

 Nielsen

Amplifying Black voices in media

Creating informed, thoughtful and authentic experiences



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Introduction



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As Black audiences look for more authenticity and nuance in media content, those same expectations exist for campaigns from advertisers as well.

Recent missteps during Juneteenth uncovered room for improvement regarding how brands reach out to African American consumers. The attempted monetization of the newly dubbed U.S. Federal holiday felt disconnected from the cultural and community traditions, and several campaigns failed to find the delicate balance of acknowledging progress in the midst of many challenges that Black communities still face today. But examples of brands falling short with Black consumers extend beyond the commodification of culture, to global examples of

Black 18-34 year olds

26%  of U.S. Black population

2.3x  as likely to use social media to talk about brands

Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates; Nielsen Scarborough USA+ 2022 Release 1, Consumer POV



marketing efforts that can cause harm. Decades of [marketing menthol cigarettes](#) directly to African Americans, leveraging social media to market toxic [skin-whitening](#) products to consumers in Nigeria, and store aisles in the U.K. with added security for [Black beauty products](#) all represent brand practices that saw sales opportunity with Black buyers but not the true *value* of the Black community.

How do these missteps impact advertisers' ability to break through and connect with Black audiences? These missteps make it difficult, but culturally relevant and considerate campaigns can help bridge the gap. Although Black viewers' share of broadcast and cable viewership continue to be among the highest in the U.S., the share of time on those platforms has declined in favor of streaming. Meanwhile, Black social media users continue to set trends and outpace usage across multiple apps and platforms, with Black 18-34 year olds more than twice as likely to regularly use social media to post opinions on products and services¹.

What do brands need to know to effectively connect with today's diverse Black communities?

In this report, we explore a few recommendations for brands and advertisers to avoid missteps with an increasingly savvy, resourceful and organized consumer segment.

No more pandering. Check your assumptions by leveraging intersectional cultural experts and measuring campaign effectiveness.

Representation every step of the way. Presence is not the same as authentic representation. Consumers are looking for Black influence from the boardroom to on-screen talent and the content that amplifies a brand's message.

Action that benefits Black communities. Black America in particular expects more than just targeting and increasingly looks to big brands to close disparities and fight injustice.

Editor's note: As conversations about race in America continue to evolve, we acknowledge the nuance of Black identity which includes various countries of origin as well as the distinct African American identity. Within this report, Black is used to refer to those who identify as Black alone or Black in combination with another race, following the guidelines of the U.S. Census. African American is used to distinguish descendants of enslaved Africans in the U.S.

¹ Nielsen Scarborough USA+ 2022 Release 1, Consumer POV

Misrepresentation causes missed opportunities

Black buying power in the U.S. is estimated to grow to \$1.98 trillion by 2025². And while most brands acknowledge that Black consumers are critical to their growth and cultural relevance, earning Black consumers' business can prove challenging as Black people around the world become more discerning of how, where and when brands are targeting them.

To try and make inroads with Black audiences, brands and advertisers are investing heavily. In the first half of 2022 alone, more than 6,000 advertisers spent over \$1.2 billion trying to connect with Black and African American consumers across traditional media including television, magazines and radio³.



\$1.2 billion
in targeted Black and African American
ad spend during the first half of 2022 alone.

Source: Nielsen Ad Intel Ad Spend on African American Focused Media Report, January 2022-June 2022

And it's easy to understand why: Black audiences want to engage with diverse content and want to spend money with brands who feature Black talent. The majority (69%) of Black viewers are more likely to watch content where they're represented, and 55% are more likely to buy from brands that advertise in representative content⁴.

² Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2021

³ Nielsen Ad Intel Ad Spend on African American Focused Media Report

⁴ Nielsen Attitudes on Representation on TV Study, April 2022





Representation alone doesn't equal authenticity

Brands are spending big to reach Black consumers, but all those dollars will be ill-spent if campaigns don't resonate with audiences, or worse, turn them away.

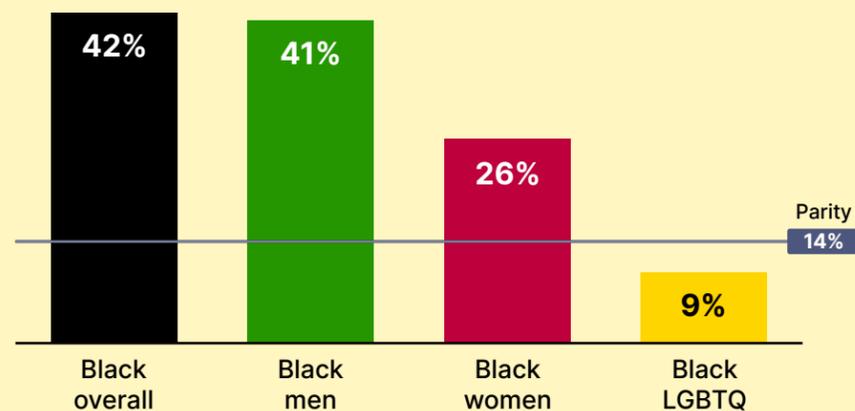
Nielsen's Inclusive Ad Spend Report evaluated \$3.5 billion in ad spend across programming captured in Gracenote Inclusion Analytics and found that, on average, 42% of ad investment was placed in content where Black talent was represented at population parity (14% share of screen) or above. Only 26% of ad spend is in content where Black women are featured on screen at population parity or above.

42% 
of ad investment was placed in content where Black talent was represented at population parity.

Source: Gracenote Inclusion Analytics

Most ad spend is focused on content featuring Black men

Black representation in ad content



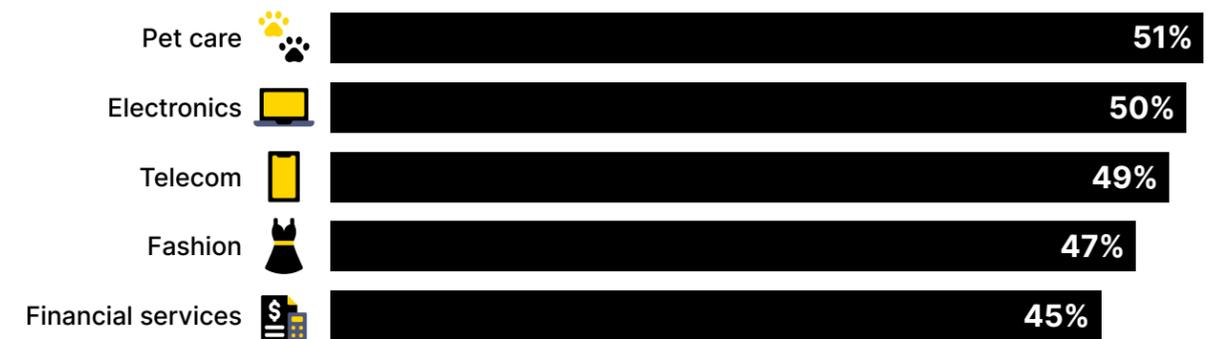
Source: Nielsen Inclusive Ad Spend Report, Q2 2022

Currently, ad spend is heavily focused on content featuring Black men, signaling opportunity for brands that want to expand their reach with Black women and Black LGBTQ+ audiences. But keep in mind that 44% of Black men also felt how they were portrayed in media was inaccurate⁵, so advertisers also need to take a closer look at the quality of the content where their ads are appearing.

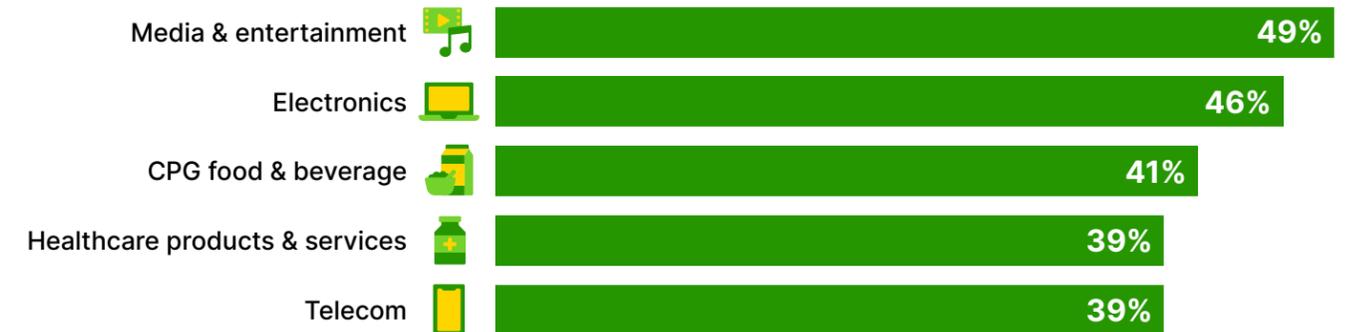
Most inclusive ad categories

Read as: 51% of ads in the pet care category is placed in content representative of Black people

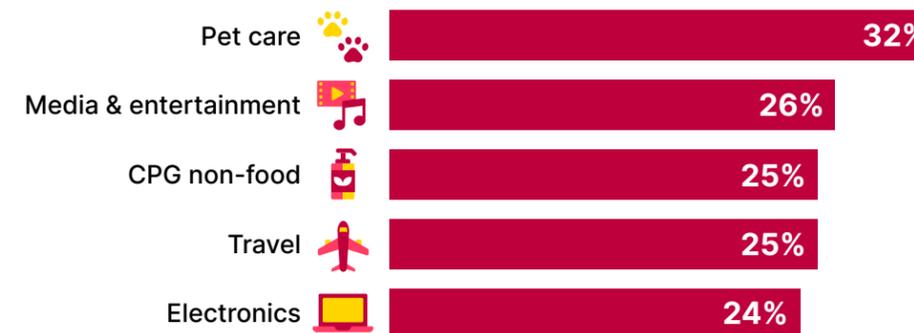
Black representative content



Black men representative content



Black women representative content

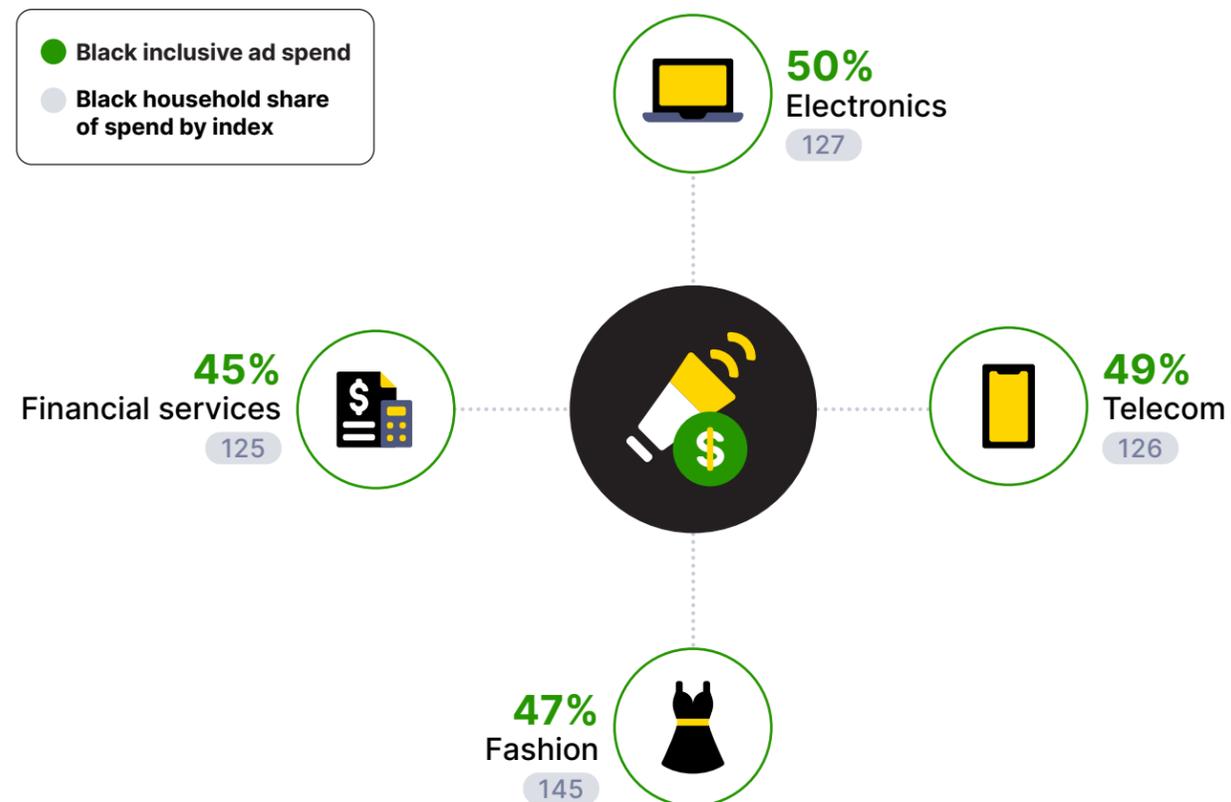


Source: Nielsen Inclusive Ad Spend Report, Q2 2022- based on average percentage of inclusive ad spend in Gracenote Inclusion Analytics measured programming

⁵ Nielsen Attitudes on Representation on TV Study, 2021

More inclusive ad spend, more impact

Black inclusive ad spend by category



Sources: Nielsen Inclusive Ad Spend Report, Q2 2022; Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2021 - Share of Spend: Black households vs non-Black households

Black households are spending more in electronics, telecom, fashion and financial services—the same categories where brands are investing above-average ad dollars in Black-inclusive content. Despite this heavy ad investment in inclusive content, Black consumers can still feel disconnected from brands, and that disconnect is having a devastating effect on consumer sentiment—**2022 saw a 10 percentage point decline over 2021 in Black viewers who are more likely to buy from brands that advertise in inclusive content⁶.**

This disengagement suggests that marketers are missing the mark when it comes to aligning representation of the Black community in their campaigns and content, and the lack of authenticity is turning consumers away.

⁶ Nielsen Attitudes on Representation on TV Study, April 2022



Marketers missing the mark?

2022 saw a decline of **10 percentage points** in Black viewers who are more likely to buy from brands that advertise in inclusive content.

Nielsen Attitudes on Representation on TV Study, April 2022

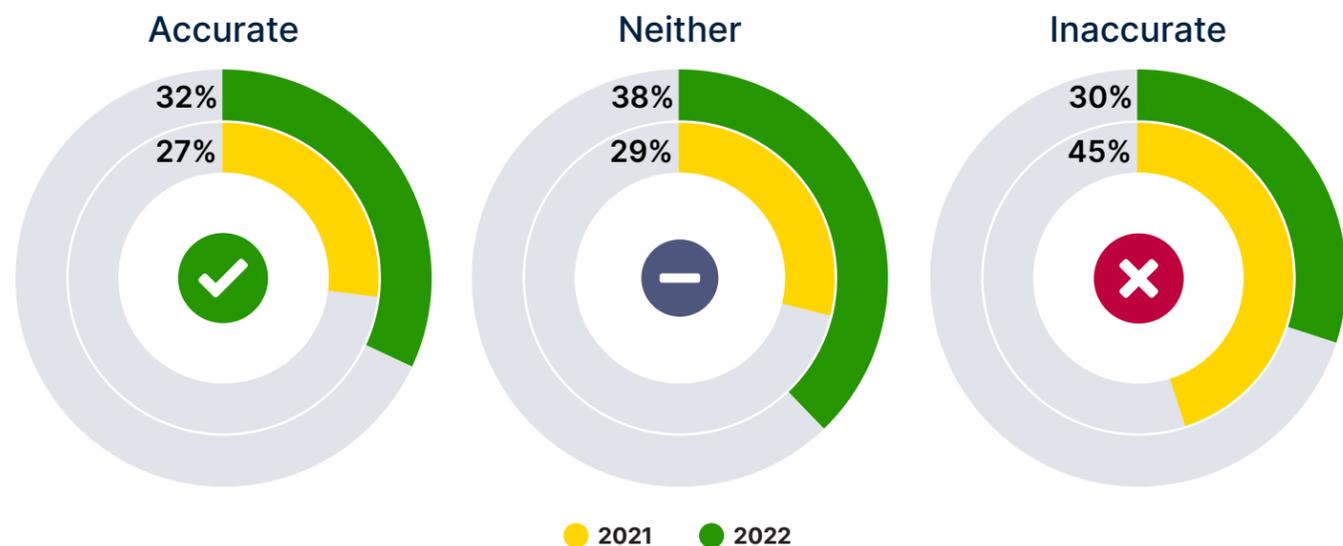
Streaming and social offer connection & community

Black audiences are rethinking their media consumption, and they're tuning into streaming content and social platforms, despite there being more inclusive content on broadcast television than ever.

While Black representation hit a high of 22% on broadcast programming, Black audiences are 30% less likely to name broadcast TV as their most relevant media platform, and only 38% of Black viewers say they watch broadcast TV or cable the most. In fact, more than a quarter (28%) of Black viewers still said they often have trouble finding things to watch on TV⁷. This suggests that, while Black audiences are seeing increased representation on traditional television, they're not always finding *accurate* representation.

In fact, only 32% of Black viewers feel representation of their identity group is accurate. While this is up from 27% in 2021, content creators have a lot of ground to make up if they want to win back the attention of Black audiences.

Black viewers' perceptions of accuracy in representation



Source: Nielsen Attitudes on Representation on TV Study, April 2022

⁷ Nielsen Scarborough USA+ 2022 Release 1, Consumer POV



51% of Black viewers feel there is not enough content (shows, news, etc.) on TV that features people from their identity group vs. 34% of all viewers.

Source: Nielsen Attitudes on Representation on TV Study, April 2022

Streaming provides more authentic choices for Black viewers

When it comes to accurate, relevant representation, streaming is leading the way for Black audiences seeking content and content creators that speak to them.

In July 2022, time spent streaming accounted for the largest share of Black audience TV time at over 36%⁸. Streaming is also the most watched platform (63%) and most relevant platform (62%) for Black viewers⁹, despite a significant drop in Black representation across streaming platforms in 2022.

Black viewers prefer streaming

Audience TV time by platform

	Total US	Hispanic	Asian	Black	White	Other
 Broadcast	21.6%	23.1%	13.6%	24.1%	21.1%	18.4%
 Cable	34.4%	20.0%	25.9%	33.9%	38.4%	29.4%
 Streaming	34.8%	43.6%	32.9%	36.2%	32.5%	37.3%
 Other*	9.2%	13.3%	27.6%	5.8%	8.0%	14.9%

*Includes all other tuning (unmeasured sources), unmeasured video on demand (VOD), streaming through a cable set top box, gaming, and other device (DVD playback) use

Source: Nielsen NPOWER, National TV Panel and Streaming Platform Ratings, July 2022



Nearly **2/3** of Black viewers consider streaming the most relevant platform for representative content.

Source: Nielsen Attitudes on Representation on TV Study, April 2022

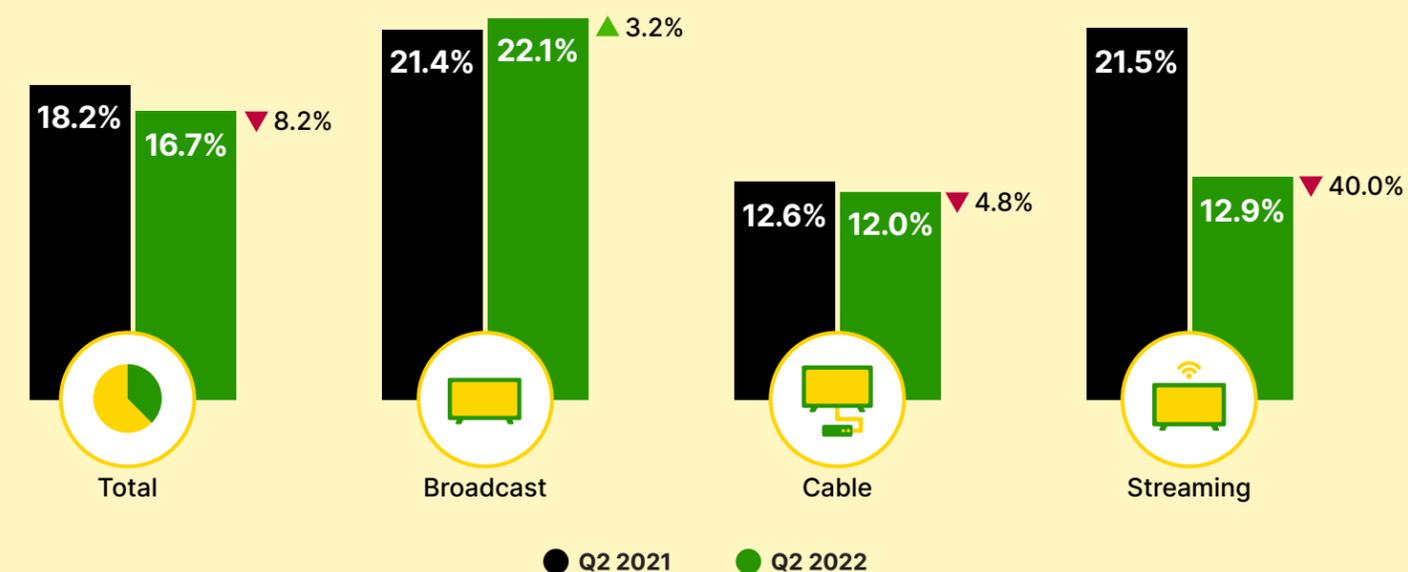
⁸ Nielsen NPOWER, National TV Panel and Streaming Platform Ratings, July 2022

⁹ Nielsen Attitudes on Representation on TV Study, April 2022



Representation is down, but relevance is up

Black share of screen



Source: Gracenote Inclusion Analytics

This growing popularity, despite lower representation, signals that content creators and talent on streaming platforms are more aligned in terms of the range of representation Black audiences want to see.



Our Kind of People

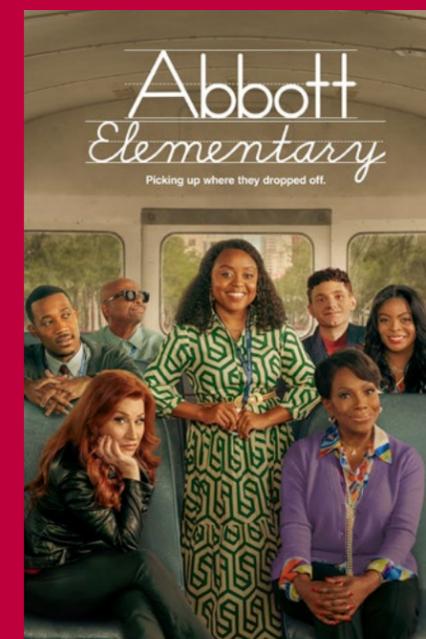
This drama—about a single mother trying to launch her own hair care line highlighting the natural beauty of Black women—had the highest Black share of audience for a scripted program in 2021 at 60%. Although canceled after its first season, it featured an all Black leading cast, 60% of which were Black women. Centered on real representations of the struggles Black women face in America, *Our Kind of People* struck a chord with Black women, which accounted for 42% of the total audience and half of the program’s writers room.



SPOTLIGHT

Content celebrating Black women

Despite Black viewers’ share of time with broadcast TV dropping to 24% in July 2022¹⁰, it still outpaces other audiences’ share of viewing on the platform. Some programs stand out as examples of inclusive content that attracts Black audiences—and thoughtful advertisers. While each of these programs first aired on broadcast, both are now available on streaming platforms, enabling Black audiences to discover them on their platform of choice.



Abbott Elementary

A comedy about teachers in a Philadelphia public school, *Abbott Elementary* is another show centered around the Black community, boasting a leading cast of 50% Black women. Not only do Black women account for a quarter of the program’s total audience, the program is the brainchild of recent Emmy-winner and comedic talent Quinta Brunson, and boasts a diverse writers room made up of 56% Black writers.

Source: Gracenote Inclusion Analytics, Q1 & Q2 2022; Gracenote StudioSystem

¹⁰ Nielsen NPOWER, National Panel and Streaming Platform Ratings for Streaming Data, Share of Impressions, July 2022



Social media builds genuine connections and community

Social media and influencers are especially popular with Black audiences because they offer connections with real members of the community, and that personal connection is paramount for building brand affinity.

Influencers today can heavily influence campaign performance and impact. According to the [2021 Nielsen Trust in Advertising study](#), 71% of consumers trust advertising, opinions and product placements from influencers, and influencers drive 80% brand recall and a 9-point increase in both brand affinity and purchase intent relative to consumers who did not see the influencer ads¹¹.

Given the propensity for these influencers to be effective brand ambassadors and help drive product awareness, the motivation for marketers to add influencers at every level to their marketing mix is clear. Nielsen's InfluenceScope data shows that the top four Black influencers deliver an average social media value of over \$1 million. And when done right, the strategy is especially impactful with Black audiences—according to Nielsen Scarborough, Black adults were 71% more likely to buy products endorsed by influencers on social media¹².

But many brands and advertisers aren't doing enough on social media to optimize the returns on their influencer investments. In fact, Nielsen's 2022 ROI report shows that 43% of social media plans are currently underinvested. This offers opportunity for brands willing to up their spend in order to maximize campaign impact and build deeper engagement and connections with the Black community.

¹¹ Nielsen Brand Impact Q2 2022 norms

¹² Nielsen Scarborough USA+ 2022 Release 1, Consumer POV

Nielsen InfluenceScope's average social media value represents the media value derived from the logo exposure a brand gets when partnering with an influencer.

Top 10 Black influencers by average social media value

					
	Social media handle	Country	Platform	Followers (in millions)	Average social media value
1	Zendaya	U.S.	Instagram	151.0	\$3,262,216
2	Khaby Lame	Italy	TikTok	149.4	\$1,453,763
3	Beyoncé	U.S.	Instagram	274.1	\$1,182,297
4	Cardi B	U.S.	Instagram	140.3	\$1,028,205
5	Travis Scott	U.S.	Instagram	46.3	\$997,721
6	Drake	U.S.	Instagram	120.1	\$661,018
7	LeBron James	U.S.	Instagram	131.5	\$548,466
8	Dwayne Johnson	U.S.	Instagram	335.5	\$501,490
9	Romeo Santos	U.S.	YouTube	19.4	\$436,429
10	Will Smith	U.S.	Instagram	63.7	\$249,062

Source: Nielsen InfluenceScope, September 2022

The influencer marketing effect¹¹

 **80%**
brand recall

9-point
increase in
brand affinity 

9-point
increase in
purchase intent 

SPOTLIGHT

Black influencers set trends and deliver star power

 For the Black community, personal and authentic connection with influencers is everything, and intersectionality is welcome. Black LGBTQ+ consumers, for instance, identified commitment to the community and social responsibility as the most relevant (21%) attribute they look for in an influencer, outpacing total respondents (17.8%) and LGBTQ+ respondents overall (19.8%)¹³. Across TikTok, Instagram and YouTube, Black creators are starting trends, leading conversations and delivering value for brands in the form of marketing campaigns and sponsorships.



Entertainment and intersectionality dominate the list of top Black influencers with personalities from the most popular films, television programs, music and sports including talent with origins from around the world. These diverse influencers attract equally diverse followers, and brands that want to stand out need to ensure that the talent they choose represents the people they are trying to reach. After all, the power of an influencer is in their followers, but if Beyoncé’s fans aren’t your target audience, the impact of her celebrity—and your marketing dollars—will be limited. But brands that are able to dial in the right combination of influencer, platform, content and interest can create connections that drive campaign impact and ROI.

¹³ Nielsen’s international LGBTQ+ inclusive media perceptions study, 2022



Recently, [Bulgari](#) partnered with American actress [Zendaya](#) to promote its new jewelry collection, “Unexpected Wonders,” on Instagram. As the first Black woman to win two Emmys in the category of Outstanding Lead Actress in a Drama Series—and the youngest ever two-time winner in any category—Zendaya offers Bulgari access to a growing list of enthusiastic and engaged followers. With just one photo for the campaign, the mega influencer generated over 7.6 million interactions with a social media value of \$3.1 million for the luxury lifestyle brand.

#UnexpectedWonders



Source: Nielsen InfluenceScope, #UnexpectedWonders campaign performance, October 2022 Instagram-only social media values



And in January 2022, HUGO BOSS launched its international #BeYourOwnBoss campaign on social media to refresh the brand. The campaign engaged Senegalese-born, Italian-based social media sensation [Khaby Lame](#) to wear the signature BOSS hoodie and create a buzz on Instagram and TikTok. And it worked. Khaby was one of the most-featured creators in the campaign and produced over 20% of the campaign’s approximately 18 million total interactions.

#BeYourOwnBOSS



Source: Nielsen InfluenceScope, #BeYourOwnBOSS campaign performance July 2021-August 2022 combined Instagram and TikTok average social media values

Driving authenticity: Black beyond on-screen

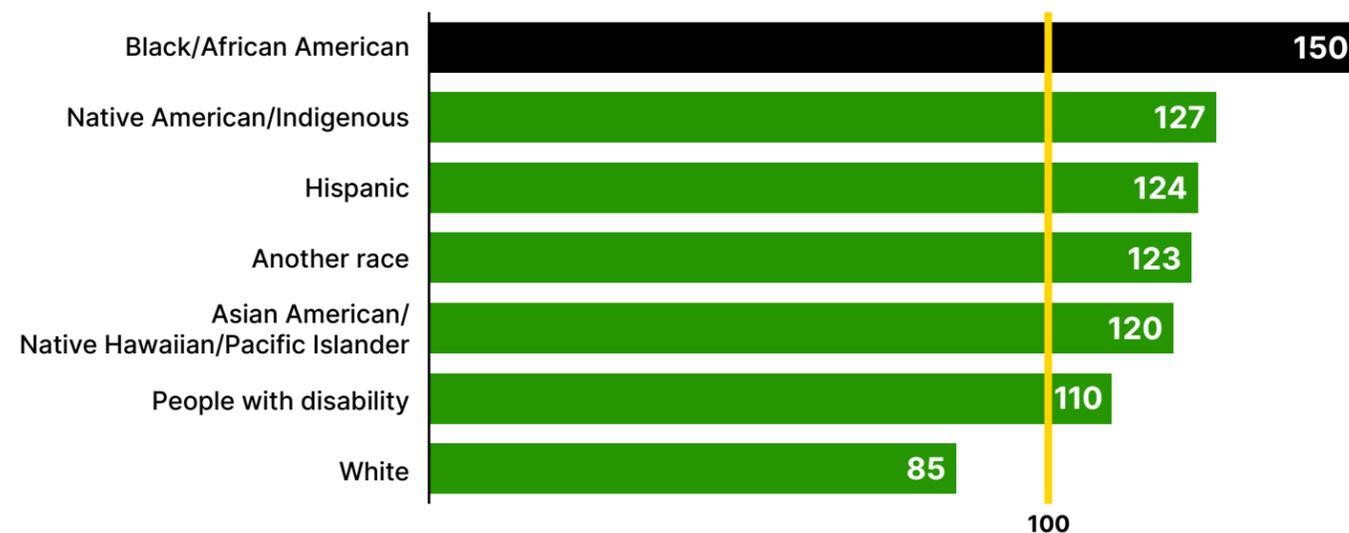
While most conversations on representation are centered around what audiences see on screen, just as important when thinking about inclusion are the people and organizations behind the cameras.

According to the [Writers Guild of America](#), in 2020 Black writers made up just 15.5% of TV series writers, 9.7% of plot writers and 7% of screenwriters. Similarly, when it comes to who is creating marketing campaigns, the [U.S. Bureau of Labor Statistics](#) puts Black employment within the advertising and PR industry at just 9.4% in 2021. With such a dearth of behind-the-scenes representation, it's no wonder Black viewers can feel most content and many ads miss the mark when it comes to authenticity.

Black audiences seeking a deeper sense of connection off-screen are increasingly turning to Black- and diverse-owned media outlets. These broadcasters, networks and publishers deliver an [impressive reach](#) across Black America.

Black audiences are the most likely group to seek out diverse-owned media content

How likely are audiences to seek out diverse-owned media?



Read as: Black audiences are 50% more likely than the general population to seek out diverse-owned media
Source: Nielsen Attitudes on Representation on TV Study, April 2022

Today, many Black consumers are looking for ownership on many levels as an indicator of authenticity for media and brands to earn their engagement and their dollar. Brands that look beyond casting—to the creators behind the scenes, the partners carrying their message and suppliers on the way to the shelf—can illustrate actionable commitments to diversity, equity and inclusion and to Black communities specifically.

Black-owned networks are more than two-and-half-times more likely to attract Black audiences¹⁴. But even with a reach of more than 9 million Black viewers in March 2022, Black-owned outlets have not always been a part of the media plans designed to reach Black consumers. Brands and advertisers can change these disparities by proactively seeking out partnerships with Black-owned outlets, championing Black perspectives and investing in media that matters to the Black community.

¹⁴ Nielsen Diverse-Owned Media report, February 2022

Black audiences are most likely to

 Seek out diverse-owned media
83%

 Trust perspectives offered by diverse-owned media
56%

 Prioritize shopping diverse-owned businesses
83%

 Buy from brands that give back to the community
56%

Source: Nielsen Attitudes on Representation on TV Study (% of Black respondents), April 2022; Nielsen Scarborough USA+ 2022 Release 1, Consumer POV



**Total reach of
Black-owned TV**
48 million

Source: Nielsen NPOWER P18+ Reach %, Diverse Ownership - Black National TV, March 2022, Live+7



Supporting Black-owned media can attract new audiences

Partnering with, and buying ads from, Black-owned media provides brands and advertisers an opportunity to engage with companies that have a unique role in the media landscape—and an important role in the lives of Black consumers.

Advertisers are investing in Black-owned radio stations¹⁵

80% increase in ad spend with Black-owned radio stations.

Source: Nielsen Ad Intel, Black-owned radio stations, PPM markets, 2H 2021 vs. 1H 2022

When it comes to television, **Black people represent 14% of the U.S. population, but they account for 50% of the time that people spend with Black-owned national TV, watching 70 million hours in an average month.** Nielsen data shows the people who watch content on Black-owned networks subscribe to cable at higher rates, with viewers 18% more likely than the general market to have a traditional cable package. Investing ad spend with Black-owned networks can also deliver incremental reach within the community with as much as 5% of Black adults only watching Black-owned networks and not tuning in to Black-targeted networks¹⁶.

¹⁵ Nielsen Ad Intel, 1H 2022, Black-owned radio ad spend in PPM markets

¹⁶ NPOWER, P18+, Live+7 Days, Reach & Frequency Duplication, Jan 10-Feb 6

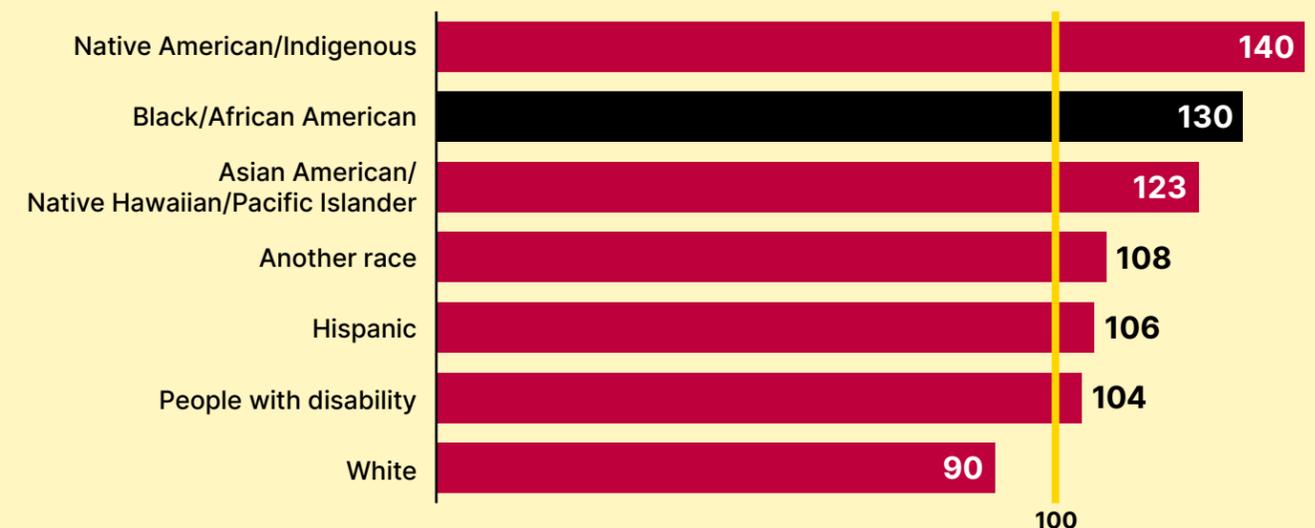
Black-owned networks are more likely to attract Black viewers, but advertising on Black-owned media can also extend reach to other audiences, especially if those audiences crave diverse content. And they do. This year, 53% of overall viewers are more likely to watch inclusive content, up from 47% in 2021¹⁷. And these viewers are also spending more time with Black-owned networks. On national television, for instance, all viewers watched more than 140 million hours of content from Black-owned networks in March 2022—double what Black audiences alone watched¹⁸.

This year, 53% of overall viewers are more likely to watch inclusive content, up from 47% from in 2021.

Source: Nielsen Attitudes on Representation on TV Study, April 2022

Audiences are embracing inclusive content

Read as: Black audiences are 30% more likely than the general population to watch inclusive content



Source: Attitudes on Representation on TV Study, April 2022

¹⁷ Attitudes on Representation on TV Study, April 2022

¹⁸ Nielsen Diverse-Owned Media report, February 2022

SPOTLIGHT

Community collaboration: HBCUs the WNBA and the NBA

With so much focus in the media industry around equity for the Black community, historically Black colleges and universities (HBCUs) have taken center stage with brands wanting to connect with and elevate Black alumni, fans and organizations. These schools place African American culture at the center of their collegiate experiences—and their influence extends far beyond the campus.

 HBCU partnerships are scoring points with fans of both men and women's basketball, and it's no surprise considering WNBA (84%) fans care the most about combating racism, followed closely by NBA (74%) fans¹⁹. Among fans aware of HBCUs, more than half are excited about the NBA partnership, and this excitement is reflected in the continued growth of Black basketball viewers and fans of the sport overall. According to Nielsen Fan Insights, the NBA saw its Black fan base grow 29% between 2021 and 2022, and the WNBA, coming off its **most-watched season** to date, saw a 14% increase in fan interest over the same period.

¹⁹ Nielsen Fan Insights



Brands wanting to attract the attention of Black fans in a culturally relevant way are benefiting from this increase in interest. The recent NBA x HBCU Classic presented by AT&T during All-Star Weekend reached over 1.6 million viewers, with 31% of the program's audience driven by Black viewers²⁰.

The potential upside for sponsor AT&T is massive exposure to new, in-culture audiences—and new potential customers. According to Nielsen Scarborough, Black men in particular are 34% more likely to plan a switch in cell phone service providers in the next year²¹.

²⁰ Nielsen NPOWER, P2+ National Program Reach

²¹ Nielsen Scarborough USA+ 2022, Release 1



50%+ of fans aware of HBCUs are excited about NBA's partnership with HBCUs



84% of WNBA fans and **74%** of NBA fans care about combating racism



Both leagues saw their Black fanbase increase:
NBA **▲29%** WNBA **▲14%**



Informed, thoughtful and authentic

For true authenticity, nuance is key, and brands and advertisers looking to connect with Black audiences need to champion content, creators and talent from across the diaspora. And the diversity in the Black community is only increasing. The 2020 U.S. Census found that the “Black or African American alone” population makes up 12.4% of the U.S. population, but people identifying as “Black in combination with another race” has increased 89% in the last 10 years, bringing the total U.S. Black population to 14%. And [Pew Research](#) projects that the U.S. Black immigrant population will rise to 9.5 million by 2060, up from an estimated 1 in 10 Black people in the U.S. today. We’re already seeing the impact of these population trends among Black audiences today —16% of Black viewers report seeking out international sources of entertainment and news²².

²² Nielsen Scarborough USA+ 2022, Release 1, Consumer POV

Brands that embrace authentic representation are more likely to turn viewers into customers. Nielsen Branded Content Outcomes Studies show that campaigns featuring Black talent performed better from purchase intent to brand affinity, and 59% of Black viewers are more likely to buy from brands that feature someone from their identity group in advertisements²³.

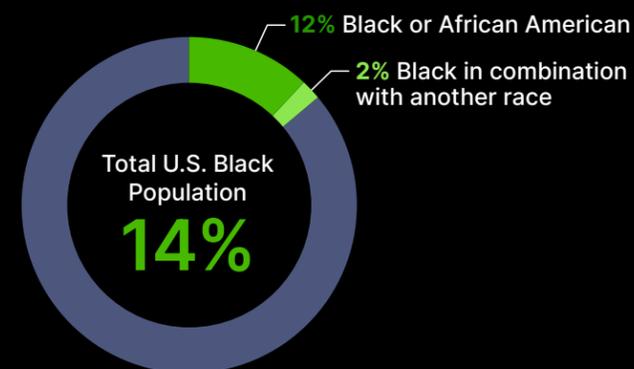
Despite this, only 33% of campaigns with a 25% or more Black audience featured Black talent in their creative²⁴, presenting an opportunity for advertisers to fill the gap on representation and increase campaign impact.

²³ Attitudes on Representation on TV Study, April 2022

²⁴ Nielsen Branded Content Studies 2017-2022 targeting an audience of at least 25% African-American (31 total U.S.-based studies)

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

Diversity within Black America



People identifying as Black in combination with another race has increased **89%** in the last 10 years.

Source: 2020 U.S. Census, Pew Research Center 2022, Nielsen Scarborough USA+ 2022

 **1 in 10**
Black people today were born outside the U.S.

 **16%** of Black viewers report seeking out international sources of entertainment and news.



Black-focused agencies delivered

 83%

of the highest brand metric scores



The power of Black-focused agencies

Brands that partner with Black-focused agencies and agencies that specialize in understanding Black and African American audiences are delivering better results compared to general agencies without a particular specialty.

Black-focused agencies delivered higher performance overall, with 83% of the highest brand metric scores in Familiarity Lift, Affinity Lift, Purchase Intent Lift, and Recommendation Intent Lift. And these agencies make up 51% of the higher KPI scores among Black or African American audiences, while generally-focused agencies produce 48% of the lowest KPI scores among Black or African American audiences²⁵.

The exceptional performance of Black-focused agencies shows that investing in Black representation from the ground up and cultivating a better understanding of Black audiences creates more authentic representation—building deeper connections and creating greater impact.

²⁵ Nielsen Branded Content Studies 2017-2022 targeting an audience of at least 25% African-American (31 total U.S.-based studies)

Nuanced inclusion wins Black consumers

Black consumers want content and advertisements that elevate Black experiences, Black communities and Black talent. And with nearly \$2 trillion in buying power at stake, brands, advertisers and content creators can't afford to miss with Black consumers.

With Black on-screen representation above population parity, it's easy to find content inclusive of Black talent to carry their message, but who that talent is—and how they are represented—matters too. Brands that focus on centering Black experiences and amplifying Black voices can become a trusted source for consumers—and the brand they remember when they want to make a purchase.

Methodologies

The Nielsen Attitudes on Representation on TV Survey

The Nielsen Attitudes on Representation on TV Study is a survey of over 2,300 smartphone respondents via Nielsen's Electronic Mobile Meter (EMM) Panel, weighted for age, gender, race, ethnicity and income for Android and iOS users mobile phone users conducted April 2022.

Nielsen NPOWER

NPOWER is Nielsen's national custom analysis system that offers an unparalleled ability to focus on very specific audience characteristics and opens opportunities for detailed analysis of national television media. NPOWER employs a respondent-level data warehouse that subscribers access through a browser-based interface. Audience estimates can be generated, not only for all standard demographics and market breaks, but also for expanded audience characteristics that cannot be accessed anywhere else.

Nielsen Scarborough

Nielsen Scarborough USA+ measures the unique shopping patterns, product usage, demographics, lifestyles and cross-media behaviors of the American consumer at a local, regional or national level, giving the ability to profile over 2,000 measured categories and brands.

Nielsen InfluenceScope

InfluenceScope is the Nielsen Media one-stop solution to support marketers throughout the entire Influencer Marketing Lifecycle. From selecting creators for social media campaigns, to measuring the return and effectiveness of the influencer marketing activities, InfluenceScope always provides the most granular data-driven answers. Through in-depth research, Nielsen has determined 4 key dimensions to provide the most reliable and consistent criteria for a comprehensive assessment of every personality (reach, relevance, resonance and return). InfluenceScope is based on 20+ social media metrics, digital audience data and a database including +100 million influencers.

Nielsen Gracenote Inclusion Analytics

Designed to accelerate diversity and equity in media, Gracenote Inclusion Analytics illuminates representation of on-screen talent compared with audience diversity. The solution empowers content owners, distributors and brands to make better informed decisions around inclusive content investments. www.nielsen.com/inclusionanalytics

Nielsen Branded Content Effectiveness

Nielsen Branded Content solutions measure effectiveness of branded content on advertised brand metrics and content using a forced exposure approach and survey research.

Nielsen Audio

Audience estimates for 48 large U.S. markets are based on a panel of respondents who carry a portable device called the Portable People Meter (PPM) which passively detects exposure to content containing inaudible codes embedded within. Audience estimates for the balance of markets in the U.S. are based on surveys of people who record their listening in a written diary for a week. Nielsen RADAR reports national and network radio audience figures using both PPM and Diary measurement to create a national footprint based on a sample of 400,000 respondents.

The Nielsen international LGBTQ+ Inclusive Media Perceptions Study

Survey of over 5,000 respondents via desktop, smartphone and tablet, conducted in 2021 and Q1 2022 across the U.S., Canada, Mexico, Italy, Germany, France, Brazil, Spain and the U.K.

Nielsen Ad Intel Ad Spend on African American Focused Media Report

Nielsen Ad Intel is the most comprehensive source of local, national and international advertising spend data available today. The African American Focused Media report includes selected sources based on target criteria. Television—The networks are either reported in their entirety or individual programs are selected. When programs are selected they are based on a percentage of greater than 50% (Black/Composite P2-99) coverage. National Magazine—review media kit for individual magazines to determine target audience. Spot Radio—review format of new stations or when stations change their formats. Formats that are classified as African American are: Gospel, R&B, Urban, Urban Oldies.

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About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. Nielsen operates around the world in more than 55 countries. Learn more at www.nielsen.com and connect with us on social media.

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