

# A Fresh Take

▶ Staying ahead of evolving dynamics in the marketplace and our culture

## Diversity, Equity, Inclusion & Belonging in Streaming



**Due to its diverse programming and platforms, audiences and marketers are embracing Connected TV as it authentically connects to today's viewers.**

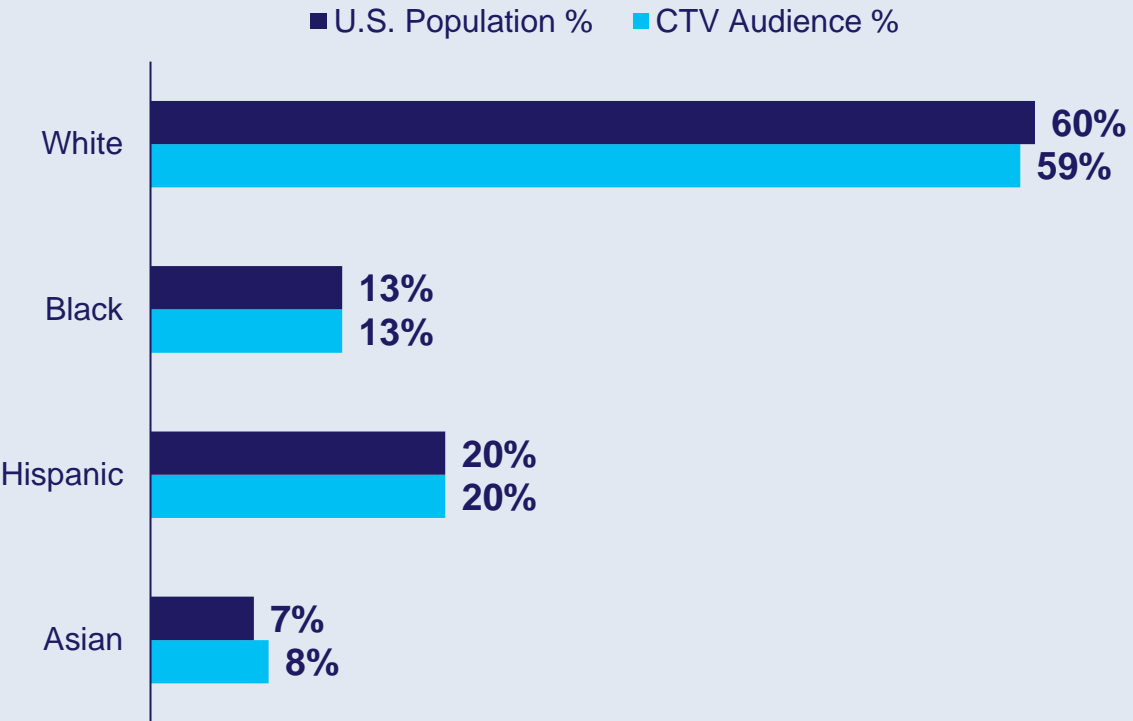
*Why is this important to marketers?*

As cultural identity has become increasingly important, the audience demand for inclusive programming on streaming platforms has risen significantly.

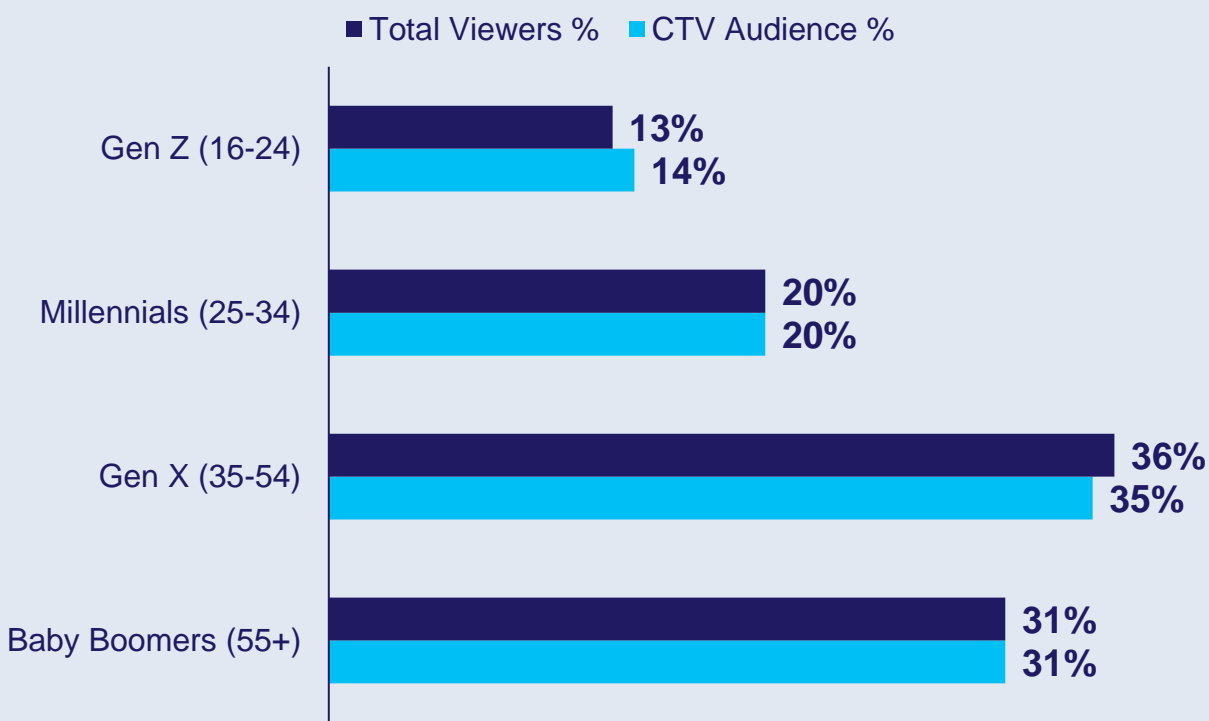
In response, content producers and distributors are investing heavily in program diversity initiatives to meet this demand which is creating greater opportunities for marketers to connect with multicultural viewers.

# The Connected TV audience mirrors America's diverse population, offering marketers ample opportunities to reach consumers across ethnicities and generations with a more representative base than traditional linear TV

% Composition of U.S. Population and CTV Audience by Ethnicity



% Composition of Total Viewers and CTV Audience by Generation



Source: Magnite, Connected TV is for Everyone 2021/22 Report, October 2021. Total viewers reflect respondents who watched 7+ hours of TV/week on a big screen device across linear and CTV.

# Reflecting this diversity, streaming programming is one of the most inclusive video platforms for representation of people of color, females and LGBTQ



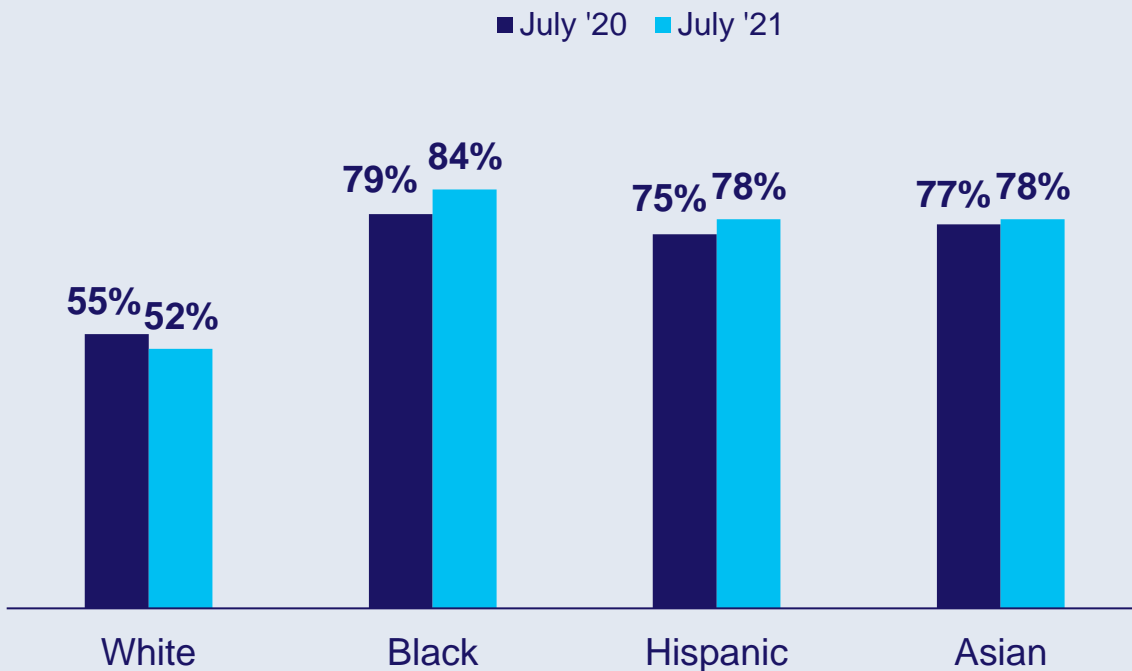
Share of Screen by Platform

	SVOD	Total Screen**	SVOD Index
Native American	0.8%	0.4%	200
Hispanic/Latinx	10.1%	5.5%	184
East Asian	3.3%	2.2%	150
Female	48.9%	38.0%	129
LGBTQ	8.3%	6.7%	124
MENA*	1.9%	1.7%	112
Black	18.9%	18.1%	105

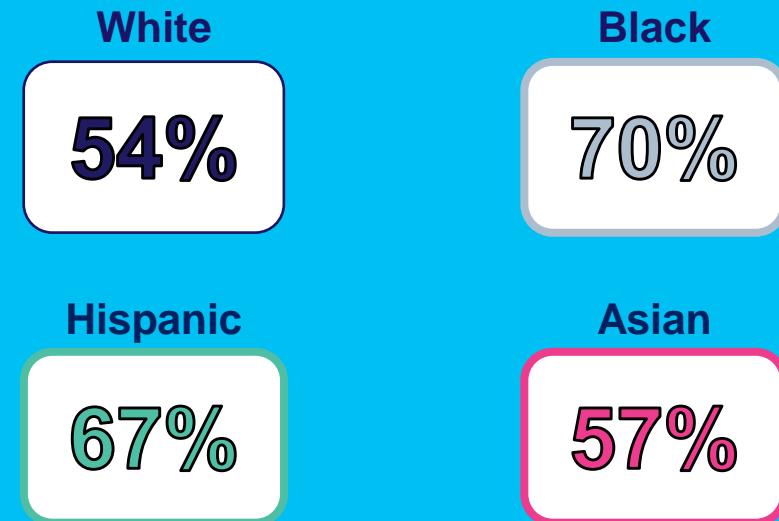
Source: Nielsen, Being Seen on the Screen: Diverse Representation & Inclusion on TV. \*MENA = Middle Eastern/North African. \*\*Total Screen = includes Broadcast, Cable and SVOD content.

# Cultural identity has become increasingly important across ethnicities and proper representation is highly valued within streaming content

**'My cultural / ethnic heritage is an important part of who I am'**  
% of respondents who agree



**'Having shows that highlight issues / stories that are important to racially diverse communities available on a streaming service makes it more valuable to me'**  
% of respondents who strongly/somewhat agree



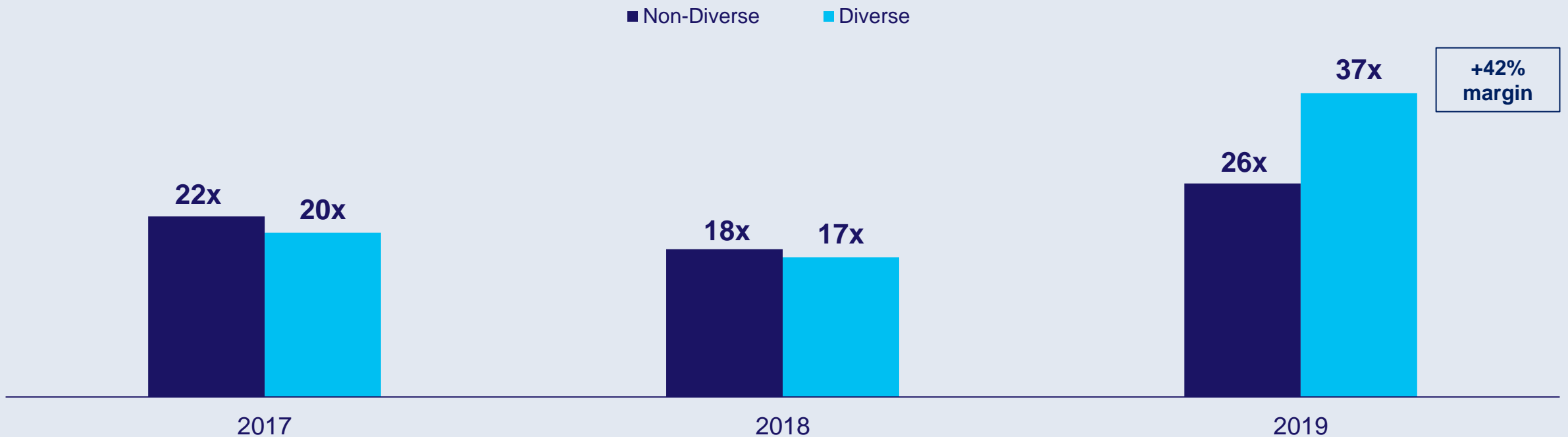
Source: MRI Cord Evolution Study, July 2020 & July 2021. Base=Streamed in the past 12 months.

# With audiences craving representation, the demand for shows featuring diverse casts is rising

- ▶ Over the last three years, the demand for streamers' diverse debuts has increased 85% and, for the first time in 2019, streamers' scripted debut series featuring diverse casts were more in-demand than non-diverse series

## Average Demand\* of Annual Top 25 In-Demand U.S. Streamers' Scripted Debut Series

Indexed to Average Annual Demand of All Scripted Debut Series (x times)



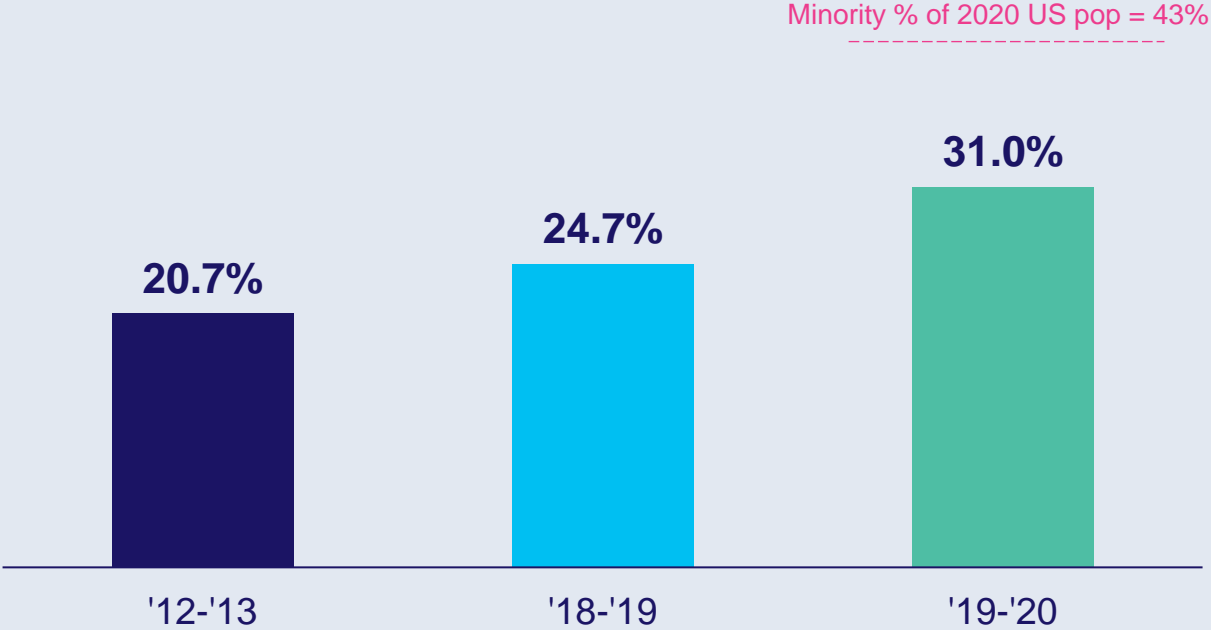
**How To Read:** In 2019, diverse debut series were **37x** more 'in-demand' than the average scripted debut series vs. non-diverse debut series which were 26x more 'in-demand'

**\*Demand** represents the cross-platform popularity of content measured by audiences across various digital forms of interaction including video consumption (streaming and downloads), social media engagement (hashtags, liking, sharing) and research actions (reading about shows and writing about shows) via the global standardized metric of demand.

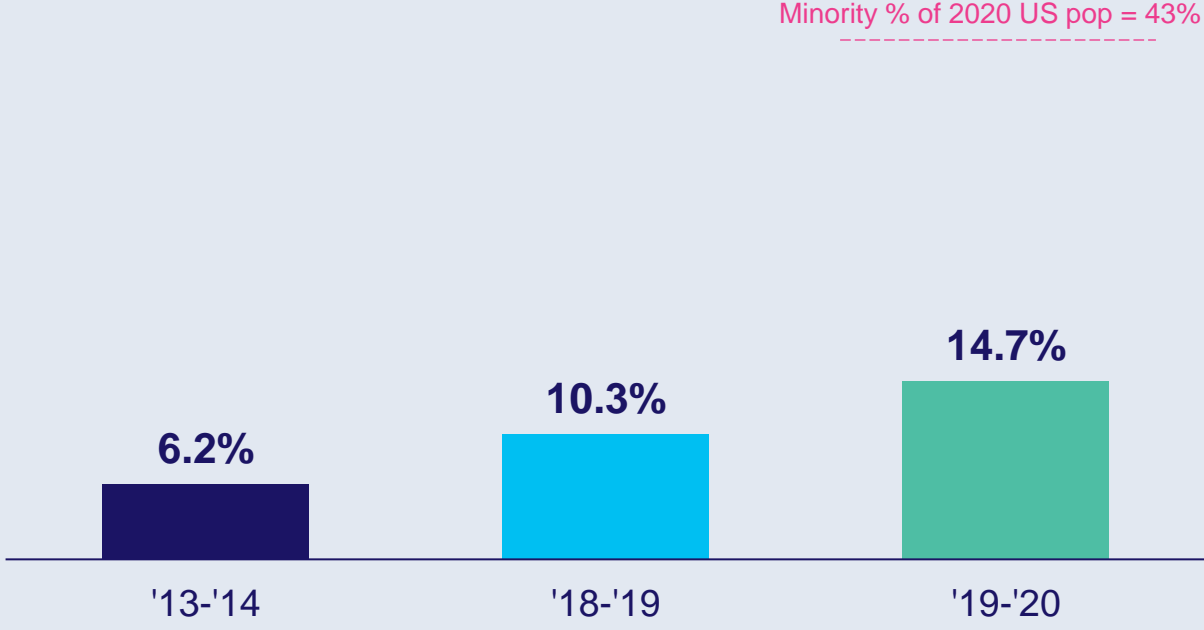
Source: Parrot Analytics & CAA, Measuring What Matters: The Impact of Talent Diversity on Audience Demand for Television, October 2020. Average post-premiere U.S. audience demand was used as a standardized popularity metric for the shows in this report. **Non-Diverse Debut** = U.S. first-run television scripted series premiere in which less than 40% of the series regular cast is non-white. **Diverse Debut** = U.S. first-run television scripted series premiere in which at least 40% of the series regular cast is non-white. These debuts' casts at least mirror the percentage of nonwhites in the U.S. population according to the U.S. Census 2019 estimates.

# Diversity among show leads and creators, while expanding, still has much room to grow which underscores the need for greater development of relevant, authentic content to meet existing demand

Leads by Race (minority), digital scripted, by broadcast season



Show creators by Race (minority), digital scripted, by broadcast season



Source: UCLA – Hollywood Diversity Report Part II: Television, October 2021. According to this report, the minority share of the U.S. population accounted for about 42.7% in 2020.

# To address this disparity, multiscreen TV companies are investing heavily in diversity initiatives which is providing marketers with more opportunities to support, and authentically engage with, multicultural audiences

- ▶ 'By addressing persistent racial inequities and historical underfunding of black-led projects, the TV & film industry could reap an additional \$10 billion in annual revenues—about 7 percent more than the assessed baseline of \$148 billion.' - McKinsey

**VARIETY**

CBS Commits 25% of Development Budget to BIPOC Projects

 **The Streamable**

Paramount+ Exec Says Diversity Is Key Part of Global Strategy and Expansion Plans

 **rollingout**

New Peacock streaming service focuses on diversity in programming

**VARIETY**

ABC Sets New Inclusion Guidelines to Amplify Underrepresented Groups on TV

**Holly**  
THE  
**REPORTER**

Disney Launches Onyx Collective for Creators of Color, Underrepresented Creatives

  
COMCAST  
NBCUNIVERSAL

An Update on our \$100M Commitment

**Holly**  
THE  
**REPORTER**

Fox Launches Diversity Initiative for Unscripted Programming

**DEADLINE**

**The CW Proud Of Diversity Efforts But Still Striving For More Authentic Voices**

**THE VERGE**

YouTube commits \$100 million to 'amplify' black creators and artists

**People**

Netflix Investing \$100 Million to Help Improve Diversity in Film and TV

**VIS**

A Division of ViacomCBS

VIACOMCBS INTERNATIONAL STUDIOS INVESTING 25% OF ITS BUDGET TO DEVELOP DIVERSE AND INCLUSIVE CONTENT

**IndieWire**

**PBS Launches Major Initiatives in Continuous Commitment to Diversity, Equity, and Inclusion**

# Marketers can strengthen engagement by advertising through a more inclusive lens since streamers are more likely to take action or share data with brands that align with their lifestyle and values

*'It is important for companies to create **advertising that is culturally diverse** in order to stay relevant'*  
% of respondents who strongly/somewhat agree

White  
**63%**

Black  
**79%**

Hispanic  
**71%**

Asian  
**73%**

## Importance of brand values to CTV viewers



**62%**

say it is important to buy brands that are in **line with their lifestyle and opinions**



**49%**

are willing to share information in order to receive ads from brands that **match their interests and values**

Source: MRI Cord Evolution – July '21, Base=Streamed P12 months. Magnite, Connected TV is for Everyone 2021/22 Report, October 2021.

# Marketers can specifically target diverse audiences through stand-alone streaming services and curated content collections on traditional streaming services

### Minority-owned Streaming Services

Paid Subscription				
Ad-Supported				
Ad-Supported				

### Minority-targeted Streaming Services

Paid Subscription			
Ad-Supported			
Ad-Supported			

Please note, all services above are 'minority-targeted' platforms however, we further identified those that are currently minority-owned as well. Public companies are listed within 'minority-targeted' streaming services. [Click](#) on any logo to learn more about each service.

# Key Marketer Takeaways

- ▶ The Connected TV audience mirrors the diversity of the U.S. population, making streaming one of the most inclusive video platforms for marketers to engage multicultural consumers
- ▶ The audience demand for diverse streaming content is rising considerably as cultural identity and proper representation has become increasingly important across ethnicities
- ▶ Multiscreen TV companies and their streaming platforms are investing heavily in diverse programming which is creating greater opportunities for advertisers to engage with multicultural audiences

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To find out more on the unique media consumption behaviors and cultural trends of multicultural consumers, visit our [Multicultural Marketing Resource Center](#).



**An American Phenomenon**  
The Growing Influence and Value of Asian American Consumers



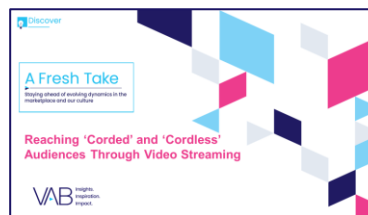
**A Trillion Dollar Opportunity**  
How to Connect with Hispanic Consumers Through Streaming



**A Fresh Take On**  
Engaging Black Consumers



**Do The Right Thing**  
How Diversity & Inclusion Drives Brand Outcomes



**A Fresh Take**  
Reaching 'Corded' and 'Cordless' Audiences Through Video Streaming



**A Fresh Take On**  
The Opportunities to Engage Adults 50+ in Streaming Video

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# About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

## Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

## Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

## Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

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