



Media

Driving forces

The heterogeneous and highly competitive media industry has seen a major shift towards digitization. Publishing companies that embraced this shift 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 for tapping new markets and 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. However, recent events have shown that the shift towards digitization has also significantly increased the risk of cyber-attacks. 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. Rising connectivity, literacy, and expression of cultural identity through the media 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 advertisement will also be important determinants of success in the long term.

Highlighted criteria

Economic Dimension

- Brand Management
- Codes of Business Conduct
- Customer Relationship Management
- Information Security & Cybersecurity

Environmental Dimension

- Environmental Policy & Management Systems
- Operational Eco-Efficiency

Social Dimension

- Human Capital Development
- Responsibility of Content
- Talent Attraction & Retention

Sustainability leaders 2018

RobecoSAM Gold Class	
Pearson PLC	United Kingdom
RobecoSAM Silver Class	
JCDecaux SA	France
Telenet Group Holding NV	Belgium
RobecoSAM Bronze Class	
Liberty Global PLC	United States
Sky PLC	United Kingdom
Television Francaise 1	France
Sustainability Yearbook Members	
Informa PLC*	United Kingdom
Modern Times Group MTG AB	Sweden
Vivendi SA	France
WPP PLC	United Kingdom

* RobecoSAM Industry Mover

Industry statistics

Number of companies in universe	73
Number of companies assessed by RobecoSAM in 2017	53
Assessed companies to total companies in universe (%)	73
Market capitalization of assessed companies to total market capitalization (%)	90

Results at industry level

Dimension	Average score	Best score	Dimension weight
Economic	43	75	44%
Environmental	37	100	17%
Social	34	83	39%

Total score

