



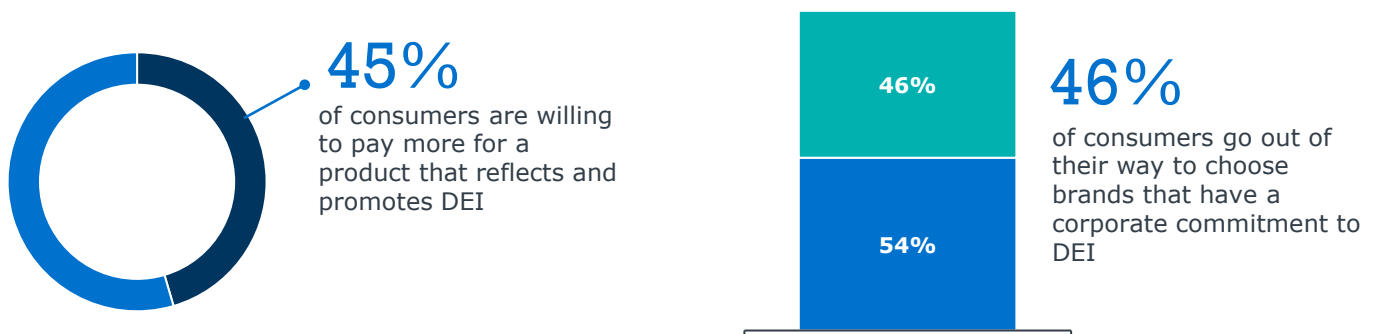
GUIDE

# **Behind the Screen: Transformative DEI Strategies in Media, Internet, and Advertising**

# Seeing the Full Picture: Why the Inclusivity Gap in Technology and Media Matters

The media, advertising, and technology sectors play a pivotal role in shaping our collective information landscape and fueling our creative cultural expression. A concerning gap in representation, however, persists across these industries, impacting the richness and balance of content produced and information disseminated. Recent research suggests that prioritizing diversity, equity, and inclusion (DEI) in the workplace leads to enhanced service delivery and increased consumer trust. Fostering truly inclusive environments has become a strategic business proposition, as employers of choice become brands and providers of choice.

## Power of the Consumer



## Beyond Buzzwords: Advancing an Authentic DEI Strategy

The diversity gap in these industries isn't just a consumer pain point; it's an internal employee concern. Companies are increasingly facing talent pressure as employees prioritize DEI when choosing where to work. This disconnect often stems from a misalignment between leadership's public statements and actual efforts. True change hinges on building diverse decision-making structures, as homogenous leadership can lead to one-dimensional solutions and ultimately, failed DEI strategies.



**3 in 5** industry professionals do not feel empowered to prioritize equity in decision-making



**1 in 3** feels their leaders don't understand what diversity and inclusion mean



**1 in 4** says the lack of diversity at senior levels is an issue

Source: Brenda Wilkerson, "Decades of Failure: Improving The Future Of DEI In Media And Tech," March 2022, <https://www.forbes.com/sites/brendawilkerson/2022/03/24/decades-of-failure-improving-the-future-of-dei-in-media-and-tech/?sh=23a2487258cc>; Theresa Cramer, "Inclusivity makes dollars and sense for the media," September 2023, <https://digitalcontentnext.org/blog/2023/09/05/inclusivity-makes-dollars-and-sense-for-the-media/>; Deloitte Digital, "Media reimagined: Investing in inclusive representation is the right thing to do on every level," May 2023, <https://www.deloitte.com/us/en/blog-list/2023/media-reimagined.html?d=us:Zel:3dp:wjsjpon:awa:WSJCMO:2023:WSJFY24>.

# Industry Intelligence Report: Data Reveals Key Challenges and Opportunities

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Seramount's extensive industry surveys provide insight into the sector's core strengths, while also revealing key areas in need of improvement.

**48.5%**

of companies have female executives

**45.9%**

Total women in top 20% of earners

**64%**

of #Inclusion100 companies actively seek to fight racism with representation goals

**63%**

of #Inclusive100 companies offer sponsorship programs for women and underrepresented communities

## Women in Power

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When compared to companies across all surveyed industries represented in Seramount's annual [Inclusion Index](#), those in the Media, Advertising, and Internet sector are more likely to have women in positions of power.

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Although our research reveals that more women are advancing in the industry than ever before, particularly in the C Suite, the data also reveals that compensation still lags relative to the men in the industry.

## #Inclusive100 Metrics

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### Powerful Partnership

[She Runs It](#) and Seramount have partnered to produce a new survey based on Seramount's Inclusion Index specifically tailored to the media, marketing, and advertising tech industry. The companies that comprise #Inclusive100 have embraced a collective commitment to transforming the conversation about inclusion and diversity in the sector into meaningful, measurable, scalable action.

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The #Inclusive100 data reveals recent breakthroughs and critical challenges needing to be met head-on.

Source: Seramount research and data. She Runs It.com, "Only What Gets Measured Gets Done," <https://sherunsit.org/news-and-insights/2021/12/gets-measured-gets-done/>.



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“Our relationship with Seramount goes beyond partnership. It’s the willingness to see the intent we have as an organization and being able to pivot from what you have created to really affect the change that we want to make.”

Lukeisha Paul, Head of Diversity, Equity, and Inclusion

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Learn more about how our DEI Research Partnership can propel your strategy forward by speaking with one of our experts.

[seramount.com/contact-us/](https://seramount.com/contact-us/)



# How Can Seramount Help?

## **DEI Research Partnership** Empowering DEI and HR Leaders Through Today's Toughest Workplace Challenges

### What Factors Make DEI and Talent Roles So Challenging?

#### Tense Workplace Dynamics

- ▶ Shifting demographics lead to competing priorities
- ▶ Evolving legal landscape
- ▶ Divided employee sentiment around socio-political issues

#### Risk Around Every DEI Decision

- ▶ **Risk of Abandoning Commitments:** Pull back can cause disengagement and friction
- ▶ **Risk of Inaction:** Holding steady can be perceived as non-commitment
- ▶ **Risk of Misstep:** Forging ahead might turn positive intentions into unintended consequences

#### Balancing Two Equally Vital Roles

- ▶ Maneuver Corporate and Cultural Risks
- ▶ Safeguard Non-Negotiable DEI Investments

### Three Pillars of Service to Support Leaders and Their Teams



#### Rigorous Research with a Global Reach

Deploying proven research methodology to identify how to make change happen

- ✓ Resources to educate stakeholders and accelerate impact
- ✓ Custom research to answer your up-at-night questions



#### Collective Experience of a Peer Community

Convening DEI and Talent leaders to guide and shape our search for breakthrough ideas

- ✓ CDO roundtables and experience labs
- ✓ DEI practitioner roundtables and hot-topic webinars



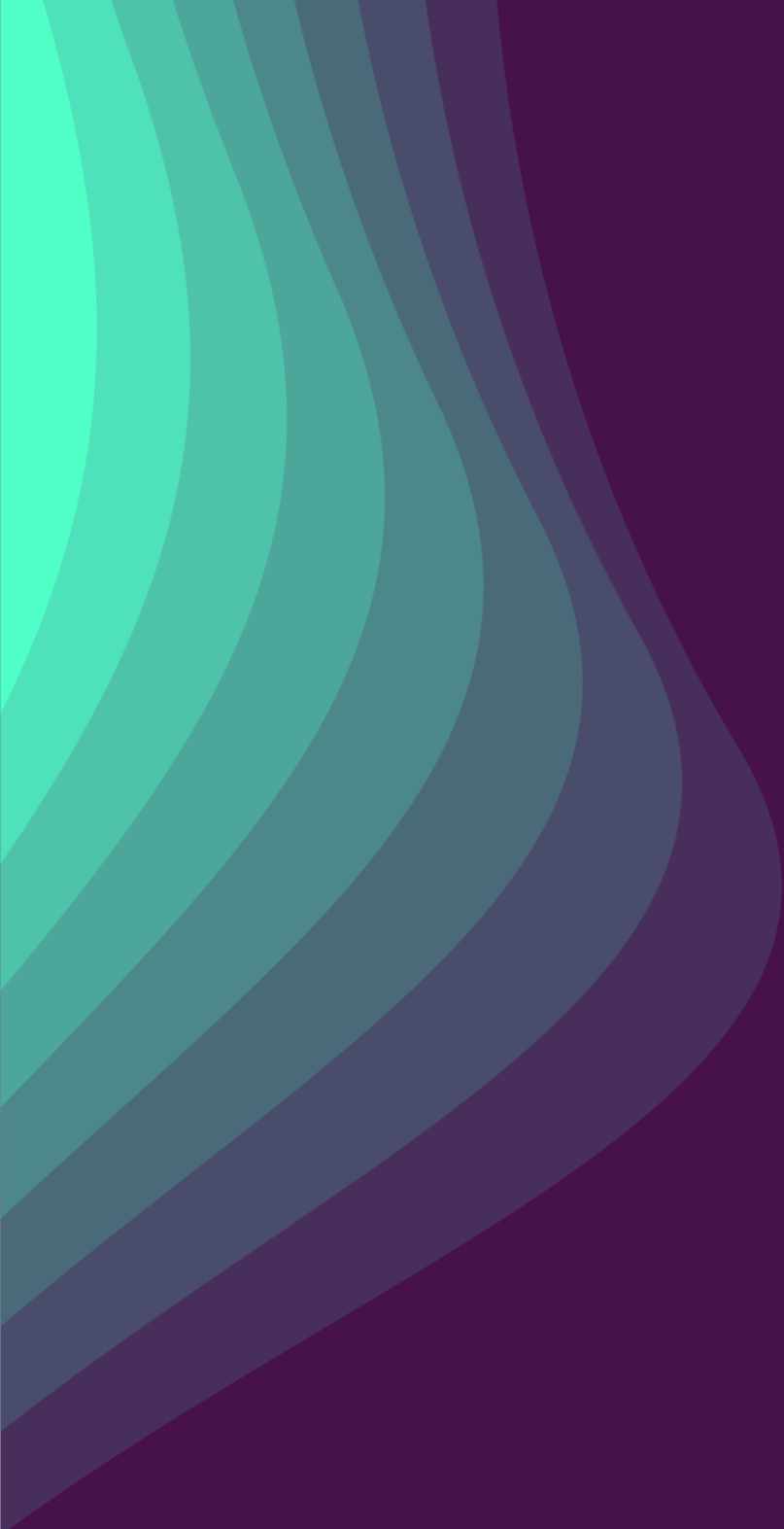
#### Commitment to Applying Lessons Learned

Facilitating buy-in for change and customizing implementation of lessons learned

- ✓ Access to expert advisors to increase your capacity
- ✓ Partner intensives bring insights to your broader team

Learn more about how the DEI Research Partnership can propel your strategy forward by scheduling a call with one of our experts.

[seramount.com/contact-us](https://seramount.com/contact-us)



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