



PARTNERING
FOR A SUSTAINABLE
SECTOR

Annual Report 2024

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2024: In Review

2024 has been an unprecedented political year, with countries containing over half the world's population going to the ballot box. It underpinned the theme of the Mirrors or Movers Conference, which asked the question: 'No democracy without media?'. This shifting political landscape is also impacting the ESG agenda, particularly when it comes to legislation, with a promise to loosen requirements from the United States whilst the EU pulls the other way by ramping up disclosure.

**27
participating
media
companies
in 2024...**

**2 quarterly
meetings, 6
working groups,
and 1
conference...**

Unsurprisingly, most companies have felt swamped by the pressures; particularly those emanating from the EU Corporate Sustainability Reporting Directive (CSRD). Early adopters (those who need to comply first) will now have completed their Double Materiality Assessments (DMAs), conducted a gap analysis of the reporting metrics and will be starting to prepare their reports. There has been a stark pain point for media companies undergoing this work: the lack of sector-specific guidance. This challenge has been a topic of discussion within the Responsible Media Forum (RMF) and is something the Forum plans to tackle in earnest through our working groups in 2025.

Despite many companies feeling drained by the pressures of regulatory requirements, media sustainability teams have continued to showcase their resilience, creativity and power to make change. Several companies in the RMF have successfully measured the impact of their content and in a small way been able to quantify the 'superpower' of media in bringing about positive impacts on topics and audiences. Others have taken pioneering routes to address their carbon footprints and have voluntarily published detailed transition plans based on the Transition Pathway Taskforce (TPT) guidance. We have also heard from companies embedding supplier engagement in their processes that address important value chain impacts (environmental and social).

A core belief throughout the RMF's existence has been that content is powerful. The ability to measure that power or its impact has been a topic we continue to return to and which we plan to focus on next year as well. The RMF landscape review into content impact measurement (more [here](#)) is designed to be a springboard for those ideas. Early in the process, we collaborated with other organisations working in this space, including OKRE, Cliffe, Nesta, The University of Oxford and the BBC, amongst others. We then gathered detailed case studies from RMF participants who had conducted relevant analysis and we supplemented this with a survey. There is clearly a lot of work still to do; we need to develop a more common understanding of impact and improve and scale our ability to measure and report on impact so it can be linked to strategy. But there are emerging areas of work we can (and will) share, learn from and build on.

Our Mirrors or Movers Conference combined both these topics with talks that centred on democracy, information and disinformation, media responsibility and media impact. Our keynote speaker, Carl Miller (a Fellow of the Centre for the Analysis of Social Media (CASM) at Demos), brought these complexities to life and shared real examples of how information (content) is becoming a new frontier of modern warfare. Digital democracy will increasingly become impossible to manage and at the same time critical to how society functions.

We held two Forum meetings this year in Q2 and Q4, which addressed two pertinent and topical issues: AI and its use in media, particularly journalism, and the critical intersection of sports, media and human rights issues ([more here](#)).

Based on feedback, we increased the number of working groups to six. We began the year exploring transition plans and supplier engagement, before the conversation naturally shifted towards regulatory requirements. Our key focus in 2025 will be conducting a double materiality assessment for media and exploring how media might disclose its impacts in future reporting (more on 2024 [here](#) and on 2025 [here](#)).

We held our twelfth edition of Mirrors or Movers in September at RELX's offices on The Strand ([more here](#)). We heard from a brilliant range of speakers, including Forum Stories from CME, RELX and Schibsted Media and afternoon sessions from Carl Miller (Demos), Meghan Lyvers (Sky), BBC Media Action, Climate Spring, BAFTA albert and the University of Exeter.

This report provides a summary of our activities in 2024 and plans for 2025. We hope you enjoy it.

Participation in the Forum is open to large media companies operating anywhere in the world and in any media sub-sector(s). We are open to new participants, so if you are interested in joining, please get in touch: info@responsiblemediaforum.org.

Research and publications

Content impacts measurement

Over 2023 and 2024 we have been working on a report which looks at the state of play and current landscape of measuring the impact that media content has on society. We kicked the work off by speaking with RMF participant companies that have been developing content with this in mind and working in this space. These conversations led us to speak with OKRE, who were working on a similar report that primarily focused on entertainment content. OKRE (Opening Knowledge across Research and Entertainment) is an independent charity and international hub, which is on a mission to connect the entertainment industry with researchers and lived experience to offer genuine insights into real-world issues. OKRE published their own [report](#), *Delivering Social Impact in Entertainment Content*, in 2024.

We co-hosted a roundtable with OKRE in late 2023 and invited a range of organisations for whom this was a relevant topic or where their work overlapped. We were joined on the day by Nesta, CIFF, the BBC, The University of Oxford, BBC Media Action and Comic Relief. In 2024, we ran our own survey across the RMF companies on how they approach content impacts, how they measure those impacts, how that informs content creation decisions and what challenges they face(d). It was designed to be aligned with, and build on, the OKRE Entertainment Taskforce research survey but not duplicate what had already been done.



The final report incorporates our own research, the interviews held with participants and other relevant case studies, the roundtable and the survey. You can read the final report on our [website here](#).

Forum meetings

This year, we shifted the yearly agenda based on feedback from our participant companies. In the end of year one-to-one meetings, participants shared that they wanted more opportunities to collaborate and work together to solve industry challenges. As a result, we increased the number of working group sessions (see [below](#) for more details) and decreased the number of quarterly meetings from three to two. These forum meetings focus on issues and topics of interest that RMF participants have highlighted in the end-of-year feedback sessions. Experts are invited to present their insights on those topics, followed by group discussions under the Chatham House rule. These insights and discussions are designed to help support and inspire each participants' own work.

This year, we heard from Charlie Beckett, Professor at LSE, on his fascinating research and work on the use of artificial intelligence (AI) in media, particularly journalism. This included relevant ethical concerns, real life examples of it going well (and going wrong!) and the steps that media companies can take to mitigate the risks. In December, we were joined by Alison Biscoe from

The Centre for Sports and Human Rights. The Centre works across the sports ecosystem, applying human rights principles to the different stakeholder levels. A key output of their work is the visualisation of a Sports Ecosystem: a human-centric approach with different levels representing the interaction of athletes, fans, stakeholders and other relevant organisations.

Q2 AI in the Media	Q4 Sports and Human Rights
 <p>Professor Charlie Beckett <i>Professor in the Department of Media and Communications at LSE and founding director of Polis, the London School of Economics' international journalism think-tank.</i></p>	 <p>Alison Biscoe <i>The Centre for Sports and Human Rights</i></p>

Working groups

In 2024, we held six working group sessions, in response to feedback that participants wanted more time to collaborate. At the end of 2023, RMF participants were presented with five focus areas that the working groups could explore in 2024. The most popular were supplier expectations and maturity models, Scope 3 boundaries and approach, and transition plans.

However, over the course of the year the focus shifted towards regulation, as so many companies are feeling the pressure. The EU CSRD was a topic we kept returning to. We explored this in-depth at a working group breakfast at the Mirrors or Movers conference. The group shared the challenges they were facing, due in large part to the lack of sector-specific guidance. There was a clear consensus that this was a topic that the participants wanted the RMF to explore. A summary was fed back to the wider group in the Q4 meeting, where it was decided that the focus of the working groups should shift in that direction. More on our 2025 plans [here](#).

February	<ul style="list-style-type: none"> • Presentation and discussion from participants on transition plans (progress and challenges) • Mostly aligning approach to Transition Planning Taskforce (TPT) • Sharing progress on Net Zero and supplier management 	<p>This year, the RMF swapped one quarterly meeting in favour of additional working group sessions. These sessions initially focused on transition planning, and how companies were approaching the TPT guidance.</p> <p>Over the course of 2024 however, the pressure from CSRD kept cropping up in the discussions. In the May and July working groups, it became more apparent that this could be a valuable area for the group to focus its attention.</p>
March	<ul style="list-style-type: none"> • Discussion on supplier engagement strategies for transition planning and aligned expectation • RMF team opened discussion on the structure for a media 'translation' of TPT framework 	
May	<ul style="list-style-type: none"> • Presentation from ITV on published Climate Transition Plan 2024 • Latest updates from SBTi • RMF team proposed possible structure for a media 'translation' of TPT framework • CSRD came out as a key priority for many, useful to align transition planning 	
July	<ul style="list-style-type: none"> • Discussion on how transition planning is being integrated into mandatory disclosure frameworks, e.g. CSRD, TCFD, TPT, ISSB • DMAs and CSRD learnings, including the We Mean Business Coalition Early Adopters Report. • Clear ask from the group to focus on CSRD and DMAs 	
September	<ul style="list-style-type: none"> • Introduction to CSRD and what a Double Materiality Assessment could look like for the media sector • Group discussion on where content could fit in the ERS standards • Potential Impacts, Risks and Opportunities of content 	
December	<ul style="list-style-type: none"> • Recap of the Mirrors or Movers working group breakfast • Run-through of the proposed agenda for 2025: DMAs and impact reporting. • Open discussion and feedback on the 2025 workplan. 	

Mirrors or Movers

This year was the twelfth edition of the annual Mirrors or Movers conference. The theme was 'No democracy without media?' in light of the record number of people taking to the polls. We were brilliantly hosted this year by RELX, a longstanding participant of the RMF.

Last year, we received feedback that attendees valued more opportunities to meet and discuss in person. Therefore, for the first time we started the day with an in-person working group breakfast. It was a brilliant discussion on impact reporting, CSRD and the challenges that companies were facing.









This was followed by our Forum Stories, an annual fixture for RMF participants in the morning. We heard from CME on how they had successfully quantified the social impact of their original show, Sex O'Clock (broadcast in Czechia), by using unconscious bias as a method for understanding audience responses. This was followed by our host, RELX, on their forward-thinking approach to AI in RELX products through their Responsible AI Principles. Lastly, we were joined virtually by Schibsted Media who presented on their engagement with and response to the European Media Freedom Act.

After lunch, Carl Miller (Demos) energetically kicked off the afternoon with his talk about the hidden realities of the digital age and how information is the new frontier of warfare. We were

then joined by Meghan Lyvers (Sky) who shared the work she has been doing to bring impactful and purposeful content to Sky's original drama productions. Following that, the BBC Media Action team presented their successful and skilled use of content impact measurement to create and drive change, with case studies from Indonesia, Afghanistan and Ukraine. To round off the day, Josh Cockcroft (Climate Spring) hosted a lively panel with Catherine Ellis (BAFTA albert) and Professor Saffron O'Neill (University of Exeter, C3ds) on the role of entertainment in driving the climate conversation and ultimately in bringing about change.

The conference was open exclusively to forum participants in the morning, creating space for internal forum discussions and then the afternoon was open to the wider public.

Recordings from the day can be found on our [YouTube page](#) and a list of our speakers and their bios is available [on the website](#). A short list of the speakers can also be found below.

Mirrors or Movers XII No democracy without media? 17 th September 2024, RELX		
	Hana de Goeij, CME	<i>Entertainment and Education (content impact reporting)</i>
	Márcia Balisciano, RELX	<i>The Continuing Development of the Responsible AI Principles</i>
Schibsted	Petra Wikström-Van Emeren, Schibsted Media	<i>The Role of Free Media in European Democracy</i>
DEMOS	Carl Miller, Demos	<i>The Hidden Realities of the Digital Age</i>
	Meghan Lyvers, Sky	<i>Commissioning Content with Purpose and for Impact</i>
	BBC Media Action: <ul style="list-style-type: none"> • Anna Godfrey • Mahdi Zaki • Tania Nikitina • Benedek Paskuj 	<i>25 Years of Measuring Impact with BBC Media Action</i>
  	<ul style="list-style-type: none"> • Josh Cockcroft, Climate Spring • Catherine Ellis, BAFTA albert • Professor Saffron O'Neill, University of Exeter, C3ds 	<i>Climate in Screen Entertainment – panel discussion</i>

The Media Climate Pact



The [Media Climate Pact](#) is a coalition of media companies committed to tackling climate change through two major commitments:

1. We will implement science-based targets on climate and drive actions that are consistent with a 1.5-degree pathway to achieve net-zero as close to 2030 as possible, and by 2050 at the latest
2. We will help drive behaviour change towards climate-friendly lifestyles through our content.

During 2024, the RMF revamped its approach to progress reporting on the Media Climate Pact, through a communication on progress survey of all Signatories. Based on this, a new progress report will be published in early 2025. The RMF was also delighted to welcome Future plc as a new signatory, and hopes to confirm further new signatories in 2025.

DIMPACT

[DIMPACT](#) is a collaborative initiative between leading media, entertainment and technology companies and world-class researchers to measure, understand and ultimately reduce the emissions of serving digital media and entertainment products. It has now grown to 24 organisations.



There are two key aspects to DIMPACT: the measurement tool and the community. Their web application takes the complexity out of calculating the carbon emissions of delivering digital media and entertainment products by estimating the emissions associated with video streaming, online banner advertising, digital publishing, and audio streaming.

One of the key deliverables this year was an update to the tool. Firstly, a parameter review to ensure the tool is using the best available data and the most accurate models of the value chain. Secondly, they are currently rebuilding the user interface which should help companies to gather data at a supplier level more easily and clearly. Within their community, they have run two working groups: In-person Ads and AI and End-user Devices.

The RMF Hub

In Q4 2023, we launched the RMF Hub. Each participant is able to log-in to this space via the website and connect with each other digitally. The Hub allows users to:

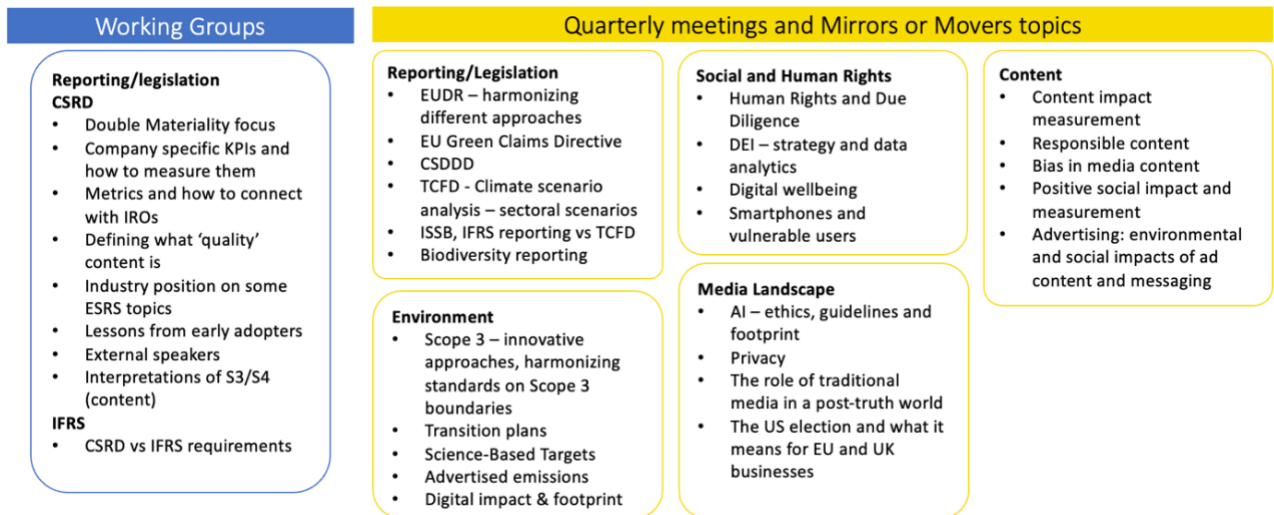
- Tag interests so that participants can connect based on shared focus areas.
- Write posts (“bulletins”) on the shared newsfeed, which others can like and comment on.

- Add resources (e.g. interesting reports, articles, webinars).
- Ask questions of their peers through polls.
- Find peer contact details.

Plans for 2025

Forum meetings and working groups

Following our annual consultation, the 2025 programme of activities will reflect the priority topics and themes of the participating companies. The following topics were raised in most of the 1:1 conversations held in Q4 and we have grouped them based on the format we believe they are best suited to. These are open to feedback and discussion.



We anticipate the 2025 programme will include:

- Two quarterly meetings, in Q2 and Q4, centred around the priority issues as listed above.
- One public conference, Mirrors or Movers XIII, in Q3.
- Six working groups. The breakdown of specific objectives and agendas for these can be [found above](#).
- Plus, any additional meetings on an extraordinary basis.

Across 2025, the **working group** will seek to deliver two phases of work:

- **Phase 1:** Refresh the media materiality assessment, with a double materiality lens. *(Across H1 2025)*
- **Phase 2:** Assess gaps in disclosure recommendations and collaborate on suitable guardrails for media specific topics. *(A long-term project which will be influenced by regulation developments, will extend into 2026.)*

Both phases will leverage and build on the content impacts report research.

Mirrors or Movers XIII

The Forum plans to host its 13th conference in 2025. This will be a one-day hybrid event, hosted in London in late September. The conference will further explore how media content influences society and how media companies can adopt effective strategies to manage these impacts.

As in previous years, we expect to make at least part of the full day's proceedings available to the public for free. Anyone interested in attending can sign up to our mailing list via our [website](#), and follow us on X (formerly Twitter), [@WeareRMF](#).

Research

SLR and the Forum have a track record of producing pieces of original research and analysis and preparing strategic commentary for the sector which are published in the form of reports. Past reports include our recent sequel to Mirrors or Movers; 'The Superpower of Media - Mirrors or Movers II: managing the societal impacts of content' (2020) and '2018 Media Materiality' to name a few. From 2023-2024, the RMF worked on a landscape review of content impact measurement, which was published in January 2025. A more detailed summary of this work can be found [above](#).

All publicly available reports by the Forum can be viewed [here](#).

In 2025, we plan to link the research report to the working group and publish a refreshed double materiality assessment for the media sector. This will feed into the subsequent report, which we hope will be a guidance document on impact reporting for media (aligned to key disclosure regulation).

About the Forum

The participants

The Responsible Media Forum is a partnership between major media companies to identify and act on the social and environmental challenges facing the sector. The Forum has been going since 2001, starting as a UK initiative but with participants now drawn from around the world.

During 2024, the Forum consisted of 27 participating companies, with two new joiners: NRK and CME. Participants represent the full breadth of the media spectrum, from public service broadcasters, data analytics providers, advertising agencies and event organisers. Individual representatives include CR and Sustainability Directors, HR Directors, Communications,

Marketing, and Investor Relations. Together, we work to define and develop responsible business practices for the media sector.

Objectives

The Forum provides a platform for participating companies to:

- Learn from each other and leading organisations in other sectors;
- Identify trends and areas for prioritisation based on sound research and robust discussions;
- Engage with stakeholders, be they campaigners, policy makers, academics or peers; and
- Run collaborative projects and events on key issues.

In short, the Responsible Media Forum gives participating companies access to insights and collaboration that few organisations could manage on their own.

Participating in the Forum

This report provides an overview of the Forum’s activities. In brief, participants enjoy an open environment in which to discuss, under the Chatham House rule, the responsibility issues faced by the sector. The Forum uses its collective size to engage with a range of key stakeholders on pressing issues, both through internal meetings and public events. Lastly, the Forum produces original research.

Participation is restricted to large media companies, including their subsidiaries and brands.

The participation fee for 2024 was held at the 2023 level of £3,600 (+ VAT). The fees for 2025 will increase slightly with inflation to £3,700 (+ VAT).

Income

The Forum budget comes entirely from participation fees:

2018	2019	2020	2021	2022	2023	2024
£48,250	£55,200	£58,125	£69,113	£85,800	£93,600	£97,200

Governance

The Responsible Media Forum is a multi-client project run by SLR Consulting Ltd, with a project team consisting of Daniel Witte, Imogen Crane and Miriam Davies. SLR Consulting is a global sustainability consultancy with over 4,000 expert environmental and business consultants, engineers and scientists, partnering with clients in Making Sustainability Happen. The



Responsible Media Forum was previously run by Carnstone Partners Ltd, which was acquired by SLR and fully integrated in the summer of 2024.

We are open to new participating companies, as well as input and enquiries about media sustainability from investors, academics and the third sector. Please note that we are unable to provide funding for projects and research, however interesting and worthwhile they may be.

SLR meets on a 1:1 basis with participants at the end of each year to gather feedback on how the Forum is meeting their needs and to discuss potential themes and speakers for the following year. Actions and initiatives arising from this review are then discussed and agreed by participants in a consensual manner.

Please email info@responsiblemediaforum.org if you have any questions about participation or about the Forum.