



Ceretai's software helps media companies to improve the diversity of their content | Photo source Sharon McCutcheon on Unsplash

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SOFTWARE AUTOMATICALLY ANALYSES THE DIVERSITY OF MEDIA CONTENT

  PUBLISHING & MEDIA

A startup is helping to make the media industry more inclusive by providing the tools and resources necessary to create accurate and representative content

Spotted: Ceretai is a diversity tech startup on a mission to make the world a more inclusive and tolerant place. It does this by helping media companies monitor and improve the diversity of their content.

At its core, Ceretai believes that the media we consume has a direct impact on our values and beliefs. That's why the startup is on a mission to create a 'more equal and tolerant world by promoting conscious production and consumption of media and entertainment.' In other words, Ceretai believes that the media we consume should reflect the diversity of our world, and that by increasing diversity and equality in the media, we can create a more inclusive society.

Ceretai's Diversity Dashboard allows media companies to track gender representation, age distribution, and different measures of portrayal in their content. It also offers customised diversity reports and workshops for media executives. In addition, the company offers tailor-made services that allow companies to closely follow developments over time and evaluate the outcome of diversity initiatives.

Since its foundation, Ceretai has strived to 'enable audiences to choose movies or books based on their values and to create awareness around how people who don't fit the norm—such as women, people of colour, and homosexuals—are actually portrayed in the culture we consume.'

Since then, the startup has partnered with some of the largest streaming platforms and media companies – among their partners and clients are the BBC, Forbes, NDR, and Tagesschau. And as the demand for diverse content continues to grow, Ceretai is positioned to play a crucial role in shaping the future of media.

At Springwise we have spotted several innovations that are focused on boosting the quality and reducing the divisiveness of the content we consume. These include a [media analysis platform that rates bias and reliability](#), an app and Chrome extension that [contextualises news articles](#), and a [crowdsourced website that helps readers find evidence-based information](#).

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Takeaway:

According to a [report by the Annenberg School for Communication and Journalism](#), only 26.3 per cent of lead roles in movies are played by non-white actors. Moreover, the researchers found no change in the representation of White, Black, Hispanic/Latino, Asian or other races/ethnicities from 2007 to 2015. It is possible this is related to the directing itself, with the researchers finding that there were only three Black female directors and one Asian female director across the 800 films examined. This lack of diversity not only reflects badly on the media industry – it can also have a negative impact on society as a whole. In the short term, tools such as Ceretai's dashboard are crucial for ensuring that the lack of diversity among media employees does not translate into unbalanced or harmful content. Over the long term, it will be vital to improve diversity among media personnel.