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Change the world.**

**ReFrame**

**FOR IMMEDIATE RELEASE**

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**ReFrame Announces that the ReFrame Stamp for  
Gender-Balanced Scripted Series  
is Being Awarded to 21 of the Top 100 Most Popular TV and Streaming Shows  
from 2018-2019. Shows Meeting the Criteria from the Past Two Seasons Include  
*Fleabag, The Marvelous Mrs. Maisel, GLOW, The Act and The Walking Dead***

**ReFrame and IMDbPro Extend Collaboration to Recognize Standout Gender-balanced  
Film and TV Projects Through 2022**

Los Angeles, CA — ReFrame™ ([ReFrameProject.org](http://ReFrameProject.org)), a coalition of industry professionals and partner companies founded by Women In Film and Sundance Institute—whose mission is to increase the number of women of all backgrounds working in film, TV and media—and IMDbPro ([imdbpro.com](http://imdbpro.com))—the essential resource for entertainment industry professionals—announced today the TV and streaming shows from the past two years that have earned the **ReFrame Stamp** based on an extensive analysis of IMDbPro data on the 100 most popular scripted shows. An additional ReFrame analysis of the top 100 scripted shows in each of the past two years shows no increase in the number of gender-balanced TV and streaming series released each year, from 22 shows in 2017-2018 to 21 in 2018-2019 (see full lists below). Shows that have earned this year’s ReFrame Stamp include “**Fleabag**,” “**Grey’s Anatomy**,” “**The Handmaid’s Tale**,” “**The Marvelous Mrs. Maisel**,” and “**When They See Us**.” ReFrame and IMDbPro also announced today a three-year renewal of their successful relationship, which began in 2018 and relies on the authoritative data and professional resources of IMDbPro to recognize standout, gender-balanced film and TV projects.

Here are the ReFrame Stamp for TV recipients from the past two seasons:

## **ReFrame Stamp for TV Recipients (2018-2019)**

["9-1-1"](#) / Fox: Season 2  
["American Horror Story"](#) / FX: Season 8  
["Bojack Horseman"](#) / Netflix: Season 5  
["Fleabag"](#) / Amazon: Season 2  
["GLOW"](#) / Netflix: Season 2  
["Grey's Anatomy"](#) / ABC: Season 15  
["How To Get Away With Murder"](#) / ABC: Season 5  
["Jane The Virgin"](#) / The CW: Season 5  
["Killing Eve"](#) / BBC: Season 2  
["Orange is the New Black"](#) / Netflix: Season 6  
["Pose"](#) / FX: Season 1  
["Power"](#) / STARZ: Season 5  
["Star Trek: Discovery"](#) / CBS: Season 2  
["Supergirl"](#) / CBS: Season 4  
["The 100"](#) / The CW: Season 6  
["The Act"](#) / Hulu: Season 1  
["The Handmaid's Tale"](#) / Hulu: Season 3  
["The Marvelous Mrs. Maisel"](#) / Amazon: Season 2  
["The Walking Dead"](#) / AMC: Season 9  
["When They See Us"](#) / Netflix: Limited Series  
["Workin' Moms"](#) / CBC: Season 3  
*\*\*Shows in bold also received the Stamp for 2017-2018\*\**

## **ReFrame Stamp for TV Recipients (2017-2018)**

["The Americans"](#) / FX: Season 5  
["American Horror Story"](#) / FX: Season 7  
["For the People"](#) / ABC: Season 1  
["GLOW"](#) / Netflix: Season 1  
["Grey's Anatomy"](#) / ABC: Season 14  
["How to Get Away with Murder"](#) / ABC: Season 4  
["Humans"](#) / AMC: Season 3  
["iZombie"](#) / The CW: Season 4  
["Jane the Virgin"](#) / The CW: Season 4  
["Jessica Jones"](#) / Netflix: Season 2  
["Killing Eve"](#) / BBC America: Season 1  
["Madam Secretary"](#) / CBS: Season 4  
["Once Upon a Time"](#) / ABC: Season 7  
["Orange Is the New Black"](#) / Netflix: Season 5  
["Picnic At Hanging Rock"](#) / Showcase: Season 1  
["Pretty Little Liars"](#) / Freeform: Season 7  
["Scandal"](#) / ABC: Season 7  
["Station 19"](#) / ABC: Season 1  
["Supergirl"](#) / The CW: Season 3  
["The Handmaid's Tale"](#) / Hulu: Season 2  
["The Middle"](#) / ABC: Season 9  
["The 100"](#) / The CW: Season 5

The ReFrame analysis and Stamp determinations are based on IMDbPro data showing the top 100 most popular scripted TV and streaming shows in each of the past two years (per the Emmys calendar for each year). These lists are based on IMDbPro data on the actual page views of more than 200 million monthly visitors to IMDb worldwide, factoring the removal of sports, news, non-fiction and reality programs. Previous ReFrame Stamp for Television research for 2017-2018 was based on an open submission call. Of the 364 scripted television programs that were submitted for consideration, 62 qualified for the ReFrame Stamp. ReFrame, working with IMDbPro, has since refined its process to create a baseline and closed data set on which to more accurately compare yearly results. This process is similar to ReFrame's ongoing research on the top 100 box office-grossing feature films of each year, based on IMDbPro box office data. ReFrame continues to welcome submissions from series and films not included in the top 100 of each year, with these Stamp recipients featured on IMDb and the ReFrame website.

"Working with IMDbPro's industry-leading data, we are able to measure content that meets or exceeds stamp criteria in support of diverse, impactful stories from artists around the world," said ReFrame Co-founders **Keri Putnam** and **Cathy Schulman**. "We are thrilled to renew our partnership with IMDbPro through 2022 to celebrate gender-balanced films and television shows with the ReFrame Stamp."

"We are excited to extend our work with the ReFrame team and continue using IMDbPro's authoritative data to measure progress toward a more gender-representative industry," said Matt Kumin, Head of IMDbPro. "The multi-year renewal of our relationship builds on the successful first year of our collaboration and ensures we can continue tracking additional ReFrame Stamp recipients in years to come, which both creates and celebrates meaningful change in the industry."

The ReFrame Stamp serves as a mark of distinction for film and television projects that have demonstrated success in gender-balanced hiring based on criteria developed by ReFrame in consultation with ReFrame Ambassadors, producers and other industry experts. Stamps are awarded to productions

that hire female-identifying people in four out of eight critical areas of their production, including: writer, director, showrunner, producer, lead, season regulars, department heads and crew. Additional points are awarded to content that has women of color in key positions. The criteria are iterative and will change over time as the industry evolves. The ReFrame Stamp appears on film and television end credits, marketing and publicity materials, and film websites and is featured on IMDb at [IMDb.com/ReFrame](https://www.imdb.com/ReFrame). For more information or to apply for the ReFrame Stamp, please visit [ReFrameProject.org/stamp](https://ReFrameProject.org/stamp).

### **About ReFrame**

Founded and led by Women In Film and Sundance Institute, ReFrame is an initiative that employs a unique strategy, a peer-to-peer approach, in which [ReFrame Ambassadors](#) engage with senior industry decision-makers at over 50 Partner Companies to implement ReFrame programs. The initiative's goals are to provide research, support, and a practical framework that can be used by Partner companies to mitigate bias during the creative decision-making and hiring process, celebrate successes, and measure progress toward a more gender-representative industry on all levels. For more information download the [ReFrame Culture Change Handbook](#) or visit [ReFrameProject.org](https://ReFrameProject.org).

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### **About Sundance Institute**

Founded in 1981 by Robert Redford, Sundance Institute is a nonprofit organization that provides and preserves the space for artists in film, theatre, and media to create and thrive. The Institute's signature Labs, granting, and mentorship programs, dedicated to developing new work, take place throughout the year in the U.S. and internationally. [Sundance Co//ab](#), a digital community platform, brings artists together to learn from each other and Sundance Advisors and connect in a creative space, developing and sharing works in progress. The Sundance Film Festival and other public programs connect audiences and artists to ignite new ideas, discover original voices, and build a community dedicated to independent storytelling. Sundance Institute has supported such projects as *The Farewell*, *Late Night*, *The Souvenir*, *The Infiltrators*, *Sorry to Bother You*, *Eighth Grade*, *Won't You Be My Neighbor?*, *Hereditary*, *RBG*, *Call Me By Your Name*, *Get Out*, *The Big Sick*, *Top of the Lake*, *Winter's Bone*, *Dear White People*, *Little Miss Sunshine*, *Beasts of the Southern Wild*, *Fruitvale Station*, *State of the Union*, *Indecent*, *Spring Awakening*, *A Gentleman's Guide to Love and Murder* and *Fun Home*. Join [Sundance Institute](#) on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

### **About Women In Film, Los Angeles**

Women In Film, Los Angeles (WIF L.A.) advocates for and advances the careers of women working in the screen industries—to achieve parity and transform culture. Founded in 1973, Women In Film supports all women working in film, television, and digital media from emerging to advanced career. Our distinguished programs include: mentoring, speaker and screening series, a production training program, writing labs, film finishing funds, legal aid, and an annual financing intensive. Women In Film advocates for gender parity through research, education, and media campaigns. Women In Film honors the achievements of women in Hollywood through the Legacy Series, annual Emmy and Oscar parties, and our signature event, the Women In Film Annual Gala. Membership is open to all media professionals

and more information can be found on our website: [wif.org](http://wif.org). Follow Women In Film on [Instagram](#), [Twitter](#), [Facebook](#), and [YouTube](#).

### **About IMDbPro**

IMDbPro (<http://www.imdbpro.com>) is the essential resource for entertainment industry professionals. This membership-based service includes comprehensive information and tools that are designed to help entertainment industry professionals achieve success throughout all stages of their career. IMDbPro offers members the following: detailed contact and representation information; tools to manage and showcase their IMDb profile, including the ability to select their primary images and the credits they are best “known for”; exclusive STARMeter rankings that are determined by page views on IMDb; the IMDbPro app for [iPhone](#) and [Android](#); IMDbPro Track, which empowers members using the app to receive personalized entertainment industry news and notifications on the people and film and TV projects they want to follow; and a convenient tool that generates custom digital assets to promote their work on social media and other platforms. Additional IMDbPro services include Box Office Mojo (<https://www.boxofficemojo.com/>), the leading online source of box-office data. IMDbPro is a division of IMDb (<https://www.imdb.com/>), the #1 movie website in the world with a combined web and mobile audience of more than 200 million monthly visitors. Follow IMDbPro on Facebook (<https://www.facebook.com/imdbpro/>), Instagram (<https://www.instagram.com/imdbpro/>) and Twitter (<https://twitter.com/imdbpro>).

### **About IMDb**

IMDb is the world's most popular and authoritative source for information on movies, TV shows, and celebrities. Products and services to help fans decide what to watch and where to watch it include: the IMDb website for [desktop](#) and [mobile devices](#); [apps](#) for iOS and Android; and IMDb X-Ray on Fire TV devices. IMDb also offers a free streaming channel, [IMDb TV](#), and produces [IMDb original video series](#). For entertainment industry professionals, IMDb provides [IMDbPro](#) and [Box Office Mojo](#). IMDb is an Amazon company. For more information, visit <https://www.imdb.com/press> and follow @IMDb.