

Ask the Experts: Taking Oscar's Pulse

For a closer look at a variety of issues related to the Academy Awards, from demographics to dollars and cents, we posed the following questions to a panel of leading business and entertainment experts. You can check out their bios and responses below.

1. How will the #metoo or Time's Up movement affect this year's Oscars?
2. Do you believe the current system of nominating films is a fair and transparent one? How can this process be improved?
3. Who is going to win the award for Best Actor? Actress? Director? Motion Picture?

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How will the #metoo or Time's Up movement affect this year's Oscars?

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The #metoo or Time's Up movements are intervening in the film industry -- and in the Academy Awards -- on different levels: superficially, and on a much deeper level, with broader ramifications in Hollywood and beyond. Let me start with the surface: the recent all-black dress code to protest against the epidemic of sexual harassment at the Golden Globes, and in the UK, at the BAFTA; the white roses at the Grammys; and the red fans with the logo "Más Mujeres" (more women), distributed to the entire audience at the Goya Awards in Spain, etc. These are cosmetic reactions to a very turbulent year in Hollywood, and to

the endemic problem of sexual violence in the film industries around the globe and in society at large. We can all agree with Catalan film director Isabel Coixet's skepticism about wearing a \$10,000 black design dress as a sign of protest -- her suggestion was to show up in pajamas instead. Nevertheless, these symbolic gestures do impact our social imaginary (such as the bra-burning in the sixties or, more recently, the "what were you wearing" exhibits against rape victim-blaming).

Beyond cosmetics, the inspiring speeches at these events against women's discrimination -- that sounded rather like empowering political addresses --, the establishment of the legal defense fund, and the gathering of volunteer lawyers by the Time's Up movement are fundamental steps in the fight towards the eradication of gender-based inequality and violence.

Wearing black, again, at the Oscars ceremony would be simply redundant: we have already achieved the goal of giving visibility on a very serious issue this year, and the #metoo and Time's Up movements are already producing their effects. There are significant indications of change. This year brought a much more diverse crowd of nominees than in previous years; the inclusion of a woman in the category of Best Film Director (the 5th woman in the entire 90-year history of the ceremony); the first nomination ever of a female cinematographer; the presence of female names in 21 of the 24 categories; some collateral damages among alleged sex offenders (James Franco, Woody Allen and Casey Affleck); and more controversy on the nominees than ever. However, we are still far from gender equality at the Oscars, and two important female-authored front-runners, Patty Jenkins's superhero hit *Wonder Woman* and Brett Morgen's documentary *Jane*, were surprisingly ignored.

At a broader level, the #me too and Time's Up movements are shaking the foundations of the film industry and cracking the glass, or better, the celluloid ceiling of cinema -- namely, one of the most powerful structures of the perpetuation of gender-based discrimination. For decades already, the reification of the female body on the screen and the power of naturalization of the visual image (the violence of representation that contributes to the consolidation of gender roles and stereotypes) have been under the scrutiny of feminist film theory and criticism. For decades, the many audiovisual observatories around the world have criticized the systematic exclusion of

women from positions of responsibility in the film industry. Thanks to its extraordinary projection both in social and traditional media, a women's movement has never had so much transcendence.

I would venture that this current phenomenon will have a greater impact than the Suffragism of the late 1910s, or than the sexual revolution in the sixties. It has awakened individuals (women and men alike), who were until now completely oblivious -- if not hostile -- to feminism, i.e., people that contributed to the phenomenon of the "no-problem problem" studied recently by Deborah Rhode: the denial that gender discrimination is a serious issue in the U.S. What will this new movement bring us? If not the immediate suppression of the endemic privileges of men in Hollywood, let alone in society, then at very least awareness and public dialogue.

Do you believe the current system of nominating films is a fair and transparent one? How can this process be improved?

The system is not transparent, but things are improving. For instance, because of the #OscarsSoWhite protests in 2017, there has been a commitment to increase the number of minority and female voting members considerably. I believe that we can see the results already in this year's more diverse nominees. Another improvement could be the creation of new categories. The type and number of awards have been changing throughout the history of the Oscars, from 12 categories in 1929 to 24 today. For instance, at the beginning of the Academy Awards, there were two different Best Director categories: Drama Director and Comedy Director, and there was even an award for Writing Titles (interstitial captions in silent); in 1957, the Best Foreign Language Film category was introduced, etc. Cinema is evolving, and the Oscars' Categories are reflecting (or should reflect) this evolution.

Since its inception, the acting awards have always been divided by gender: Best Actress and Best Actor. If we recall that back in the twenties and thirties, female movie stars outnumbered male movie stars, and actresses were generally billed before actors, we might think that the gender division of the Category was meant to protect men. Why are we still maintaining this division by gender? Why has Meryl Streep never been allowed to compete with, say, Jack Nicholson? Would women disappear if the Award became genderless? Given the fact that the number of women behind the camera is increasing, if we are to continue

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2018 Oscars Facts: 90th Academy Awards By The Numbers

Feb 22, 2018 | John S Kiernan, Senior Writer & Editor

Oscar turns 90 in 2018. And like many seniors who came of age in a different era, this golden guy has had a tough time adapting. Hollywood's biggest bugaboos – racial and gender equality – are far from resolved. But the **Best Offers** movie industry's stars say time's up, and the nominations for the 90th Academy Awards include a record number of women and minorities.

The best director category includes both a woman and a black man for the second time, with each group being represented for just the fifth time. And Jordan Peele is the first black person nominated for directing, writing and producing in the same year.

Whom Oscar goes home with remains to be seen, of course. The same also

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goes for whether PricewaterhouseCoopers' 84th time tallying the votes will produce another *Moonlight*-esque switcheroo. But you don't have to wait to get in the Oscars spirit. There are lots of great movies to catch up on, plus plenty of interesting Oscars stats to dig into.

To help you get psyched for Hollywood's biggest night, WalletHub did our homework on everything from box office sales and Rotten Tomatoes ratings for the Best Picture nominees to the price of awards-season lobbying. You can find all of these awesome Oscars fun facts in the infographic below. And that's followed by a Q&A on the state of the film industry with a [panel of entertainment experts](#). Enjoy the show!



The image shows the cover of an infographic titled "THE 2018 OSCARS BY THE NUMBERS". The title is written in large, stylized, gold-colored letters. In the center of the title is a golden Oscar statuette. The background is a dark red curtain. At the bottom, it says "Presented by" next to the WalletHub logo, which consists of a green square with a white 'W' and the word "WalletHub" in white.

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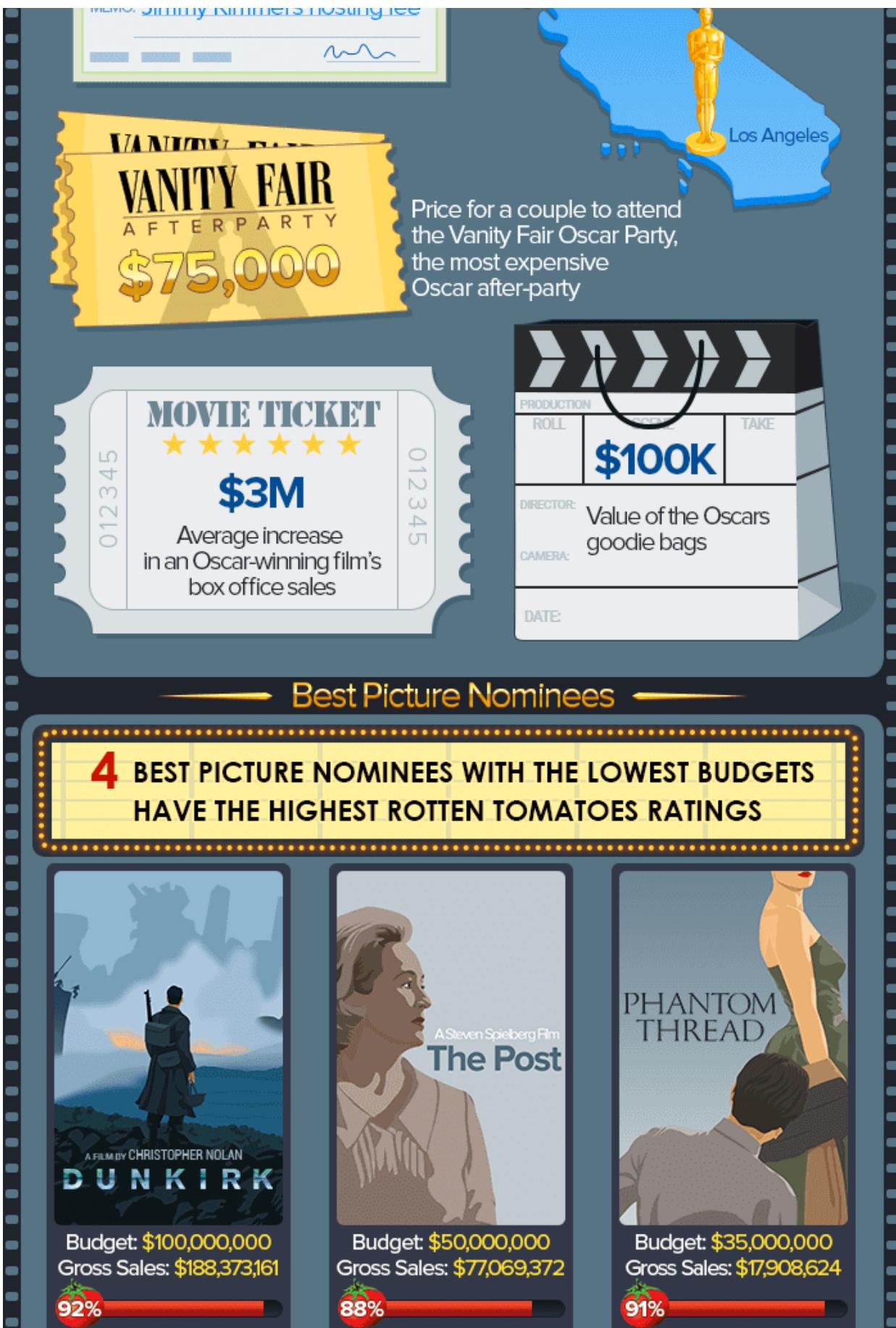
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Budget: \$30,000,000
Gross Sales: \$53,386,692



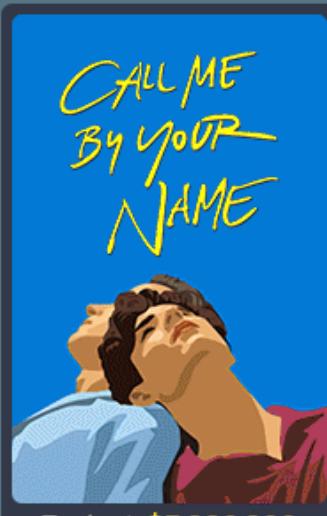
Budget: \$19,400,000
Gross Sales: \$53,688,714



Budget: \$15,000,000
Gross Sales: \$48,369,506



Budget: \$10,000,000
Gross Sales: \$46,393,803



Budget: \$5,000,000
Gross Sales: \$15,025,992



Budget: \$5,000,000
Gross Sales: \$176,040,665



NOTE: Rotten Tomatoes ratings as of 02/20/2018

50%

Golden Globes' 10-year record
predicting the Oscar for Best Picture

Accurate Predictions



2008

Slumdog Millionaire

2011

The Artist

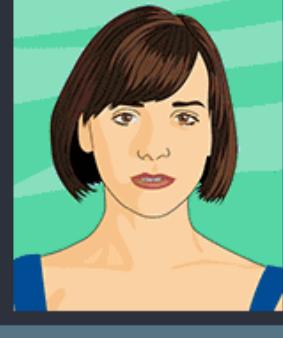
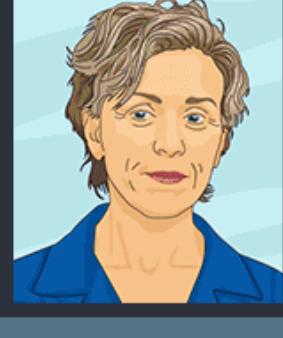
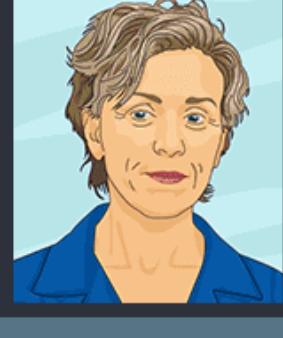
2012

Argo

2013

12 Years a Slave



	Previous Oscar Nominations: 0	
	Gary Oldman "Darkest Hour" Age: 59 Net Worth: \$40M Previous Oscar Nominations: 1	
	Denzel Washington "Roman J. Israel, Esq." Age: 63 Net Worth: \$220M Previous Oscar Nominations: 8 (2 Wins)	
	Sally Hawkins "The Shape of Water" Age: 41 Net Worth: \$1.5M Previous Oscar Nominations: 1	
	Frances McDormand "Three Billboards outside Ebbing, Missouri" Age: 60 Net Worth: \$16M Previous Oscar Nominations: 4 (1 win)	
	Margot Robbie "I, Tonya" Age: 27 Net Worth: \$12M	



Previous Oscar Nominations:

0



Saoirse Ronan "Lady Bird"

Age: **23**
Net Worth: **\$2.5M**
Previous Oscar Nominations: **2**



Meryl Streep "The Post"

Age: **68**
Net Worth: **\$90M**
Previous Oscar Nominations: **20 (3 wins)**
Most nominated performer ever



WINNERS 2018

Best actress in a film
(comedy/musical)

Saoirse Ronan
"Lady Bird"

Best actress in a film
(drama)

Frances McDormand
"Three Billboards Outside
Ebbing, Missouri"



9 of 10

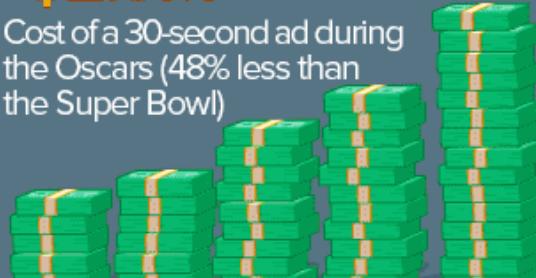
Most recent winners of the Golden Globe
for Best Actress also won the Oscar

TV & Advertising



\$2.6M

Cost of a 30-second ad during
the Oscars (48% less than
the Super Bowl)



2014 2015 2016 2017 2018

32.9M

Average viewers of the
2017 Academy Awards -
fewest since 2008



CHANNEL GUIDE

TV

229 Min

Length of the 2017
Oscars broadcast

8PM ET/5 PM PT

◀ 2018 Academy Awards ▶



90th Academy Awards - Major Storylines



3rd

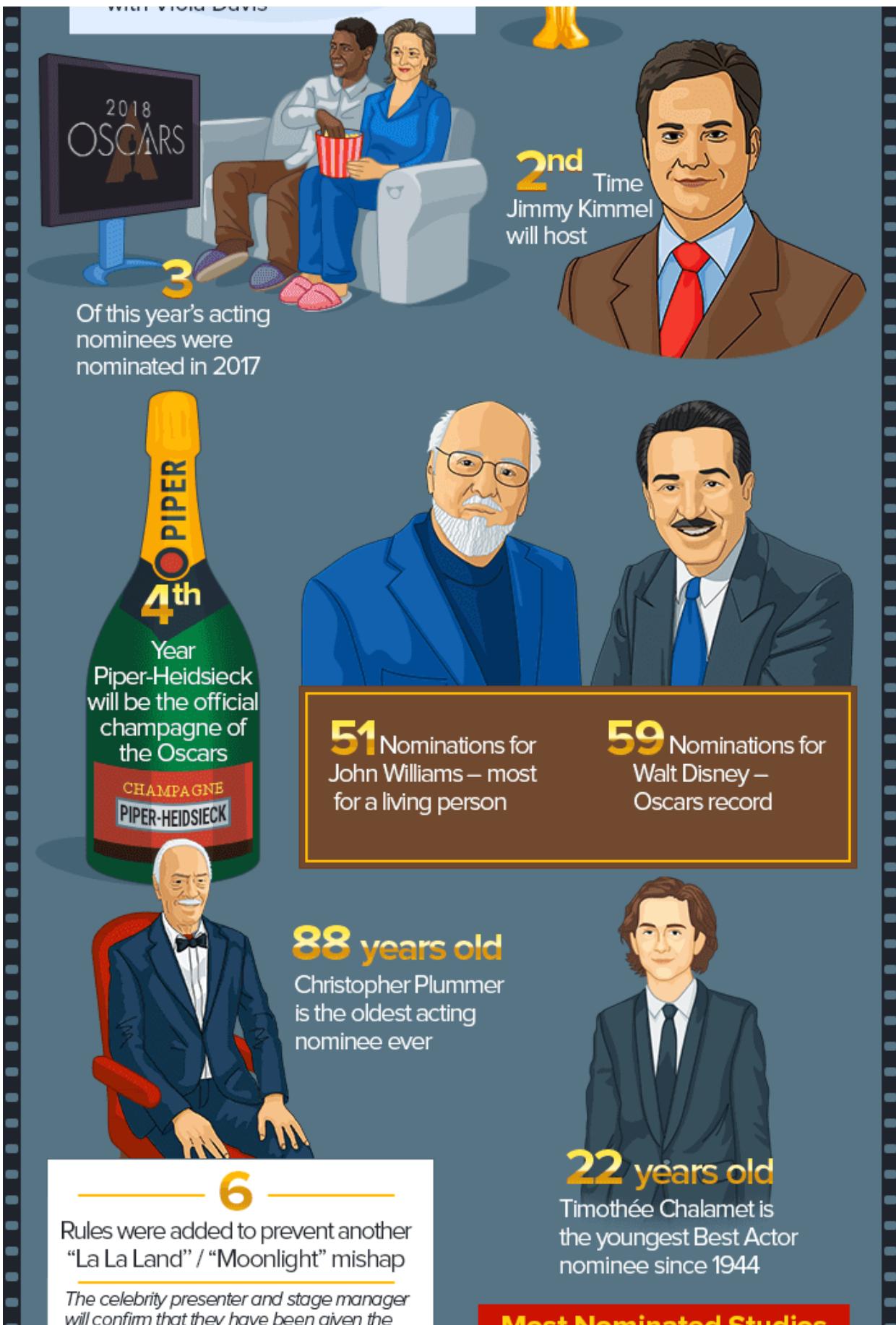
Nomination for Octavia Spencer,
tied for most by a black actress
with Viola Davis

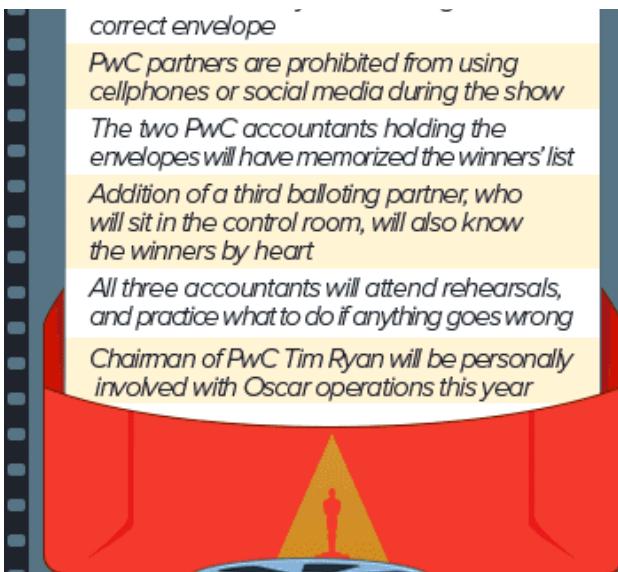


774 Members were added
to the Academy in 2017
- the largest & most diverse
class ever

39%: Women

30%: People of color





NETFLIX ORIGINAL **MUDBOUND**

1st Netflix scored its first-ever Oscar nominations for an original feature film (4 for "Mudbound")

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distinguishing between male and female actors, why do we not create more categories for women, such as Best Female Direction, or Best Female Cinematography? Or, at least, why do we not establish a quota system that would require a minimum percentage of women among the nominees?

Who is going to win the award for Best Actor? Actress? Director? Motion Picture?

- Best Actor: Daniel Kaluuya for “Get Out;”
- Best Actress: Meryl Streep for “The Post;”
- Director: Greta Gerwig for “Lady Bird;”
- Motion Picture: “The Shape of Water.”

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