



THE RESPONSIBILITY OF MEDIA

HOW AGENCIES ARE TAKING MORE RESPONSIBILITY IN MEDIA DECISIONS
16TH FEBRUARY 2024

Responsibility matters to consumers Responsibility is an opportunity for business



78%

of Australians say that the behaviour of a company is as important as what it sells.

70%

of Australians feel that data privacy is a 'major concern in my life'.

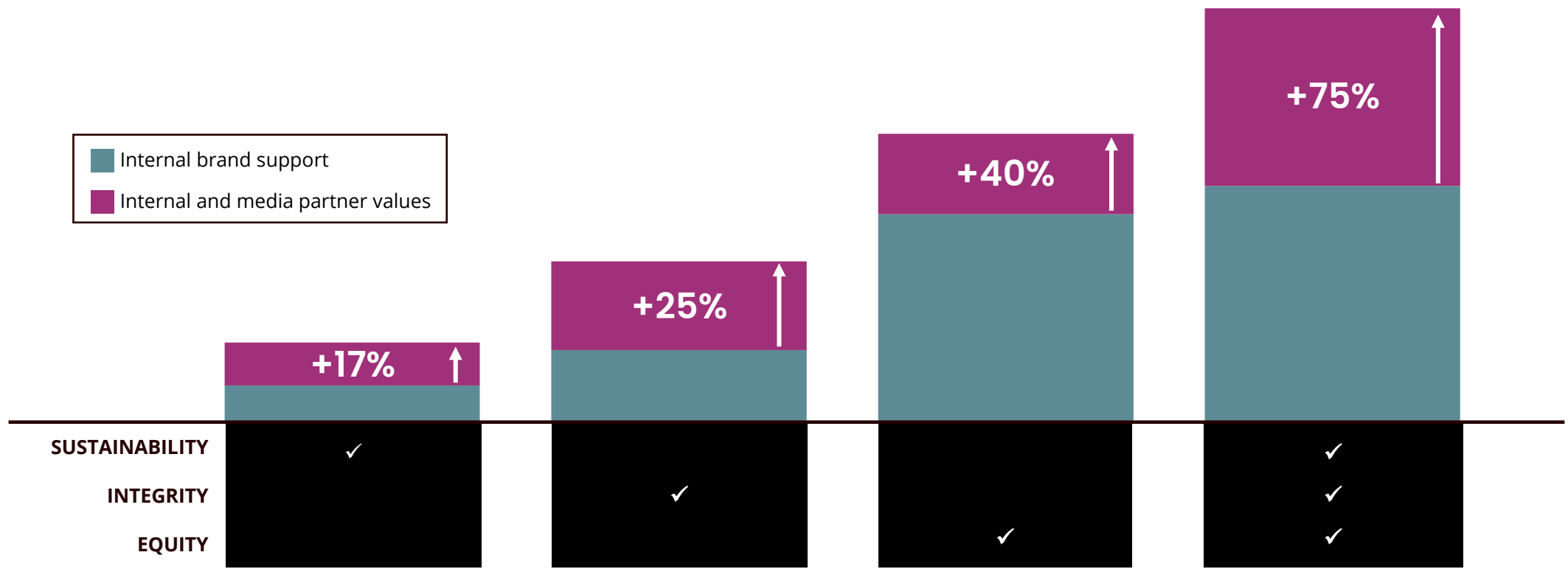
Australians have tweeted about sustainability

6.25m times

+33% year on year.

Aligning brand purpose with media drives intent

NORMALISED LIFT IN PURCHASE INTENT



TOTAL N= 5,000

AD NET ZERO



ALL FOR NONE

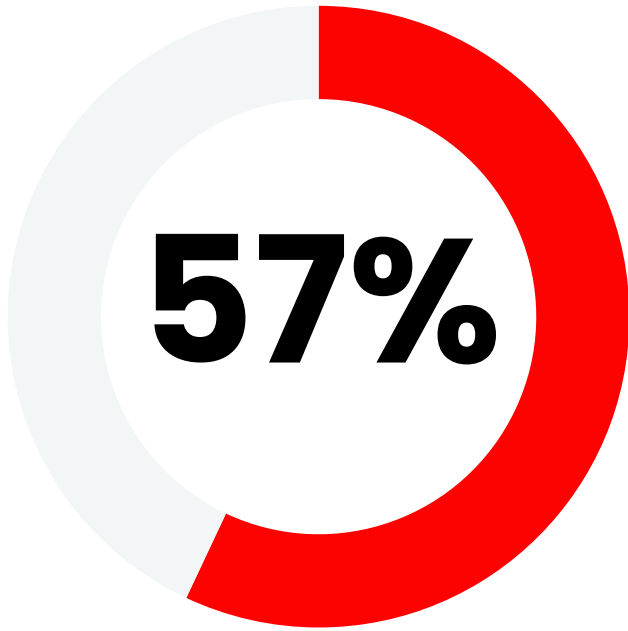
A focus on sustainability is a necessary good

United Nations UN climate report: It's 'now or never' to limit global warming to 1.5 degrees

Reducing emissions is good for the planet and good for business. The Paris Agreement and the transition to a low carbon economy could generate \$26 trillion in economic benefits globally between now and 2030.¹

// Climate action and socio-economic progress are mutually supportive //

Climate Smart Growth Could Deliver 26 Trillion USD to 2030, Finds Global Commission



of global clients have implemented a new Sustainability initiative in the past 24mos

Local challenges in Australia

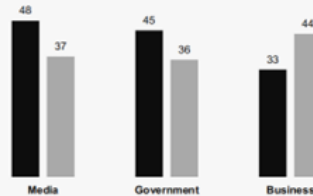
FRAGMENTATION OF TRUTH – AUSTRALIA FACING THE GLOBAL TRUST PROBLEM

Government and Media Fuel Cycle of Distrust, Seen as Sources of Misleading Information

Percent who say, in Australia

These institutions are

■ a source of false or misleading information ■ a reliable source of trustworthy information



DATA ETHICS, BRAND SAFETY, CATALYST FOR CHANGE

HOW TO NOT BE FOOLED BY GREENWASHING

HACKERS TEASE DATA RELEASE

ANDREW BOLT AUSTRALIA'S MOST READ COLUMNIST

WARMING IS GOOD FOR US

Elon Musk @elonmusk · Nov 19
Reinstate former President Trump

Yes
No

15,085,458 votes · Final results

REGULATORS GRAPPLING WITH COMPLEXITY

FINANCIAL REVIEW
PLATINUM 70 YEAR

Directors could be liable for 'greenwashing'

Government & Policy

Australia to toughen privacy laws with huge hike in penalties for breaches

Google, Facebook, Twitter hit back at ACCC

Competition and Consumer (Price Inquiry—Digital Platforms) Direction 2020

I, Josh Frydenberg, Treasurer, give the following direction to the Australian Competition and Consumer Commission.

The Australian government's concern about TikTok is not just about data ethics - it's about politics



MEDIABRANDS | M/GNA

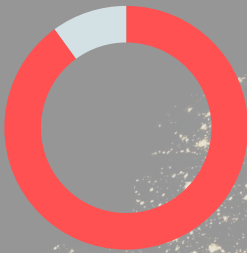
MEDIA RESPONSIBILITY INDEX 4.0 AUSTRALIA



OUR AMBITION

**EMPOWER BRANDS TO
PLACE RESPONSIBILITY AT
THE HEART OF EVERY MEDIA
PLANNING DECISION.**

**MEDIA
RESPONSIBILITY
INDEX**

90% 

of global clients stated they are interested in finding new methods to assess media value beyond price efficiency alone

1/4 

global clients cited adjusting their media mix/investment as a result of past MRI reports.

Role of Media Responsibility Index

THROUGH AN UNBIASED EVALUATIVE LENS



Evaluates public position vs actual behaviour



Identifies best in class steps in the industry



Educates platforms on opportunities for improvement



Enables clients to have informed conversations



Provides tools needed to drive change

Increasing industry accountability since 2020

4A's APB Media Responsibility Principles

IPG Mediabrands' Latest Media Responsibility Index Proves Top Platforms Have Responded Favorably to Network's Media Responsibility Push

Media Responsibility Report Offers Insights into China's Online Ecosystem

branding in asia
what's up in asia's ad world

Media Responsibility Index 2.0 released

Media Responsibility China Report Released

Media Responsibility Index Australia released

JUNE 2020

FEBRUARY 2021

SEPTEMBER 2022

FEBRUARY 2023



AUGUST 2020

First Media Responsibility Audit released

FEBRUARY 2022

Media Responsibility Index 3.0 released

OCTOBER 2022

Media Responsibility Index 4.0 released

IPG Mediabrands Releases First-of-Its-Kind Media Responsibility Audit of Social Media Platforms

Twitter leads the third Media Responsibility Index, as Mediabrands/MAGNA mulls expanding beyond just social media

DIGIDAY

Pre-eminent industry barometer transforms into an actionable tool for brands to evaluate responsibility of multiple media types across 150+ global partners

IPG Mediabrands Expands Signature Media Responsibility Index, Finds Global Social Platforms Making Most Progress, and Benchmarks Broadcast & Cable, CTV/OTT, Digital Video and Display

Media Responsibility Index outputs drive real change

SNAPCHAT INCLUSIVE CAMERA FOR ALL SKIN TONES, FACE/BODY SHAPE, WEIGHT, RACE, ABILITY, ETC.

DIVERSITY, EQUITY AND INCLUSION

Snap Is Building a 'More Inclusive' Camera

A better way to reflect the diversity of its users

YOUTUBE INSTATES POLICY TO DEMONETISE CLIMATE MISINFORMATION

Google and YouTube say they won't allow ads or monetized content pushing climate denial

TWITTER SELECTED NEW BRAND SAFETY PARTNERS FOR INDEPENDENT VERIFICATION

Twitter selects DoubleVerify, IAS as preferred brand safety partners

The partnership is Twitter's first third-party integration to measure brand safety on the platform.

PINTEREST ENACTS INDUSTRY-FIRST CLIMATE MISINFORMATION POLICY

Pinterest bans climate misinformation from posts and ads.

The virtual pinboard service will remove content that denies climate change after also blocking ads about politics, weight loss and anti-vaccine sentiment.

YOUTUBE LAUNCHES REMINDER FEATURE TO FLAG OFFENSIVE COMMENTS, GIVES USERS OPTION TO REFLECT BEFORE POSTING

Updates on our efforts to make YouTube a more inclusive platform

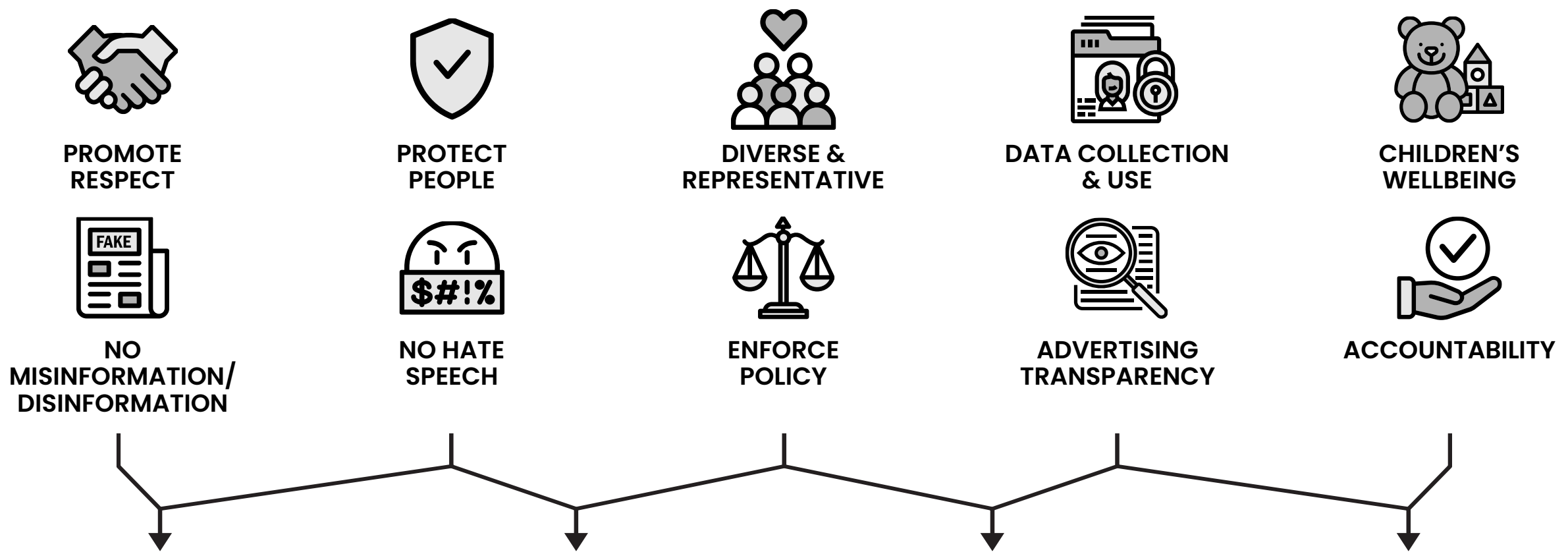
META PARTNERS WITH ZEFR AS FIRST NEWS FEED BRAND SAFETY MEASUREMENT PARTNER

PLATFORMS

Meta Taps Zefr for Independent Brand Suitability Reporting on Facebook Feed

The company continues to work closely with GARM on new controls

An evolved framework to rally behind



4 priorities of partner accountability



SAFETY

Fairly assess a partner's prioritisation of the protection of people and brands from harm.



INCLUSIVITY

Ensure that partners demonstrate the inclusion and celebration of all forms of diversity, including all genders, multicultural backgrounds, ages, sexual orientations, people with disabilities, all socio-economic groups, and faiths.



SUSTAINABILITY

Prioritise media partners that are committed to building transparent and sustainable business practices and operating in ways that consider and reduce short and long-term impact of their environmental footprint on the planet.



DATA ETHICS

Certify that media partners and advertisers are collecting and using data in ways that are ethical, accountable and fair.

SAFETY

- Real-time monitoring: elections and warfare
- Children's user experiences
- Third-party tools and app access
- Detailed enforcement processes
- Monetisation strategies

INCLUSIVITY

- Creator equity: support, access & compensation
- Creator diversity: tracking & reporting
- DE&I goals: creators and corporate hiring
- Monitoring creator content / freedom of speech surrounding DE&I topics (race, LGBTQ+, etc.)



COMPREHENSIVE AND DETAILED SURVEY METHODOLOGY

SUSTAINABILITY

- Short & long-term plans for energy efficiency
- Carbon credit solutions
- Certifications, measurement, and verification
- Renewable energy sources
- Environmental initiatives & pledges
- Sustainable corporate policies & staffing
- Managing climate mis/disinformation

DATA ETHICS

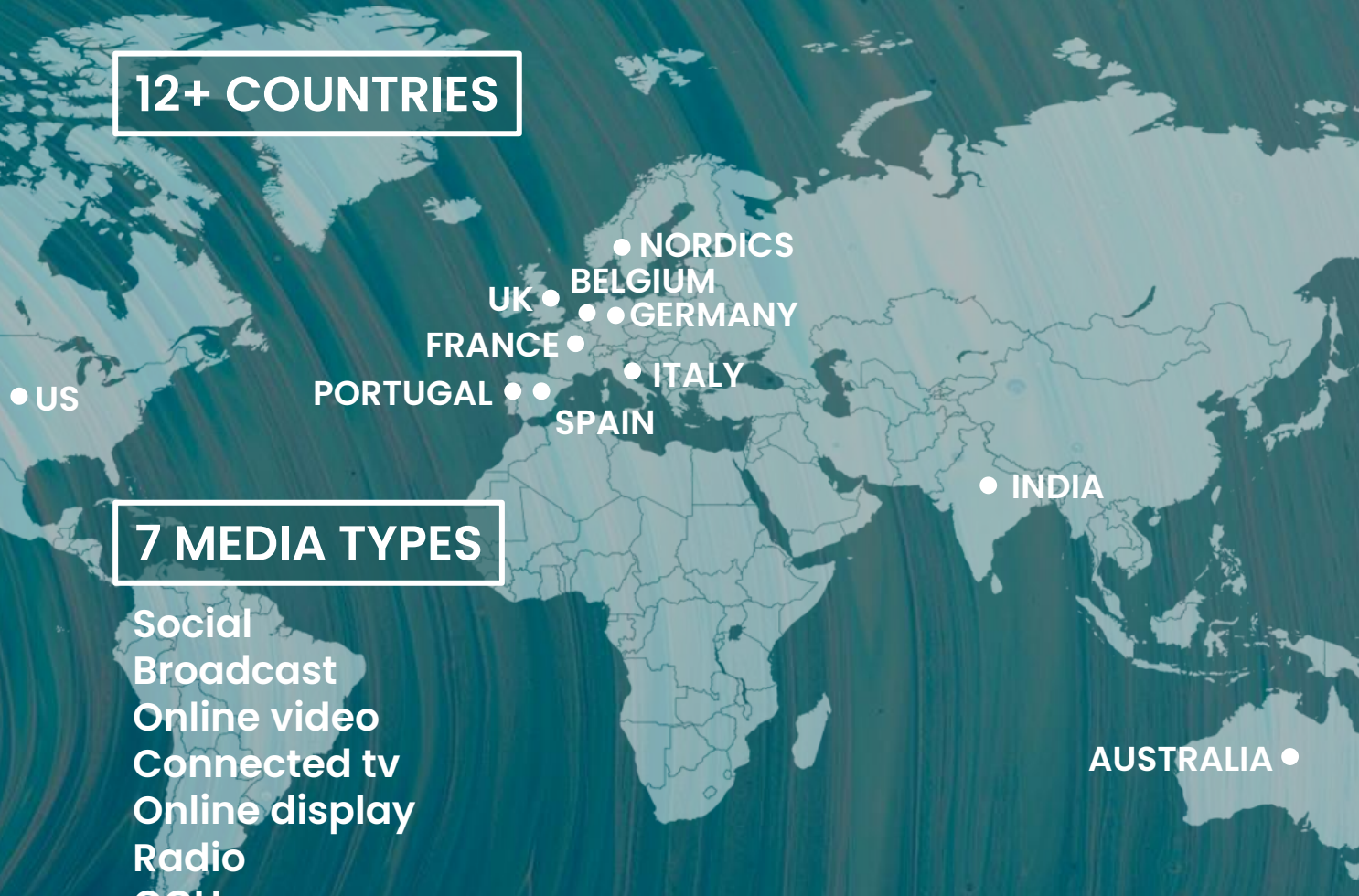
- Government requests for user data
- Non-discrimination policies and controls
- AI and machine learning bias
- Algorithm and policy audits
- Policy adherence of partners and third parties
- Targeting controls: interest-based, lookalike, SPI



Australian market and media expansion

12+ COUNTRIES

200+ PARTNERS GLOBALLY



7 MEDIA TYPES

- Social
- Broadcast
- Online video
- Connected tv
- Online display
- Radio
- OOH

News Corp YouTube

FOXTEL media



SCA



Nine

arn



Meta



AUSTRALIA

ooh!

nova

VMO

JCDecaux

SBS ON DEMAND

81% of Australian ad spend assessed

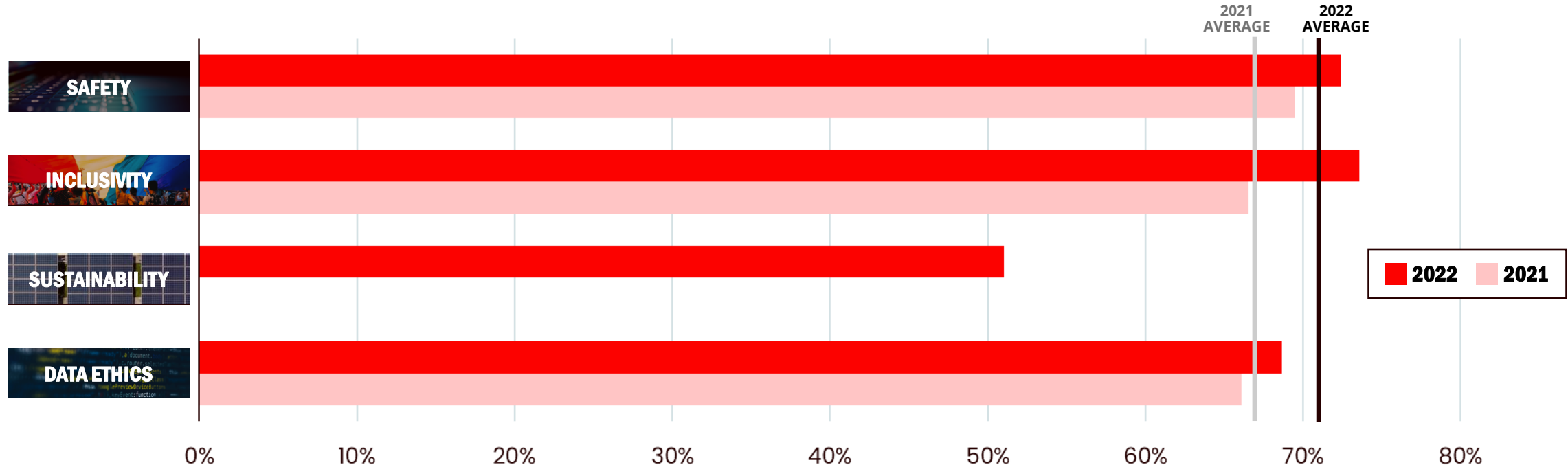
- Global Social MRI covers 23% of Australian agency spend.
- MRI 4.0 with local media partners surveys an additional 58% of total spend.
- Surveying 81% of the total AU market, \$6.3bn of the \$7.8bn SMI expenditure.
- Advancing a culture of accountability within influential media organisations.

FINDINGS

MEDIA RESPONSIBILITY INDEX

AUSTRALIA

Global platforms delivering slowing but substantive progress



HIGHLIGHTS

3 PT lift in average performance
* YoY, led by Inclusivity (8.36% increase)

2.75% lift in benchmark YoY

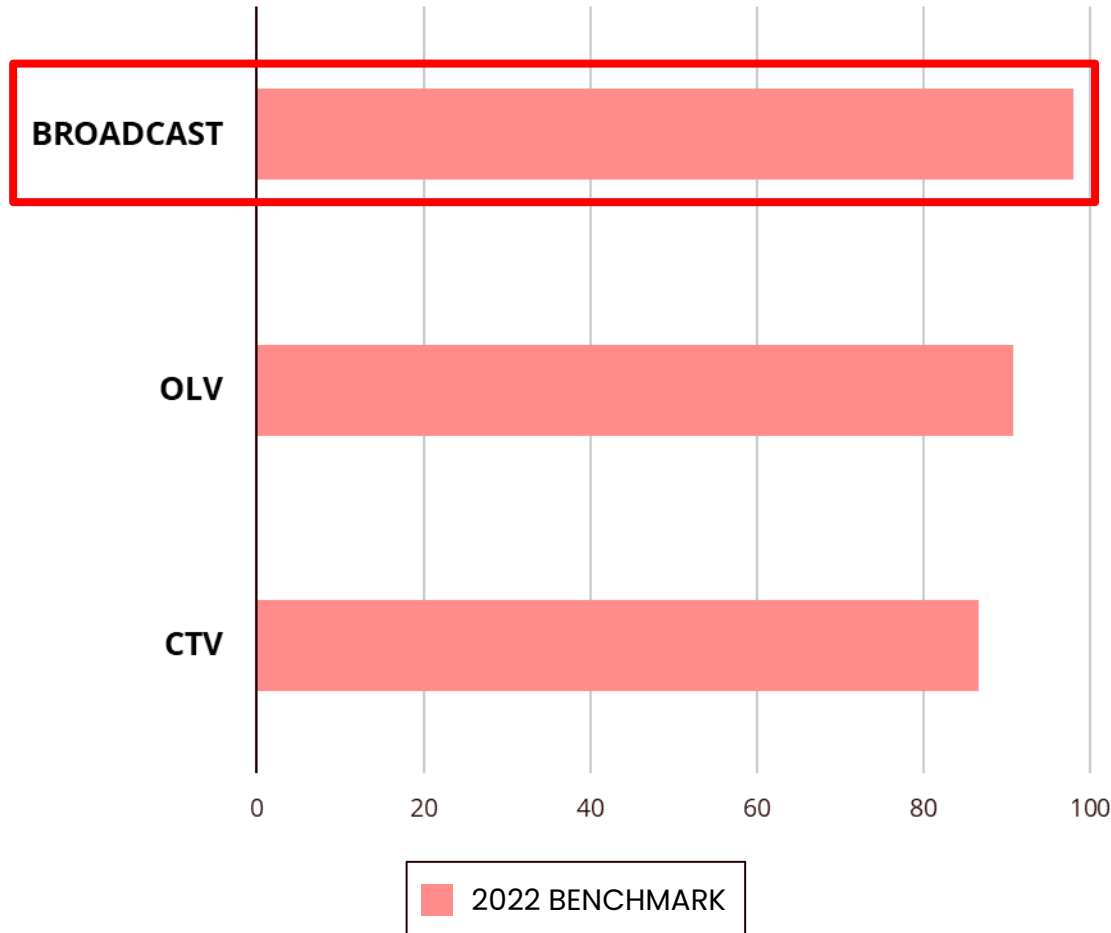
 Strongest aggregate performance to date

Regulation drives core safety considerations



- Comprehensive rules and regulations set out by ACMA focused on traditional media
 - Program Classifications
 - Accuracy & Fairness
 - Privacy in News
 - Advertising
- Self-regulation through industry bodies
 - Bodies representing each Media Type
 - Tackle Unique challenges of various media

Enforcement through offline drives consistency



Many local CTV and OLV partners are historically broadcasters, contributing to a uniformity in safety standards that include:

- Content control
- Approval processes
- Regulatory compliance

Partners need to focus on adapting to digital channels, with opportunities including:

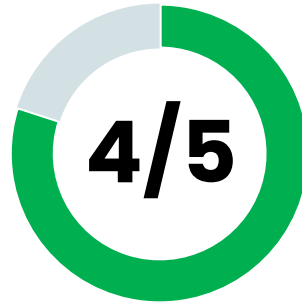
- Design experiences for young users. ¼ CTV partners currently implements this.
- Enable users to tailor their ad and/or content experience. No CTV partners currently implements this.
- Enable parents to view watch history or access screen time reports. 1/4 CTV partners currently implements this.

Greater controls to users allows for tailored experiences, and ultimately safer environments to cater for all ages and preferences.

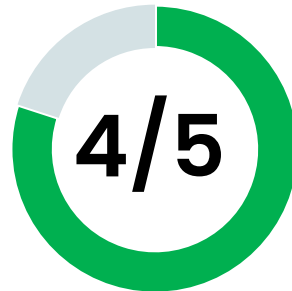
DE&I ambitions are not translating into accountability



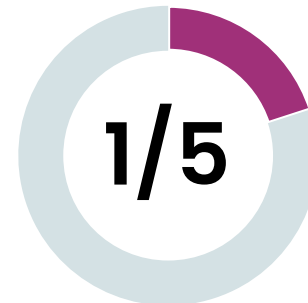
Broadcasters and Radio Networks consult or partner with advocacy groups on ensuring accurate representation.



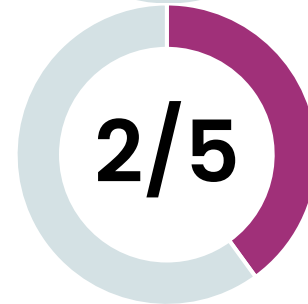
Broadcasters have a DE&I lead.



Partners surveyed have a DE&I policy.



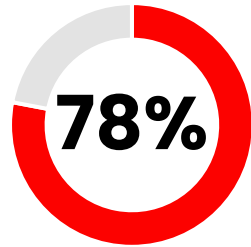
Broadcast partners have benchmarks for diverse talent



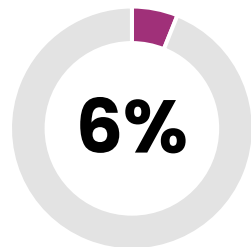
Broadcasters publish diversity statistics for casting talent.

Representation has not been a priority

On-air representation

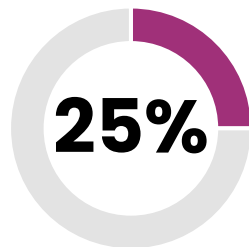
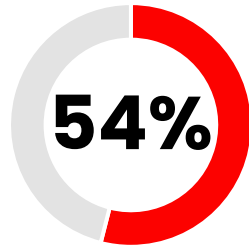


Anglo-Celtic

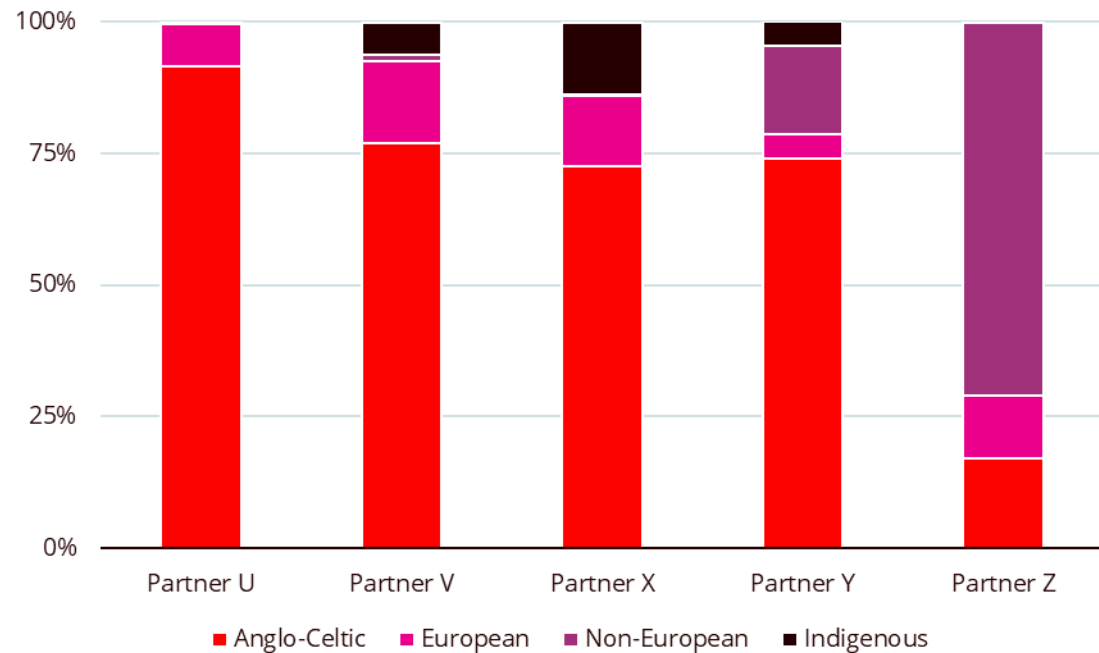


Non-European

Australian population



Diversity of presenters and reporters



Broadcasters not delivering foundational sustainability



40%

Subscribe to ESG Measurement frameworks

20%

Have a public Net Zero Commitment

60%

Publicly available climate impact reporting

40%

Measure its Scope 1 & 2 greenhouse gas emissions



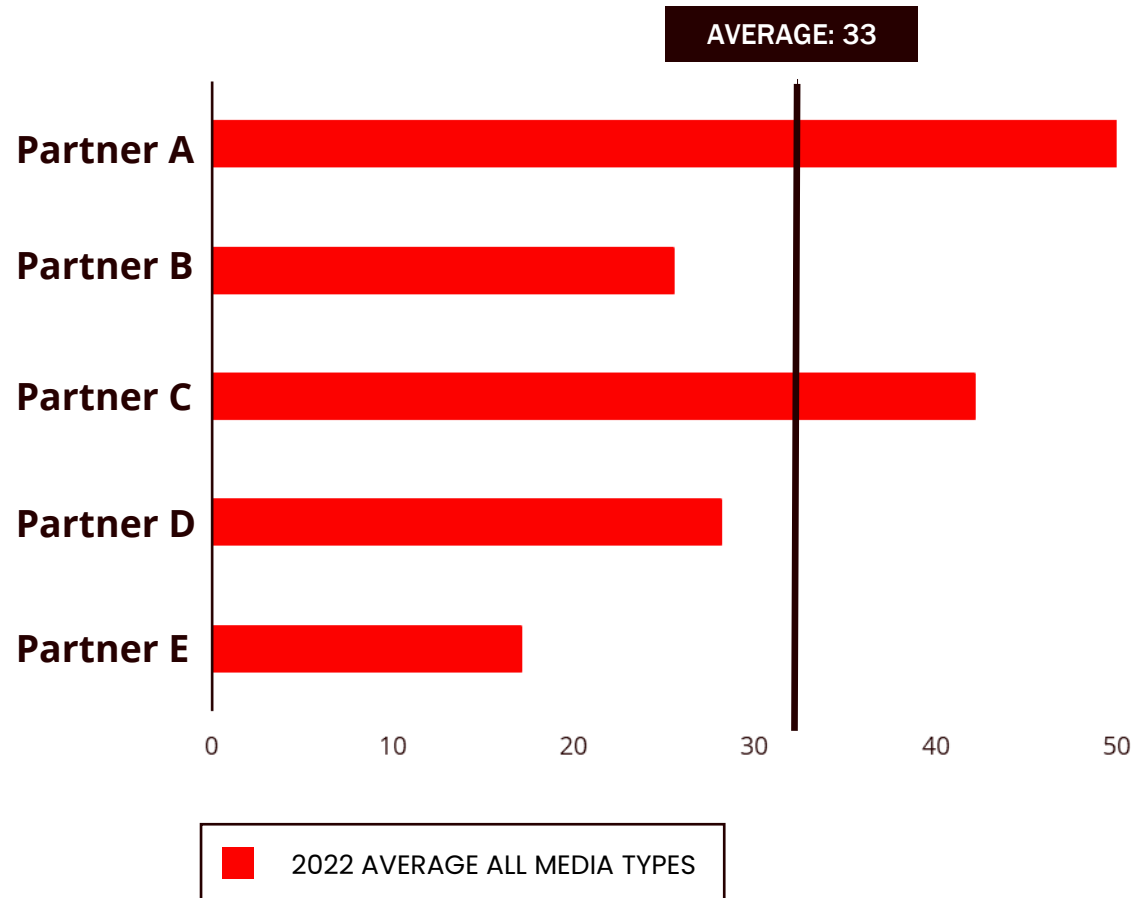
100%

100%

100%

100%

Network partners deliver mixed sustainability performance



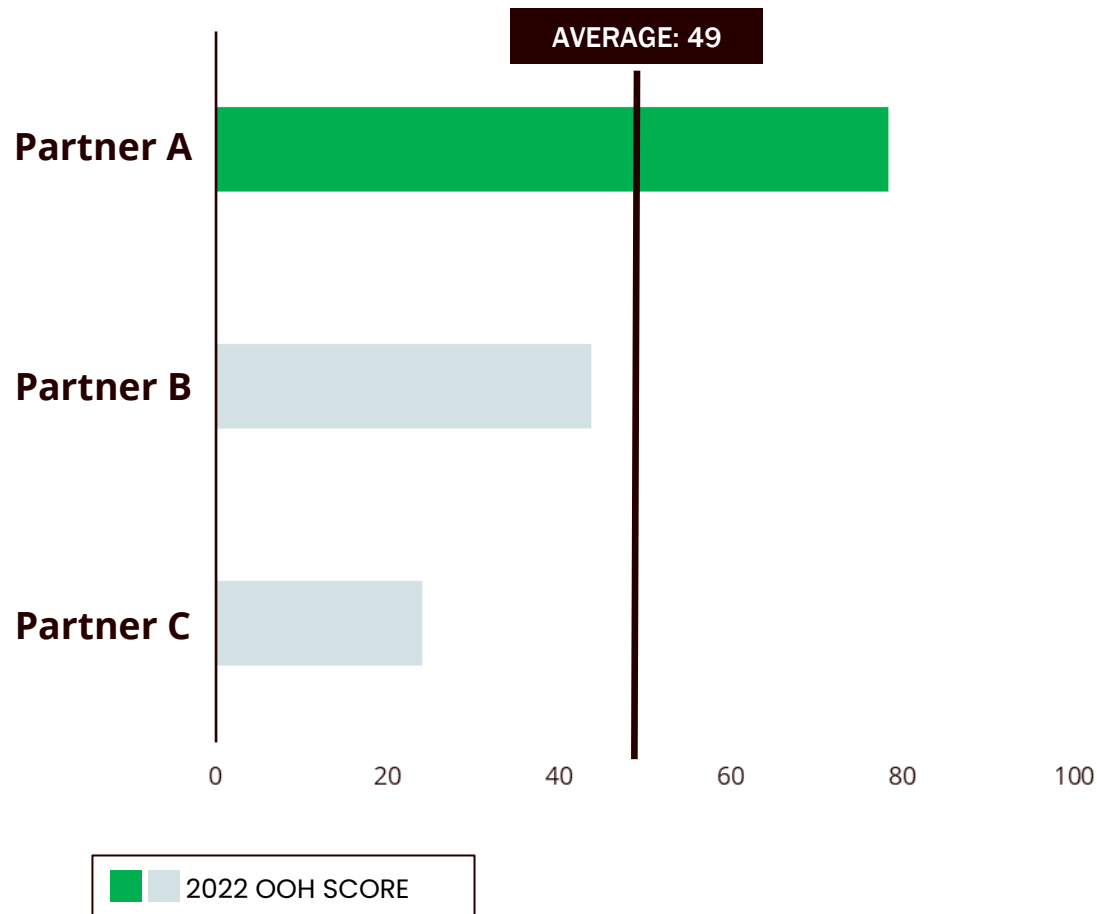
Partner A has:

- Dedicated content to educate users on the impacts of climate change.
- Produced publicly available climate impact statements.
- Policies to identify and deny advertising from companies that are using content to greenwash.

Partner C vets content that contradicts well established scientific consensus around existence and causes of climate change.

Partner E lacked transparency in sustainability practices.

OOH maturing



Partner A & B stand out with practical programs, including:

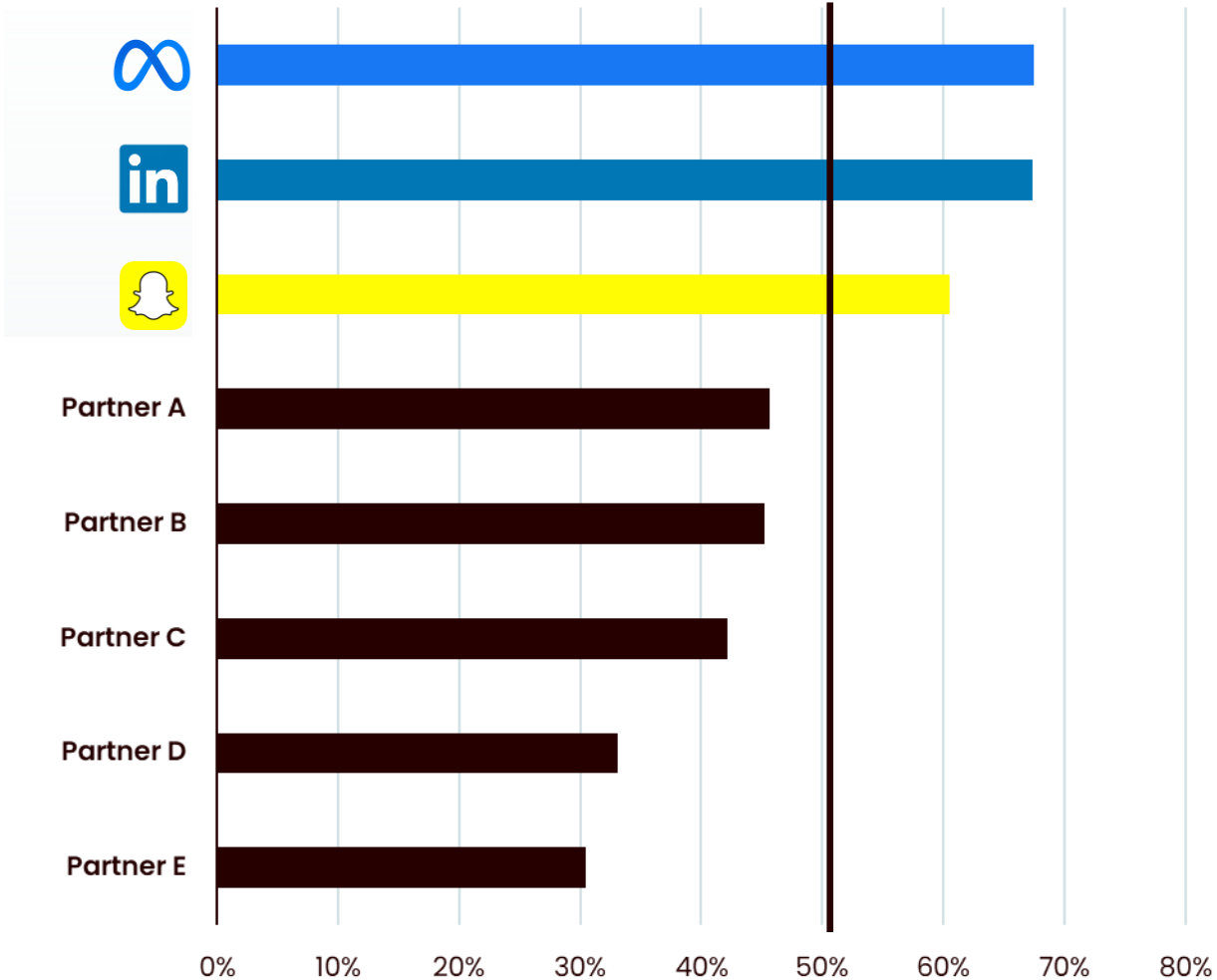
- Recycled materials in production
- Waste reduction programs
- Water efficiencies
- Renewable Energy

Partner A stands out further with:

- Achieving carbon Net Zero emissions (Scope 1, 2 and 3) in 2017 and have set the benchmark for their media vendor peers in Australia for Sustainability.
- Net Zero achieved through Australian Government Initiative, Climate Active
- Clear goals in place to use 100% renewable energy, zero waste to landfill and sustainable water consumption.

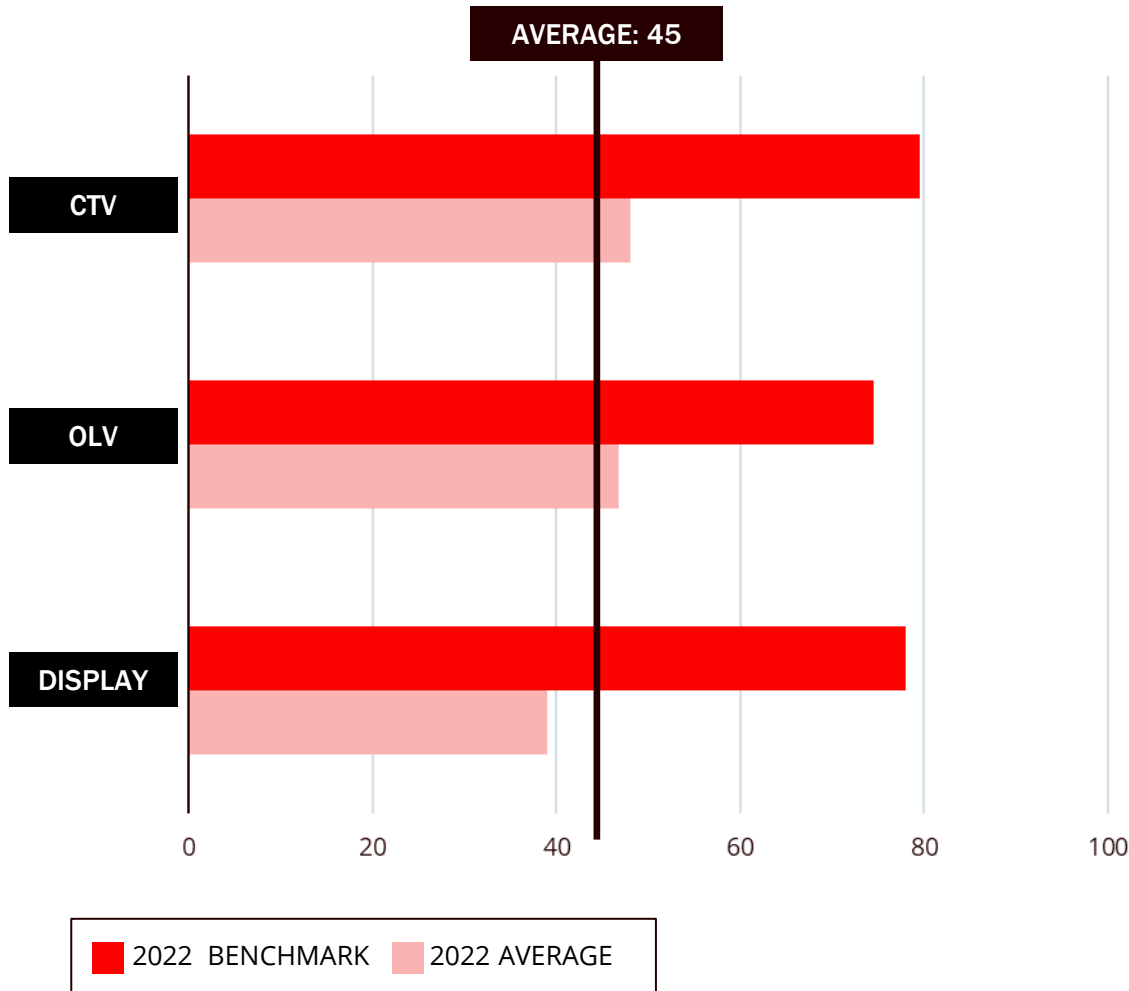
A mixed partner set

2022
AVERAGE



- Established, mature companies have demonstrated advantage in sustainability strides
 - Meta & LinkedIn have set the right goals and aggressive & transparent plans to get to Net Zero (Scope 3)
- 15 pt. delta between average performance and benchmark
- Top 3 platforms power operations with 100% renewable energy sources, fact-check environmental content and disallow advertising from companies who perform greenwashing
- All 3 platforms have already achieved Net Zero across Scope 1-2 emissions

Digital platforms urged to increase emphasis on data ethics



Leading digital platforms:

- Enable advertising controls for younger users
- Publicly disclose how data is managed and used
- Allow users to limit the amount of data collected, including “opt-outs”
- Publish Policy Enforcement Reports
- Create limitations on sensitive personal information
- Enhance data transparency and impose limitations on the sharing and use of personal information

Many digital partners lack these crucial features, as shown by the significant difference between the benchmark and the average

INDUSTRY MEDIA RESPONSIBILITY INDEX RECOMMENDATIONS

SUSTAINABILITY

**1. IMPLEMENT
ESG
FRAMEWORKS
AND PUBLICISE
COMMITMENTS**

INCLUSIVITY

**2. INCREASE
MEASUREMENT
AND CREATE
PUBLIC DE&I
COMMITMENTS**

SAFETY

**3. SET THE
STANDARD FOR
AGE-
APPROPRIATE
DESIGN**

DATA ETHICS

**4. INCREASE
RESPONSIBILITY
IN DATA ETHICS
PRACTICES**

**5. COMMIT TO
RESPONSIBILITY
THROUGH
ACCOUNT-
ABILITY**

MRI informs the planning cycle



MEASUREMENT FRAMEWORK

A framework for partner accountability



RESPONSIBLE MEDIA PLANNING

A scalable input in agency planning tools



REAL-TIME INVENTORY ACTIVATION

Automated execution within MRI enabled environments



MEDIA RESPONSIBILITY INDEX POWERS MEDIABRANDS PLANNING TOOLS


SCOPE3 Showcase Report
ING DV360

Total CO2e (mt) from Modelled Impressions	Impressions Modelled
2.25	3,142,164

Equivalent emissions to a passenger car covering 25,000 kilometres

July 2022 - Version 1.2

Measuring the Carbon Footprint of Programmatic Advertising

Scope3 Methodology 

Our Q1 2023 activity produced roughly

6.13 CO2e

the equivalent emissions to a passenger car covering 25,000 kilometres

UM built a **'green list'** for addressable activity.

Visit ingwb.com/doyourthing



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