**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**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Dimension</td>
<td>44%</td>
</tr>
<tr>
<td>Environmental Dimension</td>
<td>17%</td>
</tr>
<tr>
<td>Social Dimension</td>
<td>39%</td>
</tr>
</tbody>
</table>

- Codes of Business Conduct
- Brand Management
- Customer Relationship Management
- Information Security & Cybersecurity
- Operational Eco-Efficiency
- Environmental Policy & Management Systems
- 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.