

Media and Entertainment

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

David Korngold, Associate Director

dkorngold@bsr.org | www.bsr.org/media-entertainment