

◀▶ Nielsen

Being seen on screen

The state of diverse representation on TV



The good news is, on-screen Asian representation has increased in recent years. But on many platforms, representation remains well below population parity.



AANHPI population growth 2010-2020



increase in East Asian share of screen on streaming between 2021 and 2022

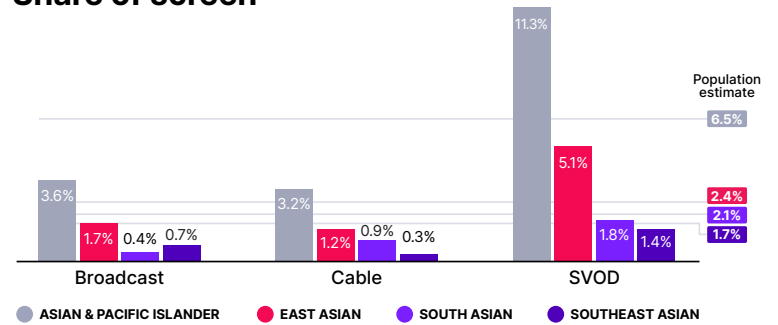
Genre representation

Action, adventure and mystery/crime programming have the highest AANHPI share of screen and, importantly, are also the top-watched genres for U.S. audiences overall.



Source: Gracenote Inclusion Analytics, 2021-2022 TV season

Share of screen

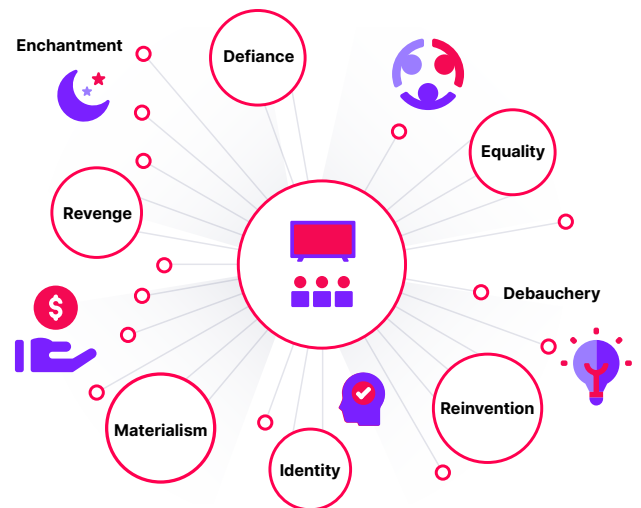


AAPI share of screen remains above population parity on streaming platforms with a global reach. The global reach of streaming shows such as K-dramas allows a larger Asian audience to connect with the stories and characters.

Source: Gracenote Inclusion Analytics, 2021-2022 TV season

Top themes

Of shows with the most viewing minutes featuring AANHPI representation *defiance*, *equality* and *reinvention* were top content themes.



Source: Gracenote Video Descriptors

Indigenous representation

For too long, the representation of Indigenous people on screen has been lacking in both content and characters. In the 2021-2022 TV season, there have been some improvements.

Between the 2021 and 2022 TV seasons,

Indigenous lead recurring roles increased

100% ▲

Share of screen on streaming declined

11% ▼

Source: Gracenote Inclusion Analytics

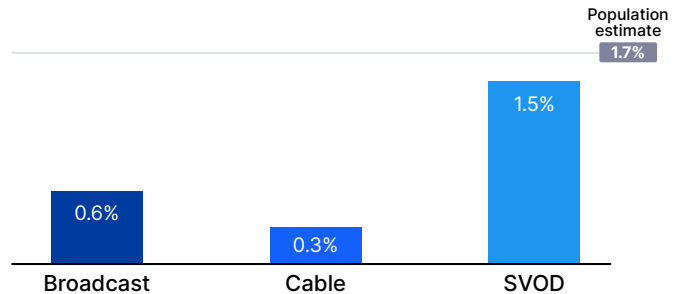
Genre representation

Currently, Indigenous representation is highest in thriller and drama programming, with just 5 categories out of 117 showcasing Indigenous representation at population parity.



Source: Gracenote Inclusion Analytics, 2021-2022 TV season

Share of screen

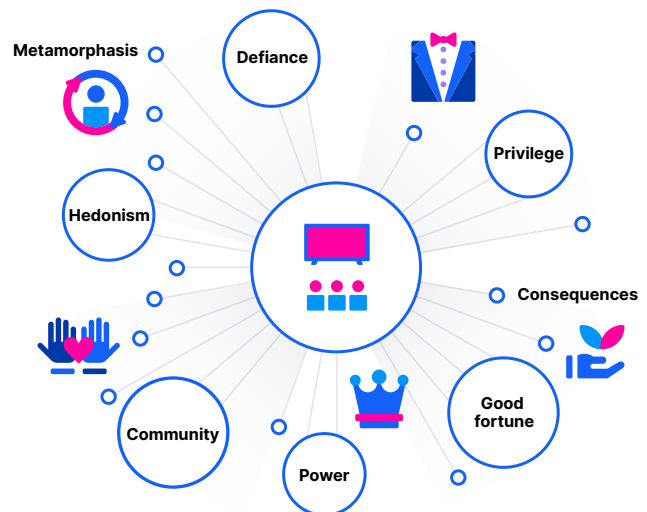


While overall representation of Indigenous people is still below population parity, there has been an increase in representation in cable, but a decline in broadcast and streaming between the 2021 and 2022 TV seasons.

Source: Gracenote Inclusion Analytics, 2021-2022 TV season

Top themes

Of shows with the most viewing minutes with Indigenous representation, *defiance*, *community* and *good fortune* are top themes.

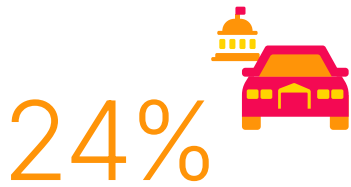


Source: Gracenote Video Descriptors

The U.S. Hispanic and Latino community currently makes up 19% of the total U.S. population.

Latino led content

Airing Latino led content is good business. For example, season 1 of *Lincoln Lawyer*, starring Mexican-American actor Manuel Garcia-Rulfo, attracted 114,000 new viewers who did not watch any content on Netflix in the weeks before the release date.



of the new viewers who came to watch *The Lincoln Lawyer* were new to Netflix

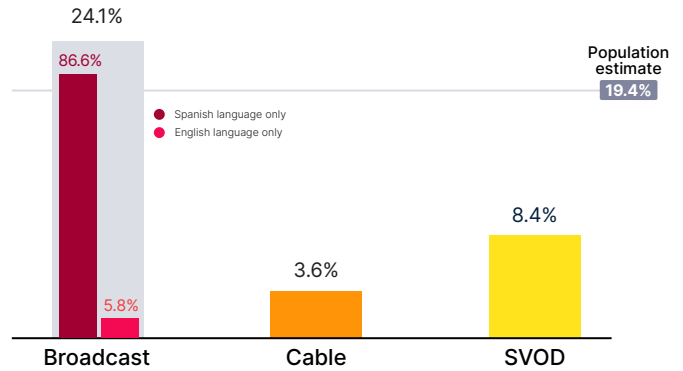
Genre representation

Variety, soap operas, news magazine and sports-related programs are the genres with the most Latino representation.



Source: Gracenote Inclusion Analytics

Share of screen



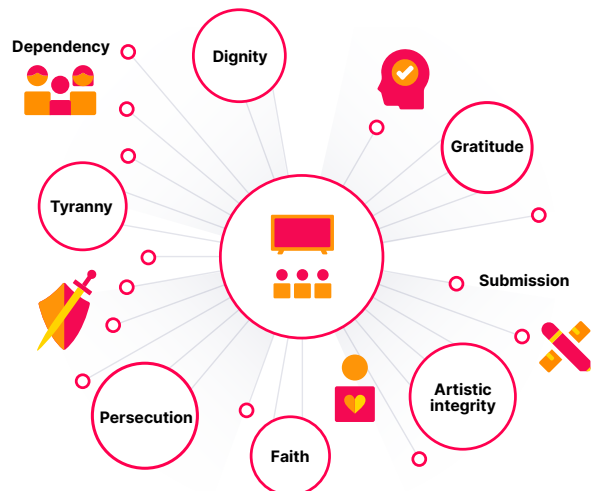
Source: Gracenote Inclusion Analytics, 2021-2022 TV season

Latino influence on bingeability



of the most-bingeable content in 2022 featured Latino talent either behind or in-front-of the camera

Top themes

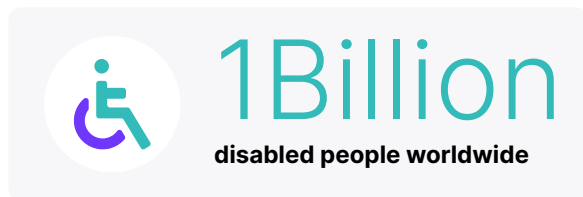


Source: Gracenote Video Descriptors

While disability representation has been slowly increasing on screen, viewers in the disability community are struggling to feel seen amid an ever-expanding programming landscape.



Source: CDCP Disability and Health Data System (DHDS) August 27, 2018



Source: Worldbank, April 2022

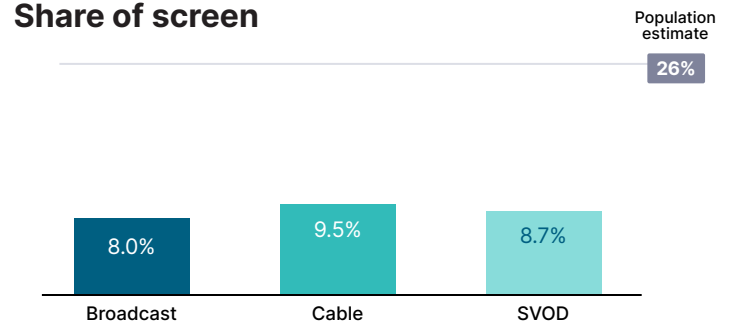
Genre representation

Although disability representation is increasing, no programming genres feature representation at or above population parity. Reality and live television have the highest representation, demonstrating the lack of inclusive scripted content.



Source: Gracenote Inclusion Analytics, 2021-2022 TV season

Share of screen



Source: Gracenote Inclusion Analytics, 2021-2022 TV season

While broadcast has the most disability representation on screen, disabled people consider cable to be the most relevant platform.

Source: Nielsen Attitudes on Representation on TV Study, Apr 2022

Top themes



Investigations, mysterious situations and intrigue are the top content themes of the most-viewed shows with disability representation.



Source: Gracenote Video Descriptors

In the 2020 U.S. Census, Black people make up 14% of the total U.S. Black population. Black representation is above population parity across platforms, but there are still many opportunities for more inclusive narratives.

Streaming is the most watched platform for

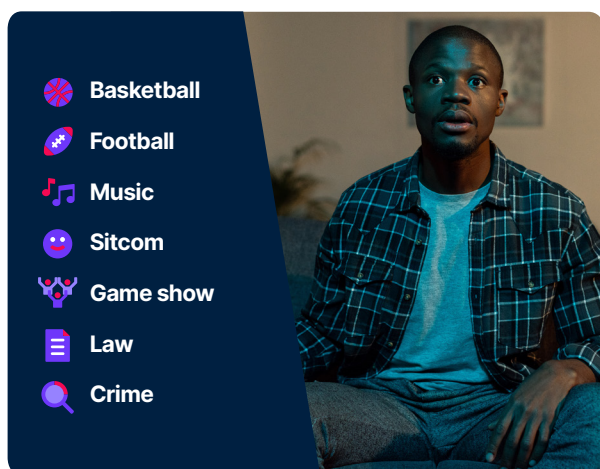
63%

of Black viewers



Genre representation

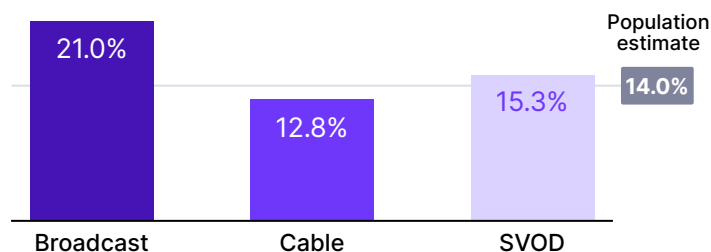
Sports, music and game shows are among the top genres inclusive of the Black community.



Source: Gracenote Inclusion Analytics, 2021-2022 TV season

Share of screen

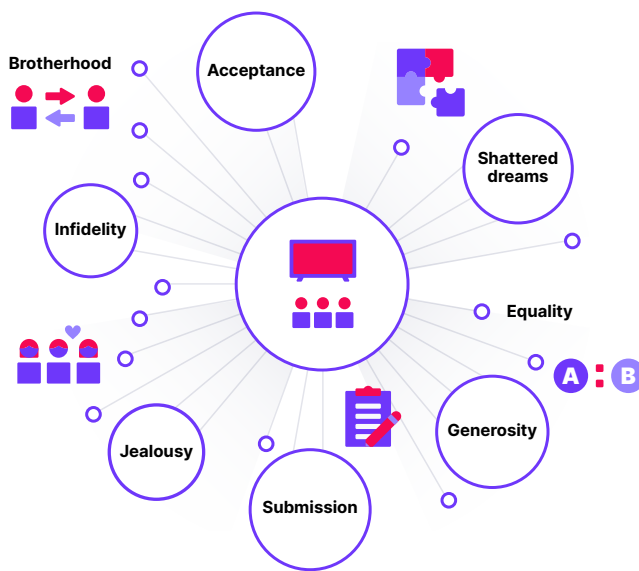
Despite a significant drop in Black representation across streaming platforms, it is still the most relevant for Black audiences



Source: Gracenote Inclusion Analytics, 2021-2022 TV season

Top themes

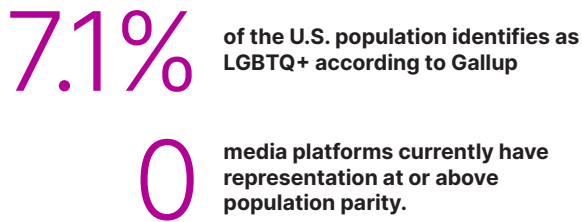
Brotherhood, lost illusions and acceptance were some of the top content themes in the most-viewed shows featuring Black representation.



Source: Gracenote Video Descriptors

Seen on screen LGBTQ+ representation

LGBTQ+ audiences are more socially conscious about the brands they choose—and with more choices for content than ever before, creators and advertisers wanting to connect with the community must understand that inclusivity is everything.



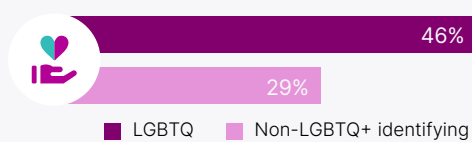
Improving inclusion

Removing stereotypes and more authentic depictions are key to improving inclusivity, according to LGBTQ+ people.

Avoid stereotyping individuals in advertising/programming



Be more authentic/realistic in depictions of LGBTQ+ individuals in advertising/programming



Source: Nielsen 2022 LGBTQ+ Representation in Media Report

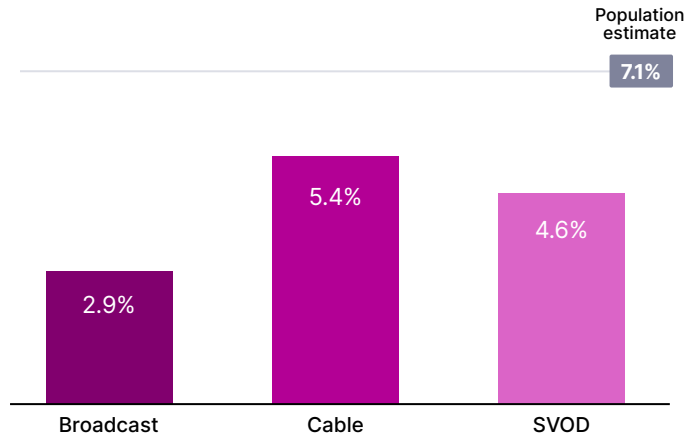
Genre representation

The top genres featuring LGBTQ+ people include competition reality and holiday shows—the community is represented above parity in reality competition shows, which feature diverse casts to appeal to a wide range of viewers.



Source: Gracenote Inclusion Analytics, 2021-2022 TV season

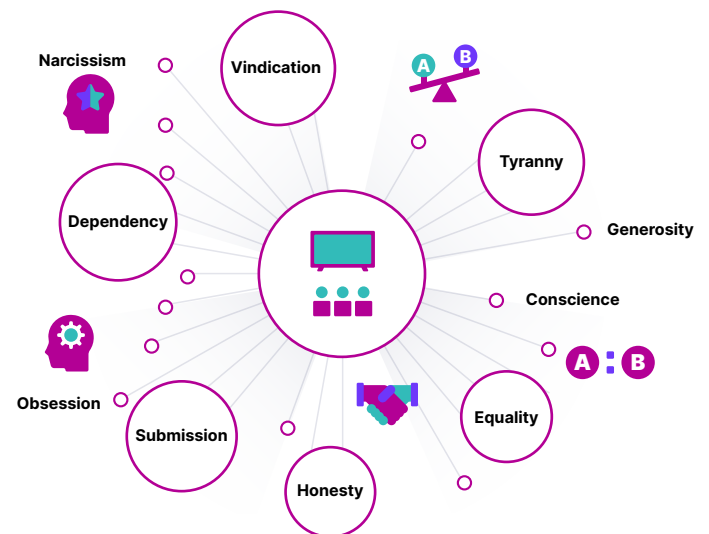
Share of screen



Source: Gracenote Inclusion Analytics, 2021-2022 TV season

Top themes

Narcissism, vindication and tyranny were among the top content themes of the most-viewed shows featuring LGBTQ+ representation.



Source: Gracenote Video Descriptors