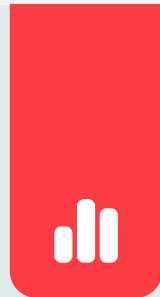


Positive Themes

Entertainment consumers say positive, spiritual content isn't very present in current content, but crave more.



Most Present and Most Desired Themes in TV/Movies

Themes Most Present

- | | |
|---------------------|---------------------------------|
| 1. Family | 10. Morality |
| 2. Friendship | 11. Politics |
| 3. Conflict | 12. Environment |
| 4. Power | 13. Faith & Religion |
| 5. Nature | 14. Work |
| 6. The supernatural | 15. Spirituality |
| 7. War | 16. The afterlife |
| 8. Inspiration | 17. Redemption |
| 9. Tradition | 18. Ritual |

Themes Most Desired

- | | |
|--------------------------------|-------------------|
| 1. Friendship | 10. Spirituality |
| 2. Nature | 11. The afterlife |
| 3. Family | 12. Politics |
| 4. Inspiration | 13. Power |
| 5. Environment | 14. War |
| 6. Faith & Religion | 15. Redemption |
| 7. Morality | 16. Conflict |
| 8. Tradition | 17. Work |
| 9. The supernatural | 18. Ritual |



What viewers want:
More positive themes such as family, friendship, nature, and inspiration. Less power, war, and conflict.



Source 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.

QE10. From the list below, please select which themes are most often present in the TV/movies you watch?

QE11. Which themes do you not see enough of in the TV/movies you watch that you want to see more of?

