

## **Curing Gender Imbalance in Media? MONEY!**

by Stephen Elliott-Buckley - Tuesday, January 14, 2014

<https://politicsrespun.org/2014/01/curing-gender-imbalance-in-media-money/>

Movies that pass the Bechdel Test...make...more...money.

The best things in life are free, but you can give them to the birds and bees.

Media corporations love their money.

And in a sexist society, common sense indicates that movies with lots of testosterone and no whiny women should make more money.

That may have been true at some point, but as of last year, not so much.

Here's why we know this:

Click the image to see the grandeur of it all!

*After analyzing the top 50 biggest box office movies of 2013, Versha Sharma and Hanna Sender have an innovative money-making tip for Hollywood: [Make more movies starring women](#). Revolutionary, right?*

*Roughly one third of the films they looked at passed the [Bechdel Test](#)—meaning they included at least two female characters, who talk to each other about something besides a dude. Let's take one quick second to mourn the fact that it is 2014 and people are still making movies that fail to meet this very, very low standard. Ok, now the good news: The films that passed the test brought in billions of dollars more than the ones that didn't.*

[Chart: Movies with strong female roles make more money.](#)