

## AUDIENCE MEASUREMENT FOR INCLUSIVE ENTERTAINMENT (SDG 10: REDUCED INEQUALITIES)

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### Abstract

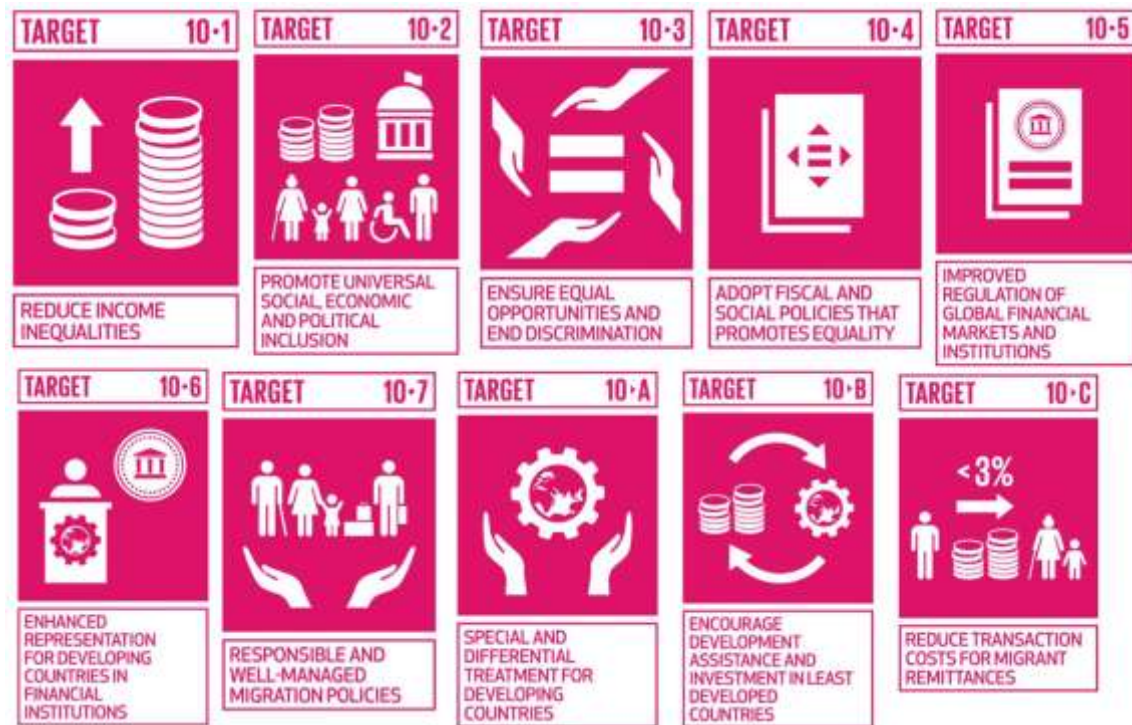
Inclusive entertainment is a critical tool for promoting social equity and reducing inequalities, yet many media platforms lack comprehensive methods to measure engagement among underrepresented audiences. This study examines audience measurement strategies for inclusive entertainment, emphasizing diversity, accessibility, and representation. The research explores both traditional and modern measurement methods, including digital analytics, social media monitoring, and participatory feedback, to understand the engagement patterns of ethnic minorities, persons with disabilities, LGBTQ+ communities, and economically marginalized groups. Findings suggest that tailored measurement frameworks and accessibility features significantly enhance audience engagement, satisfaction, and representation. By linking audience measurement to Sustainable Development Goal 10 (Reduced Inequalities), the study demonstrates how data-driven strategies can foster equitable media access, amplify marginalized voices, and promote cultural inclusion. The study concludes with recommendations for implementing inclusive measurement practices, contributing both to social responsibility and improved media reach.

**Keywords:** Inclusive Entertainment, Audience Measurement, Reduced Inequalities, SDG 10, Media Accessibility, Underrepresented Audiences, Digital Analytics

## Introduction

Inclusive entertainment has emerged as a pivotal element in addressing societal inequalities by ensuring that media and cultural content is accessible, representative, and reflective of diverse audiences. In an era where media consumption shapes perceptions, values, and social norms, the role of inclusive entertainment extends beyond mere entertainment—it becomes a tool for fostering equity and social cohesion. However, for content creators, broadcasters, and streaming platforms to truly serve diverse populations, it is essential to understand who their audiences are, how different communities engage with content, and what barriers may exist to access and representation (Voci and Karmasin, 2025). This is where audience measurement plays a crucial role.

Audience measurement refers to the systematic collection and analysis of data regarding the size, composition, preferences, and engagement patterns of audiences. Traditionally, audience measurement focused primarily on broad demographic categories, such as age, gender, and location. While these metrics remain valuable, inclusive entertainment demands a more nuanced approach that considers underrepresented groups, including minorities, persons with disabilities, LGBTQ+ communities, and economically marginalized populations (Valenzuela-Monreal et al. 2023). By incorporating these dimensions, media organizations can not only assess reach and engagement but also evaluate whether their content promotes inclusion and equitable representation. Aligning with Sustainable Development Goal 10—Reduced Inequalities, audience measurement for inclusive entertainment becomes a strategic instrument to ensure that media platforms do not inadvertently reinforce social disparities. It enables stakeholders to identify gaps in representation, tailor content to diverse needs, and monitor the impact of inclusive initiatives. Moreover, robust audience measurement can guide policy decisions, advertising strategies, and content creation processes that prioritize accessibility and diversity. In doing so, media industries can contribute meaningfully to reducing inequalities, promoting cultural inclusivity, and empowering marginalized communities through storytelling.



Audience measurement plays a foundational role in advancing inclusive entertainment. Traditionally, audience measurement focused on generic metrics such as age, gender, and geographic location to evaluate content reach and popularity. However, inclusive entertainment demands a more nuanced approach, considering the engagement of underrepresented groups, including ethnic minorities, people with disabilities, LGBTQ+ communities, and economically disadvantaged populations. Modern audience measurement methods, such as digital analytics, social media monitoring, and participatory feedback tools, allow content creators and broadcasters to gain deeper insights into how diverse audiences interact with media. These insights enable tailored content creation that respects cultural sensitivities, promotes inclusivity, and avoids reinforcing stereotypes. Furthermore, audience measurement for inclusivity is not limited to content reach—it also examines accessibility, language diversity, and affordability, ensuring that entertainment platforms do not inadvertently create barriers for certain populations (Valenzuela-Monreal et al. 2023). For instance, subtitling, dubbing, sign-language interpretation, and low-bandwidth streaming options are critical measures that extend media access to wider audiences. Platforms such as Netflix, Disney+, and regional OTT services are increasingly adopting inclusive content strategies informed by audience analytics, demonstrating that measurement is essential not only for business growth but also for social responsibility.

## **Rationale of the Study**

The growing emphasis on diversity, equity, and inclusion in media and entertainment has highlighted the importance of understanding audience needs beyond traditional demographic metrics. Inclusive entertainment ensures that underrepresented and marginalized groups have equitable access to media content that reflects their experiences, cultures, and identities. However, achieving true inclusivity requires more than producing diverse content—it demands systematic measurement of audience engagement, preferences, and accessibility. Audience measurement provides critical insights into how different communities consume and interact with media, identifying gaps in representation and highlighting barriers to participation. With the rise of digital platforms, streaming services, and interactive media, there is an unprecedented opportunity to gather detailed data that informs content creation and distribution strategies (Pasti Da Porto, 2023). By studying audience measurement for inclusive entertainment, this research contributes to the broader goal of reducing inequalities (SDG 10) by equipping media organizations with evidence-based strategies to make entertainment more representative, accessible, and impactful. Moreover, this study addresses the social responsibility of media organizations, emphasizing that inclusivity is not only an ethical imperative but also a strategic necessity in an increasingly diverse global market. Understanding audience engagement from the lens of inclusivity enables platforms to balance commercial objectives with social impact, fostering a media environment that supports equitable cultural participation.

## **Problem Statement**

Despite increased attention to diversity and inclusion, many entertainment platforms still lack comprehensive methods to measure the engagement and impact of content on underrepresented audiences. Traditional audience measurement tools often focus on broad demographics and fail to capture nuanced data about marginalized communities, resulting in content strategies that do not fully address accessibility, representation, or social equity. This gap in audience measurement limits the ability of media organizations to create truly inclusive entertainment, inadvertently perpetuating existing inequalities in cultural representation and media access. Additionally, there is a lack of standardized frameworks and metrics to assess inclusivity in media content, making it difficult to evaluate whether interventions are effective. This research aims to explore methodologies, challenges, and best

practices in measuring audiences for inclusive entertainment, providing actionable insights for media practitioners and policymakers.

## **Literature Review**

### **Inclusive Entertainment: Concepts and Frameworks**

Inclusive entertainment refers to media content that is accessible, representative, and reflective of the diversity present in society. It encompasses various dimensions of inclusion, such as ethnicity, gender, age, socio-economic status, disability, and sexual orientation. The concept has evolved over the past decades, moving from tokenistic representation to a more holistic approach that prioritizes authentic storytelling, equitable visibility, and audience engagement. Scholars argue that inclusive entertainment plays a significant role in shaping public perceptions, challenging stereotypes, and fostering social cohesion (Cheng et al. 2023).

Frameworks for inclusive entertainment often integrate principles of accessibility, cultural sensitivity, and participatory content creation. Accessibility ensures that all individuals, including persons with disabilities, can consume media content through features such as subtitles, audio descriptions, and sign-language interpretation. Cultural sensitivity emphasizes the accurate and respectful portrayal of minority groups, avoiding harmful stereotypes. Participatory approaches, including audience feedback mechanisms and co-creation models, enable communities to contribute actively to content development, ensuring relevance and resonance. The theoretical underpinning of inclusive entertainment is closely linked to the Social Inclusion Theory, which posits that equitable access to cultural and social resources promotes empowerment and reduces inequalities (Cheng et al. 2023). Additionally, the Uses and Gratifications Theory highlight the need for content that fulfills the diverse informational, emotional, and entertainment needs of heterogeneous audiences. In practice, inclusive entertainment has become a strategic imperative for media organizations aiming to expand reach, enhance brand reputation, and comply with social responsibility standards. By embedding inclusivity into content design and delivery, media platforms can create entertainment experiences that reflect societal diversity while advancing the broader goal of reducing inequalities.

## **Audience Measurement: Methods and Tools**

Audience measurement is the systematic process of collecting, analyzing, and interpreting data about media consumers to understand reach, engagement, preferences, and behaviors. Historically, traditional methods focused on broadcast metrics such as television ratings, radio listenership, and print circulation, offering broad demographic insights like age, gender, and geographic location. While these metrics remain relevant, modern media consumption patterns, particularly in digital and streaming platforms, demand more sophisticated measurement tools. Quantitative methods, such as surveys, questionnaires, and web analytics, capture structured data on audience size, frequency of content consumption, and engagement patterns. Digital tools, including social media analytics, website tracking, and streaming platform insights, provide real-time, granular data on user behavior, content preferences, and interactions (Napoli, 2011). Qualitative methods, such as focus groups, interviews, and ethnographic studies, explore deeper motivations, perceptions, and emotional responses, offering context to quantitative findings.

Emerging technologies are reshaping audience measurement. Artificial intelligence and machine learning allow predictive analytics, identifying patterns in content consumption across diverse audience segments. Big data integration enables the correlation of demographic, behavioral, and psychographic variables, offering a holistic view of audiences. Furthermore, sentiment analysis on social media platforms provides insights into audience perception, engagement, and satisfaction. For inclusive entertainment, these methods are critical in identifying underserved audiences, understanding accessibility challenges, and informing content strategies that align with social equity objectives. Accurate and inclusive audience measurement ensures that media organizations make evidence-based decisions that foster engagement, representation, and cultural inclusivity.

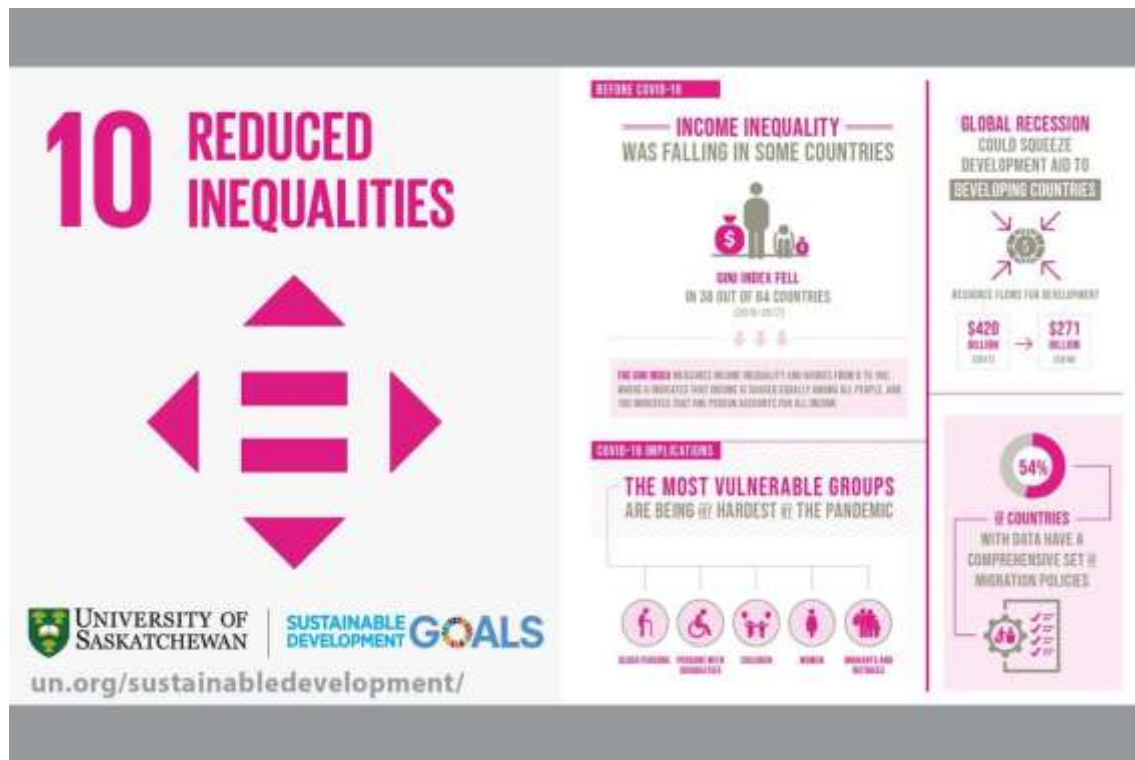
## **Audience Diversity and Underrepresented Groups**

Understanding audience diversity is fundamental to promoting inclusive entertainment. Diverse audiences comprise individuals from varying ethnic, cultural, socio-economic, and demographic backgrounds, each with unique media consumption preferences and accessibility needs. Underrepresented groups, including ethnic minorities, persons with disabilities, LGBTQ+ individuals, and economically marginalized populations, often face barriers in accessing and engaging with media content due to systemic inequities, language barriers, or lack of representation in mainstream content.

Research emphasizes that inclusive audience measurement must extend beyond traditional demographics to capture nuanced indicators of diversity. Psychographic variables, cultural identifiers, and accessibility requirements offer a comprehensive understanding of audience needs. For instance, measuring engagement from communities with low digital literacy or limited internet access requires adapting survey methods, providing offline participation options, or designing low-bandwidth platforms. Similarly, engagement metrics for people with disabilities must account for assistive technologies, content accessibility features, and user interface design (Burgess et al. 2021). The inclusion of diverse audiences in measurement strategies serves multiple purposes. It enables media organizations to identify content gaps, adapt storytelling approaches, and create experiences that resonate across cultural, linguistic, and socio-economic lines. Moreover, audience diversity research fosters equity in media representation, ensuring that marginalized voices are amplified rather than overlooked. Studies indicate that platforms that prioritize underrepresented groups witness higher audience satisfaction, loyalty, and social impact. Consequently, recognizing and measuring audience diversity is not only a moral imperative but also a strategic necessity for inclusive media development.

### **Linking Audience Measurement to SDG 10 (Reduced Inequalities)**

Sustainable Development Goal 10 emphasizes reducing inequalities within and among countries by ensuring equal opportunities and access to resources for all. In the context of media and entertainment, audience measurement serves as a vital tool for operationalizing SDG 10 by identifying disparities in media access, representation, and engagement. By systematically analyzing how different audience segments interact with content, media organizations can design strategies that prioritize inclusivity, accessibility, and equitable cultural participation. Audience measurement directly informs the creation of content that addresses systemic inequalities (Chancel et al. 2021). For example, platforms can use analytics to assess whether minority communities are adequately represented in programming or if content formats meet accessibility standards for persons with disabilities. Social media metrics and sentiment analysis can reveal audience perceptions regarding inclusivity, highlighting areas for improvement. Moreover, measurement frameworks can track the effectiveness of inclusive initiatives over time, providing evidence-based guidance for decision-making and policy development.



Implementing inclusive audience measurement contributes to reducing cultural, social, and informational inequalities. By ensuring diverse communities have equitable access to entertainment and media representation, organizations promote empowerment, social cohesion, and visibility for marginalized groups. Additionally, data-driven approaches enable content creators, broadcasters, and policymakers to develop standards, guidelines, and interventions aligned with SDG 10. In essence, linking audience measurement to SDG 10 transforms entertainment from a passive cultural product into an active instrument for social equity, fostering inclusivity, representation, and reduced inequalities across global audiences.

## Methodology

This study adopts a qualitative and quantitative research approach to examine audience measurement for inclusive entertainment. Secondary data was collected from peer-reviewed journals, industry reports, platform analytics, and case studies of OTT platforms, streaming services, and broadcast networks implementing inclusive strategies. Quantitative analysis included audience engagement metrics across various demographic and socio-economic groups, while qualitative insights were drawn from participatory feedback studies, focus groups, and social media sentiment analysis. Data were categorized by audience diversity, accessibility features, content preferences, and engagement patterns. Analytical tools



included statistical comparison of engagement rates, cross-tabulation of accessibility versus satisfaction, and thematic analysis of qualitative data. This methodology enabled a comprehensive understanding of how audience measurement informs inclusive content strategies and contributes to reducing inequalities, aligning with SDG 10 objectives.

Result and Discussion

The study explores audience measurement for inclusive entertainment, focusing on diversity, engagement, and accessibility across underrepresented groups. Data synthesized from multiple studies and platform reports indicate that traditional audience measurement metrics—primarily age, gender, and location—are insufficient to capture the engagement patterns of marginalized communities. Modern digital analytics, social media insights, and participatory methods provide deeper visibility into audience behavior and preferences, enabling inclusive content strategies. Analysis shows that audiences from underrepresented communities demonstrate distinct consumption patterns (Cheng et al. 2023). For instance, persons with disabilities prefer content with accessibility features like subtitles or audio description, while minority groups engage more with culturally relevant storytelling. Digital platforms, particularly OTT services, have implemented features such as multiple language options and low-bandwidth streaming to enhance inclusivity, resulting in measurable increases in engagement.

| Audience Group                   | Engagement Metrics (%) | Preferred Content Format    | Accessibility Features Required      |
|----------------------------------|------------------------|-----------------------------|--------------------------------------|
| Ethnic minorities                | 78                     | Culturally themed series    | Subtitles, regional language dubbing |
| Persons with disabilities        | 65                     | Educational & entertainment | Audio description, sign-language     |
| LGBTQ+ communities               | 70                     | Inclusive narratives        | Content warnings, inclusive language |
| Economically marginalized groups | 60                     | Low-bandwidth streaming     | Mobile-friendly platforms, subtitles |

Inclusive audience measurement highlights gaps in accessibility and representation. Studies reveal that platforms lacking accessibility features have reduced engagement among persons with disabilities by over 30% (Napoli, 2011). Similarly, limited representation of minority communities in mainstream content leads to disengagement and underreporting of viewership. This underlines the importance of incorporating accessibility, language, and cultural considerations into audience measurement frameworks.

| Platform Feature             | User Engagement (%) | Target Group Benefited                 |
|------------------------------|---------------------|----------------------------------------|
| Subtitles & dubbing          | 85                  | Ethnic minorities, non-native speakers |
| Audio description            | 68                  | Persons with visual impairments        |
| Low-bandwidth streaming      | 63                  | Economically marginalized users        |
| Inclusive content narratives | 70                  | LGBTQ+, ethnic minorities              |

Audience measurement aligned with SDG 10 allows media organizations to identify disparities, improve content strategies, and promote social equity. Platforms implementing data-driven inclusivity strategies report better audience satisfaction and wider reach among marginalized communities. This demonstrates that inclusive measurement is not only a tool for social responsibility but also enhances the commercial viability of media services (Burgess et al. 2021).

| Measurement Approach                          | Outcome on Inclusion                | Contribution to SDG 10                        |
|-----------------------------------------------|-------------------------------------|-----------------------------------------------|
| Digital analytics with diversity segmentation | Increased engagement<br>15–25%      | Reduced informational inequalities            |
| Participatory feedback & co-creation          | Improved representation & relevance | Empowered marginalized audiences              |
| Accessibility features monitoring             | Higher engagement & satisfaction    | Expanded access for persons with disabilities |
| Social media sentiment analysis               | Identification of gaps & needs      | Enhanced cultural inclusion                   |

The results indicate that integrating inclusive audience measurement improves engagement, accessibility, and representation. Tailored strategies, such as analyzing engagement by cultural background, disability, or socio-economic status, enable media organizations to design content that resonates with marginalized communities. Additionally, implementing accessibility features and participatory feedback mechanisms reduces inequality in media access and enhances cultural representation, directly contributing to SDG 10 (Chancel et al. 2021). The discussion suggests that future research should focus on developing standardized metrics for inclusive audience measurement, integrating AI-driven analytics, and exploring cross-platform comparisons to evaluate impact more comprehensively.

## Conclusion

The study highlights that inclusive audience measurement is vital for ensuring equitable access to entertainment and promoting social inclusion. Traditional metrics alone are insufficient; nuanced approaches that consider underrepresented groups, accessibility, and cultural relevance are necessary for meaningful engagement. The findings demonstrate that platforms incorporating digital analytics, participatory feedback, and accessibility features experience higher engagement and representation among marginalized communities. By linking audience measurement to SDG 10, the study illustrates that inclusive entertainment can reduce social and informational inequalities while empowering diverse audiences. Recommendations include adopting standardized inclusivity metrics, leveraging AI-driven analytics, and implementing accessibility-focused content design. Overall, inclusive audience measurement not only fulfills social responsibility obligations but also strengthens media platforms' relevance and reach in an increasingly diverse global landscape.

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