54% |
| **Enterprise/Business-to-Business Sales and Support** | 40% | 37% | -- |
| **Creative and/or Content Development** | 38% | 21% | -- |
| **Advertising Sales** | 32% | 16% | -- |

*Notes: A dash (--) indicates data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

Among the eight key roles examined, people of color were represented in the following order from highest to lowest percentage (see Figure 7):

- **Digital Media**: People of color held 58% of digital media roles.
- **Call Center/Customer Support Management**: People of color held 56% of call center/customer support management jobs. Representation of people of color in call center/customer support management positions for MSOs was 45%.
- **Call Center/Customer Support**: People of color held 52% of call center/customer support jobs. Representation of people of color in call center/customer support positions was 46% for MSOs.

- **Technology Non-management**: People of color held 45% of technology non-management positions. Representation of people of color in technology non-management roles was 31%for MSOs.
- **Technology Management**: People of color held 41% of technology management positions. Representation of people of color in technology management roles was higher for programmers (54%) than for MSOs (30%).
- **Enterprise/Business-to-Business Sales and Support**: People of color held 40% of enterprise/business-to-business sales and support roles. Representation of people of color in enterprise/business-to-business sales and support jobs was 37% for MSOs.
- **Creative and/or Content Development**: People of color held 38% of creative and/or content development jobs. Representation of people of color in creative and/or content development positions was 21% for MSOs.
- **Advertising Sales**: People of color held 32% of advertising sales roles. Representation of people of color in advertising sales jobs was 16% for MSOs.

**Figure 8. Change in Representation of People of Color in Key Industry Roles**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Advertising Sales** | +6 | -2 | -- |
| **Call Center/Customer Support** | +1 | -7 | -- |
| **Call Center/Customer Support Management** | +17 | +3 | -- |
| **Creative and/or Content Development** | +7 | -1 | -- |
| **Digital Media** | +13 | -- | -- |
| **Enterprise/Business-to-Business Sales and Support** | +1 | +3 | -- |
| **Technology Management** | +4 | -9 | +24 |
| **Technology Non-management** | +1 | -1 | -- |

*Notes: A dash (--) indicates data was not available or was insufficient. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

For change of representation of people of color in key industry jobs, the 2023 AIM survey data compared with the 2021 data (see Figure 8) shows:

- **Operators (MSOs)**: In 2023, MSOs increased employment of people of color in enterprise/business-to-business sales and support positions (+3 percentage points) as well as call center/customer support management positions (+3 percentage points). However, MSOs saw decreases in technology management roles (-9 percentage points), call center/customer support jobs (-7 percentage points), advertising sales jobs (-2 percentage points), creative and/or content development roles (-1 percentage point), and technology non-management roles (-1 percentage point).

- **Programmers**: In 2023, programmers increased employment of people of color in technology management positions (+24 percentage points).

**Women of Color in Key Industry Roles**

**Figure 9. Representation of Women of Color in Key Industry Roles**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Call Center/Customer Support** | 36% | 30% | -- |
| **Call Center/Customer Support Management** | 35% | 27% | -- |
| **Digital Media** | 24% | -- | -- |
| **Creative and/or Content Development** | 19% | 9% | -- |
| **Advertising Sales** | 18% | 10% | -- |
| **Enterprise/Business-to-Business Sales and Support** | 18% | 18% | -- |
| **Technology Management** | 16% | 5% | 32% |
| **Technology Non-management** | 16% | 8% | -- |

*Notes: A dash (--) indicates data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

The 2024 AIM survey captured the prevalence of women of color in key industry jobs for participating organizations (see Figure 9). Among the eight key jobs examined, women of color were represented in the following roles in 2023 in order of highest to lowest percentage:

- **Call Center/Customer Support**: Women of color held 36% of call center/customer support roles. Representation of women of color in these jobs was 30% for MSOs.
- **Call Center/Customer Support Management**: Women of color held 35% of call center/customer support management roles. Representation from MSO was 27%.
- **Digital Media**: Women of color held 24% of digital media positions.
- **Creative and/or Content Development**: Women of color held 19% of creative and/or content development roles. Representation of women of color in these jobs was 9% for MSOs.
- **Advertising Sales**: Women of color held 18% of advertising sales jobs. Representation of women of color in these positions was 10% for MSOs.
- **Enterprise/Business-to-Business Sales and Support**: Women of color held 18% of enterprise/business-to-business sales and support positions. Representation of women of color in these roles was 18% for MSOs.

- **Technology Management**: Women of color held 16% of technology management positions. Representation of women of color in these roles was higher for programmers (32%) than for MSOs (5%).
- **Technology Non-management**: Women of color held 16% of technology non-management jobs. Representation of women of color in these positions was 8% for MSOs.

**Figure 10. The Change in Representation of Women of Color in Key Industry Roles**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Advertising Sales** | +9 | +3 | -- |
| **Call Center/Customer Support** | +1 | 0 | -- |
| **Call Center/Customer Support Management** | +33 | +27 | -- |
| **Creative and/or Content Development** | +11 | +3 | -- |
| **Digital Media** | -2 | -- | -- |
| **Enterprise/Business-to-Business Sales and Support** | +8 | +8 | -- |
| **Technology Management** | +13 | +2 | +27 |
| **Technology Non-management** | +3 | +1 | -- |

*Notes: A dash (--) indicates data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

For change in representation of women of color in key industry roles, the 2023 AIM survey data compared with the 2021 data (see Figure 10) shows:

- **Operators:** In 2023, MSOs increased employment of women of color in call center/customer support management roles (+27 percentage points), enterprise/business-to-business sales and support jobs (+8 percentage points), advertising sales positions (+3 percentage points), creative and/or content development jobs (+3 percentage points), technology management roles (+2 percentage point), and technology non-management roles (+1 percentage point). Call center/customer support roles have not changed since 2021.
- **Programmers:** In 2023, programmers increased employment of women of color in technology management roles (+27 percentage points).

**Recruitment, Advancement, and Retention of People of Color**

In this section, all references to overall industry workforce denotes the average of all respondents to the 2024 NAMIC AIM survey. All references to national average indicate U.S. benchmark data across industries pulled from PwC's Saratoga, a benchmarking tool that covers more than 40 years of history and measurement from over 2,000 companies globally.

**Talent Recruitment**

Talent recruitment or acquisition refers to the number of people newly hired to the organization.
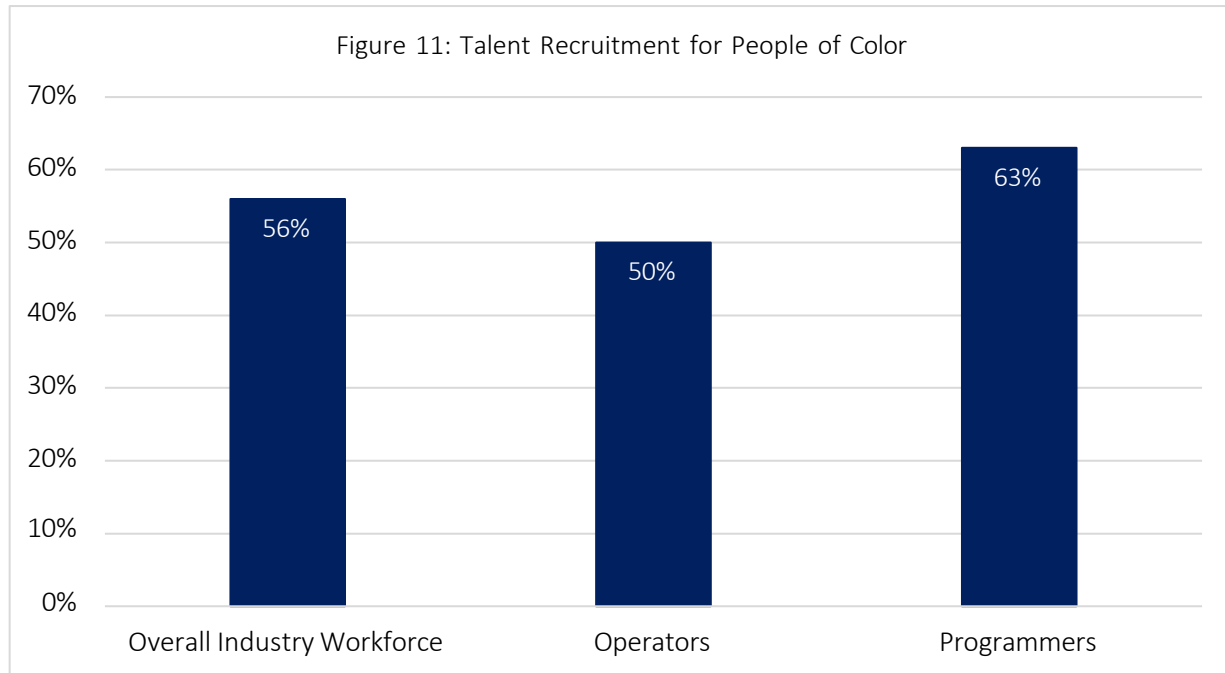
**Figure 11: Talent Recruitment for People of Color**



*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

At 56%, more than half of jobs filled in 2023 within companies surveyed were filled by people of color (see Figure 11). Programmers (63%) recruited more people of color than MSOs (50%).

**Workforce Advancement**

Workforce advancement or mobility refers to the number of people already employed in the organization who were either promoted or transferred to a new position.

Figure 12: Workforce Advancement for People of Color at the Industry Level



*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

People of color were promoted at 8%, which is 2 percentage points lower than the overall industry workforce (see Figure 12). In addition, people of color were transferred to new positions at 13%, which is 2 percentage points higher than the overall industry workforce.

**Talent Retention**

Talent retention or turnover refers to employees leaving their jobs, either voluntarily or involuntarily.

Figure 13: Talent Retention for People of Color at the Industry Level



Voluntary Turnover: Overall Industry Workforce 13%, People of Color 15%
Involuntary Turnover: Overall Industry Workforce 7%, People of Color 4%

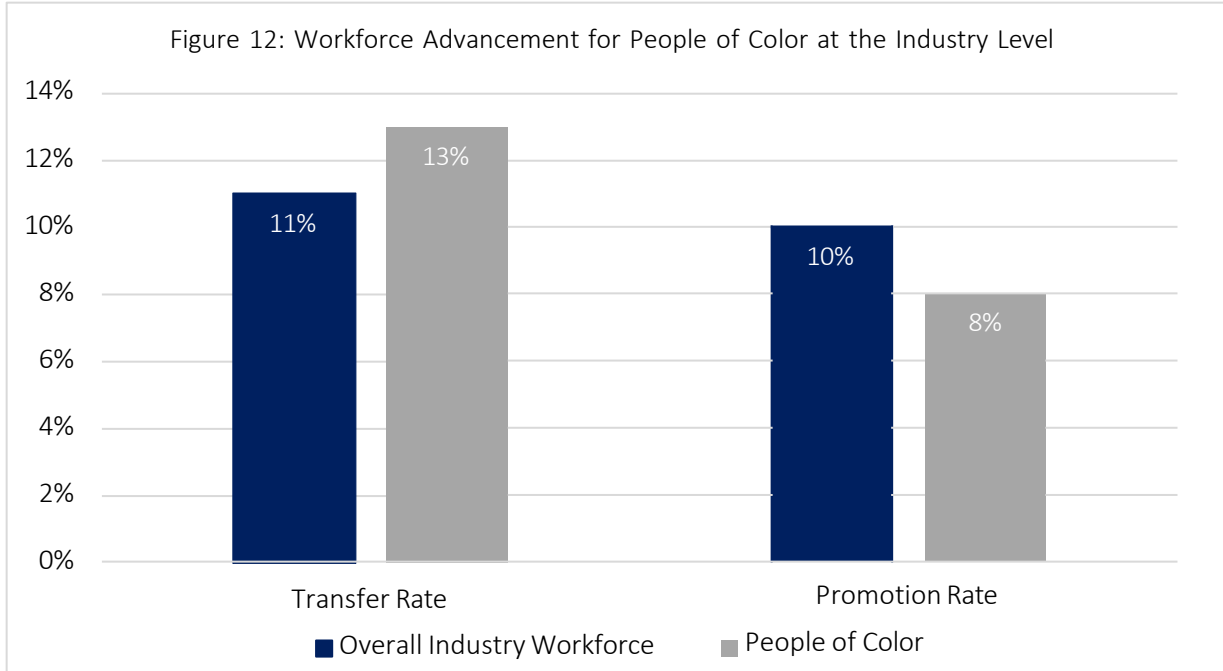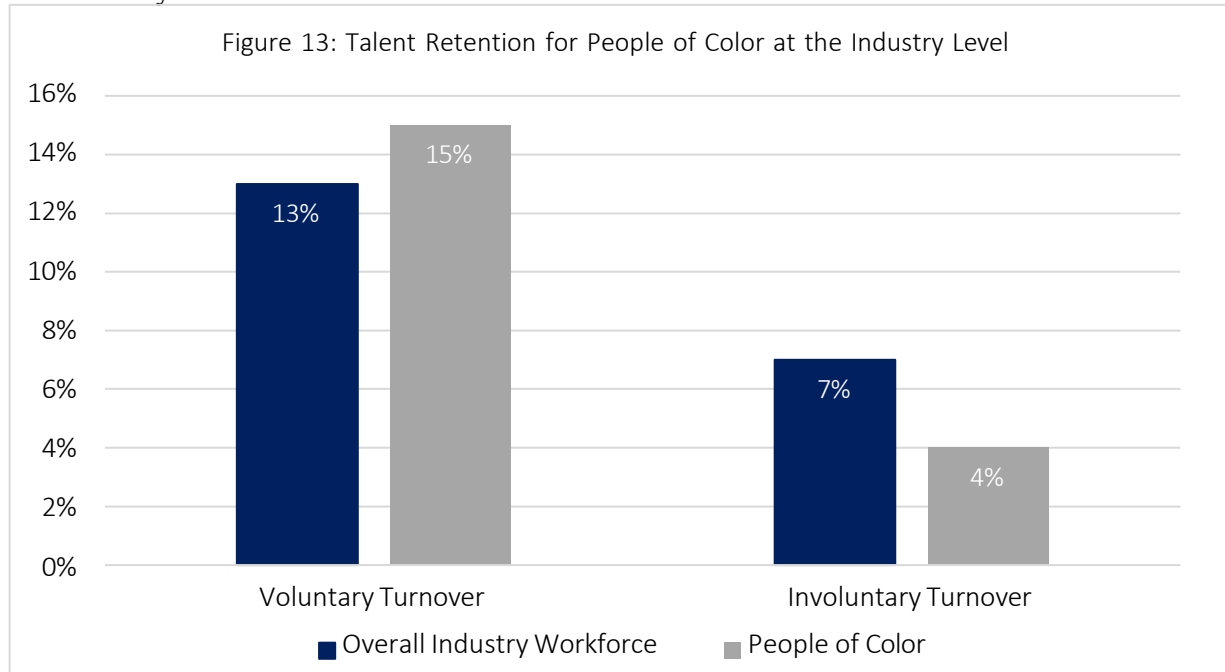■ Overall Industry Workforce   ■ People of Color

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

The voluntary turnover rates for people of color at participating companies was 15%, 2 percentage points higher than the overall industry rate of 13% (see Figure 13). The involuntary turnover rate was 4%, 3 percentage points lower the overall industry rate of 7%.

**National Averages**

National averages are comprised of U.S. benchmark data across various industries obtained from over 2,000 companies. The benchmark data, collected and analyzed in the PwC Saratoga tool, provides context around how the media, entertainment, and technology industry is progressing compared with other industries.

Figure 14: Talent Recruitment for People of Color by Overall Industry Level and National Average



*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

Figure 15: Workforce Advancement for People of Color by Overall Industry Level and National Average
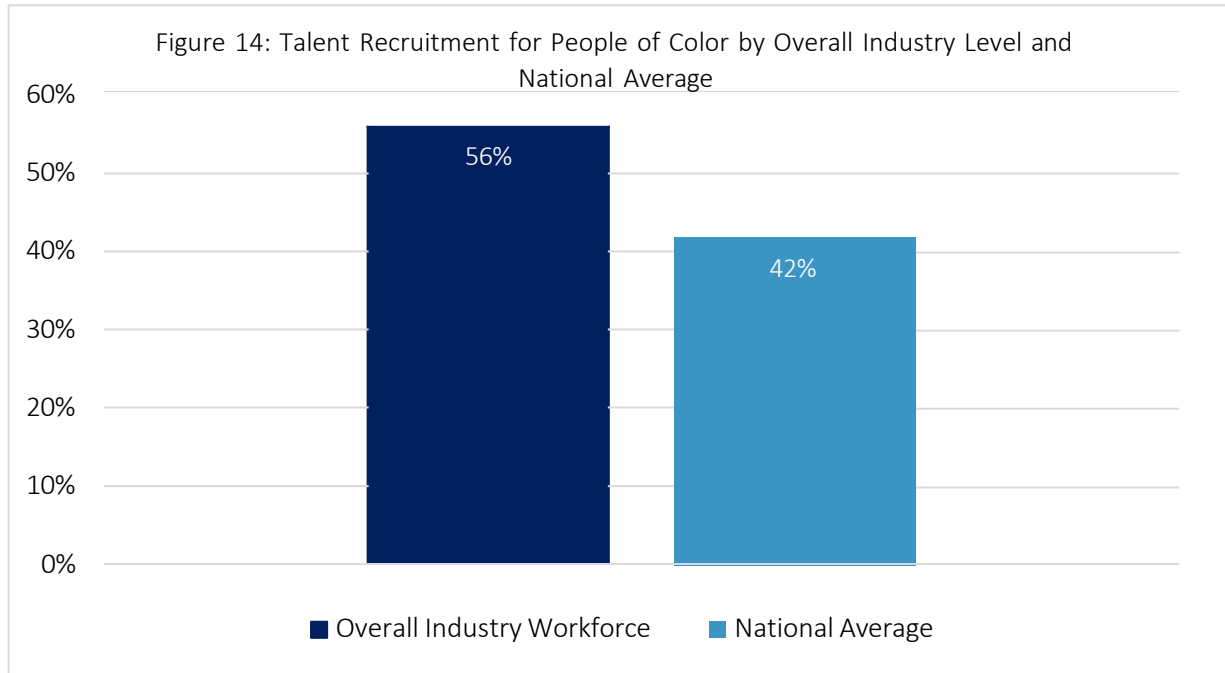
*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

Figure 16: Talent Turnover for People of Color by Overall Industry Level and National Average

| | Voluntary Turnover | Involuntary Turnover |
|---|---|---|
| POC | 15% | 4% |
| National Average | 16% | 4% |
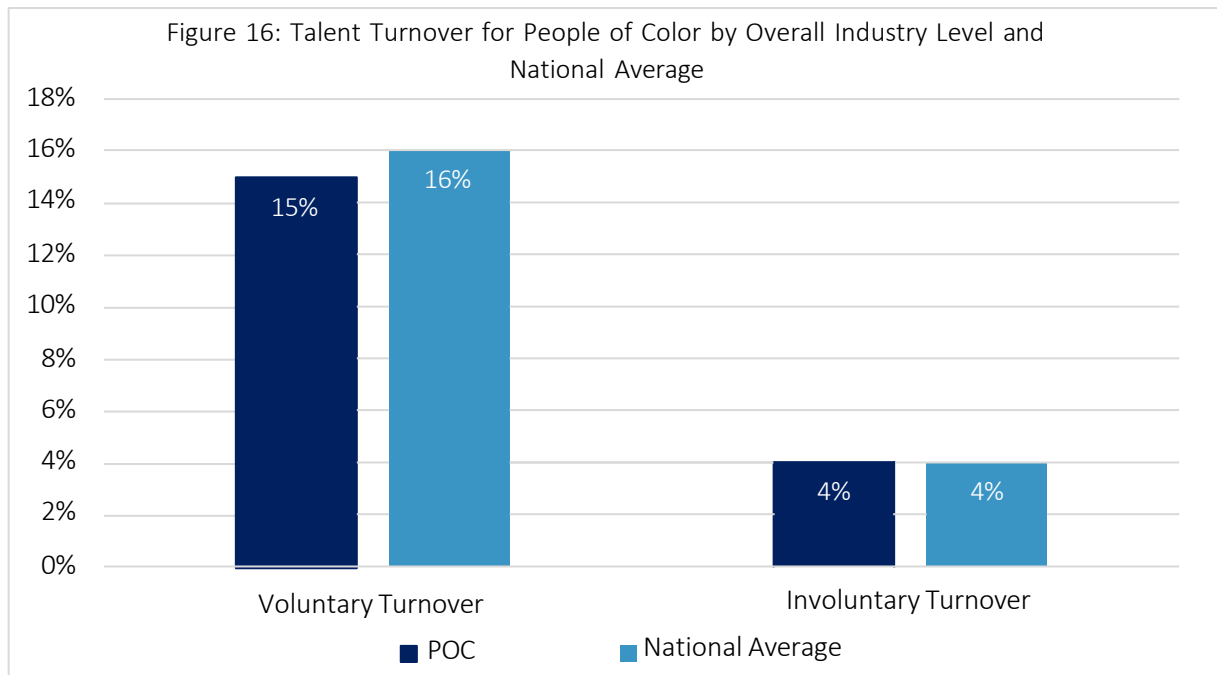
*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*
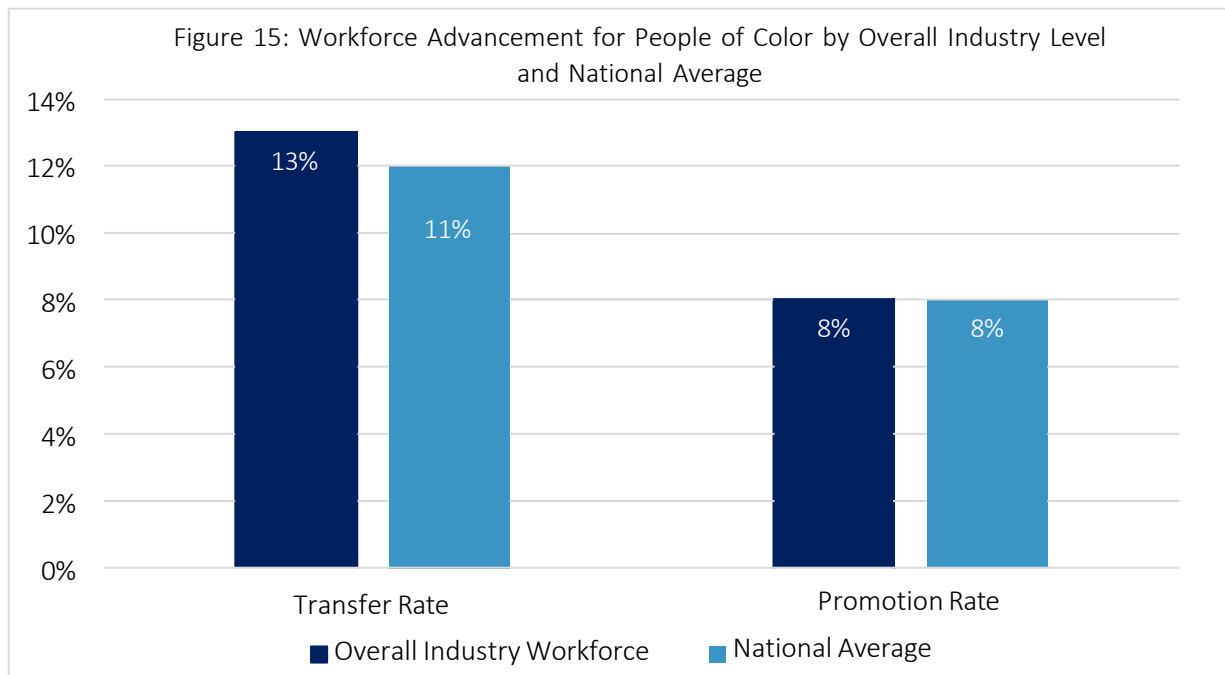
- **Recruitment**: In 2023, 56% of jobs filled by the media, entertainment, and technology companies surveyed were filled by people of color. This is 14 percentage points higher than the national average (42%) (see Figure 14).
- **Promotions**: People of color were promoted at the same rate (8%) as the national average in 2023 (see Figure 15).
- **Transfers**: People of color were transferred to new positions in 2023 at a higher rate (13%) than the national average (11%) (see Figure 15).
- **Involuntary Turnover**: In 2023, the involuntary turnover rate for people of color was 4% for the industry, which is the same rate as the national average (see Figure 16).
- **Voluntary Turnover**: The voluntary turnover rate for people of color in 2023 was 15% for the industry, which is 1 percentage point lower than the national average (16%) (see Figure 16).

**Multi-ethnicity Across Employee Levels and Functions**
This section examines the racial/ethnic diversity of those in leadership, management, professional, and other key positions within the industry.

**Figure 17. Board of Directors Representation by Race/Ethnicity**

| | Overall Industry Workforce | Operators | Programmers | Overall Industry |
|---|---|---|---|---|

|  |  |  |  | Change from 2021 |
|---|---|---|---|---|
| **White** | 70% | -- | -- | -15 |
| **People of Color** | 30% | -- | -- | +15 |
| **American Indian or Alaska Native** | -- | -- | -- | -- |
| **Asian** | 10% | -- | -- | +4 |
| **Black or African American** | 12% | -- | -- | +7 |
| **Hispanic/Latino** | 7% | -- | -- | +3 |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, 30% of members of boards of directors of the participating companies were people of color (see Figure 17). Compared with 2021, representation of people of color on boards of directors has increased by 15 percentage points. Across the participating organizations, Black or African Americans accounted for 12% of boards of directors, Asians constituted 10% of boards of directors, and Hispanics/Latinos made up 7% of boards of directors at participating companies.

**Figure 18. Executive/Senior-Level Manager Representation by Race/Ethnicity**

|  | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 69% | 84% | -- | -4 |
| **People of Color** | 27% | 16% | -- | N/A |
| **American Indian or Alaska Native** | -- | -- | -- | -- |
| **Asian** | 7% | 8% | -- | -2 |
| **Black or African American** | 14% | 4% | -- | 0 |
| **Hispanic/Latino** | 5% | 3% | -- | 0 |
| **Native Hawaiian or Other Pacific Islander** | 0% | 0% | -- | 0 |
| **Two or More Races** | 1% | 1% | -- | 0 |

*Notes: A dash (--) indicates that data was not available. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, 27% of executive and senior-level manager roles were held by people of color (see

Figure 18). The percentage was 16% for MSOs. Across the participating organizations, Black or African Americans accounted for 14% of executives/senior managers, Asians constituted 7% of executives/senior managers, Hispanics/Latinos made up 5% of executives/senior managers at participating companies, and people of two or more races constituted 1% of executives/senior managers.

**Figure 19. Manager Representation by Race/Ethnicity**

| | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 65% | 73% | -- | -1 |
| **People of Color** | 37% | 27% | -- | +1 |
| **American Indian or Alaska Native** | 0% | 0% | -- | 0 |
| **Asian** | 8% | 5% | -- | -2 |
| **Black or African American** | 15% | 10% | -- | -1 |
| **Hispanic/Latino** | 10% | 8% | -- | +3 |
| **Native Hawaiian or Other Pacific Islander** | 0% | 0% | -- | 0 |
| **Two or More Races** | 3% | 2% | -- | +1 |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, 37% of manager roles were held by people of color (see Figure 19). The number is 27% for MSOs. Across the participating organizations, Black or African Americans accounted for 15% of managers, Asians constituted 8% of managers, and Hispanics/Latinos made up 10% of managers at participating companies.

**Figure 20. Professional Representation by Race/Ethnicity**

| | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 54% | 66% | -- | -4 |
| **People of Color** | 46% | 34% | -- | +4 |
| **American Indian or Alaska Native** | 0% | 0% | -- | +1 |

| | | | | |
|---|---|---|---|---|
| Asian | 10% | 12% | -- | -1 |
| Black or African American | 22% | 11% | -- | +4 |
| Hispanic/Latino | 11% | 7% | -- | +2 |
| Native Hawaiian or Other Pacific Islander | 0% | 0% | -- | 0 |
| Two or More Races | 3% | 2% | - | 0 |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, 46% of professional roles were held by people of color (see Figure 20). The number was 34% for MSOs. Across the participating organizations, Black or African Americans accounted for 22% of professionals, Asians constituted 10% of professionals, Hispanics/Latinos made up 11% of professionals, and those of two or more races represented 3% of professionals.

**Multi-ethnicity Across Roles**

The 2024 NAMIC AIM survey captured information on the ethnicity of employees in key cable industry jobs. Data was collected for individual contributors and managers in the following areas:

**Individual contributor roles:**
- Advertising Sales
- Call Center/Customer Support
- Creative and/or Content Development
- Digital Media
- Enterprise/Business-to-Business Sales and Support
- Technology Non-management

**Manager roles:**
- Call Center/Customer Support Management
- Technology Management

**Individual Contributor Roles**

**Figure 21. Advertising Sales by Race/Ethnicity**

|  | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 68% | 84% | -- | -6 |
| **People of Color** | 32% | 16% | -- | +6 |
| **American Indian or Alaska Native** | 0% | 0% | -- | 0 |
| **Asian** | 5% | 2% | -- | -3 |
| **Black or African American** | 15% | 7% | -- | +5 |
| **Hispanic/Latino** | 11% | 6% | -- | 0 |
| **Native Hawaiian or Other Pacific Islander** | 0% | 0% | -- | 0 |
| **Two or More Races** | 2% | 2% | -- | 0 |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

**Advertising Sales:** Across participating organizations in 2023, 32% of advertising sales employees in the industry were people of color (see Figure 21). This represented an increase of 6 percentage points since 2021. People of color had a 16% representation among MSOs. Looking at the representation of people of color for the different racial/ethnic groups, Black or African Americans represented 15% of advertising sales employees, Hispanics/Latinos represented 11%, Asians represented 5%, and those of two or more races represented 2% of advertising sales employees.

**Figure 22. Call Center/Customer Support by Race/Ethnicity**

| | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 48% | 54% | -- | -1 |
| **People of Color** | 52% | 46% | -- | +1 |
| **American Indian or Alaska Native** | 1% | 1% | -- | 0 |
| **Asian** | 1% | 2% | -- | -4 |
| **Black or African American** | 33% | 25% | -- | +7 |
| **Hispanic/Latino** | 12% | 13% | -- | -2 |
| **Native Hawaiian or Other Pacific Islander** | 0% | 0% | -- | -1 |
| **Two or More Races** | 5% | 4% | -- | +1 |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

**Call Center/Customer Support:** In 2023, 52% of call center/customer support employees in the industry were people of color (see Figure 22). This is an increase of 1 percentage point in the representation of people of color since 2021. Black or African Americans had the highest level of representation among call center/customer support employees at 33%. This was an increase of 7 percentage points since 2021. Hispanics/Latinos constituted 12% of call center/customer support employees, people of two or more races constituted 5%, Asians constituted 1%, and American Indian or Alaska Native made up 1% of call center/customer support employees, which is the same as 2021.

**Figure 23. Creative or Content Development by Race/Ethnicity**

| | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 62% | 79% | -- | -7 |
| **People of Color** | 38% | 21% | -- | +7 |
| **American Indian or Alaska Native** | 0% | 0% | -- | 0 |
| **Asian** | 4% | 4% | -- | 0 |
| **Black or African American** | 21% | 5% | -- | +6 |
| **Hispanic/Latino** | 8% | 6% | -- | -1 |
| **Native Hawaiian or Other Pacific Islander** | 0% | 0% | -- | 0 |

| | | | | |
|---|---|---|---|---|
| **Two or More Races** | 5% | 6% | -- | +2 |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

**Creative or Content Development:** Across survey participants, 38% of creative or content development employees were people of color (see Figure 23). This is an increase of 7 percentage points since 2021. Representation of people of color in creative or content development jobs was 21% for MSOs. Looking at representation across the different racial and ethnic groups in 2023, 21% were Black or African American, 8% were Hispanic/Latino, 5% were people of two or more races, and 4% were Asian.

**Figure 24. Digital Media by Race/Ethnicity**

| | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 42% | -- | -- | 0 |
| **People of Color** | 58% | -- | -- | 0 |
| **American Indian or Alaska Native** | 0% | -- | -- | 0 |
| **Asian** | 20% | -- | -- | +10 |
| **Black or African American** | 23% | -- | -- | +2 |
| **Hispanic/Latino** | 9% | -- | -- | +1 |
| **Native Hawaiian or Other Pacific Islander** | 0% | -- | -- | 0 |
| **Two or More Races** | 5% | -- | -- | 0 |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

**Digital Media:** In 2023, 58% of digital media employees were people of color (see Figure 24), the same as in 2021. Looking at representation across the different racial and ethnic groups in 2023, 23% were Black or African American, 9% were Hispanic/Latino, 20% were Asian, and 5% were people of two or more races.

**Figure 25. Enterprise/Business-to-Business Sales and Support by Race/Ethnicity**

| | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 60% | 63% | -- | -1 |
| **People of Color** | 40% | 37% | -- | +1 |

| | | | | |
|---|---|---|---|---|
| American Indian or Alaska Native | 0% | 1% | -- | -1 |
| Asian | 5% | 3% | -- | +1 |
| Black or African American | 22% | 17% | -- | +5 |
| Hispanic/Latino | 10% | 12% | -- | -1 |
| Native Hawaiian or Other Pacific Islander | 0% | 0% | -- | -2 |
| Two or More Races | 3% | 3% | -- | -1 |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

**Enterprise/Business-to-Business Sales and Support**: For participating organizations, 40% of enterprise/business-to-business sales and support employees were people of color (see Figure 25). This represents an increase of 1 percentage point since 2021. The representation of people of color in enterprise/business-to-business sales and support positions is 37% for MSOs. Among people of color, Black or African Americans currently represent 22%, followed by Hispanics/Latinos (10%), Asians (5%), and people of two or more races (3%).

**Figure 26. Technology Non-management by Race/Ethnicity**

| | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 55% | 69% | -- | -4 |
| **People of Color** | 45% | 31% | -- | +4 |
| **American Indian or Alaska Native** | 0% | 0% | -- | -1 |
| **Asian** | 18% | 37% | 13% | -1 |
| **Black or African American** | 20% | 26% | 47% | +4 |
| **Hispanic/Latino** | 10% | 5% | 5% | +8 |
| **Native Hawaiian or Other Pacific Islander** | 1% | 0% | 1% | +1 |
| **Two or More Races** | 2% | 2% | 2% | +2 |

*Notes: A dash (—) indicates that data was not available. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

**Technology Non-management:** In 2023, 45% of technology non-managers were people of color (see Figure 26). This is an increase of 4 percentage points since 2021. Among people of color in technology non-manager roles in 2023, Black or African Americans had the highest

representation at 20%, followed by Asians (18%), Hispanics/Latinos (10%), people of two or more races (2%), and Native Hawaiian or Other Pacific Islander (1%).

**Manager Roles**

**Figure 27. Call Center/Customer Support Management by Race/Ethnicity**

| | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 56% | 55% | -- | -13 |
| **People of Color** | 44% | 45% | -- | +13 |
| **American Indian or Alaska Native** | 0% | 0% | -- | 0 |
| **Asian** | 2% | 2% | -- | -1 |
| **Black or African American** | 38% | 19% | -- | +4 |
| **Hispanic/Latino** | 8% | 12% | -- | 0 |
| **Native Hawaiian or Other Pacific Islander** | 0% | 0% | -- | -1 |
| **Two or More Races** | 8% | 11% | -- | +4 |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

**Call Center/Customer Support Management**: In 2023, 44% of call center/customer support management employees in the industry were people of color (see Figure 27). This is an increase of 13 percentage points in the representation of people of color in these roles since 2021. Black or African Americans represented 38% of call center/customer support managers, followed by Hispanics/Latinos (8%), people of two or more races (8%), and Asians (2%).

**Figure 28. Technology Management by Race/Ethnicity**

| | Overall Industry Workforce | Operators | Programmers | Industry Change from 2021 |
|---|---|---|---|---|
| **White** | 59% | 70% | 46% | -7 |
| **People of Color** | 41% | 30% | 54% | +7 |
| **American Indian or Alaska Native** | 4% | 0% | 0% | +4 |
| **Asian** | 15% | 17% | 16% | -9 |
| **Black or African American** | 17% | 5% | 34% | +12 |
| **Hispanic/Latino** | 4% | 5% | 2% | 0 |

| | | | | |
|---|---|---|---|---|
| **Native Hawaiian or Other Pacific Islander** | 0% | 0% | 0% | **0** |
| **Two or More Races** | 1% | 2% | 1% | **0** |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

**Technology Management:** In 2023, 41% of technology managers were people of color (see Figure 28). This is an increase of 7 percentage points since 2021. The representation of people of color for programmers (54%) was higher than for MSOs (30%). Black or African Americans represented 17% of technology managers, followed by Asians (15%), American Indians or Alaska Natives (4%), Hispanics/Latinos (4%), and people of two or more races (1%).

**Diversity Policies and Practices**

As part of the 2024 NAMIC AIM survey, participating organizations were asked about their diversity policies and practices.

**Figure 29. Person Responsible for Spearheading Diversity and Inclusion Initiatives**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Head of HR (e.g., CHRO, EVP/SVP/VP HR)** | 19% | 33% | 17% |
| **Chief Diversity Officer** | 31% | 17% | 67% |
| **VP of Diversity/Inclusion/Wellness, SVP of Diversity/Inclusion/Wellness** | 13% | 17% | 17% |
| **HR Department** | 0% | 0% | 0% |
| **President/CEO** | 6% | 17% | 0% |
| **Other** | 25% | 17% | 0% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, of the survey participants, the Chief Diversity Officer was the most commonly reported person responsible for spearheading diversity and inclusion initiatives (31%), with Head of HR as the second most common selection (19%), and less frequently the VP or SVP of Diversity/Inclusion/Wellness (13%), and the President/CEO (6%) (see Figure 29). Note that participants were allowed to provide multiple responses to this question (i.e., identify more than one person who is responsible for spearheading diversity and inclusion initiatives).

**Figure 30. Extent to Which Senior Executives Are Actively Involved/Engaged in Diversity and Inclusion Programs/Initiatives**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Extremely** | 36% | 21% | 14% |
| **Very** | 36% | 7% | 21% |
| **Somewhat** | 21% | 14% | 0% |
| **Slightly** | 7% | 0% | 0% |
| **Not at all** | 0% | 0% | 0% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

Participating companies were asked to provide information on how involved or engaged senior executives (i.e., CEO and direct reports) were in diversity and inclusion programs and initiatives (see Figure 30). In 2023, 72% of responding organizations reported that senior executives were "very" or "extremely" involved or engaged in diversity and inclusion programs and initiatives.

This is 7 percentage points lower than 2021. The rates were higher for programmers (35%) compared with MSOs (28%).

**Figure 31. Diversity-related Staff and Internal Groups**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Organization has an internal group that focuses on diversity** | 81% | 83% | 71% |
| **Organization has an internal group; senior executive (i.e., CEO and/or direct report) is a member of the group** | 56% | 50% | 57% |
| **Organization has staff dedicated exclusively to diversity and inclusion** | 76% | 83% | 71% |
| **Median number of full-time equivalent employees (FTEs) on staff dedicated exclusively to diversity and inclusion\*** | 4 | 4 | 4 |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, 93% of responding organizations had an internal group that focused on diversity and inclusion (see Figure 31), the same as in 2021. The proportion was equal for MSOs (36%) and programmers (36%). For organizations with an internal group, 64% reported that the group includes a senior executive (i.e., CEO and/or a direct report). For organizations with staff dedicated exclusively to diversity and inclusion, the median number of full-time equivalent employees (FTEs) on staff was 4, consistent across programmers and MSOs.

**Figure 32. Ways in Which CEOs Demonstrate Support for Diversity Initiatives**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Regularly meets with various employee resource groups/affinity groups** | 57% | 50% | 60% |
| **Signs off on diversity metrics and programs** | 64% | 83% | 40% |
| **Regularly sends communications on DEI** | 29% | 33% | 20% |
| **Signs off on executive compensation targets tied to diversity** | 43% | 33% | 40% |
| **Is a member of the diversity council** | 36% | 50% | 20% |
| **Signs off on supplier diversity goals** | 36% | 17% | 60% |

| **Formally heads up the diversity council** | 14% | 33% | 0% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

The 2024 NAMIC AIM survey collected information from participating organizations on the specific ways industry CEOs demonstrate support for diversity initiatives (see Figure 32). In 2023, the most common ways were (1) signing off on diversity metrics and programs (64%) and (2) regularly meeting with various employee resource groups/affinity groups (57%). Other ways included signing off on executive compensation targets tied to diversity (43%), signing off on supplier diversity goals (36%), being a member of the diversity council (36%), and regularly sending communications on DEI (29%).

**Figure 33. Organization Engagement in Key Diversity Practices**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Employee attitude/satisfaction/engagement survey includes items that relate to organizational diversity and inclusion** | 100% | 100% | 100% |
| **Routinely checks for and acts to close gender and race/ethnicity gaps in turnover rates** | 100% | 100% | 100% |
| **Diversity awareness is celebrated in the form of different cultural events (e.g., Black History Month, Hispanic Heritage Month, etc.)** | 100% | 100% | 100% |
| **Routinely checks for and acts to close gender and race/ethnicity gaps in hiring rates** | 92% | 33% | 100% |
| **Routinely checks for and acts to close gender and race/ethnicity gaps in promotion rates** | 92% | 100% | 100% |
| **Aligns diversity strategy with business goals and objectives** | 86% | 67% | 100% |
| **Routinely reviews and acts upon employee attitude/satisfaction/engagement survey responses by gender and race/ethnicity** | 86% | 83% | 80% |
| **Mentoring programs for women** | 85% | 83% | -- |
| **Employee affinity groups/ERGs exist in the organization (e.g., employee** | 73% | 50% | 83% |

The 2024 NAMIC AIM survey collected data on the frequency with which responding organizations engaged in key diversity practices (see Figure 33). In 2023, the most common practices were:

- **Employee attitude/satisfaction/engagement survey includes items that relate to organizational diversity and inclusion** (100% of organizations), with MSOs and programmers fully participating.
- **Routinely checks for and acts to close gender and race/ethnicity gaps in turnover rates** (100% of organizations), again with complete participation across all sectors.
- **Diversity awareness is celebrated in the form of different cultural events** (100% of organizations), with total participation.
- **Routinely checks for and acts to close gender and race/ethnicity gaps in hiring rates** (92% of organizations), with MSOs at 33% and programmers at 100% participation.
- **Routinely checks for and acts to close gender and race/ethnicity gaps in promotion rates** (92% of organizations) with MSOs and programmers at 100% participation.
- **Aligns diversity strategy with business goals and objectives** (86% of organizations), with programmers (100%) more likely to engage than MSOs (67%).

The least common diversity-related practices employed by responding organizations in 2023 were:

- **Created a corporate sustainability/social responsibility mandate** (60%), with programmers (100%) more engaged than MSOs (67%).
- **People managers are held accountable for diversity-related tasks or outcomes in the performance management process** (54%), which compares to 50% for MSOs.
- **Bonus/incentive pay for management is linked to the achievement of organizational diversity goals** (45% of organizations) with 33% for MSOs.

In 2023, key diversity practices by sector were as follows:

- **All operators (MSOs) surveyed engaged in the following key diversity practices in 2023:**
  - Employee attitude/satisfaction/engagement survey includes items that relate to organizational diversity and inclusion (100%)
  - Routinely checks for and acts to close gender and race/ethnicity gaps in promotion rates (100%).
  - Routinely checks for and acts to close gender and race/ethnicity gaps in turnover rates (100%).
  - Diversity awareness is celebrated in the form of different cultural events (e.g., Black History Month, Hispanic Heritage Month, etc.) (100%).
- **All programmers surveyed engaged in the following key diversity practices in 2023:**
  - Aligns diversity strategy with business goals and objectives (100%).
  - Employee attitude/satisfaction/engagement survey includes items that relate to organizational diversity and inclusion (100%).
  - Routinely checks for and acts to close gender and race/ethnicity gaps in hiring rates (100%).
  - Routinely checks for and acts to close gender and race/ethnicity gaps in promotion rates (100%).

- o Routinely checks for and acts to close gender and race/ethnicity gaps in promotion rates (100%).
- o Routinely checks for and acts to close gender and race/ethnicity gaps in turnover rates (100%).
- o People managers are held accountable for diversity-related tasks or outcomes in the performance management process (100%).
- o Diversity awareness is celebrated in the form of different cultural events (e.g., Black History Month, Hispanic Heritage Month, etc.) (100%).
- o Created a corporate sustainability/social responsibility mandate (100%).

**Figure 34. Organizations Providing Diversity and Inclusion Training**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Yes, provided diversity and inclusion training in 2023** | 86% | 83% | 80% |
| **No, did not provide diversity and inclusion training in 2023** | 14% | 17% | 20% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, 86% of organizations that responded to the NAMIC AIM survey provided diversity and inclusion training. Operators (83%) were more likely to provide training compared with programmers (80%) (see Figure 34).

**Figure 35. Mandatory Versus Voluntary Diversity and Inclusion Training**

| | | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|---|
| **Executive/senior-level officials and managers** | **Mandatory** | 69% | 50% | -- |
| | **Voluntary** | 23% | 33% | -- |
| **Entry-/mid-level officials and managers** | **Mandatory** | 62% | 33% | -- |
| | **Voluntary** | 38% | 67% | -- |
| **Non-management employees** | **Mandatory** | 62% | 15% | -- |
| | **Voluntary** | 33% | 0% | -- |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

Of the diversity and inclusion training offered in 2023, the majority reported that training was mandatory for executives and senior-level managers, entry- and mid-level managers, and non-management employees (see Figure 35). Sixty-nine percent of the industry made training mandatory for executive/senior-level officials and managers, while only 23% offered it on a voluntary basis. Entry-/mid-level officials and managers saw a similar trend with 62% mandatory and 33% voluntary. For non-management employees, 62% were required to participate in mandatory training compared with 33% for voluntary training.

**Figure 36. Training Format for Diversity and Inclusion**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **In-person only** | 0% | 0% | 0% |

| | | | |
|---|---|---|---|
| Web-based only | 22% | 0% | 33% |
| Both | 78% | 100% | 67% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

Participating companies that provided diversity and inclusion training in 2023 were asked about the format used for their training (see Figure 36). Seventy-eight percent of organizations reported using both in-person and web-based training, 22% used web-based only training, and no organizations used in-person only training. Operators were more likely to provide both in-person and web-based training (100%) than programmers (67%).

**Figure 37. Organizations with Flexible Working Benefits**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Telecommuting on a part-time basis** | 92% | 83% | 100% |
| **Flextime** | 92% | 100% | -- |
| **Telecommuting on a full-time basis** | 77% | 83% | 60% |
| **Compressed workweeks** | 42% | 50% | -- |
| **Shift flexibility** | 50% | 67% | -- |
| **Job sharing** | 0% | 0% | 0% |
| **On-ramping for elder caregivers or parents re-entering workforce** | 17% | 17% | 6% |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, participating organizations reported the following flexible working benefits in order of greatest to least (see Figure 37):

- **Telecommuting on a part-time basis:** Ninety-two percent of organizations reported offering telecommuting on a part-time basis. Programmers (100%) were more likely than MSOs (83%) to offer this benefit (83%).
- **Flextime**: Ninety-two percent of organizations offered flextime. 100% of MSOs were likely to offer flextime.
- **Telecommuting on a full-time basis:** Seventy-seven percent of organizations reported offering telecommuting on a full-time basis. Operators (83%) were more likely to offer this option than programmers (60%).
- **Compressed workweeks:** Forty-two percent of organizations report offering compressed workweeks. 50% of MSOs offered compressed workweeks.
- **Shift flexibility:** Fifty percent of organizations reported offering shift flexibility. Sixty-seven percent of MSOs offered shift flexibility.
- **Job sharing**: No organizations reported offering job sharing in 2023.

- **On-ramping for elder caregivers or parents re-entering workforce:** Seventeen percent of organizations reported offering on-ramping programs. Operators (17%) were more likely than programmers (6%) to offer this.

**AIM Findings**

NAMIC actively monitors the use of policies and practices in the media, entertainment, and technology industries that support skill and leadership development for people of color. This section shows survey results related to advancement opportunities, leadership development opportunities, executive development opportunities, and resources used for development.

**Figure 38. Advancement Opportunities**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Routinely checks for and acts to close gender and race/ethnicity gaps in promotion rates** | 92% | 100% | 100% |
| **Mentoring programs for women; a mentor helps an employee navigate their career, providing guidance for career choices and decisions** | 85% | 83% | -- |
| **Targeted leadership development opportunities (e.g., mentoring, coaching, etc.) are designed to increase diversity in higher-level positions within the organization** | 71% | 67% | 60% |
| **Mentoring programs for people of color; a mentor helps an employee navigate their career, providing guidance for career choices and decisions** | 69% | 83% | -- |
| **Leadership development opportunities are specifically tailored for women** | 67% | 60% | -- |
| **Leadership development opportunities are specifically tailored for people of color** | 67% | 60% | -- |
| **Sponsorship programs for women and people of color** | 67% | 80% | -- |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, participants employed the following strategies for advancement opportunities in order of use from greatest to least (see Figure 38):

- **Equitable promotions**: Ninety-two percent of organizations routinely check for and act to close gender and race/ethnicity gaps in promotion rates. Operators and programmers do so 100% of the time.
- **Mentoring programs for women**: Eighty-five percent of organizations have mentoring programs for women; 83% of MSOs have such mentoring programs.
- **Targeted leadership programs**: Seventy-one percent of organizations have targeted leadership development opportunities (e.g., mentoring, coaching, etc.) designed to increase diversity in higher-level positions within the organization. Operators (67%) are more likely than programmers (60%) to have these targeted leadership programs.
- **Mentoring programs for people of color**: Sixty-nine percent of organizations have mentoring programs for people of color; 83% of MSO have such mentoring programs.
- **Leadership development programs for women**: Sixty-seven percent of participating organizations reported that they have targeted leadership development opportunities specifically tailored for women; 60% of MSOs have such programs.
- **Leadership development programs for people of color**: Sixty-seven percent of participating organizations report that they have targeted leadership development opportunities specifically tailored for people of color; 60% of MSOs have such programs.
- **Sponsorship programs**: Sixty-seven percent of organizations have sponsorship programs for women and people of color; 80% of MSOs have such programs.

**Figure 39. Leadership Development Opportunities Tailored for People of Color**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Conferences (i.e., externally hosted sessions)** | 73% | 83% | 100% |
| **e-Learning events (i.e., online training sessions)** | 67% | 83% | 60% |
| **Mentoring (i.e., a leader who helps an employee navigate their career, providing guidance for career choices and decisions)** | 53% | 67% | 60% |
| **Leadership coaching (i.e., a certified coach who provides 1:1 counseling)** | 40% | 33% | 40% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, participating organizations reported the following leadership development opportunities tailored for people of color in order of highest to lowest percentage (see Figure 39):

- **Conferences**: Seventy-three percent of participating organizations reported that they offer conferences (i.e., externally hosted sessions) for people of color. Programmers (100%) were more likely than MSOs (83%) to offer conferences.

- **e-Learning events**: Sixty-seven percent of participating organizations reported offering e-learning events (i.e., online training sessions) to people of color. Operators (83%) were more likely than programmers (60%) to offer e-learning events.
- **Mentoring**: Fifty-three percent of participating organizations reported that they offer mentoring (i.e., a leader who helps an employee navigate their career, providing guidance for career choices and decisions) to people of color. Operators (67%) were more likely than programmers (60%) to offer mentoring.
- **Leadership coaching**: Forty percent of survey participants reported offering leadership coaching (i.e., a certified coach who provides 1:1 counseling) to people of color. Programmers (40%) were more likely than MSOs (33%) to offer leadership coaching.

**Figure 40. Qualifiers for Executive Development Programs for People of Color**

|  | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Available to all** | 50% | 80% | 60% |
| **High performers** | 36% | 40% | 40% |
| **High potentials** | 36% | 40% | 40% |
| **Requires nomination/sponsorship** | 50% | 60% | 40% |
| **Other** | 7% | 0% | 0% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, participating organizations reported the availability of executive development programs for people of color (see Figure 40). Fifty percent of organizations made executive development programs available to all. Thirty-six percent made executive development programs available to high performers, and another 36% made these programs available to high-potential people of color. Fifty percent reported requiring nomination/sponsorship to qualify for executive development programs.

**Figure 41. External Resources Used to Develop Women and People of Color**

|  | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Coaching/training** | 58% | 8% | 33% |
| **Leadership development programs/resources** | 40% | 0% | 40% |
| **Industry programs** | 100% | 33% | 0% |
| **NAMIC/The WICT Network Resources** | 67% | 0% | 67% |

*Notes: Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, organizations reported on external resources used to develop women and people of color (see Figure 41). Sixty-seven percent reported using resources from NAMIC/The WICT Network. Forty percent leveraged external leadership development programs/resources. Fifty-eight percent of organizations offered external coaching/training resources, and another 100% used external industry programs to develop women and people of color.

**Other Dimensions of Diversity**

Respondents were asked to provide information on the ways in which their organizations supported LGBTQ+ employees in the workplace, veterans returning to the civilian workforce, and people with disabilities in 2023.

**LGBTQ+ Employees in the Workplace**

**Figure 42. Ways in Which Organizations Support LGBTQ+ Employees in the Workplace**

| | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Employee affinity groups/ERGs** | 57% | -- | -- |
| **Senior-level champion for LGBTQ+ hiring, development, and retention efforts** | 43% | -- | -- |
| **Supervisory training includes sexual orientation and gender identity as topics** | 36% | -- | -- |
| **Publicized commitment to LGBTQ+ employees** | 29% | -- | -- |
| **Mentoring programs** | 14% | -- | -- |
| **Sponsorship programs** | 14% | -- | -- |
| **Targeted leadership development programs** | 7% | -- | -- |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, respondents supported LGBTQ+ employees in the workplace with the following services in order of greatest to least frequency (see Figure 42):

- **Employee affinity groups/ERGs:** Fifty-seven percent of organizations reported providing employee affinity groups or employee resource groups for LGBTQ+ employees.
- **Senior-level champion for LGBTQ+ hiring, development, and retention efforts**: Forty-three percent of organizations reported having a senior-level champion.

- **Supervisory training includes sexual orientation and gender identity as topics:** Thirty-six percent of organizations included these topics in supervisory training.
- **Publicized commitment to LGBTQ+ employees:** Twenty-nine percent of organizations reported a publicized commitment to LGBTQ+ employees.
- **Mentoring programs for LGBTQ+ employees:** Fourteen percent of organizations provided mentoring programs.
- **Sponsorship programs for LGBTQ+ employees:** Fourteen percent of organizations offered sponsorship programs.
- **Targeted leadership development programs for LGBTQ+ employees:** Seven percent of organizations offered such programs.

**Veterans Returning to Civil Service**

**Figure 43. Ways in Which Organizations Support the Return of Veterans to the Civilian Workforce**

|  | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Employee affinity groups/ERGs** | 64% | 60% | -- |
| **Public commitment to hire, train, and support veterans** | 55% | 80% | -- |
| **Careers website includes section on veteran recruitment** | 55% | 80% | -- |
| **Senior-level champion for veteran hiring, development, and retention efforts** | 55% | 80% | -- |
| **Mentoring programs** | 46% | 80% | -- |
| **Dedicated recruiting team** | 46% | 60% | -- |
| **Internal training program designed specifically for veterans** | 27% | 20% | -- |
| **Targeted leadership development programs** | 18% | 20% | -- |
| **Sponsorship programs** | 0% | 0% | -- |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

In 2023, survey respondents supported veterans returning to the civilian workforce with the following services in order of greatest to least frequency (see Figure 43):

- **Employee affinity groups**: Sixty-four percent of organizations reported providing employee affinity groups or employee resource groups for veterans, 60% of MSOs provided such affinity groups or employee resources groups for veterans.

- **Public commitment to hire, train, and support veterans**: Fifty-five percent of organizations reported making a public commitment; 80% of MSOs made such public commitment.
- **Careers website includes section on veteran recruitment**: Fifty-five percent of organizations reported having a careers website that includes a section on veteran recruitment; 80% of MSOs had such website section.
- **Senior-level champion for veteran hiring, development, and retention efforts**: Fifty-five percent of organizations reported having a senior-level champion; 80% of MSOs had a senior-level champion.
- **Mentoring programs**: Forty-six percent of organizations reported providing mentoring programs for veterans; 80% of MSOs provided a mentoring program for veterans.
- **Dedicated recruiting team for veterans**: Forty-six percent of organizations reported having a dedicated recruiting team for veterans; 60% of MSOs had such dedicated recruiting team.
- **Internal training program designed specifically for veterans**: Twenty-seven percent of organizations reported providing an internal training program designed specifically for veterans; 20% of MSOs had such internal training program.
- **Targeted leadership development programs for veterans**: Eighteen percent of organizations reported providing targeted leadership development programs for veterans; 20% of MSOs had such targeted leadership development programs.
- **Sponsorship programs for veterans**: No organizations reported providing sponsorship programs.

**People with Disabilities**

**Figure 44. Ways in Which Organizations Support People with Disabilities**

|  | Overall Industry Workforce | Operators | Programmers |
|---|---|---|---|
| **Employee affinity groups/ERGs** | 73% | 60% | -- |
| **Careers website includes section on recruitment for people with disabilities** | 45% | 40% | -- |
| **Senior-level champion for hiring, development, and retention efforts for people with disabilities** | 45% | 60% | -- |
| **Mentoring programs** | 27% | 40% | -- |
| **Public commitment to hire, train, and support people with disabilities** | 27% | 60% | -- |
| **Sponsorship programs** | 18% | 20% | -- |
| **Targeted leadership development programs** | 9% | 20% | -- |
| **Internal training program designed specifically for people with disabilities** | 9% | 0% | -- |
| **Dedicated recruiting team** | 0% | 0% | -- |

*Notes: A dash (--) indicates that data was not available or was insufficient. Percentages have been rounded to the nearest whole percent. Overall Industry Workforce denotes the average of all respondents to this year's survey.*

Figure 44 illustrates that in 2023, participating organizations offered the following services to support people with disabilities in order of greatest to least frequency:

- **Employee affinity groups/ERGs:** Seventy-three percent of organizations reported providing employee affinity groups or ERGs for people with disabilities; 60% of MSOs reported providing such employee affinity groups/ERGs.
- **Careers website includes section on recruitment for people with disabilities:** Forty-five percent of organizations reported having a careers website that includes a section on recruiting people with disabilities; 40% of MSOs had such section.
- **Senior-level champion for hiring, development, and retention efforts for people with disabilities:** Forty-five percent of organizations reported having a senior-level champion; 60% of MSOs reported having such.
- **Mentoring programs:** Twenty-seven percent of organizations reported providing mentoring programs for people with disabilities; 40% of MSOs provided mentoring programs.
- **Public commitment to hire, train, and support people with disabilities:** Twenty-seven percent of organizations made a public commitment; 60% of MSOs made this commitment.
- **Sponsorship programs:** Eighteen percent of organizations reported providing sponsorship programs; 20% of MSOs provided sponsorship programs.
- **Targeted leadership development programs for people with disabilities:** Nine percent of organizations offered such programs; 20% of MSOs offered targeted leadership development programs.
- **Internal training program designed specifically for people with disabilities:** Nine percent of organizations offered this; no MSOs offered internal training.
- **Dedicated recruiting team:** None of the organizations responding to the survey had a dedicated recruiting team in 2023.

## Conclusions

The NAMIC AIM survey helps media, entertainment, and technology organizations in the industry set multi-ethnic diversity goals, institutionalize policies that promote diversity and inclusion, measure progress against goals, and achieve sustainable results. The 2023 data reveals important statistics that show progress and areas for opportunity to improve DEI, including:

- **Representation of People of Color in the Industry**
  Representation of people of color in the industry was 41% in 2023, which is 4 percentage points higher than in 2021.  All industry sectors increased their representation of people of color in 2023 compared with 2021. Programmers increased representation by 11 percentage points, and operators increased representation by 3 percentage points.

- **Roles of People of Color in the Industry**
  In 2023, representation of people of color increased across all positions. The highest increase occurred at the board of directors level with an increase of 8 percentage points since 2021. People of color were most likely to hold digital media roles (58%) and least likely to hold advertising sales roles (32%).

- **Women of Color in the Industry**
  Women of color made up 21% of the industry workforce in 2023, 2 percentage points lower than in 2021. Representation of women of color increased in board of directors positions (32 percentage points) and executive/senior manager roles (1 percentage point). Women of color representation decreased in manager positions (-3 percentage points) and stayed the same in professional roles.

- **Talent Movement of People of Color**
  In 2023, people of color comprised 56% of all new hires in the media, entertainment, and technology companies that participated in the survey, which is 14 percentage points higher than in 2021. People of color were promoted to new positions at a rate of 8%, which is lower than the overall industry workforce and the national average. The voluntary turnover rate for people of color was 15%, higher than the overall industry rate of 13% and lower than the national average of 16%.

- **Commitment to DEI**
  The data show that in 2023, 100% of survey participants routinely checked for and acted to close gender and race/ethnicity gaps in turnover rates. In addition, 86% have aligned their diversity strategy with business goals and objectives. Leaders who engage in these best practices from the highest levels leverage their influence and success for the benefit of others and, ultimately, for the benefit of their companies.

- **Leadership Involvement in DEI**
  In 2023, 72% of the companies surveyed had senior leaders who are extremely or very involved in DEI programs. This is a key factor in creating more diverse and inclusive workplaces. Advancing goals connected to broader organizational imperatives creates greater clarity around expectations and helps ensure DEI is embedded into the culture of an organization.

**What You Can Do**

In the current climate, DEI efforts face backlash, causing some organizations to scale back or even eliminate their DEI programs in response to shifting legal and societal pressures. Despite these challenges, it remains crucial for companies to stay committed to advancing DEI initiatives, especially considering the shifting demographics of the consumer base. While executing DEI strategies may be more difficult now, organizations can continue to make meaningful progress by being strategic, thoughtful, and resilient.

- **Implement Comprehensive Inclusion Training**
  Revisit the organization's approach to DEI training by devising a more nuanced strategy. Provide foundational training that helps to raise awareness of biases that may affect decision-making and interactions within the workplace, fostering a more inclusive culture.[6] In addition to these foundational sessions, offer more specialized courses that delve into critical areas like microaggressions and inclusive behaviors. Identify DEI champions within the organization to help drive change more effectively by acting as internal advocates who embody and promote DEI principles. These champions can play a pivotal role in fostering an inclusive culture, even when broader support may be wavering.

- **Develop and Support Resource Groups**
  Continue to develop and actively support both employee resource groups (ERGs) and business resource groups (BRGs) for underrepresented groups within the organization. While some companies may be reconsidering or scaling back their DEI efforts, maintaining these groups with strong executive sponsorship and adequate resources is essential. Employee resource groups provide valuable insights and a support network, while BRGs align with business strategies, driving goals from the perspective of the targeted groups. These groups are crucial for enhancing the attraction and retention of diverse talent, contributing to an innovative and inclusive workplace.[7]

- **Create Transparent DEI Metrics and Goals**
  In the current environment, it is more important than ever to be strategic and focused with DEI goals. Revisit and narrow DEI metrics to align closely with identified gaps and ensure that organizational efforts are targeted where they can have the most impact. Transparency remains crucial. Regularly report progress to both leadership and employees to foster accountability and commitment. While pushback may be increasing, it is vital to maintain the importance of these efforts, even if the broader organizational environment becomes less supportive. Data shows that progress is being made, but certain areas still require more attention and work. By staying focused and strategic, organizations can continue to drive meaningful and sustainable change in DEI, even under challenging circumstances.[8]

[6] Harvard Business Review, Unconscious Bias Training That Works, Sep 2021
[7] SHRM, Diversity, Equity and Inclusion at Work, Dec 2022
[8] McKinsey, Diversity matters even more: The case for holistic impact, Dec 2023

**Appendix**

**Survey Methodology**
The primary research methodology for this study was a survey of media, entertainment, and technology companies. The survey consisted of 550+ quantitative and 130+ qualitative questions delivered via an online survey. In January 2024, an email invitation that included a hyperlink to register for the survey and begin uploading data was sent to companies in the industry. The survey was open for four months, with periodic reminders sent to non-respondents.

These efforts resulted in 17 companies completing the survey. Six of these companies were operators, 7 companies were programmers, and 4 companies were industry suppliers. Fourteen organizations participated in both the 2022 and 2024 NAMIC AIM surveys, and 3 organizations were new to the survey in 2024.

Operators and programmers directly employ over 295,000 people in the U.S., according to the Oxford Economics report. The 13 programmer and operator companies that responded to the survey represent more than 218,000 U.S. employees, or approximately 74% of this workforce, suggesting that the survey results are representative of the industry. In addition, the 4 suppliers that responded to the survey represent more than 4,700 U.S. employees. Areas with insufficient data for analysis or for which national benchmarks are unavailable, have been indicated with a dash (--).

Like previous NAMIC AIM surveys, the 2024 survey captured information on diversity at the highest leadership levels within the industry as well as the workforce dynamics—i.e., hires, promotions, and exits—of women in the industry. Data from PwC's Saratoga was used to generate national benchmarks. Saratoga is a benchmarking tool that covers more than 40 years of history and measurement from over 2,000 companies globally.

The 2024 survey measured diversity practices and commitment to diversity and inclusion in the industry, as well as the prevalence of non-traditional employee benefits. Unless otherwise stated, the figures in this report reflect full-time employees at participating organizations who were active, on disability, or on leave of absence, excluding temporary/contingent employees and employees who reside and work outside the U.S. and its territories. Hire rates, promotion rates, and turnover rates in this document refer to rates at the staff level and above (i.e., staff, professionals, managers, and executives/senior managers) and exclude blue collar workers. Young professionals include employees who were born on or after January 1, 1983. People of color include those classified as Hispanic/Latino, Black or African American, Native Hawaiian or other Pacific Islander, Asian, American Indian or Alaska Native, or two or more races.

Not all survey participants responded to all of the survey questions. Results were calculated based on the number of organizations that responded to a given question. While the survey was conducted in 2024, survey respondents were asked to report on 2023 workforce demographics, by gender and race/ethnicity, for a variety of job categories. This is consistent with how the surveys have historically been conducted.

# THE NAMIC AIM

**About NAMIC**

Founded in 1980, NAMIC (National Association for Multi-ethnicity in Communications) is dedicated to promoting diversity and inclusion within the media and technology sectors. NAMIC envisions a future where companies thrive through diverse talent, inclusive workplaces, and equitable practices, ensuring authentic representation in their content and products. With over 2,500 members across 18 chapters nationwide, NAMIC focuses on leadership development, advocacy, and empowerment. To learn more about NAMIC, visit www.namic.com and follow @NAMICNational on Instagram, LinkedIn, and Facebook.

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**About the NCTA Education Foundation**
Since 1980, The NCTA Education Foundation has been actively working to advance diversity, equity, and inclusion across the media and entertainment landscape. Its mission is achieved through providing targeted grants to key organizations within the industry, underwriting vital industry research, and supporting initiatives that promote diversity and inclusion in the workforce. The Foundation also contributes to the creative talent pipeline by collaborating with key stakeholders to ensure that underrepresented content creators have access and opportunity to bring diverse stories to the screen. Through its activities, the Foundation develops unique programs and initiatives designed to advance the conversation around equity and inclusion and facilitates collaboration between partners and benefactors that provide career-enhancing resources and opportunities to women and diverse professionals.

**About PwC**
PricewaterhouseCoopers (PwC) is a multinational professional services organization whose purpose is to build trust in society and solve important problems. With a network of firms in 155 countries, PwC has over 284,000 people who are committed to delivering quality and results in assurance, advisory, and tax services. PwC's Saratoga is a benchmarking tool that covers 40+ years of history and measurement from over 2,000 clients globally to revolutionize the approach to HR data analysis. Through Saratoga, organizations can evaluate and derive insights from human resources data and gain access to industry metrics that can answer key questions related to workforce transformation.

**Definition of Terms**

- **Advertising Sales** — Includes employees in traditional and digital sales.
- **Blue Collar** — Includes production and/or operations workers.
- **Board of Directors** — Includes a group of individuals elected by stockholders at publicly held companies (or elected by members at some nonprofits) that has governance responsibility for the organization.
- **Call Center/Customer Support** — Employees provide customer-facing support and manage billing, installation, cross-marketing, and other communications directly with customers via telephone, e-mail, web-based online chat, fax, or other technologies.
- **Call Center/Customer Support Management** — Includes employees who manage call center/customer support employees.
- **Compressed Workweeks** — Allows full-time employees to work longer days for part of the week or pay period in exchange for shorter days or a day off each week or pay period.
- **Creative and/or Content Development** — Employees develop and oversee the creation of content, including on-air promotion and production.
- **Digital Media** — Employees develop and operate new content delivery platforms and services, including designing customer interface and running technology that supports new business, such as websites and distributed content platforms. There may be overlap between this category and IT project management and project development.
- **Disability** — An individual with a disability is defined by the ADA as a person who has a physical or mental impairment that substantially limits one or more major life activities, a person who has a history or record of such an impairment, or a person who is perceived by others as having such an impairment.
- **Diversity and Inclusion Training** — Training staff on managing multicultural teams and addressing clients' multicultural business needs.
- **Employee Resource Networks (ERGs)** — Groups formed around an aspect of diversity within an organization.
- **Enterprise/Business-to-Business Sales and Support** — Includes traditional and digital.
- **Executive/Senior-Level Officials and Managers** — Individuals who plan, direct, and formulate policies, set strategy, and provide the overall direction of enterprises/organizations for the development and delivery of products or services, within the parameters approved by board of directors or other governing bodies. Residing in the highest levels of organizations, these executives plan, direct, or coordinate activities with the support of subordinate executives and staff managers. In larger organizations, they include individuals within two reporting levels of the CEO, whose responsibilities require frequent interaction with the CEO. Examples of these kinds of managers are chief executive officers, chief operating officers, chief financial officers, line of business heads, presidents, executive vice presidents of functional areas or operating groups, chief information officers, chief human resources officers, chief marketing officers, chief legal officers, management directors, and managing partners.
- **Executives/Senior Managers** — Includes employees who determine policy and direction of the organization or a functional area and direct its activities, usually through other managers. They control the selection of senior employees and the allocation of resources.
- **Entry-/Mid-Level Officials and Managers** — Individuals who serve as managers, other than those who serve as executive/senior-level officials and managers, including those

who oversee and direct the delivery of products, services, or functions at group, regional, or divisional levels of organizations. These managers receive directions from the executive/senior-level management and typically lead major business units. They implement policies, programs, and directives of executive/senior management through subordinate managers and within the parameters set by executive/senior-level management. Examples of these kinds of managers are vice presidents and directors; group, regional, or divisional controllers; treasurers; and human resources, information systems, marketing, and operations managers. The entry-/mid-level officials and managers subcategory also includes those who report directly to middle managers. These individuals serve at functional, line of business segment, or branch levels and are responsible for directing and executing the day-to-day operational objectives of enterprises/organizations, conveying the directions of higher-level officials and managers to subordinate personnel and, in some instances, directly supervising the activities of exempt and non-exempt personnel. Examples of these kinds of managers are first-line managers, team managers, unit managers, operations and production managers, branch managers, administrative services managers, purchasing and transportation managers, storage and distribution managers, call center or customer service managers, technical support managers, and brand or product managers.

- **Flextime** — Allows employees to choose their work hours within limits established by the employer.
- **Job Sharing** — Two or more employees share the responsibilities, accountability, and compensation of one full-time job.
- **Managers** — Includes employees who coordinate and organize the activities of a discrete unit or service within the organization, usually reporting to a senior manager. They establish operational and administrative procedures, formulate policy relevant to their areas, and organize, lead, and direct others to achieve their goals.
- **People of Color** — Includes those classified as Hispanic/Latino, Black or African American, Native Hawaiian or other Pacific Islander, Asian, American Indian or Alaska Native, or two or more races.
- **Professionals** — Most jobs in this category require bachelor and graduate degrees and/or professional certification. In some instances, comparable experience may establish a person's qualifications. Most occupations in this group are responsible for professional and technical day-to-day activities of the division/company. In some instances, relevant experience is required in addition to the formal qualification. Senior positions may take team leader roles designed around specialist expertise rather than people management. Examples of these kinds of positions include accountants and auditors, airplane pilots and flight engineers, architects, artists, chemists, computer programmers, designers, dieticians, editors, engineers, lawyers, librarians, mathematical scientists, natural scientists, registered nurses, physical scientists, physicians and surgeons, social scientists, teachers, and surveyors.
- **Race/Ethnicity** — Excludes those classified as Hispanic/Latino from the six race designations. For example, Black or African American should be interpreted as Black or African American (not Hispanic/Latino), and White should be interpreted as White (not Hispanic/Latino).
- **Shift Flexibility** — Allows employees to coordinate with co-workers to adjust their schedules by trading, dropping, or picking up shifts.

- **Staff** — Includes clerical, operational support, and technicians, excluding blue collar employees. Includes employees who perform operational tasks according to specific standards and guidelines. Most occupations in this group require only limited job knowledge or relevant experience.
- **Technology Non-management** — Includes non-management employees who are involved in the integrated planning, design, optimization, and operation of technological products, processes, and services.
- **Technology Management** — Includes management employees who are involved in the integrated planning, design, optimization, and operation of technological products, processes, and services.
- **Terminations** — Includes voluntary and involuntary termination and retirement.
- **Year-end Revenue** — Revenue for the latest completed fiscal year, reported in U.S. dollars. Revenue includes total sales, earnings, and all other income (pre-tax), which are found on financial statements. Revenue for U.S. operations only, including its territories, is reported.
- **Young Professionals** — Young professionals include employees who were born on or after January 1, 1983.