

Industry Agenda

Industry Partnership for Media, Entertainment & Information 2013

Industry Partners are select Member companies of the World Economic Forum that are actively involved in the Forum's mission at the industry level. With deep engagement in the Forum's multistakeholder networks and experts, partnership brings visibility and insight to strategic decision-making on the most important industry and cross-industry related issues. This access and insight allow Industry Partners to contribute to leading positive change across these issues to engage in action to support corporate global citizenship.



The Media, Entertainment & Information Community

Participation in the Media, Entertainment & Information Community is exclusive to the most influential Member companies within the industry that are committed to the mission of the World Economic Forum. Industry Partnership provides opportunities for senior executives to engage in Forum activities throughout the year. The following executives play key roles:

- Global Chair
- Chief Executive Officer
- Chief Strategist
- Head of Public Affairs
- Head of Sustainability
- Regional Heads

Partner Companies

Adobe Systems
Aegis Group
Bertelsmann SE & Co.
Bloomberg
comScore**
CNBC
Daily Mail & General Trust (DMGT)*
Dogan Media Group
Edelman

Facebook
Google
Grupo ABC*
Grupo Salinas
Havas Group
Hubert Burda Media Holding & Co.
Ihlas Holding*
Interpublic Group*
Kudelski Group
Naspers*

Mc Graw-Hill Companies
Nielsen
Omnicom Group
Pearson*
Publicis Groupe
CJSC Telecominvest
Thomson Reuters
Univision*
WPP
Yahoo!

* Media, Entertainment & Information Industry Associates

** Media, Entertainment & Information Global Growth Company Shaper

Opportunities for Interaction

Partnership offers privileged access to the Forum's networks across business, government, academia and non-governmental organizations.

Participation in community meetings

- Invitation to Governors Meeting (Global Chair/Chief Executive only) during the Annual Meeting in Davos- Klosters
- Invitation for a second board-level executive to the Annual Meeting in Davos-Klosters
- Invitation for two board-level executives to the Annual Meeting of the New Champions
- Free access to Industry Partnership meetings for heads of strategy, communication or public affairs
- Free access to Forum regional meetings for regional heads or other senior executives

Participation in initiatives, industry and relevant cross-industry projects

- Access to all Media, Entertainment & Information Industry Partnership projects
- Access to cross-industry projects and World Economic Forum initiatives, where relevant

Participation in Global Agenda Councils

Industry Partnership offers greater involvement through participation in the Forum's Global Agenda Councils, which address solutions to the most important issues on the global agenda. Participation is based on subject expertise and contingent upon a selection process.

Insights

The World Economic Forum is undertaking a new initiative called The Hyperconnected World. Hyperconnectivity fundamentally redefines how individuals, enterprises and governments interconnect and relate. It provides new models for innovation, new opportunities for growth and new risks to manage and mitigate. The initiative brings together a community of senior business executives, public figures and civil society leaders to align and understand the value of shared principles. This work will explore the interdependencies of decision-making, the need for shared and adaptive principles and the value of a robust evidence base to guide decision-making. In particular key themes to be addressed include:

- Improving decision making for leaders
- New models of resilient and inclusive governance
- Strengthening trust and accountability
- Improving transparency and engagement
- Empowering the dignity of individuals.

To support this macro-perspective, a number of industry-led projects will serve to guide and inform this work with specific project insights, including one led by the Media, Entertainment & Information Community titled Shaping Culture & Governance in Digital Media.

The following are ongoing projects to which Media, Entertainment & Information Community industry partners contribute:

Shaping Culture & Governance in Digital Media	Across the globe, the rules of digital content are being formed: laws and policies written, cultural norms emerging, industry coalitions forming. In this dynamic environment, the disparate expectations and interests of the primary stakeholder groups – government, industry and citizens – are intertwined and often at odds. Policy, governance, and industry strategy will, therefore, need to take into account numerous interrelated factors to achieve desired outcomes and avoid unintended consequences. The project outlines those interrelated factors and their implications through research and analysis of cases, workshops around the world, and detailed interviews.
Rethinking Personal Data	Today's hyperconnected world offers businesses unprecedented opportunities to create social and economic value through the secure flow of personal data. However, the growing volumes of data, the speed of change and the uncertainty of shared rights and responsibilities have outstripped existing legal and operating frameworks. The Rethinking Personal Data initiative focuses on strengthening the role of the individual, the transparency of trusted information flows and the accountability of all stakeholders. Of particular importance is the need for a common global policy framework that balances the flow of data to create value with the need to provide appropriate controls and protection for individuals.
Engaging Tomorrow's Consumer	Selected Media, Entertainment & Information Community Partners contributed insights on consumer communication and engagement on sustainable consumption through a cross-industry project driven by the Consumer Industries. The project aims to explore who today's and tomorrow's consumers are and how they might be influenced to enable more sustainable lifestyles.

Impact

The Network of Global Agenda Councils consists of multistakeholder groups that tackle the most important issues on the global agenda. Each Council convenes 15-20 leading experts to propose solutions, devise strategies and evaluate the effectiveness of actions. Of the network of more than 80 Global Agenda Councils, the following are particularly relevant to the Media, Entertainment & Information Community:

- Informed Societies
- Future of Media
- Social Media

To demonstrate the positive influence of media and communications on changing behaviour relating to social issues (e.g. public health, environment, education), the **Global Agenda Council on the Future of Media** developed an online depository of successful public service campaigns. The platform, called *Creative for Good* and based on guidelines of the US Ad Council, will act as a public resource for any organization seeking to promote social issues and influence its constituents.

Contact

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