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.

**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.

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

**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
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.

**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.

**Share of screen**

![Graph showing the share of screen for Indigenous representation across different platforms: Broadcast (0.6%), Cable (0.3%), and SVOD (1.5%).]

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.

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

Source: Gracenote Inclusion Analytics, 2021-2022 TV season

Source: Gracenote Video Descriptors

---

![Image of Indigenous characters on screen]

Source: Gracenote Inclusion Analytics, 2021-2022 TV season
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.

24% 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.

**Share of screen**

<table>
<thead>
<tr>
<th></th>
<th>Broadcast</th>
<th>Cable</th>
<th>SVOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish language only</td>
<td>86.8%</td>
<td>5.8%</td>
<td>8.4%</td>
</tr>
<tr>
<td>English language only</td>
<td>24.1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Gracenote Inclusion Analytics, 2021-2022 TV season

**Latino influence on bingeability**
42% 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.

**26%**

_of U.S. adults live with a disability_

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

**1 Billion**

_disabled people worldwide_

Source: Worldbank, April 2022

---

**Share of screen**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Representation (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast</td>
<td>8.0%</td>
</tr>
<tr>
<td>Cable</td>
<td>9.5%</td>
</tr>
<tr>
<td>SVOD</td>
<td>8.7%</td>
</tr>
</tbody>
</table>

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

---

**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.

---

**Top themes**

Only **4.1%** of programs feature disability 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.

**Share of screen**
Despite a significant drop in Black representation across streaming platforms, it is still the most relevant for Black audiences.

<table>
<thead>
<tr>
<th>Population estimate</th>
<th>Broadcast</th>
<th>Cable</th>
<th>SVOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.0%</td>
<td>21.0%</td>
<td>12.8%</td>
<td>15.3%</td>
</tr>
</tbody>
</table>

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
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.

7.1% of the U.S. population identifies as LGBTQ+ according to Gallup.

0 media platforms currently have representation at or above population parity.

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

Avoid stereotyping individuals in advertising/programming
- 51% of LGBTQ+ viewers
- 40% of Non-LGBTQ+ viewers

Be more authentic/realistic in depictions of LGBTQ+ individuals in advertising/programming
- 46% of LGBTQ+ viewers
- 29% of Non-LGBTQ+ viewers

Source: Nielsen 2022 LGBTQ+ Representation in Media Report

Share of screen

<table>
<thead>
<tr>
<th>Platform</th>
<th>Share of Screen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast</td>
<td>2.9%</td>
</tr>
<tr>
<td>Cable</td>
<td>5.4%</td>
</tr>
<tr>
<td>SVOD</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

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.

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

Source: Gracenote Video Descriptors