

~1 in 5 streams go to female artists.

This is higher in *programmed* streams than in *non-programmed* streams.

More in the paper
Career & data challenges, baselines, the relationship between non- & programmed streams, and work ahead.

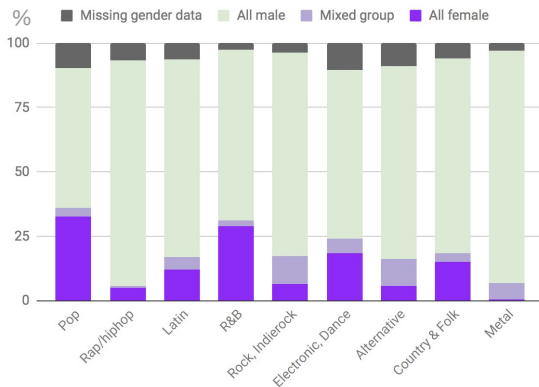
Gender representation in music streaming

Avriel Epps-Darling
Harvard University (while at Spotify)
Romain Takeo Bouyer - Spotify
Henriette Cramer - Spotify

There are barriers to entry, and to climbing to the top.

Genres differ.

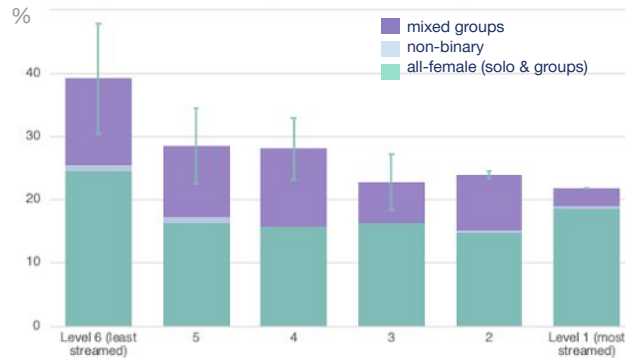
Specific genres come with different distributions.



Large-scale data has its limitations; there will be more data available about top artists, and data and categories aren't inclusive.

Distributions aren't equal.

By-hand sample of 1330 artists of differing popularity.



At entry-level, female representation is *higher* than at middle levels. Mixed gender groups become *less* prominent at the top. A slight *uptick* at the top suggests influence of genre + superstar investment.