

REFLECTING ME

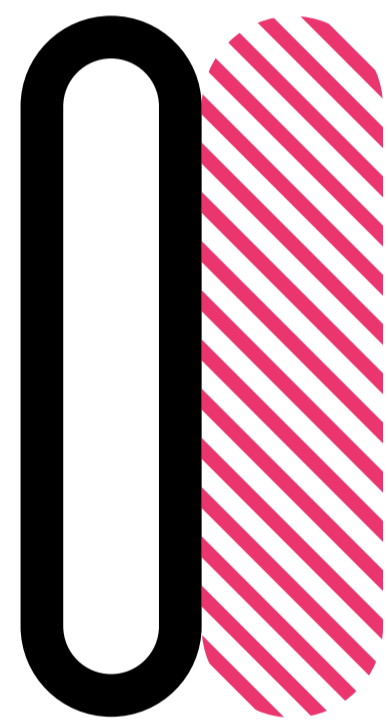
CONTENT FOR CHANGE
Paramount

REPRESENTATION IN ENTERTAINMENT HAS THE POWER TO INFLUENCE HOW PEOPLE & GROUPS ARE PERCEIVED IN EVERYDAY LIFE. BEING REPRESENTED POORLY IS PAINFUL TO EXPERIENCE. ONE-DIMENSIONAL REPRESENTATION ISN'T GOOD ENOUGH. AUDIENCES NEED TO SEE THE UNIQUENESS & COMPLEXITY OF DIVERSE CHARACTERS. DIVERSE & AUTHENTIC REPRESENTATION IS MEANINGFUL TO AUDIENCES. AND GLOBALLY, PEOPLE WANT CHANGE.



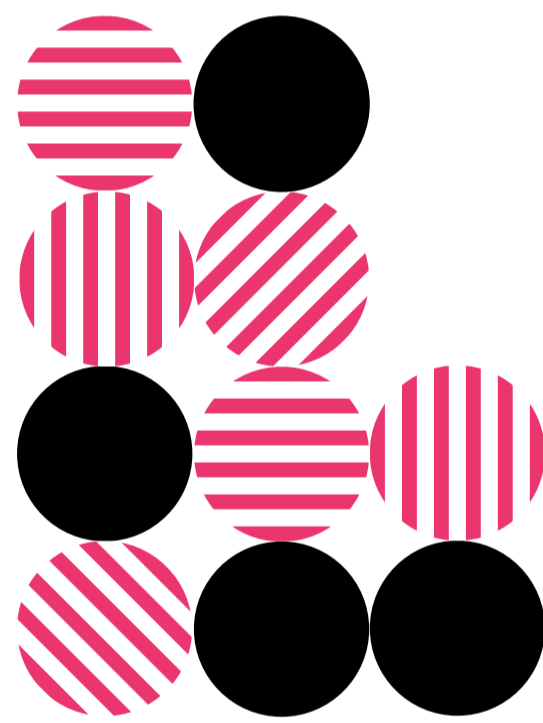
9 IN 10

9 in 10 people globally think the way groups & identities are portrayed in TV shows and movies influences perceptions about them in the real world.



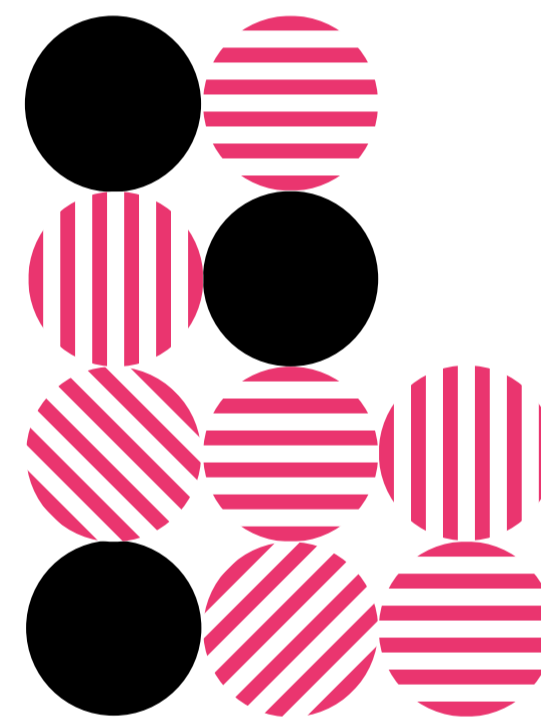
1 IN 2

1 in 2 people who feel poorly represented believe people like them are represented inaccurately. They also want more types of groups & identities — and more accurate representation of those groups & identities — represented in TV shows & movies.



6 IN 10

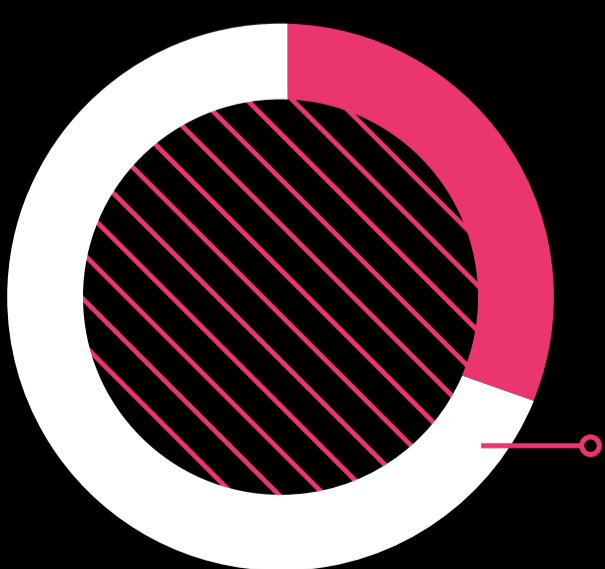
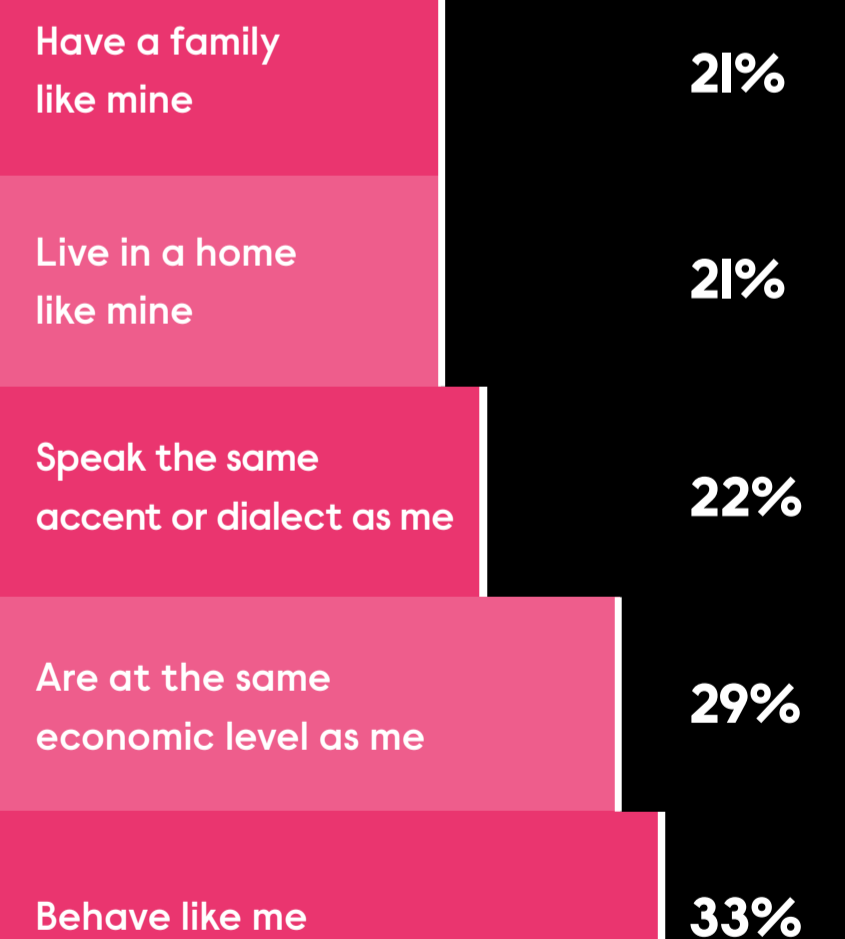
6 in 10 people who feel poorly represented believe people like them are not represented enough. They also feel poorly represented in TV shows & movies. This makes them feel unimportant, ignored, or disappointed.



7 IN 10

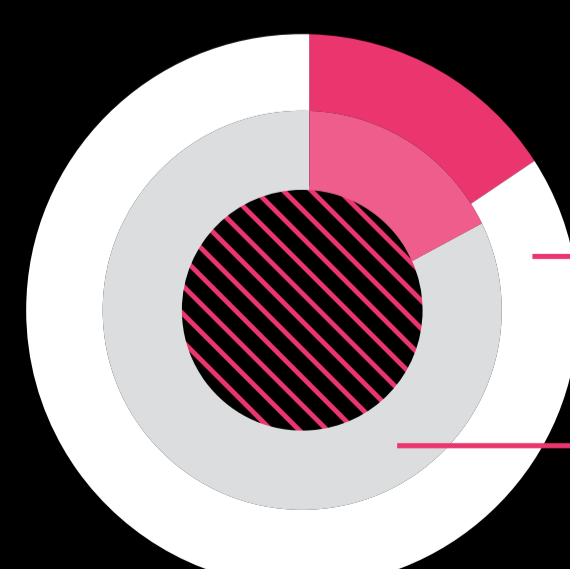
7 in 10 people have talked to family & friends about something related to on screen representation in the past year.

PEOPLE WHO FEEL POORLY REPRESENTED DON'T SEE ENOUGH PEOPLE IN TV SHOWS & MOVIES WHO:



69%

69 percent of people who feel poorly represented feel poorly represented due to their appearance.



83% OFF SCREEN

84% ON SCREEN

People globally agree that companies making TV shows and movies should commit to increasing diversity and representation.