

Intent and Impact: A New Measurement for DEI



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**COURAGEOUS
THINKING**

Engaging with DEI: Defining Factors for Success


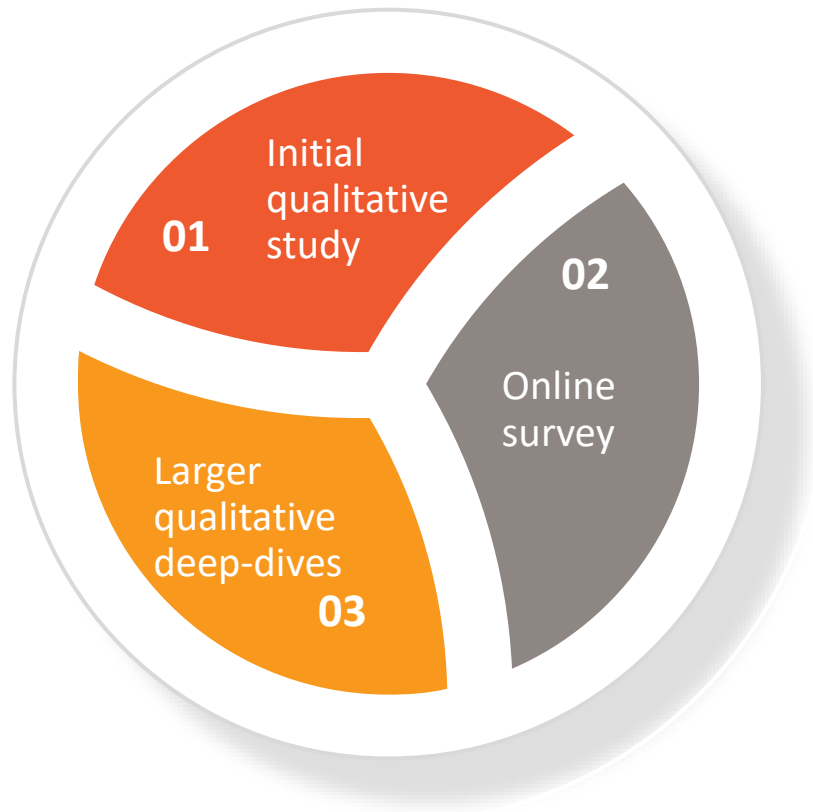
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Based on five years of research into the creative elements that elevate diverse cohort representation to equip content development teams to do the best job possible representing diverse audiences.

Partnering with 12 networks/streaming services, we identified factors of cultural authenticity in drama, comedy & unscripted


Online communities and surveys informed our analysis



Level-setting on the current state of DEI across all series content; typically 50 participants



Capturing perceptions of production and cultural authenticity elements; respondent range: 4000 - 7000



Diving deeper with specific cohorts to understand what drives authenticity
300+ participants

KEY LEARNINGS

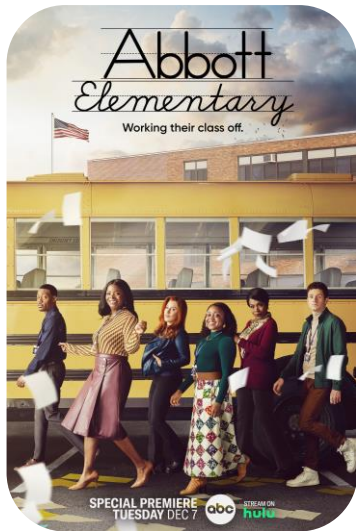
- 01 *Marginalized communities value representation, but don't want to be reduced to just the racial and ethnic parts of their identity*
- 02 *Effective representation is strongly connected to perceptions of authenticity*
- 03 *Authenticity isn't just a preference; it has real impact on content engagement*
- 04 *Story elements influencing perceptions of authenticity share similarities and differences across various cohorts*



Quantitative Methodology

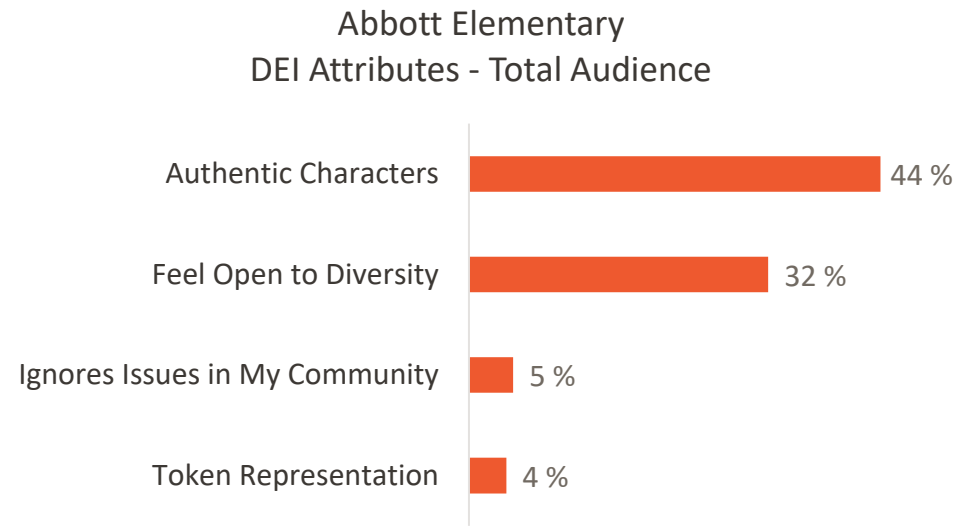
1 SHOWS

Viewers identify the shows they've watched over the past 3 months from a list.



2 ATTRIBUTES

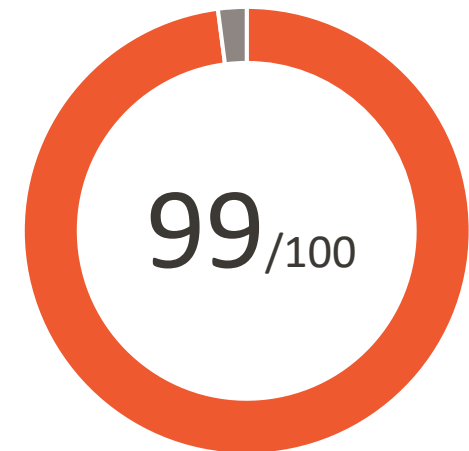
Respondents choose from a list of 26 qualitative-derived attributes to describe those shows; both general & culture-specific attributes are evaluated



3 DEI SCORE

Through factor analysis, these 26 attributes inform an overall DEI Score, expressed as a percentile against the landscape of content

Abbott Elementary
DEI Score: Total Audience

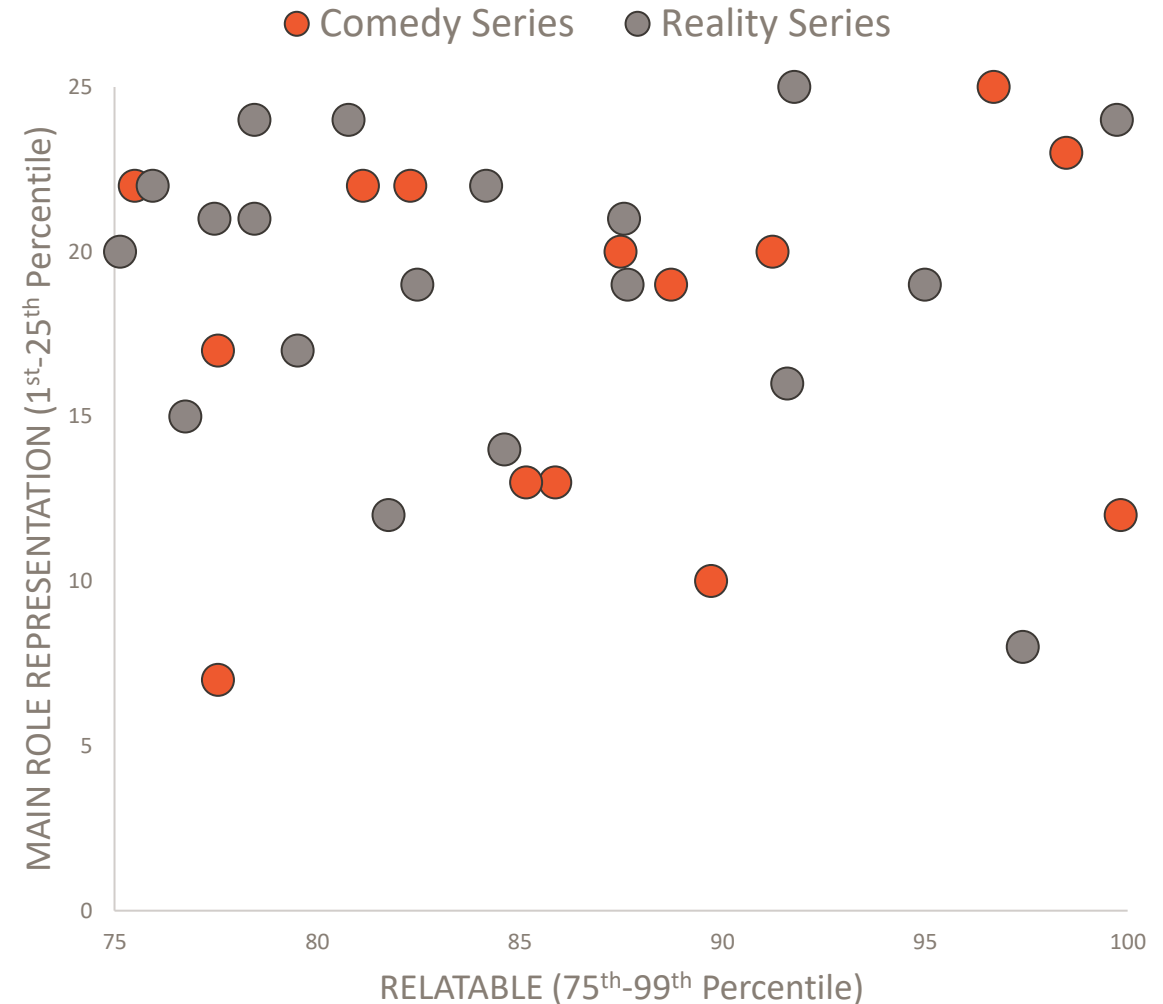




COMEDY & REALITY CONTENT

- Although all cohorts prefer to see themselves on-screen, sitcoms & reality content without representation can connect to audiences if **relatable** character journeys and storylines are present
- Comedy is naturally positioned for relatability due to familiar settings (family, friendships/love, workplace) and laughter rooted in recognizable references
- Reality content with relatable situations do more to connect with marginalized communities

HIGH RELATABILITY, LOW REPRESENTATION SERIES CONTENT





DRAMA CONTENT

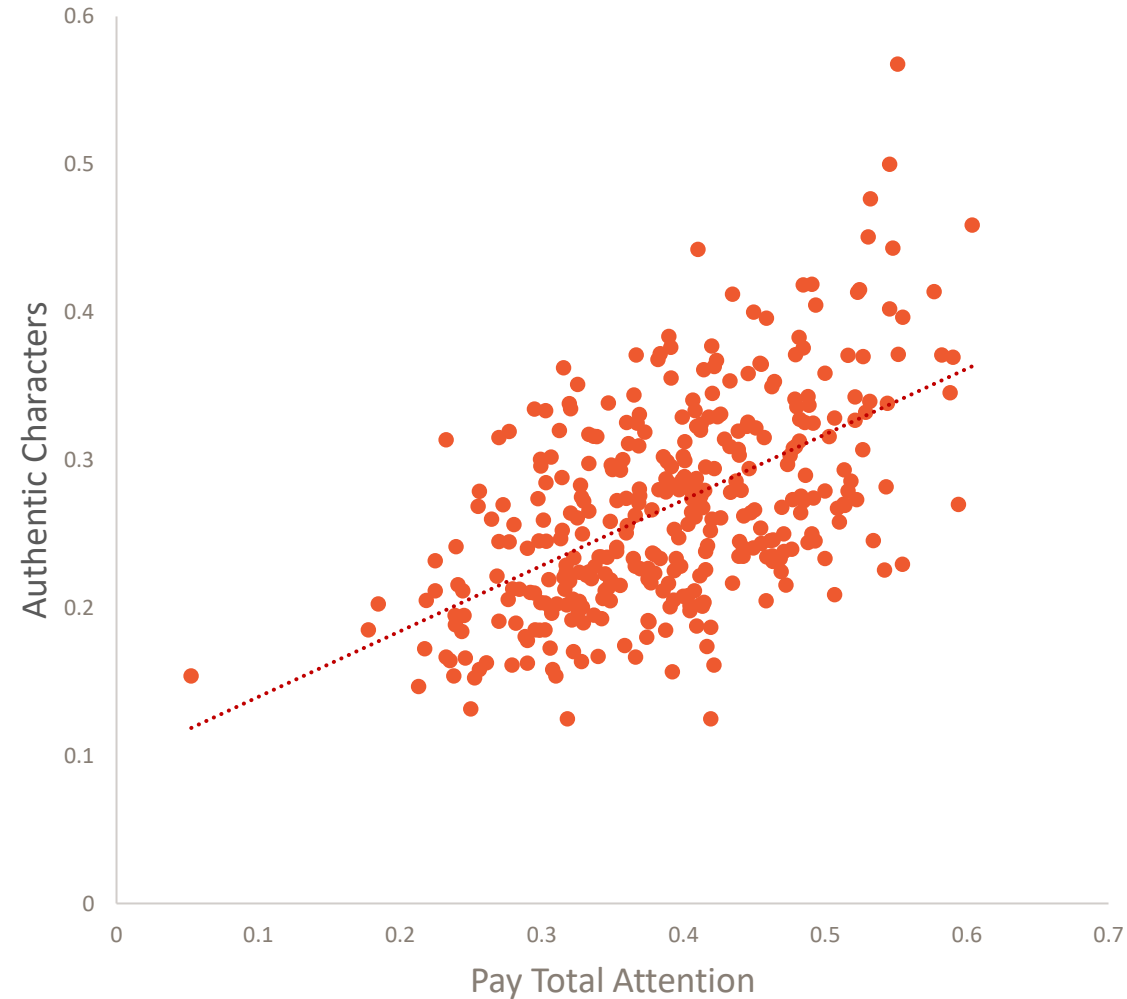
- Why does authenticity matter? In a commercial landscape vying for your attention, **authentic characters correlate to audiences paying attention with drama content**
- Applying specificity and non-verbal cultural details in a character, even if not part of the narrative, is a driver of authentic representation



QUALITATIVE INSIGHTS

The presence of diverse character isn't enough; characters that represent subcultures within a culture with a specific world-view elevate authenticity

Drama Content
Pay Total Attention x Authentic Characters

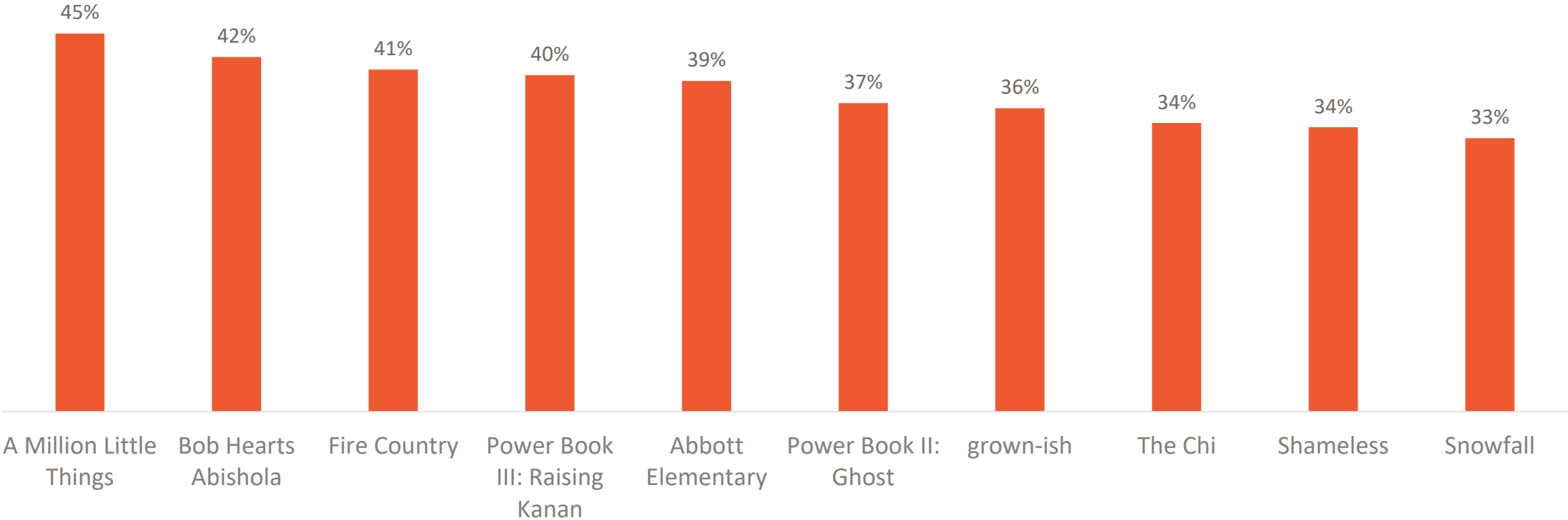


Storytelling elements elevating cultural authenticity vary by cohort

| Rank | Black/AA | East Asian |
|------|---|---|
| 1 | Family values | Family values |
| 2 | Community values | Community values |
| 3 | Education | Physical personal interactions and mannerisms |
| 4 | Physical personal interactions and mannerisms | Social norms |
| 5 | Music | Food and drink |
| 6 | Social norms | Education |
| 7 | Skin tones | Music |
| 8 | Food and drink | Skin tones |
| 9 | Fashion | Holiday celebrations |
| 10 | Hair styles/types | Accents and colloquialisms |

Authentic Wardrobe & Hair associates with both ensemble *and* majority Black/AA casting – and 50+ episode lifespans

Authentic Wardrobe & Hair: Top 10 Black/African American Audience





Magid **DIVERSITYLENS™**

Five years of multifaceted, rigorous research on DEI perceptions require a scalable product

Quantifying and tracking perceptions of diverse representation in titles across the landscape



THANK YOU!

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