

Truth culture decoder™

Reinventing Reality, 8th Edition

IN THIS EDITION: WHERE DO WE GO NEXT?

For the past two editions, the majority of Reality TV today has continued to mine the same territory. This retreat into comforting – often Libertarian – ideas about American life presents men as patriarchs, family as self-sufficient clans, and authority figures as fairy godparents who reward those who have heretofore done it on their own.

In the early years of the economic collapse, Reality TV led the cultural conversation. But sticking to what works for ratings has gotten the genre stuck in a rut and now behind the cultural curve. Today's viewers, faced with so much choice and so little time, are hungry for something new and different – they're looking for game changers.

Luckily, we're seeing the signs of social experimentation that marked the initial rise of Reality TV, and with it, reflections of the Millennials' influence on mainstream culture. While still early, we see these efforts are key to reviving the category.

Now in its fifth year, **Truth Culture Decoder™: Reinventing Reality** has become the industry standard: helping innovative programmers, marketers and researchers break new ground by demystifying "the curve" – and how to stay ahead of it. Analyzing over 850 shows on 50+ networks for their cultural relevance, codes and cues, we examine key themes and shifts you need to know in order to maximize the cultural success of your shows.

GROW YOUR BRAND. GROW YOUR BUSINESS.

Truth Culture Decoder™ gives you instant access to 10 culturally relevant shifts, helping you deeply understand the dynamic new landscape taking place and how it impacts the audiences relationship to content.

ANALYZE what's resonating with consumers and why

PREDICT the cultural relevance of your efforts

DIAGNOSE how to make your offerings more culturally impactful

SHARPEN your communications to forge meaningful, intuitive connections

INSPIRE new ideas that consumers are ready to embrace

LEAD and align your organization through a singular, shared POV

BOOK YOURS TODAY

Reinventing Reality, 8th Edition

90-minute presentation: \$35,000 per Network (*plus travel*)

STAY IN TOUCH WITH CULTURE ALL YEAR

OUT NOW

Future American Family: Latinos - As Hispanics increasingly fuel the new American majority, see how this influential generation is shifting mainstream notions of parenting, entertainment, childhood, political issues, consumerism, technology, community and more.

The New World of Television - Learn how to navigate the future of TV with this thought-leading analysis of changing consumer attitudes towards content.

COMING SOON

Q4 **The Next News Industry** - Find out how the nature of news is changing as consumers challenge long-held industry ideas of trust, authority and perspective across all platforms.

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