**Pandemic Viewing Was Highest Among Black People**

Nielsen's second-quarter Total Audience Report shows that Black people, on average, watched 13 hours more television per week than the overall viewing population. The same survey showed that shows with Black actors composing the majority of the cast made up 60% of content for Black audiences.

***Next TV 9.28.20***

[*https://www.nexttv.com/features/african-americans-step-up-tv-viewing-in-pandemic*](https://www.nexttv.com/features/african-americans-step-up-tv-viewing-in-pandemic)

*Image credit:*

[*https://fbinsights.files.wordpress.com/2015/01/us\_african\_american\_hero.jpg?w=750*](https://fbinsights.files.wordpress.com/2015/01/us_african_american_hero.jpg?w=750)