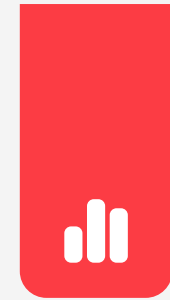


# Accuracy is Crucial

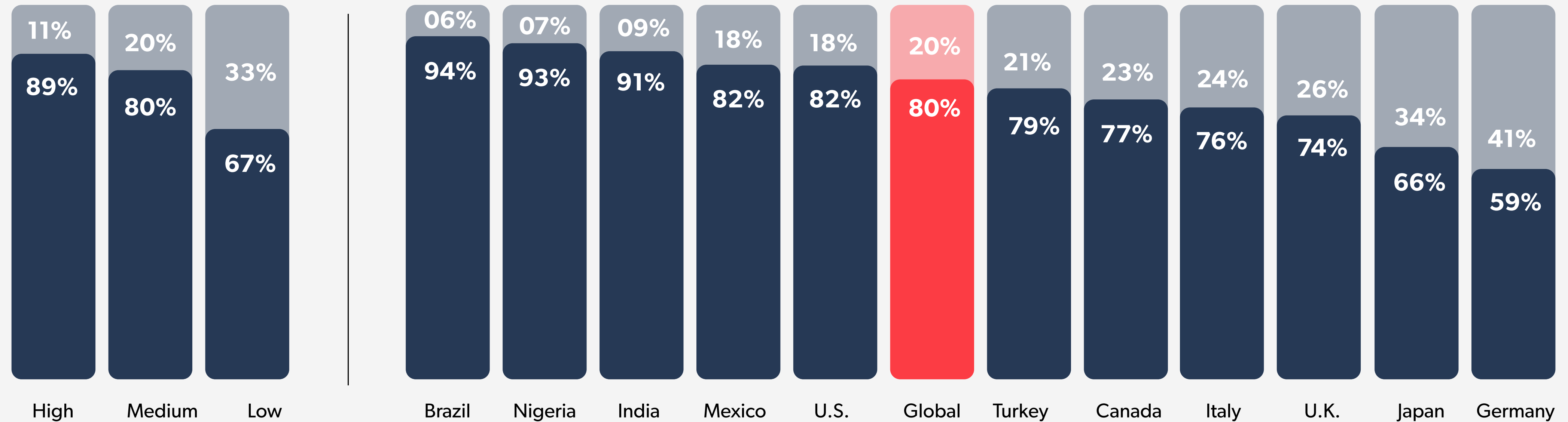
A large majority of entertainment consumers say it's important that the industry improves their portrayals of faith to make them more accurate.



Importance that Entertainment Industry Makes Portrayals of Faith More Accurate (Top and Bottom 2 Box)

● Important ● Not Important

Countries by Faithful Categorization



Source "The Global Faith and Entertainment Study" by HarrisX (The Faith and Media Initiative commissioned a global online survey of among 9,945 adults in 11 countries), Jul 26 – Aug 22, 2023.

QNEED: How important or unimportant is it that the entertainment industry improves their portrayals of faith to make them more accurate?

