# Media and Entertainment

BSR INDUSTRY FOCUS

The media industry moves quickly. New technologies and the growing use of media channels by global stakeholders create unique challenges to manage corporate reputation and risk, and also sustainability opportunities and strategies for engagement that deliver results.

#### **COMPANIES**

Bloomberg L.P.

Google, Inc.

The McGraw Hill Companies, Inc.

Participant Media

Pearson Inc.

Sony Corporation

Time Warner, Inc.

Time Warner Cable Inc.

The Walt Disney Company

### How We Work

We work with media and entertainment companies to integrate sustainability into business strategies. As part of BSR's work in this sector, we convened eight global technology firms to begin to define what sustainability means for the media and identify industry standards and metrics to measure performance.

## Our Focus

- Privacy and freedom of expression
- Responsible advertising
- Responsible content issues
- Supply chain management and licensing
- Renewable energy and climate
- Sustainable lifestyles
- Sustainability education

#### Contact

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BSR is a global nonprofit organization that works with its network of more than 250 member companies and other partners to build a just and sustainable world. From its offices in Asia, Europe, and North America, BSR develops sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. Visit <a href="https://www.bsr.org">www.bsr.org</a> for more information about BSR's 25 years of leadership in sustainability.