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FOR A SUSTAINABLE
SECTOR



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Annual Report 2025

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2025: In Review

In 2025, the demand for responsible media remained strong and the impact of content has continued to present itself as a power for good. With the rapidly evolving digital landscape and increasing ease of access to content online, the media sector has a responsibility to continue providing trusted and quality content. A powerful example is Netflix's award-winning series *Adolescence*, which looked at the pressures of online radicalisation of young boys. It sparked important questions and conversations about how children and young people should be protected from online harm. With growing polarisation between societies and the shift in the way we consume media, our annual Mirrors or Movers conference explored the theme of 'Bridging the disconnect', inspired by the impact of content and how it can reconnect people with each other and with nature.

**23
participating
media
companies
in 2025...**

The growing evidence of distrust in media is an area of concern for many companies in the RMF and the industry.¹ Providing accurate and fact-based content has never been more critical. This challenge is compounded even further by digitisation and the rise of AI. Increased engagement with online media platforms puts traditional media at risk, driven by the personalisation of content which can deepen societal divides and the spread of fake-news and misinformation, issues that are intensified by AI-generated content.

Legislation also continued to impact the ESG agenda, including the continued rollbacks of ESG requirements in the United States, in addition to changes in scope to large EU legislations, creating heightened uncertainty amongst businesses.

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

At the centre of this uncertainty is the EU Corporate Sustainability Reporting Directive (CSRD), which continued to put pressure on many businesses as they work to interpret evolving requirements and prepare for compliance. The CSRD requires companies to conduct a Double Materiality Assessment (DMA) which introduced a topic of discussion for the Responsible Media Forum (RMF) in 2024. This led to the formation of a working group in 2025 to tackle the key pain-point for media companies that are undertaking this work: the lack of sector-specific guidance.

The RMF has regularly identified the material issues to the media industry, with its last report published in 2022. The working group set out to refresh the material topics with a 'double' materiality lens, which requires companies to assess the impact it is having on people and

¹ [Reuters Institute Digital News Report 2025](#)

planet, as opposed to only considering the financial materiality as we have done in previous reports. The research was conducted to provide a useful spring-board for media companies conducting their own materiality assessments and to inform their own disclosures.

What remains consistent in the research is that content remains the most pressing sustainability issue for media companies, and it is also their ‘superpower’. This has long been a topic of focus for the RMF, and the ability to measure the impact of that content. In 2025, we published a landscape review of how media companies are approaching content impact measurement in their work, and how other organisations are advancing in this field ([available here](#)). No organisation has yet cracked content impact reporting, however, examples of methods for measuring the impact of content are steadily growing, with varying degrees of maturity amongst sub-sectors.

We held two Forum meetings this year in Q2 and Q4, which addressed two topical issues: greenwashing risks for the media sector and the governance of AI ([more here](#)).

We conducted a double materiality assessment for the media sector, researching which topics might be materially important to the media industry in 2025 (more [here](#)).

We held our thirteenth edition of Mirrors or Movers in September, graciously hosted by Informa at their Blackfriars office ([more here](#)). We heard from a brilliant range of speakers on how media can bridge the growing disconnect within societies, and between people and nature.

This report provides a summary of our activities in 2025 and plans for 2026. 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

Media Materiality 2025

In 2025, we conducted research into which topics might be material to the media industry, largely driven by the requirements for the disclosure preparation under EU Corporate Sustainability Reporting Directive (CSRD). The research was conducted through the structure of the more recent concept of the Double Materiality Assessment (DMA) and built upon the five materiality reports published by the RMF since 2005. The DMA approach has been established over the last few years and introduces the 'inside-out' impact on people and the planet. Whilst documents such as the EU European Financial Reporting Advisory Group's (EFRAG) DMA guidance are available, they are largely sector-agnostic and very generalised. This research was therefore inspired by a number of core elements of this guidance.

In late 2024, a working group was formed within the RMF across participant companies around this challenge, representing different sub-sectors, geographies and business models. Through desk research, feedback from the working group and qualitative scoring, the material topics were determined. The results were shared and discussed with external stakeholders within the industry to obtain further feedback and input. The external stakeholders were TV Industry Human Rights Forum (TVIHRF), Opening Knowledge across Research & Entertainment (OKRE), AdNetZero, Climate Spring, Ofcom, Business in the Community (BITC), European Broadcasting Union (EBU) and Purpose Disruptors.



The final document will be available on our [website](#) in early 2026, and we hope it is a useful tool for media companies to understand what topics might be relevant to the media industry and inform their own materiality assessments or sustainability strategy.

Forum meetings

This year, we maintained the number of working group sessions to six (see [below](#) for more details) and quarterly meetings 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 were joined by Joshua Domb, founder and managing partner of Gen-R Law, who leads the firm's ESG, Compliance and Investigations practice. Joshua shared his expertise on the legal cross-section with sustainability and aimed to enhance the forum's understanding that. This is becoming particularly relevant as companies are under pressure to ensure sustainability claims should be verifiable, detailed, and cannot be misinterpreted, especially as the EU start to adopt rules around green claims and the UK are clamping down on greenwashing with the green

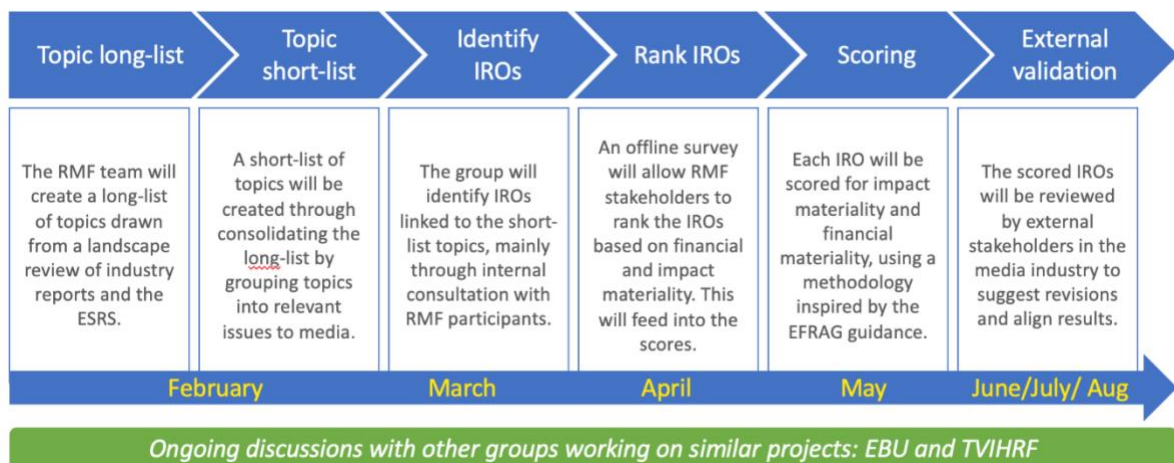
claims code. In December, we were joined by globally recognised expert in AI governance, safety and ethics, Ray Eitel-Porter. In this session, Ray provided some practical examples of how to build a robust AI governance system and the components needed to implement it effectively.

Q2 Training on greenwashing	Q4 Navigating the risks of AI
 Joshua Domb <i>Founder and Managing Partner of Gen-R Law.</i>	 Ray Eitel-Porter <i>Globally recognised expert in AI governance, safety and ethics.</i>

Working groups

In 2025, we held six working group sessions. Following the shift of focus towards regulation and the pressure that companies were feeling, particularly the EU CSRD, a working group was formed around this topic. The main challenge identified was the lack of sector-specific guidance for conducting a DMA, a key component of complying with the legislation. The working group was set up around this challenge, to research which topics might be material to the media industry (i.e., sector-specific), which are not covered by the guidance and to build on the previous materiality work done by the RMF, most recently conducted in 2022.

In 2026, we will be focusing the working group on the responsible use of AI in the media sector. More on our 2026 plans [here](#).



Mirrors or Movers

This year was the thirteenth edition of the annual Mirrors or Movers conference. The theme was 'Bridging the Disconnect' inspired by the growing divide within societies and between people and nature, and the uprise of AI. We were hosted this year by Informa, a longstanding participant of the RMF.

Following its success in 2024, we started the day with an in-person working group breakfast to discuss the future of the RMF. The discussion was centred around the external context for media companies and sustainability, the challenges that are faced as a result and plans for how the RMF can continue to provide value to its participants in 2026 and beyond.










This was followed by our Forum Stories, an annual fixture for RMF participants in the morning. We heard from Schibsted Media, who spoke about their research and published report, Editorial Media as Defenders of Democracy and Taylor & Francis, about their approach to sharing scientific knowledge with their wider public in a way that fosters trust. This was followed by CME on how they track media content to the SDGs across news,


current affairs and entertainment. Lastly, we were joined by Sky who presented how they are approaching responsible AI in their media content.

Matt Winning opened the afternoon with some climate comedy, while also providing his thoughts on how comedy can be used to talk to audiences about climate change. This was followed by a panel with Sam Sutaria (WaterBear Network), Lucy Siegle (Environmental journalist and writer) and Daze Aghaji (Environmentalist and cultural strategist), on how media can reconnect us with our environment through culture. After the break we were joined by Prof Victoria Goodyear (Professor at the University of Birmingham), Josephine Parmee (Virgin Media O2) and Carolyn Bunting (Internet Matters), in a panel to discuss how the media and tech impacts wellbeing, especially for young people, in an age of constant digital exposure. The close the day, Frank Starling (LIONS), spoke about how we can ensure diversity, equity and inclusion are key parts of business strategies globally and create impact.

The morning session was open exclusively to forum participants. 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 XIII Bridging the disconnect 30 th September 2025, Informa		
	Einar Halien, Public Policy Manager, Schibsted Media	<i>Editorial Media as Defenders of Democracies</i>
	Simon Wesson, Media Relations Manager, Taylor & Francis	<i>Balancing scientific integrity with making impact</i>
	<ul style="list-style-type: none"> Marek Vacha, Sustainability Manager, CME Celia Zafra, Head of Comms, Political Watch 	<i>Linking Media Content to the SDGs</i>
	Selenay Akalin, AI Governance Lead and Jodie Lunnon, Responsible AI Manager, Sky	<i>Shaping Responsible AI in Media</i>
	Matt Winning, Climate Comedian	<i>Climate Comedy (...Does Humour Help Us Face the Crisis?)</i>
 Absurd Intelligence	<ul style="list-style-type: none"> Lucy Siegle, Writer, Broadcaster & Public Speaker Sam Sutaria, CEO of WaterBear Network Daze Aghaji, Environmentalist and Cultural Strategist, Absurd Intelligence 	<i>Rooted Again: How Media and Culture Can Reconnect Us with Our Environment</i>
 	<ul style="list-style-type: none"> Prof Victoria Goodyear, Professor at the University of Birmingham Josephine Parmee, Head of Social Equity, Value and Impact at Virgin Media O2 Carolyn Bunting MBE, Co-CEO at Internet Matters 	<i>Digital Wellbeing & Safety in Our Hyperconnected World</i>

	Frank Starling, VP Chief DEI Officer, LIONS	<i>Bridging Relevance, Resonance and Impact</i>
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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.

The RMF had 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 was published in February 2025. The RMF was also delighted to welcome Future plc as a new signatory in early 2025.

The RMF discussed the potential impacts of changes in the external context, such as to the Greenhouse Gas (GHG) accounting frameworks and the Science Based Targets initiative (SBTi) and what that might mean for the Media Climate Pact. Those discussions will continue into 2026.

DIMPACT

[DIMPACT](#) is a “think and do” coalition working to align industry changemakers and policymakers around meaningful, science-based solutions that reduce the environmental impacts of serving digital media products. DIMPACT convenes and unites industry leaders and changemakers, sharing research, resources, and best practices to catalyse collaboration and accelerate action. With over 16 media organisations participating, DIMPACT participants are positioned to create change in the media industry.



DIMPACT offers participants access to the DIMPACT measurement tool and a community of Working Groups, organised around digital media focus areas. 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. In 2025, DIMPACT launched its refreshed Working Group and participant structure, with new monthly meetings of participants across six Working Groups, including: Strategy, End-User Devices, Advertising, Cloud, ISP, and Network Providers, Artificial Intelligence and Publishing. DIMPACT is also advancing research on decarbonisation levers, and looks forward to engaging with current and new participants at its annual event in March.

The RMF Hub

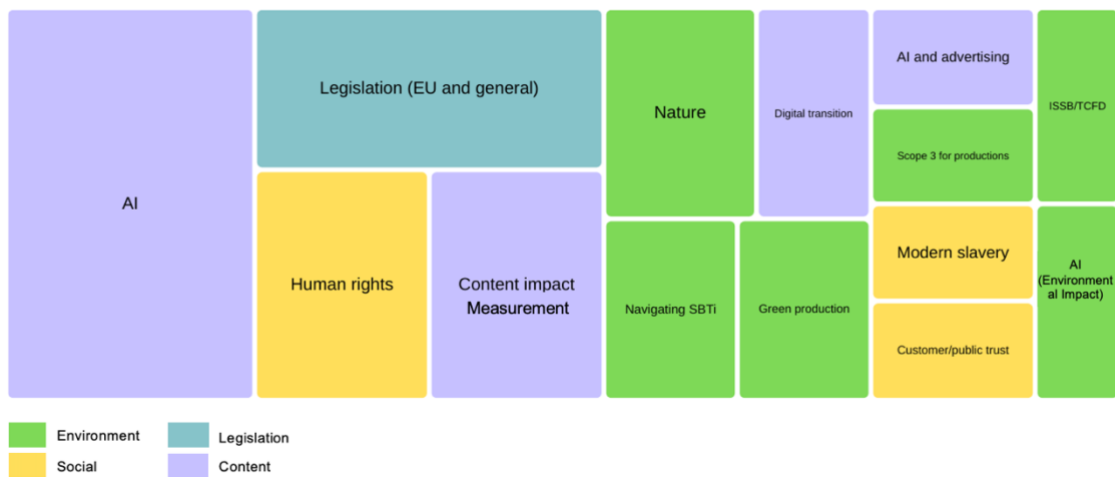
In Q4 2023, we launched the RMF Hub. Each participant is able to log-in to this space via the website and connect with each other digitally. The Hub allows users to:

- 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 2026

Forum meetings and working groups

Following our annual consultation, the 2026 programme of activities will reflect the priority topics and themes of the participating companies. The below tree map depicts the topics that came up in most of the 1:1 conversations held in Q4. The larger blocks indicate the issues that are most important across the forum and will inform topics of focus for 2026. These are open to feedback and discussion.



We anticipate the 2026 programme will include:

- Three quarterly meetings, in Q1, Q2 and Q4, centred around the priority issues as listed above.
- One public conference, Mirrors or Movers XIV, 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.

As demonstrated by the tree map, AI is emerging as a core focus for the RMF. Across 2026, the RMF will establish a **working group** on AI governance in media. The group will seek to work closely with its participants and wider industry to deliver a set of responsible AI principles for the media sector.

Mirrors or Movers XIV

The Forum plans to host its 14th conference in 2026. 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. Recent examples include 2020's 'The Superpower of Media - Mirrors or Movers II: managing the societal impacts of content', and 2025's 'Measuring Content Impacts in the Media Sector'. Linked to the 2025 working group, we will publish a refreshed double materiality assessment for the media sector in early 2026, following a double materiality approach. A more detailed summary of this work can be found [above](#).

Our 2026 research project will set out to define the value that media brings to society, distinguishing the difference between sub-sectors and drawing a clear distinction between 'human-based' media and 'technology-based' media.

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

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 2025, the Forum consisted of 23 participating companies. 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 2025 was £3,700 (+ VAT). The participation fee for 2026 has been set at £3,850 (+ VAT).

Income

The Forum budget comes entirely from participation fees:

2018	2019	2020	2021	2022	2023	2024	2025
£48,250	£55,200	£58,125	£69,113	£85,800	£93,600	£97,200	£85,100

Governance

The Responsible Media Forum is a multi-client project run by SLR Consulting Ltd, with a project team consisting of Daniel Witte, Miriam Davies and Sonya Shah. SLR Consulting is a global sustainability consultancy with over 4,500 expert environmental and business consultants, engineers and scientists, partnering with clients in Making Sustainability Happen.

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.

The project team 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.