



Measuring Cultural Authenticity in Content

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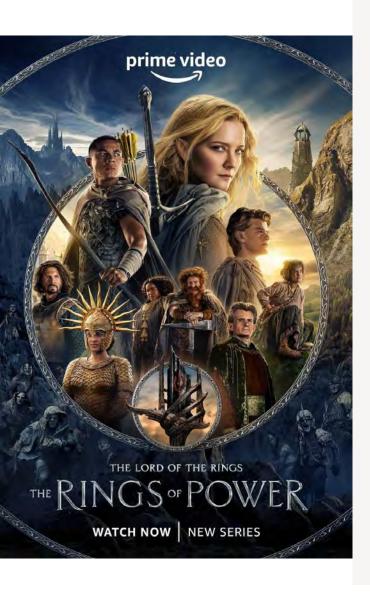


A NEW APPROACH

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)



Queer Eye





Law & Order: SVU



Abbott Elementary



RuPaul's Drag Race



The Bear



Better Call Saul



Blue Bloods



Fire Country



Mayans M.C.





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

The storylines depict situations that are relevant to my community

34% Showcases the diversity within my community

Has people that look like me or people from my community

27% Features positive role models and aspirational characters within my culture or community



