

Impact and Influence of TV

From information to entertainment, read more about audiences around the world and what they watch.



Black

Black-owned TV reached **48 million** viewers in one month.

59% of Black viewers are more likely to buy from brands that feature someone from their identity group in ads.



AANHPI

2/3 of AANHPI audiences are more likely to watch Asian-inclusive content, yet TV and movies from Asia-Pacific make up just **2.4%** of total U.S. TV content.

AANHPI audiences are **79% more likely** than the general population to feel underrepresented in TV and films.



Hispanics

U.S. Hispanics spent more than **30 billion minutes** with connected TV in the first quarter of 2023.

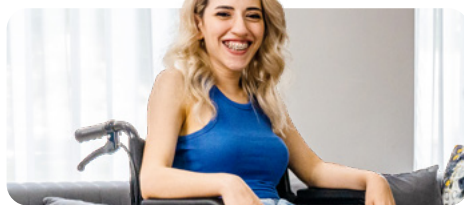
More than 2/3 of U.S. Hispanics look to local TV news for reliable information.



LGBTQ+

There's nearly **7x more** LGBTQ+ inclusive programming on streaming than linear TV.

For LGBTQ+ audiences, avoiding stereotyping is the best way to enhance inclusion on TV.



People with disabilities

Globally, over 1 billion people live with a disability, including 13% of the U.S. population. But they are **34% more likely** to feel under-represented on screen.



Native / Indigenous

Native / Indigenous audiences are the most likely to watch content where their identity group is represented on screen.

What women watch

Italy

Among the top 10 most-viewed TV shows by women in 2022, 5 were game shows or reality competitions where women compete on equal footing with men challenging traditional gender stereotypes, e.g. *Tale e Quale il Torneo*, *Soliti Ignoti il Ritorno*.

Poland

Nine of the top 10 most-watched programs by women in 2022 were domestic productions featuring Polish people, stories and talent, e.g. *M jak miłość (M for Love)*, *Rołnik Szuka Żony (Farmer Wants a Wife)*, *Eurovision*.

India

The top most-watched shows for women are dramas and reality TV that focus not only on the family, but on female protagonists who are breaking out of traditional stereotypes and cultural expectations, e.g. *Anupama*, *Yeh Rishta Kya Kehlata Hai (What is this Relationship?)*.

Thailand

Women's volleyball dominates the top 10 spots, reflecting the government's dedication to advancing women in sports, helping the Thai women's volleyball team to become a top international squad.

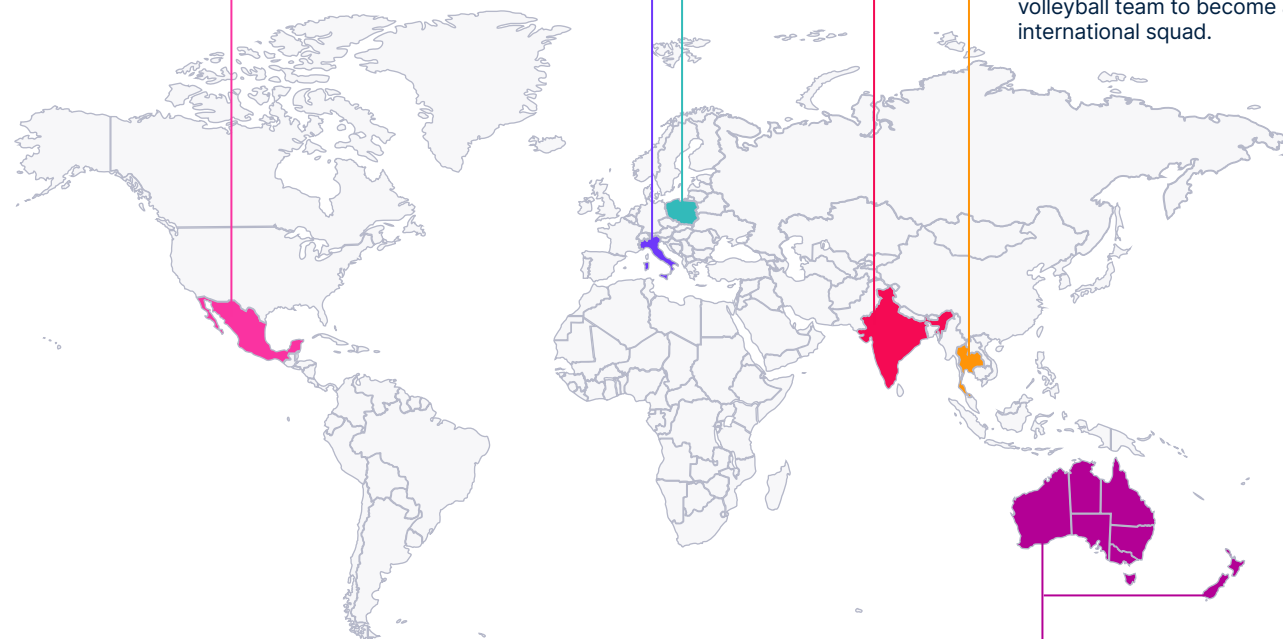
Mexico

Telenovelas are the most prevalent genre watched by women, and in recent years have been exploring themes with more diverse and dynamic portrayals of female characters, e.g. *Mi Fortuna Es Amarte*, *Si Nos Dejan*.

Australia / New Zealand

Winning with women's sports

Nearly 80% of people are now aware of the 2023 Women's World Cup, and 40% find it appealing—the highest scores for any female competition.



Source: Nielsen Television Audience Measurement Q1 2023