

# MINING FOR GOLD WITH DIVERSITY DATA

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ENTERTAINMENT EVOLUTION SYMPOSIUM  
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gracenote.  
A NIELSEN COMPANY

nielsen  
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# Data to Power Entertainment Media

From development through syndication, Nielsen & Gracenote provides critical data that informs measurement



**GRACENOTE**

**NIelsen**

## Development

Gracenote aggregates and normalizes metadata and assigns unique IDs that identify a piece of content or a celebrity throughout the entertainment ecosystem.

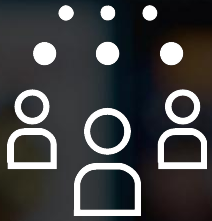
## Distribution

Gracenote data powers product interfaces and discovery algorithms for video, music and sports content across top entertainment platforms – helping millions of consumers find and access what to watch and listen to daily.

## Consumption

Nielsen's gold standard audience measurement solutions determine what millions of people are watching and listening to across these same devices, platforms and services.

# Industry Trends



## US Population Becoming Increasingly Diverse

The US population is predicted to reach majority minority by 2044<sup>1</sup>



## Consumers Watching More Video Than Ever Before

US adults spend 5+ hours per day with video across TV sets and video focused apps/web on computers, tablets and smartphones<sup>2</sup>



## Audiences Actively Seeking Inclusive Content

Diverse consumers are migrating to Video platforms with diverse content at higher rates than the general population<sup>3</sup>





# GRACENOTE INCLUSION ANALYTICS

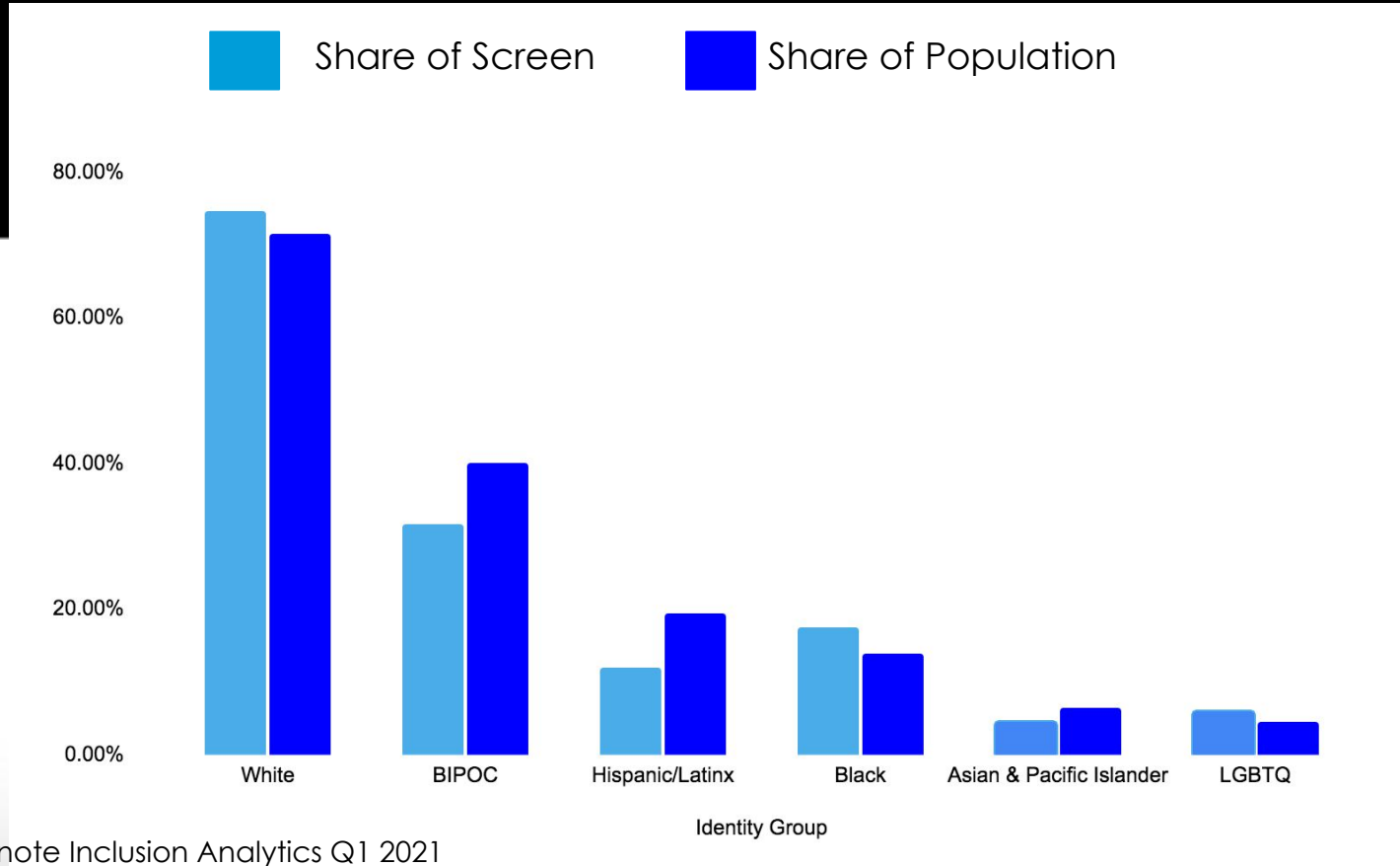


Insights covering diversity of on-screen talent compared with audiences, empowering content owners, distributors and brands to make informed decisions around inclusive content investments.

# SHARE OF SCREEN

# TOTAL TV

# Q1 2021





WOMEN

52%

US population

43%

Share of  
Screen

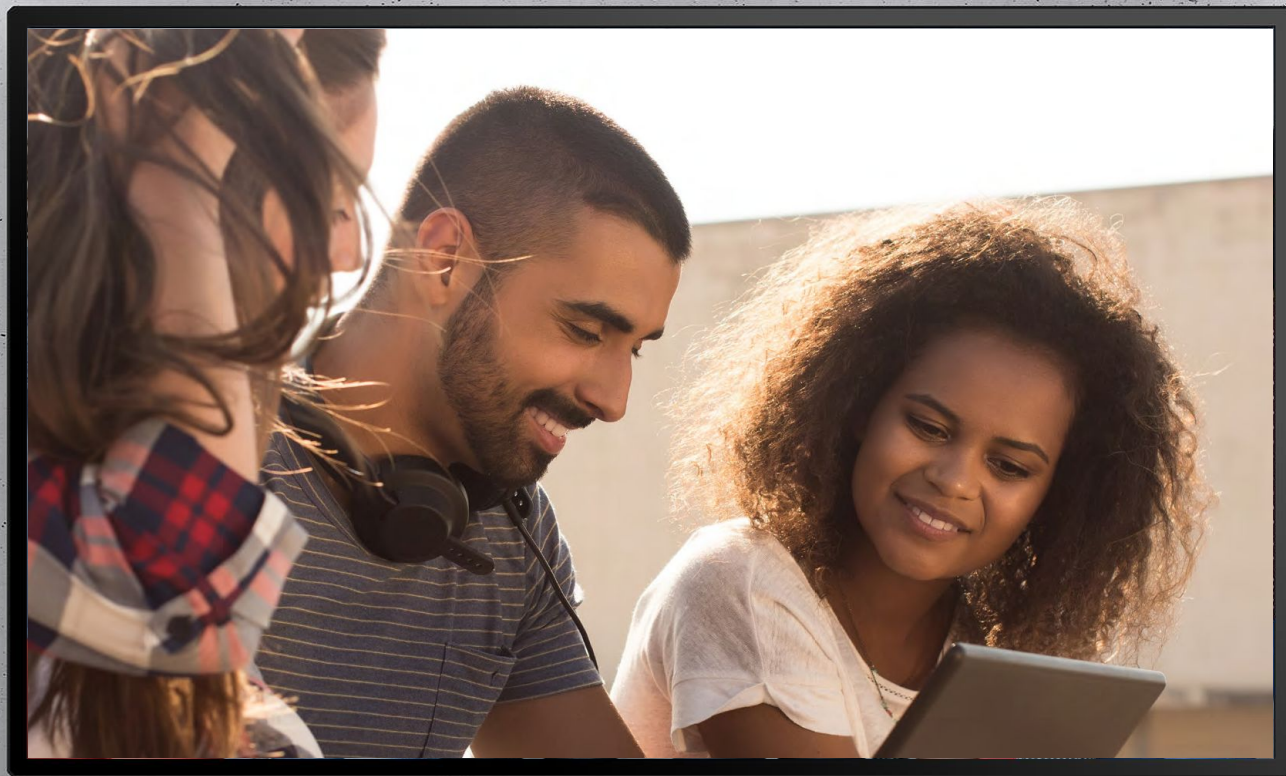


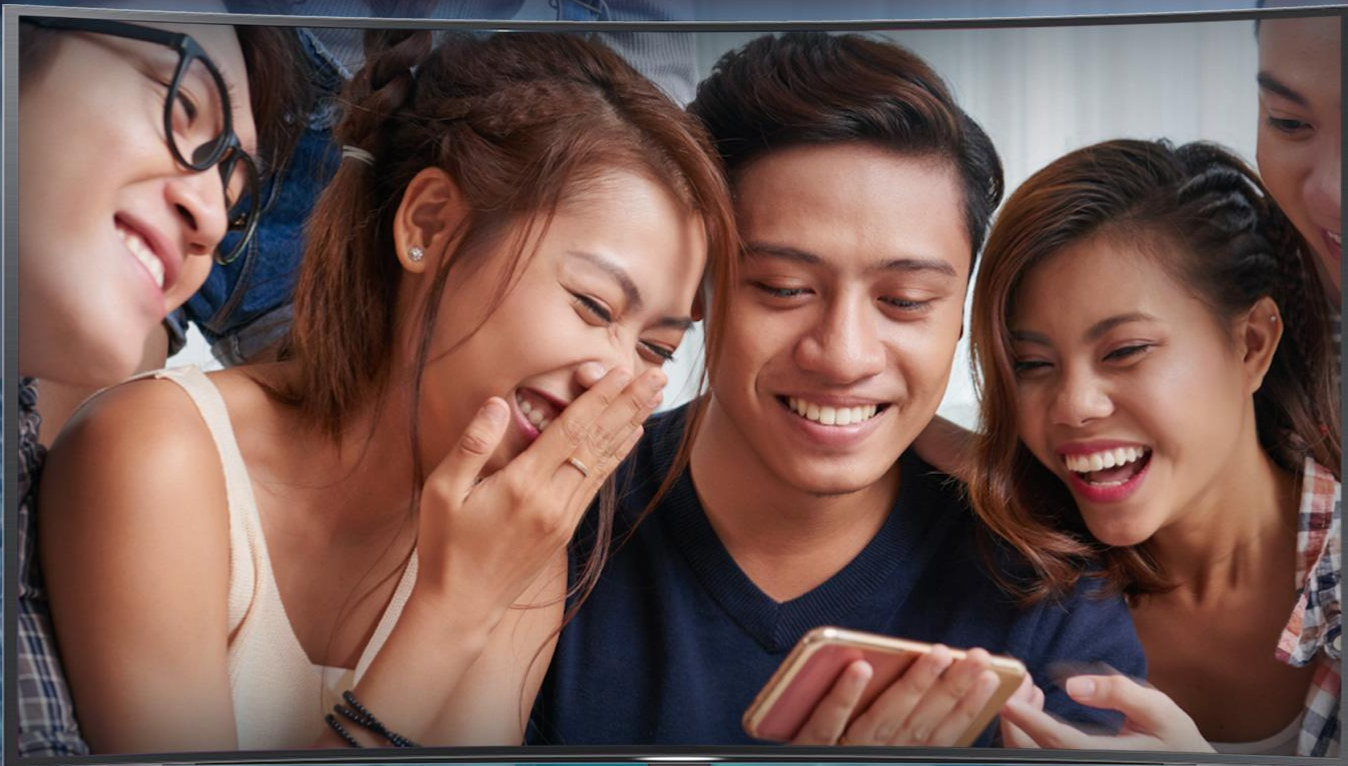


HISPANICS/LATINX

19%  
of population

6%  
Share of  
Screen





## ASIANS

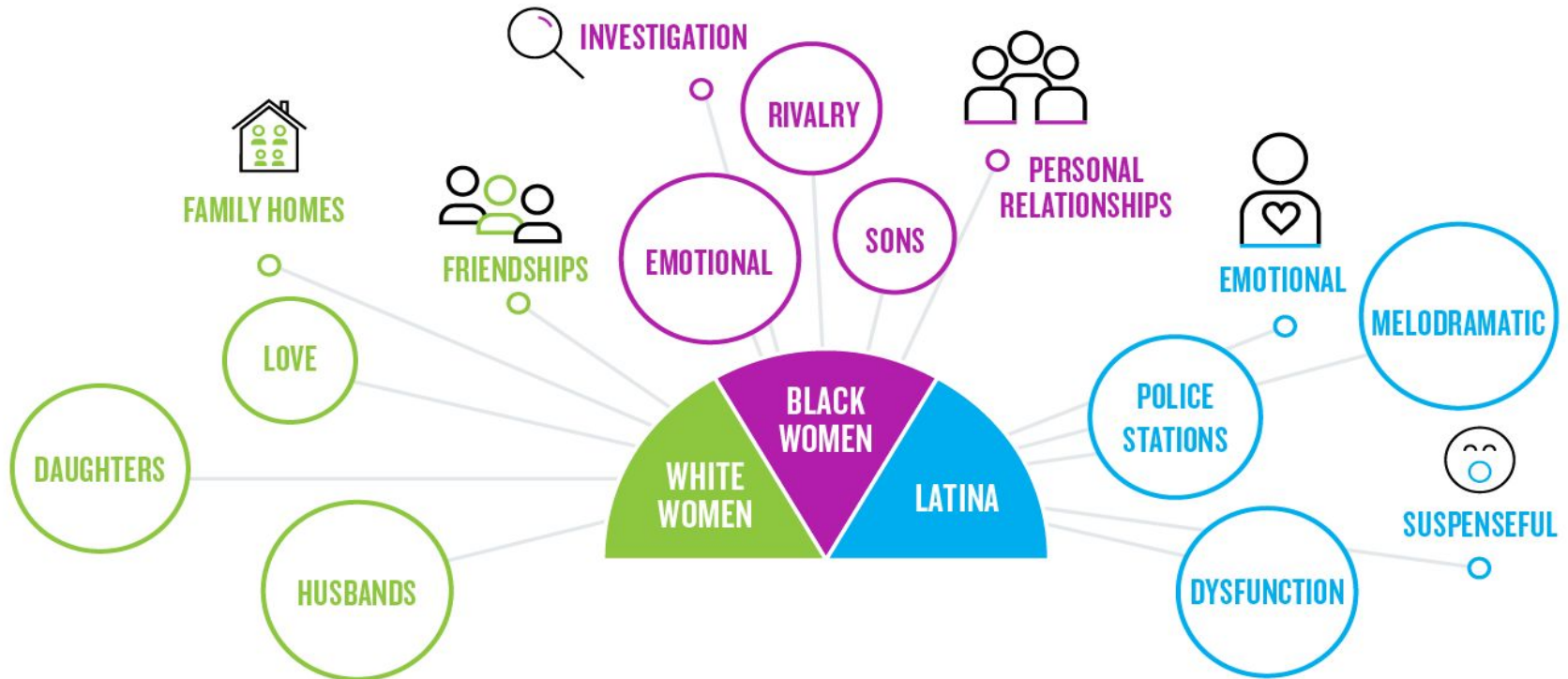
Fastest growing population, low visibility on screen (4% SOS)



# Top Genres by Platform for BIPOC Share of Screen

BROADCAST	CABLE	SVOD
Reality	Sitcom	Drama

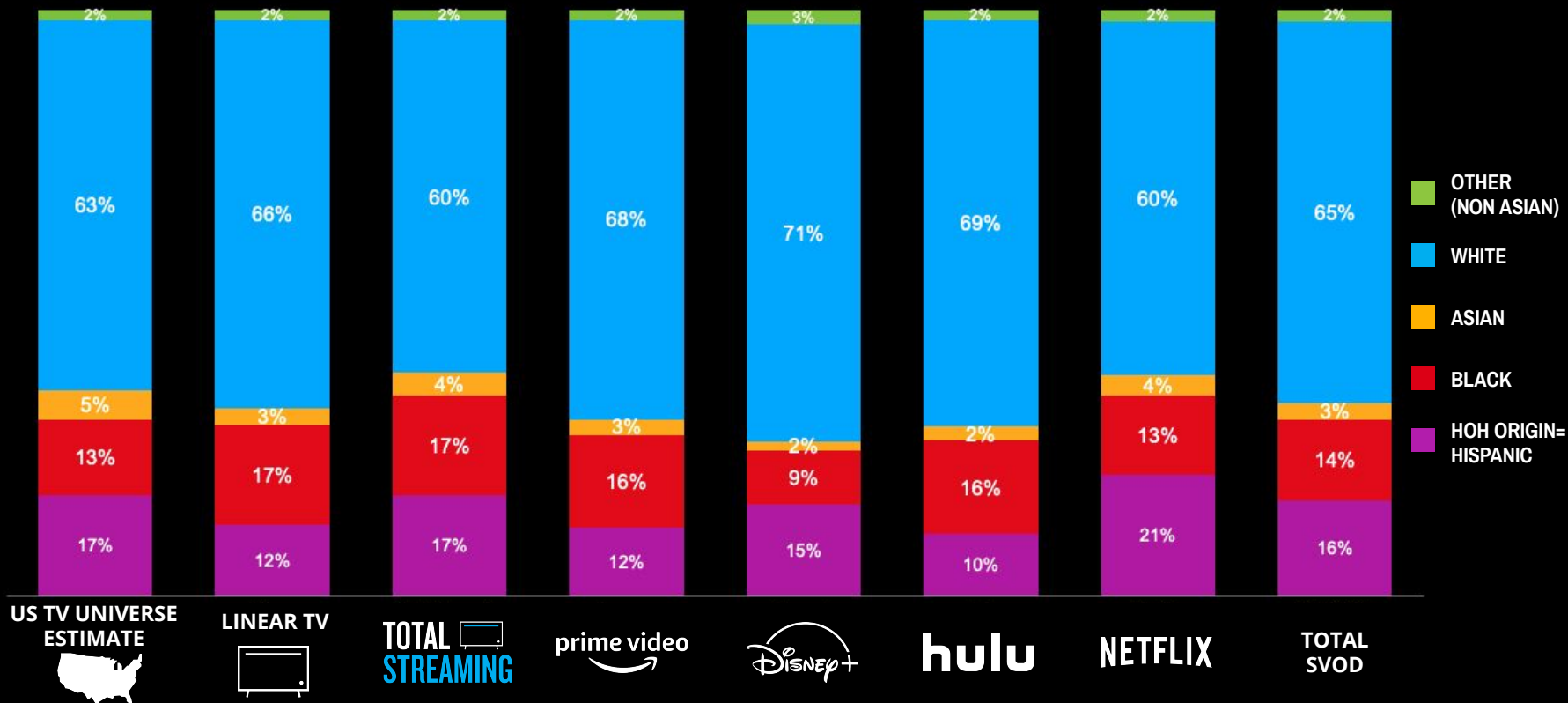
# VIDEO DESCRIPTORS REVEAL STEREOTYPES





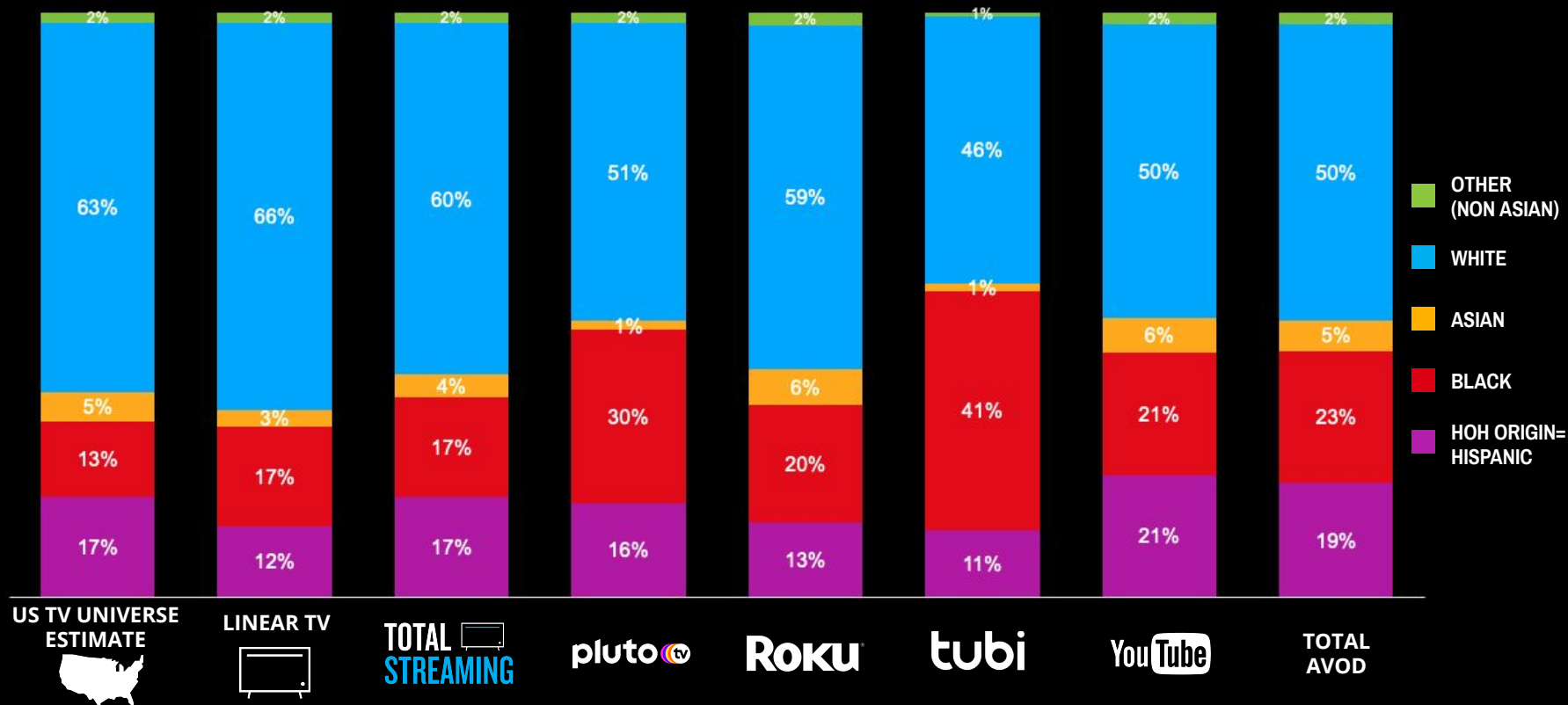
# RACE AND ETHNICITY DRIVE STREAMING CHOICES

UNDERSTANDING UNIQUE AUDIENCES CAN PROVIDE INSIGHTS FOR CONTENT ACQUISITION AND VALUATION



# AVOD DRIVING EXTRAORDINARY DIVERSITY

UNDERSTANDING UNIQUE AUDIENCES CAN PROVIDE INSIGHTS FOR CONTENT ACQUISITION AND VALUATION



Source: Nielsen, National TV Panel and Streaming Meter Homes, Share of Total Weighted Streaming Minutes (Weighted), P2+, Total Day, May 2021



# INCLUSIVE CONTENT DRAWS INCREMENTAL VIEWERSHIP

High  
Hispanic/Latinx  
SOS Program

**+2%**  
Incremental  
reach

**+17 Million**  
Unique Viewers

Inclusivity Group	Unique Reach: Inclusive Content	Unique Reach: Network Content	Combined Reach
Hispanic/Latinx	2%	36%	41%

## For more information...

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