

# The DREAM Score™: Measuring the Discovery Portfolio Performance On Inclusion & Representation

# RESEARCH CHALLENGE:

**Benchmark and measure improvements in diversity and representation portfolio-wide for Warner Bros. Discovery.**







We know diversity drives viewing.





# How can we provide guidance and track improvements across a wide and diverse international portfolio?

Discovery

OWN

TLC

food  
network

Trvl  
CHANNEL

HGTV

SCI

ID

animal planet

discovery+

REALLY

QUEST

QUEST  
RED

★EUROSPORT

DMAX

# Our DREAM Score™ Methodology does just that.

A multi-dimensional assessment of brand health that factors in “generic” programming attributes and attributes related to cultural resonance and overall diversity to measure a brand’s performance compared to others.

**D R E A M**

**Delivers the quality I have come to expect**

**Reflects my life and my stories in an authentic way**

**Engages me with content I love**

**Advocates for causes and communities I care about**

**Mirrors who I am and who I aspire to be**

# Examples of DREAM Score™ attributes include:



## Cultural Attributes like...

- Teaches others about my culture
- Relatable to my lifestyle and experiences
- Teaches me about people who are different than me
- Dispels negative stereotypes
- Casts/characters remind me of myself
- Provides young BIPOC people w/ good role models

# Examples of DREAM Score™ attributes include:

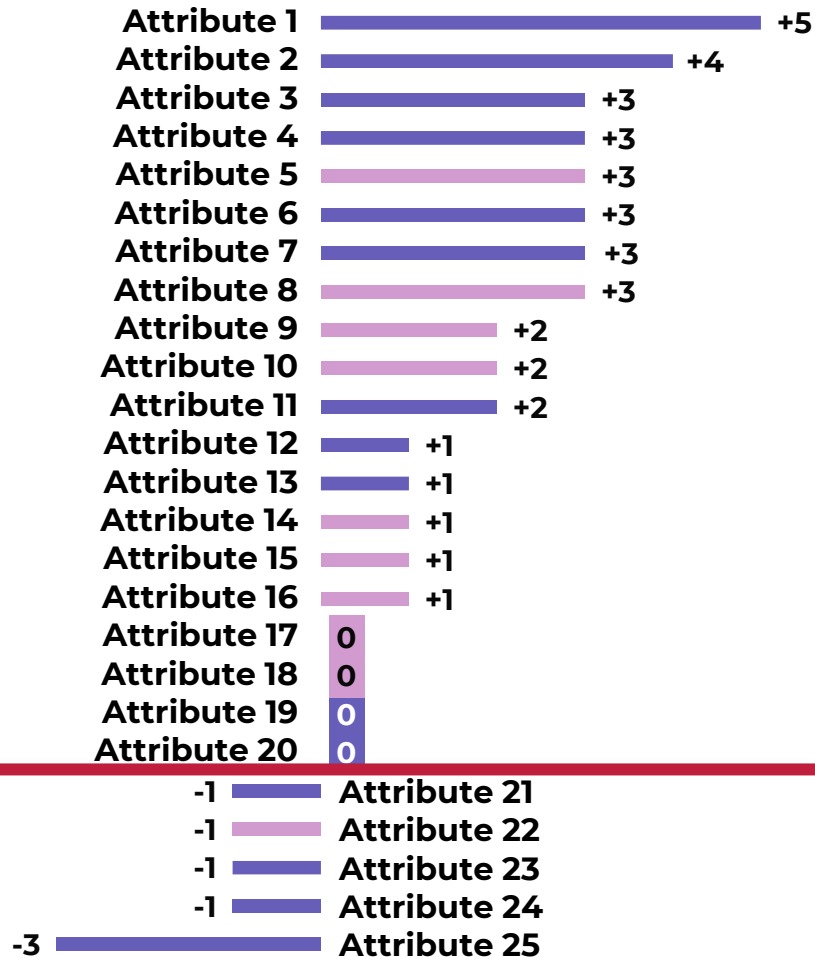


## Programming Attributes like...

- Positive, family viewing
- Relaxing/allows me to escape
- Inspires me to create the life I dream of
- Enjoy talking about with others
- Keeps me on the edge of my seat
- Outrageous, over the top
- Funny

# The DREAM Score™ provides direction and focus for change.

## Network A- Stronger Performer: Overall DREAM Score™ +1



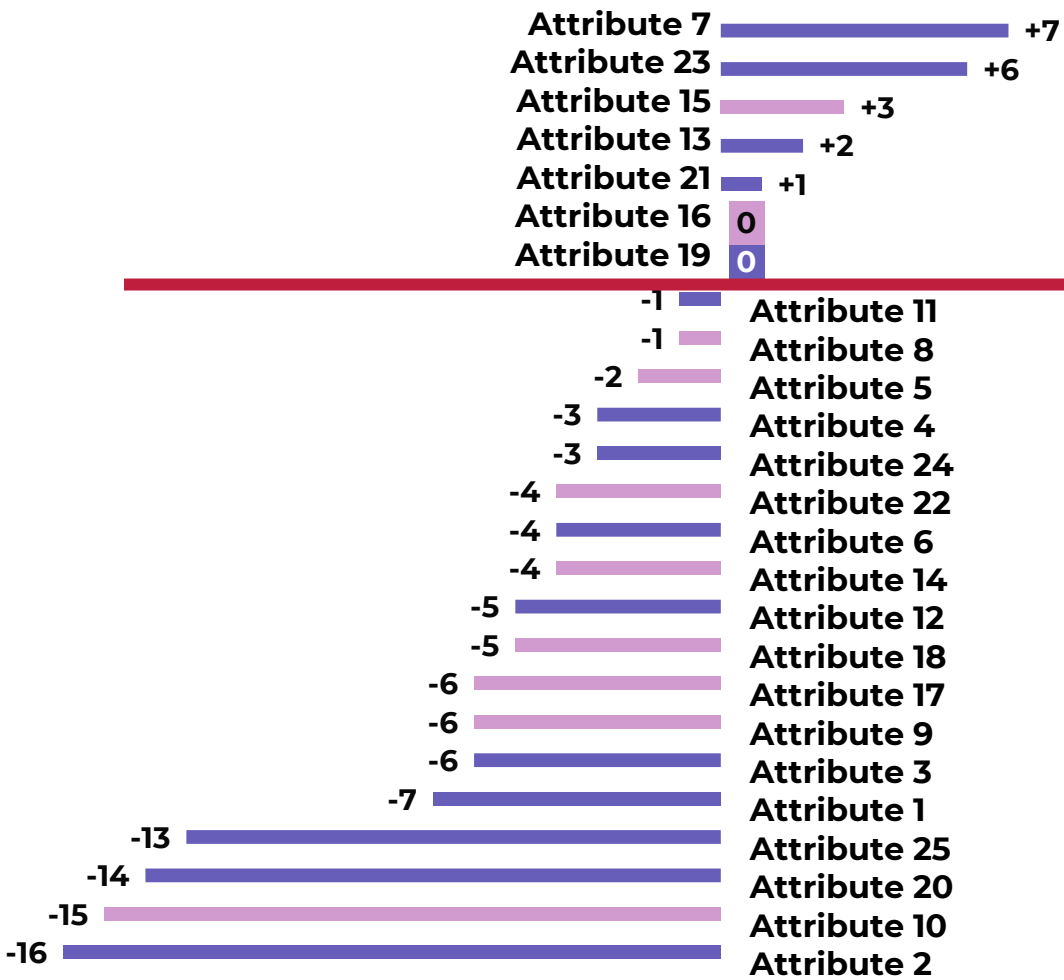
Cultural Attributes

Beyond providing great entertainment, this network performs well because it helps shift narratives, busts stereotypes, and showcases diverse people and experiences. Keep up the good work!



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Network B- Weaker Performer: Overall DREAM Score™ - 4



Cultural Attributes

This network is leaving opportunities on the table to be more culturally resonant for various groups, having an overall diverse sensibility, and being more inclusive when it comes to talent.



Thank you.

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