

## Salma Hayek Pinault Receives the First-Ever IMDb “Icon” STARMeter Award

*The IMDb “Icon” STARMeter Award—created in celebration of the 20th anniversary of IMDbPro in 2022—joins the “Fan Favorite” and “Breakout” STARMeter Awards in highlighting the actors IMDb users are most excited about*

*IMDb honors Women’s History Month with exclusive videos and galleries showcasing the extraordinary accomplishments of women in entertainment*

LOS ANGELES—March 3, 2022—IMDb ([www.imdb.com](http://www.imdb.com)), the world's most popular and authoritative source for information on movies, TV shows, and celebrities, has presented its first-ever IMDb “Icon” STARMeter Award to [Salma Hayek Pinault](#). The award was created to celebrate the 20th anniversary of IMDbPro in 2022, and joins the ongoing IMDb “Fan Favorite” and “Breakout” STARMeter Awards in highlighting the actors who are most popular with the more than 200 million monthly visitors to IMDb worldwide.

Hayek Pinault consistently trends high on the IMDbPro STARMeter chart, including multiple weeks in the top 10 during her career. She recently starred in [Eternals](#) (#3 on the IMDb year-end list of the top movies of 2021) and [House of Gucci](#). Video of Hayek Pinault accepting her STARMeter Award is available at [www.imdb.com/video/vi3513565977](http://www.imdb.com/video/vi3513565977).

“I am beyond thrilled to be the first-ever recipient of the ‘Icon’ STARMeter Award from IMDb and IMDbPro,” said Hayek Pinault. “This award means so much to me because for so long, women in the entertainment industry were under-recognized for our performances, contributions to filmmaking, and power to draw audiences to theaters. While there has been progress, particularly in the last few years, this Women’s History Month, I’m reflecting on the work that is still to be done as we continue moving towards gender parity. Thank you to IMDb and IMDbPro for this award and for making it easy for fans and professionals to learn more about the entertainment industry.”

“All of us at IMDb and IMDbPro are excited to honor Salma Hayek Pinault with our first-ever IMDb ‘Icon’ STARMeter Award, in recognition of her groundbreaking creative career and the indelible mark she has made on the entertainment industry,” said Matt Kumin, head of IMDbPro. “This new award, created to celebrate the 20th anniversary of IMDbPro, joins our ongoing STARMeter Award program and other IMDbPro exclusive data that play a key role in our commitment to helping entertainment industry professionals accelerate their careers.”

IMDb is honoring Women’s History Month with exclusive videos and galleries showcasing the extraordinary accomplishments of women in entertainment. Features including an original video and photo gallery highlighting “Funny women of television” can be viewed at [www.imdb.com/imdbpicks/womenshistorymonth/](http://www.imdb.com/imdbpicks/womenshistorymonth/).

Previous IMDb STARMeter Award recipients in the “Fan Favorite” and “Breakout” categories include Eiza González, Regé-Jean Page, Rachel Brosnahan, Peter Dinklage, Mindy Kaling, Sam Rockwell, Alexander Skarsgård, and Olivia Wilde. Learn more about IMDb STARMeter Awards at [www.imdb.com/starmeterawards](http://www.imdb.com/starmeterawards).

Additional insight into trending movies, TV shows, and celebrities, with rankings updated weekly, is available to IMDbPro members throughout the year on both the [site](#) and apps for [iPhone](#), [iPad](#), and [Android](#). IMDbPro includes comprehensive information and tools designed to help entertainment industry professionals achieve success throughout all stages of their career. IMDbPro offers members the following: detailed contact and representation information; more than 25,000 in-development film and TV titles not available on IMDb; tools to manage and showcase their IMDb profile, including selecting their primary images and the credits they are best “known for”; IMDbPro Track, which allows members to receive personalized entertainment industry news and updates 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. The [IMDbPro Discover](#) tool empowers members to search for entertainment industry professionals based on a variety of key data, experience and expertise, including credit details, representation and awards received. With more than 25 new search filters and more than 11 million professional name pages, IMDbPro Discover was created for established industry decision-makers including casting directors, producers, directors, showrunners and department heads. IMDbPro Discover includes advanced features to customize, export and share dynamic lists. To become an IMDbPro member today, visit [www.imdbpro.com](http://www.imdbpro.com).

**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 [X-Ray](#) on Prime Video. IMDb also offers a free streaming channel, [IMDb TV](#), and produces [IMDb original video series](#) and [podcasts](#). For entertainment industry professionals, IMDb provides [IMDbPro](#) and [Box Office Mojo](#). IMDb licenses information from its vast and authoritative database to third-party businesses worldwide; learn more at [developer.imdb.com](#). IMDb is an Amazon company. For more information, visit [imdb.com/press](#) and follow @IMDb.

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