Driving forces
The highly competitive media industry has seen a major shift toward digitalization. Publishing companies that have embraced this trend and increased their revenue from online market segments are industry leaders. The use of innovative technologies, tailored content and channel management are important in creating new business opportunities. To produce unique, valuable content or services, companies must invest in retaining a talented and digitally skilled workforce. Digitalization has, however, significantly increased the risk of cyberattacks. Implementing a cybersecurity strategy that prevents, detects and remediates those risks is essential to protecting customer information and company data. Meanwhile, increasing connectivity in developing countries is set to be a growth driver over the coming years. Given that media companies have influence in shaping public opinion, accountability and adherence to ethical standards in advertising will be important determinants of long-term success.

Highlighted criteria & dimension weights
Environmental Dimension .......... 17%
  – Climate Strategy
  – Operational Eco-Efficiency
Social Dimension ................ 39%
  – Human Capital Development
  – Labor Practice Indicators
  – Responsibility of Content
  – Talent Attraction & Retention
Governance & Economic Dimension ..................... 44%
  – Customer Relationship Management
  – Information Security/ Cybersecurity & System Availability
  – Privacy Protection

Industry Awards 2022

S&P Global Gold Class
Informa plc United Kingdom 78

S&P Global Silver Class
Telenet Group Holding NV Belgium 77

Sustainability Yearbook Members
Nordic Entertainment
Group AB (publ)* Sweden 66
Télévision Française 1 France 62
Société anonyme France 62
VGI Public Company Limited Thailand 59
Pearson plc United Kingdom 59
Lagardere SA France 58
Publicis Groupe S.A. France 58
Cogeco Communications Inc. Canada 56

* S&P Global Industry Mover

Industry Statistics
Number of companies assessed 142
Market capitalization of assessed companies (in USD billion) 1,546.6
Number of companies in Yearbook 9
Market capitalization of companies in Yearbook (in USD billion) 53.8