

The Mix That Matters

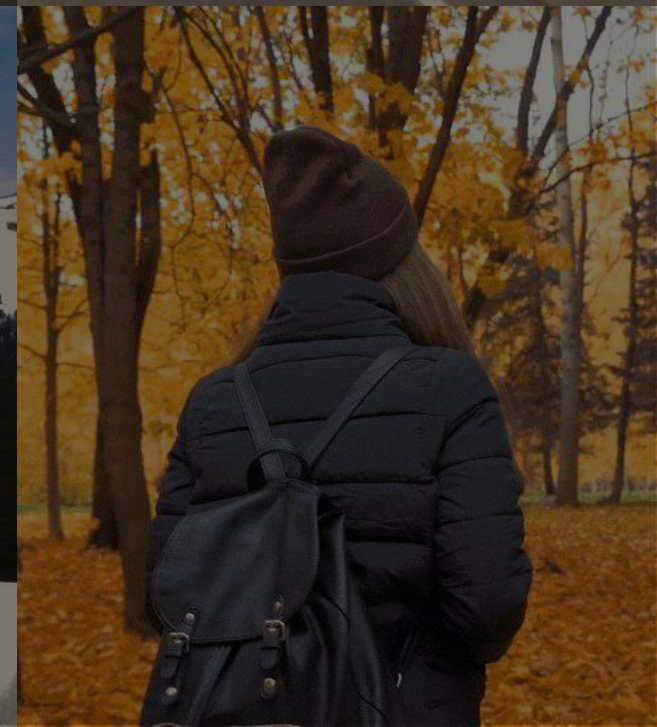
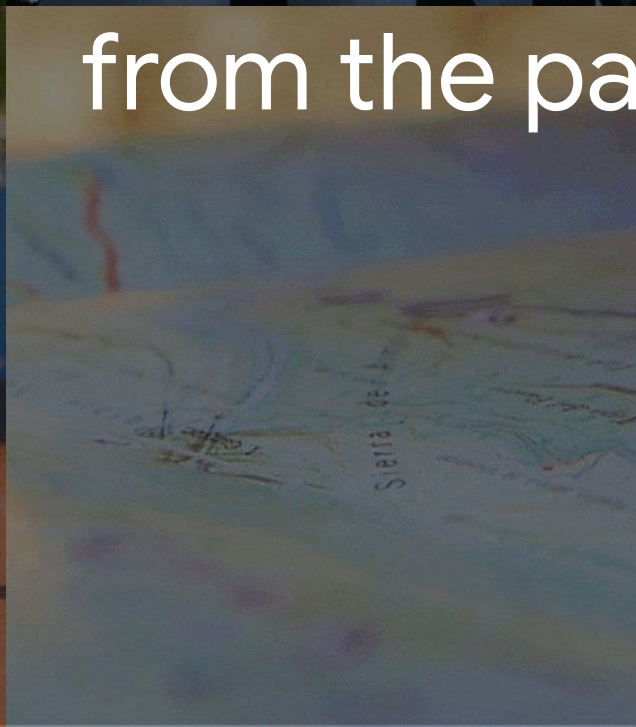
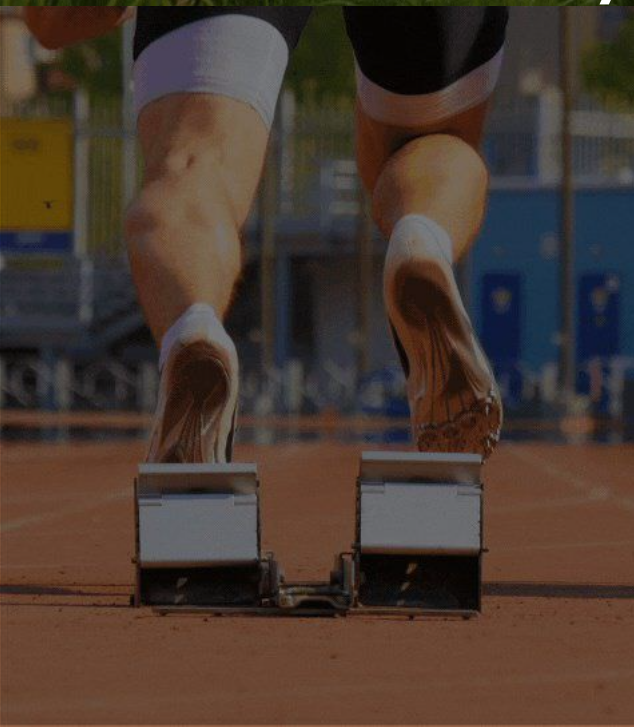
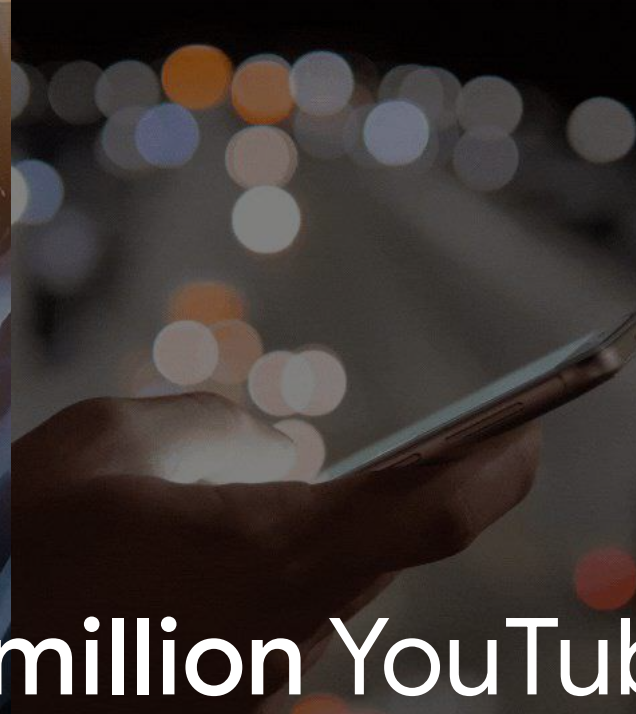
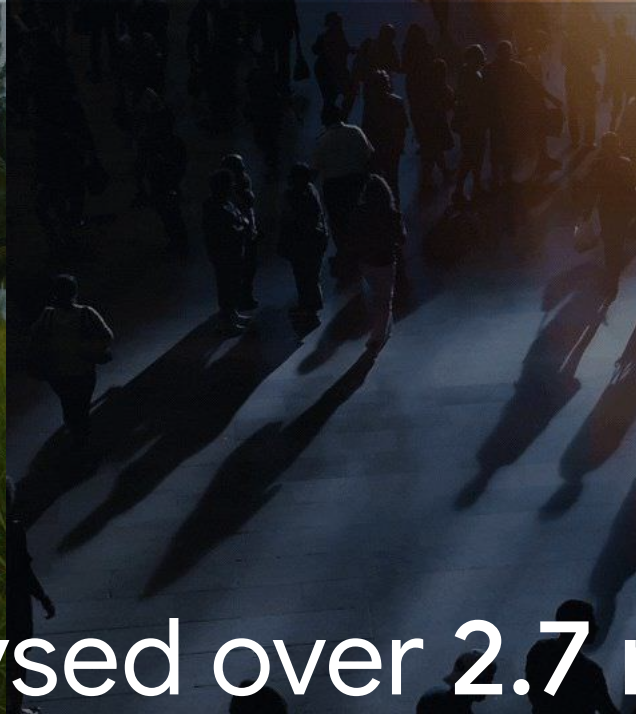
Sapna Chadha

**Vice President Marketing, Southeast Asia & India
Google**









We analysed over 2.7 million YouTube videos from the past five years

Inclusion in The Work Itself

Screen time by
gender



Male characters
were seen
nearly

1.5X
more often in
videos from
India

Think with Google

bit.ly/thinkdiversity

80%

of consumer spending
is influenced by women

Source: Bloomberg Diversity and Inclusion



Transparency



Measurement

2021 Diversity Annual Report



We're listening, learning,
and taking action.

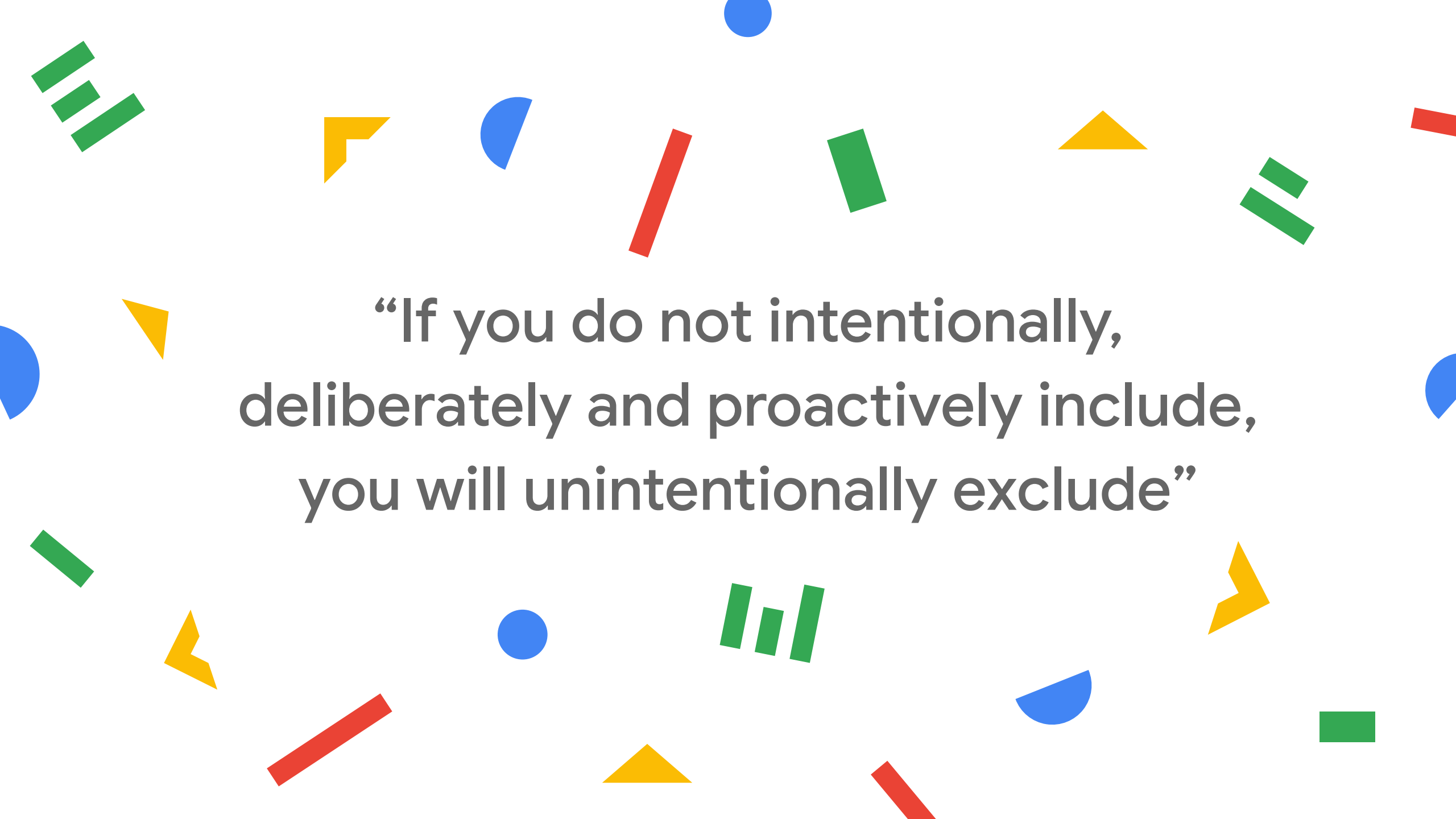




Inclusion in The Work Itself

Women Leaders Shaping
the Future of Modern
Marketing
#ShapeTheFutureWithHer





“If you do not intentionally,
deliberately and proactively include,
you will unintentionally exclude”