

INCLUSIVITY + REPRESENTATION IN CONTENT

Inclusive-minded young Americans look to content producers to do more than just join the conversation.

For Gen Z and Millennials, 83% think it's important to see cultures they don't usually get to interact with on screen, and find it empowering when:

- The cast is an even mix of types of ethnicities and races (91%)
- It reflects real life (91%)
- The content tackles difficult subjects like race or gender (96%)

Content empowers through insight by teaching something new in the films and TV shows they watch

- 42% agree that content gives them a new perspective or help them think differently

Representation and Inclusion matter...young viewers believe that content should:

- Bring people together Be for everyone
- Represent other cultures Be Inclusive



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Source: NRG and Fuse study, "Empowerment: Going beyond representation and inclusion", 2020