



THE GD-IQ 360° ADVANTAGE

For over twelve years, the Institute has been providing Studios, Networks, Content Creators and Corporate Brands with cutting edge, data driven analytics, insights and interventions to help you create systemic change in your organizations.

The GD-IQ (Geena Davis Inclusion Quotient) Advantage

We pioneered GD-IQ to leverage machine learning to dive deeper and faster in evaluating unconscious biases in media and entertainment. We are offering our Geena Davis Inclusion Quotient (GD-IQ) research tool as part of our new GD-IQ 360° Advantage.

GD-IQ provides real-time, end-to-end analytics on gender and diversity inequities in media and entertainment to help make evidence-based decisions. GD-IQ is applied to Film, Television, Streaming, Advertising and Text.

It delivers:

Audio/Video Analysis

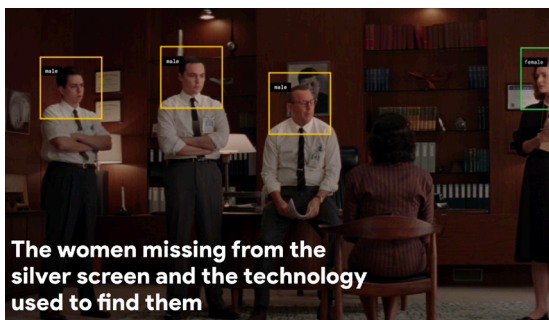
- Comprehensive insights on unconscious bias for onscreen portrayals of male and female characters.
- Automatically identifies gender, screen and speaking time.
- Automatically identifies screen time for race.
- Automatically identifies background/secondary characters.

Spellcheck for Gender Bias Text Analysis

- Comprehensive insights on unconscious bias for onscreen portrayals of male and female characters using scripts and text.

Provides data on character linguistic attributes such as:

- Intelligence.
- Sentiment/emotionality.
- Language sophistication.
- Gender.



The women missing from the silver screen and the technology used to find them

www.google.com/intl/en/about/main/gender-equality-films



GD-IQ 360°ADVANTAGE BENEFITS

\$15,000 LEVEL

GD-IQ content analysis of 25 television pilots and text analysis of 25 television scripts along with customized report and in person presentation of results.

GD-IQ content analysis and insights report for 50 film trailers

Privilege of using the “GD-IQ” compliance logo on Marketing materials and in press

**All Institute Corporate Champion benefits – valued at \$10,000
- including (but not limited to) 10 passes to:**

- Global Symposiums on Gender in Media
- Year-round See Jane Salons
- See Jane Influencer Screenings
- Gender in Media Roundtables
- Members only access to our video events library
- Consulting and Training
- VIP Dinners and Event
- Mention on the Institute's social media, in SmartBrief and in press (as desired)

Our GD-IQ automated text content analysis and media informatics tool employs machine learning to generate data on character linguistic attributes such as intelligence, sentiment/emotionality, language sophistication and the gender balance of words. This is the only tool available to content creators for the sole purpose of identifying gender and racial bias in the market today.

Specific report deliverables are customizable, including:

- Percentage of female and male characters.
- Percentage of words spoken based on top 10 characters by gender.
- Percentage of speaking time by gender and race (if identified).
- Word cloud from all adjectives used by female and male characters.
- Power related language use by gender and race.
- Masculine language use by gender and race.
- Ranking characters by the norms in text analytical findings.
- Rank by “power-related” language use: character name, gender, race.
- Bechdel test yes or no.
- Report card (against blind benchmarks).
- In-person presentation of the final analysis.

GD-IQ 360° ADVANTAGE BENEFITS

GD-IQ 360° Advantage Benefits

Inclusion of concierge level services including custom research and a dedicated Report Card enables your company to change and/or defend creative decisions in real time utilizing a renowned tool that has become the industry standard. Results can inform ad sales presentations/pricing and they can also demonstrate and track progress of onscreen representation in real time. Custom benefits coupled with our industry leading Corporate Champion membership package ensures that your company is a visible part of the influencer community comprised of sought after subject matter expert's privy to best practices and solutions.

GD-IQ 360° Advantage Benefits

GD-IQ 360° Advantage members will continue to enjoy all the benefits of Corporate Champions including networking with like-minded individuals and being the first-to-know breaking news, trends and research while acquiring additional professional development resources from leading industry executives.

Exclusive Events

- 10 complimentary passes to all See Jane Salons and Global Symposiums on Gender in Media.
 - o Salon locations: Los Angeles, New York, San Francisco, Chicago.
- 10 complimentary passes to See Jane Influencer Screening events.
- 4 invitations to VIP Donor dinners in Los Angeles with Geena Davis.
- Invitations to Gender in Media Roundtables.
- Opportunity to host or speak at a See Jane Salon event.
- Invitation to quarterly VIP Donor Research Snapshot conference calls.

Consulting & Training

- In person or live video presentation on new Institute research, trends and gender in media insights.
- One 60-minute live video consultation call to your address your questions, and help you develop your gender lens process.
- Access to customized training events, webinars and workshops for you and your employees.
- Ongoing access to consulting insights, unconscious bias training, MCLaE retraining and media industry tracking studies.

Company Spotlight

- One ad in the Institute's Smart Brief e-newsletter reaching more than 7,000 leading industry executives.
- Recognition and placement on the Institute's corporate sponsor page website SeeJane.org.
- If desired, mention on social media platforms. Combined following of almost 200K.

GD-IQ in the News:

- [Google.com Feature on GD-IQ](#)
- [Katie Couric interviews Geena Davis about GD-IQ](#)
- [Ronan Farrow spotlights GD-IQ](#)

Term

- 1 Year.

Contact

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