

**MEDIABRANDS**

**REPRISE**

# **MEDIABRANDS 2H 2020**

## **MEDIA RESPONSIBILITY INDEX**

# MEDIA RESPONSIBILITY PRINCIPLES



**PROMOTE  
RESPECT**



**PROTECT  
PEOPLE**



**DIVERSE &  
REPRESENTATIVE**



**DATA COLLECTION  
& USE**



**CHILDREN'S  
WELLBEING**



**NO MISINFORMATION/  
DISINFORMATION**



**NO HATE  
SPEECH**



**ENFORCE  
POLICY**

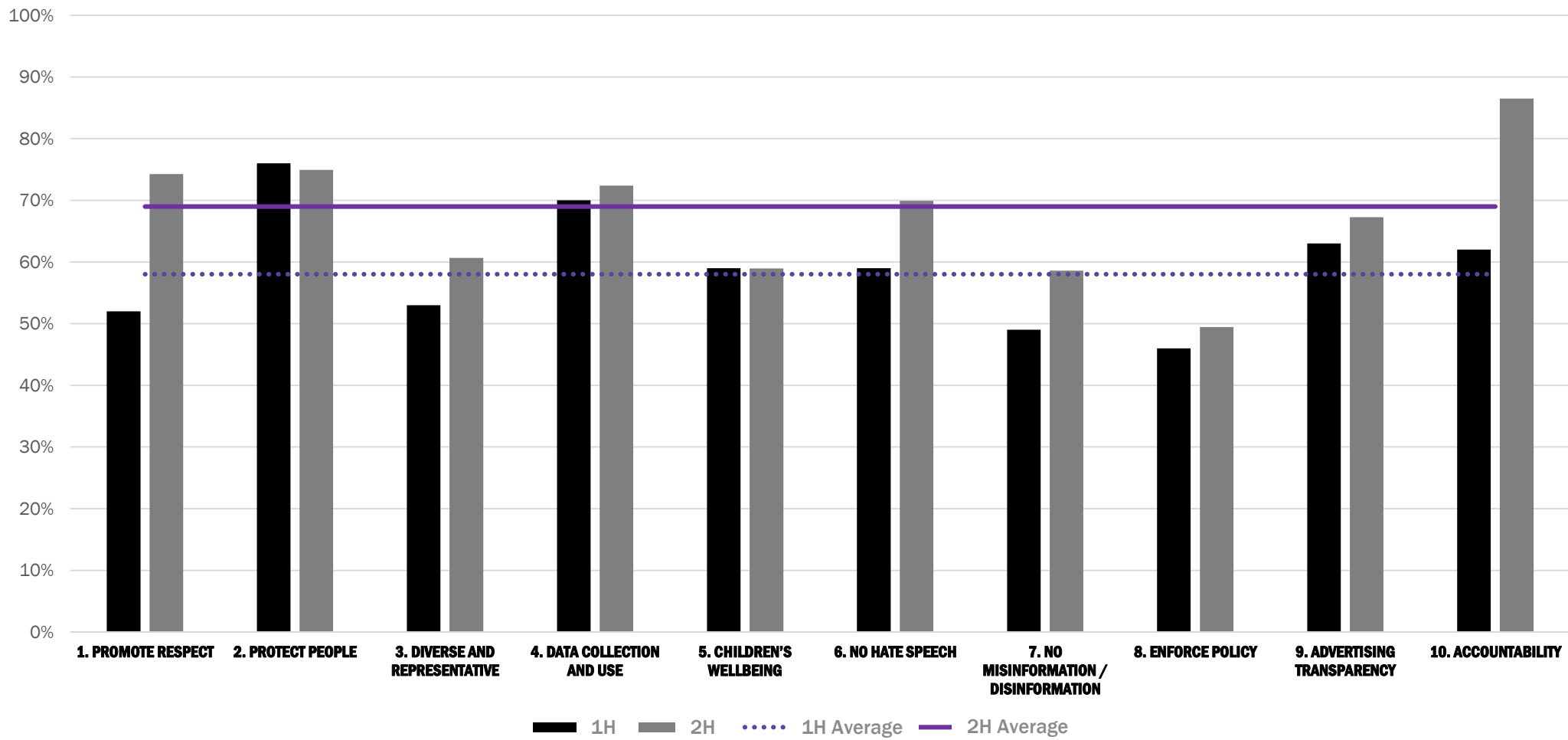


**ADVERTISING  
TRANSPARENCY**

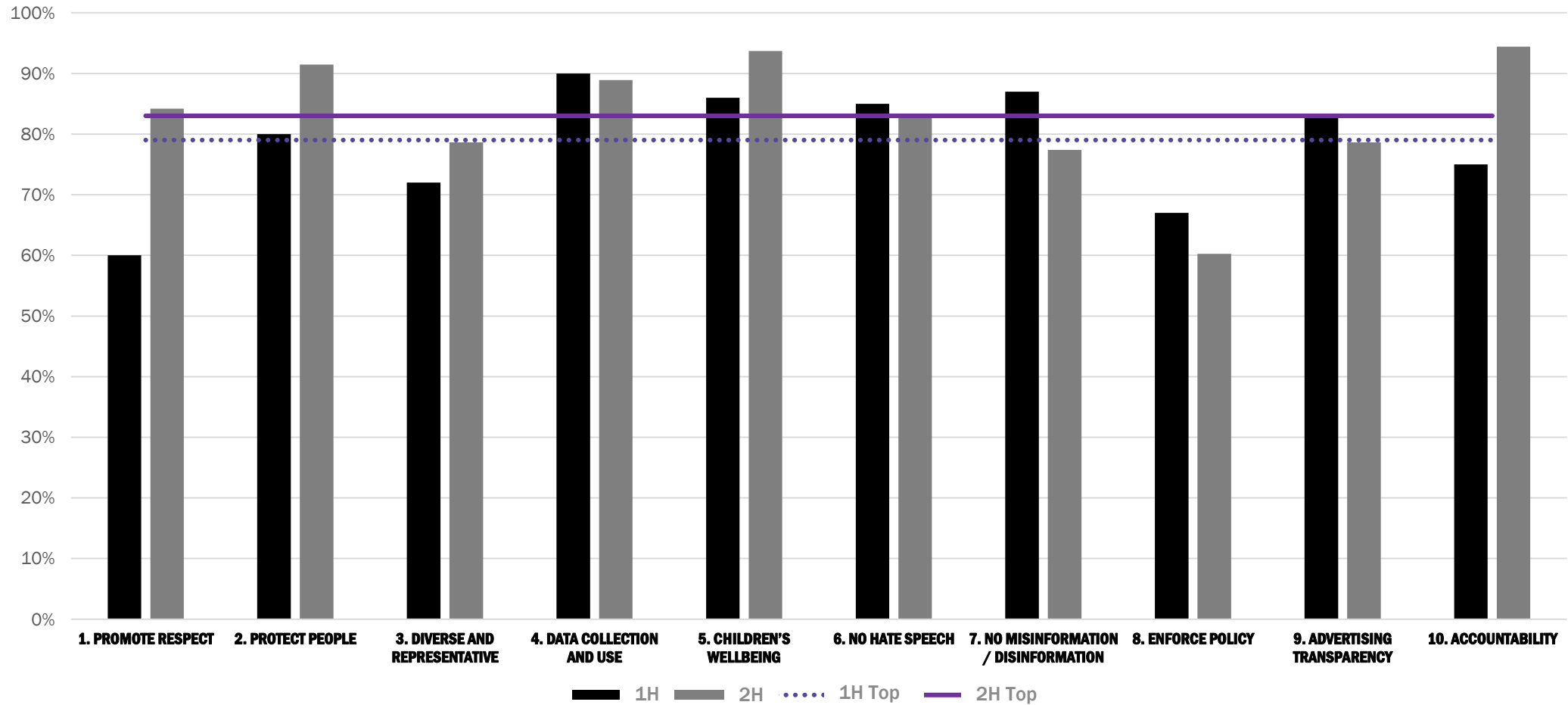


**ACCOUNTABILITY**

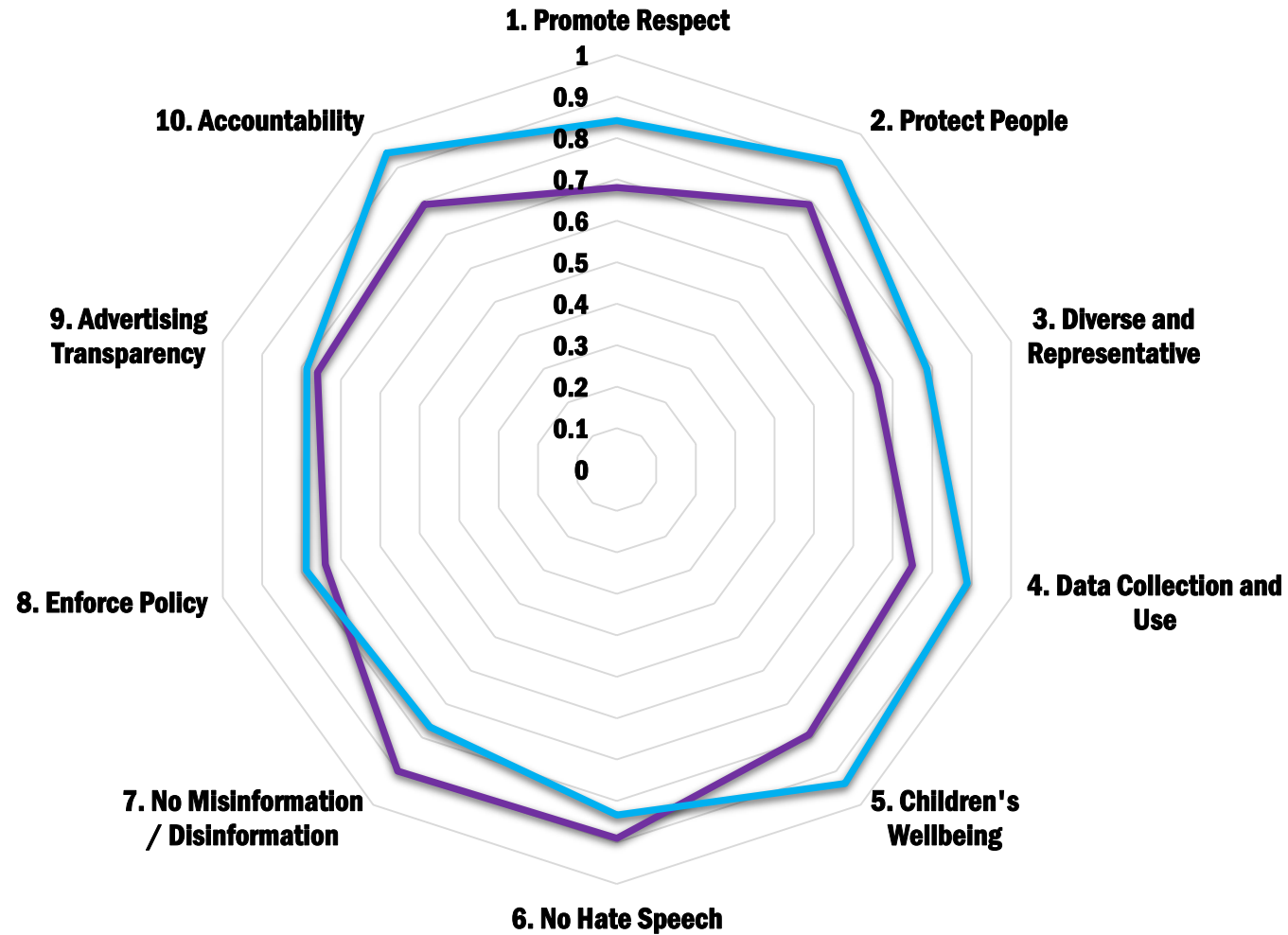
# 2H 2020 INDEX AVERAGE SCORES



# 2H 2020 INDEX TOP SCORES



# AGGREGATED PLATFORM IMPROVEMENT



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