

Magid

COURAGEOUS
THINKING

Measuring Cultural Authenticity in Content

11.02.2023



A NEW APPROACH

Developed after two years of qualitative research, DiversityLens™ goes beyond labor statistics by asking audiences how they feel.

And we discovered an interesting trend:

Marginalized communities can feel seen in content with little casting representation.



Despite inclusive casting, The Rings of Power's representation felt forced *among BIPOC audiences*











Diversity or representation feels forced | Top 5 Dramas – BIPOC Audience

- 19%** Perry Mason [2020]
- 19%** True Blood
- 18%** LOTR: The Rings of Power
- 17%** The Idol
- 16%** Gotham Knights



Strong DEI perceptions can come with little on-screen diverse representation

Hispanic DEI Perceptions | *Top 10 Series – DEI Score (Percentile)*

- | | | | | | |
|---|--|-------------------|----|---|--------------------|
| 1 |  | Queer Eye | 6 |  | Law & Order: SVU |
| 2 |  | Abbott Elementary | 7 |  | RuPaul's Drag Race |
| 3 |  | The Bear | 8 |  | Better Call Saul |
| 4 |  | Blue Bloods | 9 |  | Fire Country |
| 5 |  | Mayans M.C. | 10 |  | Euphoria |

Even without diverse casting, cohorts can still feel seen through other aspects of their identities

Blue Bloods | Top 5 DEI Interactions – Hispanic Audience

41%

Uses language and dialogue that is authentic

39%

The storylines depict situations that are relevant to my community

34%

Showcases the diversity within my community

32%

Has people that look like me or people from my community

27%

Features positive role models and aspirational characters within my culture or community





thank you!

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