



Media

Driving forces

The highly competitive media industry has seen a major shift towards digitalization. Publishing companies that have embraced this trend and have increased their revenue streams from online market segments are industry leaders. The use of new technologies, innovative thinking, tailored content and channel management are important in creating new business opportunities. In order to produce unique, valuable content or services, companies must continuously invest in retaining a talented, creative and digitally skilled workforce. The shift towards digitalization has also significantly increased the risk of cyberattacks. The ability of companies to implement a cybersecurity strategy that prevents, detects and remediates those risks is key in protecting customer information and companies' own data. Meanwhile, increasing connectivity in developing countries is set to be a growth driver over the coming years. Given media companies' power to shape public opinion, freedom of expression, accountability and the adherence to ethical standards in advertising will also be important determinants of long-term success.

Highlighted criteria & Dimension weight

- Economic Dimension 44%
 - Codes of Business Conduct
 - Brand Management
 - Customer Relationship Management
 - Information Security & Cybersecurity
- Environmental Dimension 17%
 - Operational Eco-Efficiency
 - Environmental Policy & Management Systems
- Social Dimension 39%
 - Talent Attraction & Retention
 - Human Capital Development
 - Responsibility of Content

Sustainability leaders 2019

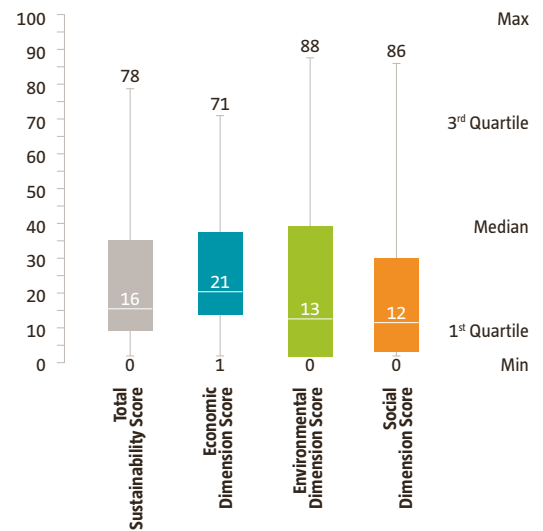
SAM Gold Class		●
Telenet Group Holding NV *	Belgium	
Sustainability Yearbook Members		●
Pearson PLC	United Kingdom	
Informa PLC	United Kingdom	
Television Francaise 1	France	
Liberty Global PLC	United States	
JCDecaux SA	France	
WPP PLC	United Kingdom	
Lagardere SCA	France	

* SAM Industry Mover

Industry statistics

Number of companies in universe	72
Number of companies assessed in 2018	61
Assessed companies to total companies in universe	85%
Market of assessed companies to total market	96%

Results at industry level



The box-and-whisker plot describes the distribution of scores in the industry, based on all assessed companies. More information is available in the Reading Instructions in the introduction.