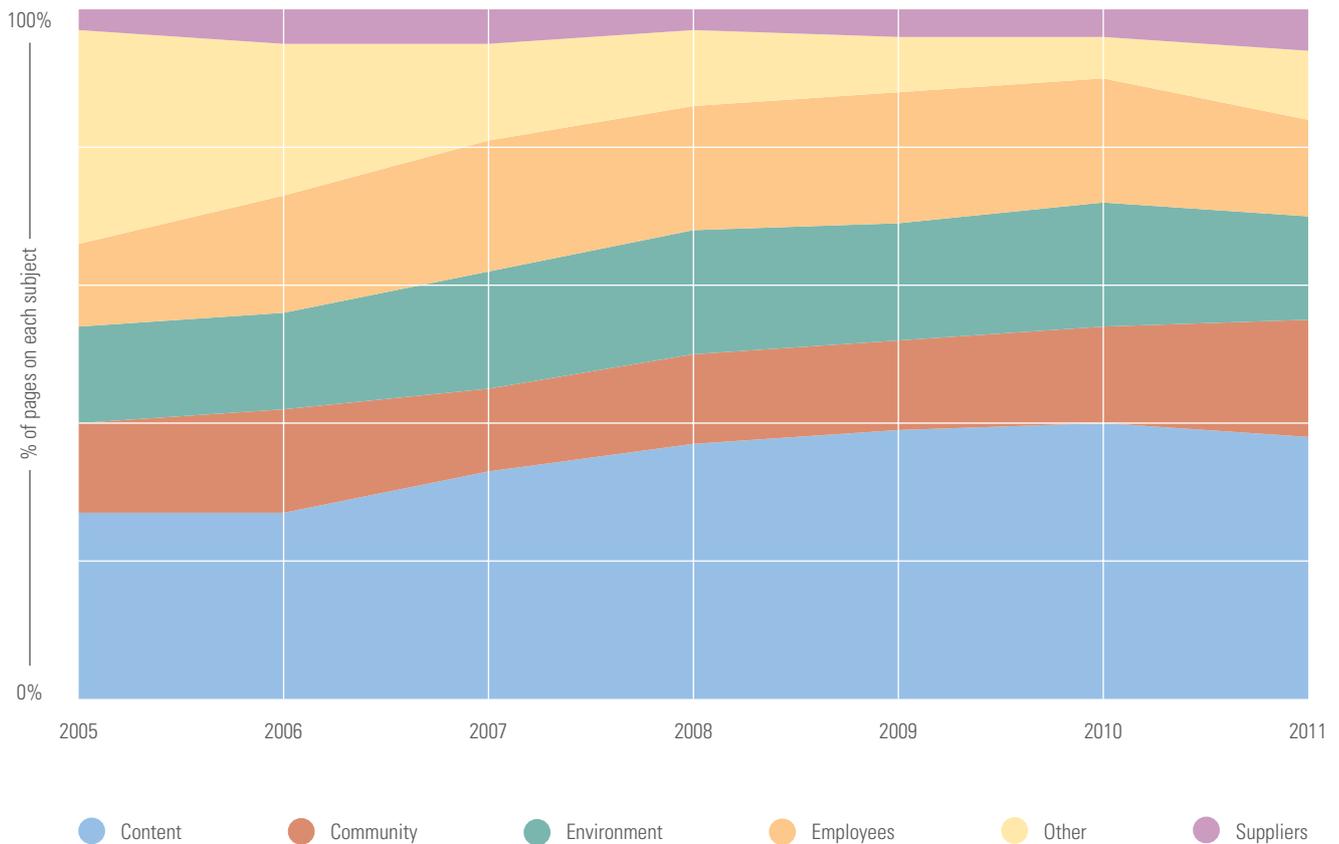


What do media companies talk about in their CR reports?



The first chart above shows an analysis of the sustainability reports or relevant sections of the annual reports of 10 media companies since 2005.¹⁵ The number of pages allocated to each section was calculated as a percentage of the overall report and these percentages were then averaged across the 10 company reports. Over that period, **discussions on content have accounted for 27%-40% of companies' reporting efforts**, with the majority of the space taken by the more traditional topics of suppliers, community, environment and employees. The second chart looks at the number of key performance indicators (KPIs) published by each company in their most recent reports. **The evidence suggests – not surprisingly – that media companies are much more comfortable with metrics in areas where more readily quantifiable data is available; environment and employment leading the way.**

Nonetheless, it is clear that reporting on content is firmly on the agenda, and 40% of a public report is a considerable amount. We can conclude that the idea of content as a social (or environmental) impact is established.