Adobe

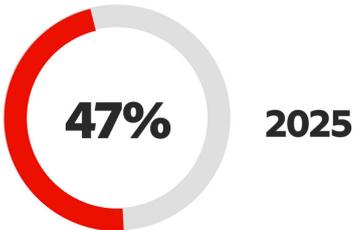# Trust: The hidden currency of growth - Media & Entertainment Benchmarking

Adobe Digital Strategy Group Trust Report 2025

Framework

53%
Personally Valuable Experiences

Digital trust index

47% 2025

28%
Privacy & Security

Table of contents

Adobe Foreword

In an era where digital interactions shape the very fabric of our connections, trust has emerged as the cornerstone of meaningful relationships between organisations and their customers. The Media and Entertainment industry stands at a pivotal moment, navigating a landscape transformed by rapid technological advancements, shifting regulatory frameworks, and rising customer expectations. As data privacy concerns intensify, technologies restrict traditional data collection, and audiences demand both personalised experiences and greater control over their data, organisations face a profound challenge: how to foster trust and drive sustainable growth, while delivering value in a dynamic digital world.

This report is a response to these challenges, offering a roadmap for building and sustaining digital trust in an industry where engagement, creativity, and connection are paramount. Framed around three critical provocations—"signal loss", regulatory and policy shifts, and evolving customer expectations—this report explores the pillars of delivering personally valuable experiences, ensuring transparency, clarity and control, and upholding best-in-class privacy and cybersecurity. At its core lies a foundation of responsible innovation and governance, a commitment to harnessing technology responsibly to meet the needs of today while safeguarding the trust of tomorrow.

Our aim is to inspire and equip organisations in the Media and Entertainment sector with actionable insights tailored to the unique cultural, regulatory, and technological contexts of Australia and New Zealand. By addressing these challenges head-on, this report seeks to empower leaders to transform trust from an abstract ideal into a tangible asset—one that drives (the future of) loyalty, fosters innovation, and creates lasting value for customers and businesses alike.

As you read this report, we invite you to reflect on the role trust plays in your organisation and to embrace the opportunity to lead with purpose in this era of change. Together, we can redefine digital trust, ensuring that the stories we tell, the experiences we create, and the connections we forge resonate with authenticity and integrity.

Ian Dejong
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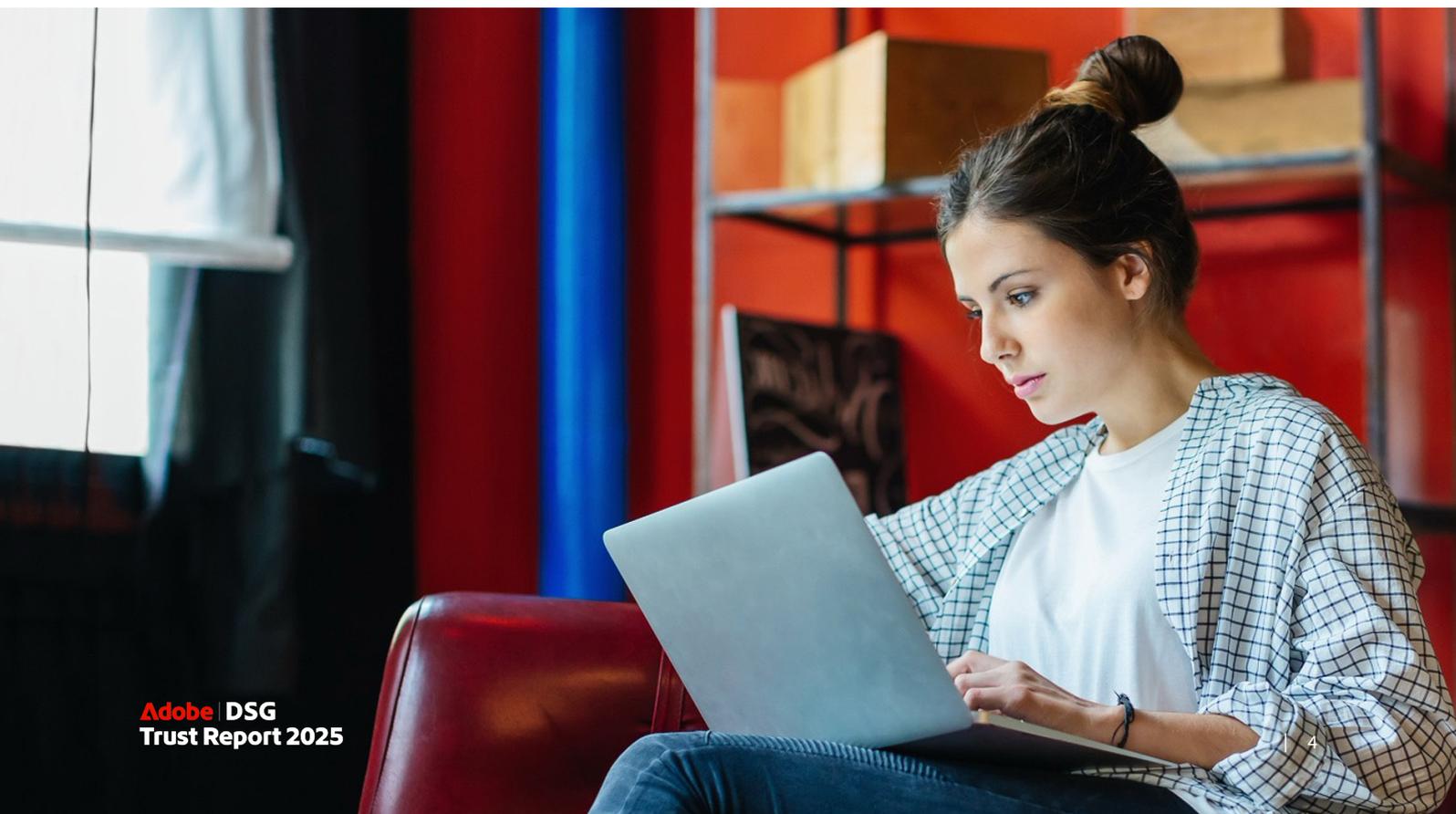Adobe

Executive Summary

In an era marked by signal loss, synthetic content, AI driven search / citation and rising consumer scepticism, **trust has become the defining currency of digital engagement**.
This report explores the state of trust in the Media and Entertainment sector across Australia and New Zealand, offering a comprehensive framework for understanding, measuring, and operationalising trust as a strategic asset.

At the heart of this report lies a clear and actionable definition of trust: "One party's level of confidence in and willingness to open oneself to the other party"—a concept grounded in the work of Linda Hon and James E. Grunig .[i]
This relational view of trust is especially relevant in today's digital landscape, where audiences must decide whether to share data, engage with content, or believe what they see and hear.

A Crisis of Confidence

The 2025 Edelman Trust Barometer reveals a stark reality: **global trust in institutions has declined to 50%**, down from 56% in 2020.[ii] Media, in particular, continues to suffer from a credibility crisis, with misinformation, AI-generated content, and polarised narratives eroding public confidence. The report identifies a growing "crisis of grievance," where 61% of people globally feel that institutions—government, business, media, and NGOs—serve narrow interests rather than the public good.

This erosion of trust is not just a reputational issue—it's a business risk.
In the Media and Entertainment sector, where content is both product and promise, **trust directly impacts engagement, loyalty, and monetisation.**

Trust as a Strategic Differentiator

The DSG Trust Indicator Framework, developed by Adobe's Digital Strategy Group, evaluates 21 leading media brands across six dimensions: **personally valuable experiences, transparency, clarity, control, privacy and security, and responsible innovation.** The findings are clear:

Trust drives value:
Brands with higher trust scores see stronger Net Promoter Scores (NPS), greater user engagement, and improved customer retention

Trust is unevenly distributed:
While some brands are advancing in personalisation and accessibility, most lag in transparency, user control, and content authenticity.

Privacy and security remain underdeveloped:
Despite their critical importance, these areas are often treated as backend functions rather than front-facing value propositions.

The New Trust Imperatives

To thrive in this evolving trust economy, organisations must move beyond compliance and embrace trust as a design principle. This means:

Embedding transparency and clarity into every user interaction, from privacy policies to content provenance.

Empowering users with control over their data, preferences, and content usage.

Demonstrating responsible innovation, especially in the use of AI, through clear principles, disclosures, and measurable impact.

Elevating authenticity through initiatives like content credentials and the C2PA standard, which help verify the origin and integrity of digital media.

A Call to Action

Trust is no longer a soft sentiment—it is a measurable, manageable, and monetisable asset. As this report shows, organisations that lead with integrity, empower their customers, and innovate responsibly will not only earn loyalty but also unlock sustainable growth.

The path forward is clear: **design for trust, operationalise it, and measure it continuously**. In doing so, Media and Entertainment organisations can transform trust from a vulnerability into a competitive advantage—one that resonates with audiences, regulators, and the market alike.

The Value of Driving Digital Trust

In today's digital economy, trust is no longer a soft metric—it's a strategic asset. As organisations navigate a landscape shaped by data deprecation, AI disruption, and rising consumer expectations, digital trust has emerged as a critical differentiator. It underpins customer loyalty, drives engagement, and unlocks sustainable growth.

According to McKinsey, companies that lead in digital trust are 1.6 times more likely to see revenue and EBIT growth of at least 10% annually.[iii] This is not coincidental. Trust influences every stage of the customer journey—from discovery and conversion to retention and advocacy. When customers believe their data and content is handled responsibly, their experiences are personalised with care, and their autonomy is respected, they are more likely to engage, share, and stay.

Trust as a Growth Multiplier

The DSG Trust Indicator Framework reveals a clear correlation between high trust indicator scores and positive customer sentiment, Net Promoter Scores (NPS), and brand loyalty. Brands that invest in transparency, clarity, and control—alongside robust privacy and security—are not only meeting compliance requirements but also creating competitive advantage.

Trust drives value in multiple ways:

Increased addressability:
Customers are more likely to opt in and share authentic, primary identifiers when they understand and trust how their data and / or content will be used.

Higher engagement:
Personally valuable experiences, built on trust, lead to direct, deeper and more frequent interactions.

Reduced churn:
Trust reduces friction and uncertainty, making customers more likely to stay.

Operational efficiency:
Clear governance and responsible innovation reduce risk, streamline compliance, and improve internal alignment.

Trust in the Age of AI and Signal Loss

As signal loss accelerates — think app 'Do Not Track', Intelligent Tracking Prevention, hide my email services, and third-party cookie deprecation — AI-generated content and AI led search / citations are proliferating. In a world where content can be synthetic and data signals are fading, **trust becomes the new signal**. It's what enables brands to stay relevant, even as traditional targeting methods erode.

As organisations rethink their content and SEO strategies, initiatives like content credentials and AI governance frameworks are also not just responsible imperatives—they're business enablers. They help brands prove authenticity, protect intellectual property, and reassure customers that innovation is being pursued responsibly.

From Compliance to Competitive Advantage

While regulation is a key driver of digital trust initiatives, the most successful organisations go beyond compliance. They embed trust into their culture, design, and technology stack. They treat privacy and security not as constraints, but as enablers of better experiences. They communicate clearly and transparently — not just internally, but publicly to customers — and empower users with meaningful choices.

In doing so, they transform trust from a risk to be managed into a value to be created.

Trust Indicator Framework

Trust Indicator Score (1-5)

Basic	Emerging	Intermediate	Advanced	Cutting-edge
Definition: Minimal implementation or awareness.	**Definition:** Initial steps toward improvement.	**Definition:** Functional and partially user-centric.	**Definition:** High-performing, user-empowered systems.	**Definition:** Leading-edge and proactive.
Characteristics: No personalisation, low accessibility, no clarity, limited user control, and basic or no security/ privacy measures.	**Characteristics:** Generic personalisation (e.g., geo-based), basic disclosures, limited language support, and some manual user controls.	**Characteristics:** Behavioural-based personalisation (non-real-time), partial transparency and clarity, moderate accessibility, and more granular user controls.	**Characteristics:** Real-time, cross-device personalisation, clear and accessible policies, full user control over data, content and preferences, and advanced privacy and security tools.	**Characteristics:** Predictive AI personalisation, real-time transparency, dynamic value exchange, autonomous user tools, and AI-enhanced security and governance.

Six key dimensions averaged to produce Trust Indicator Score

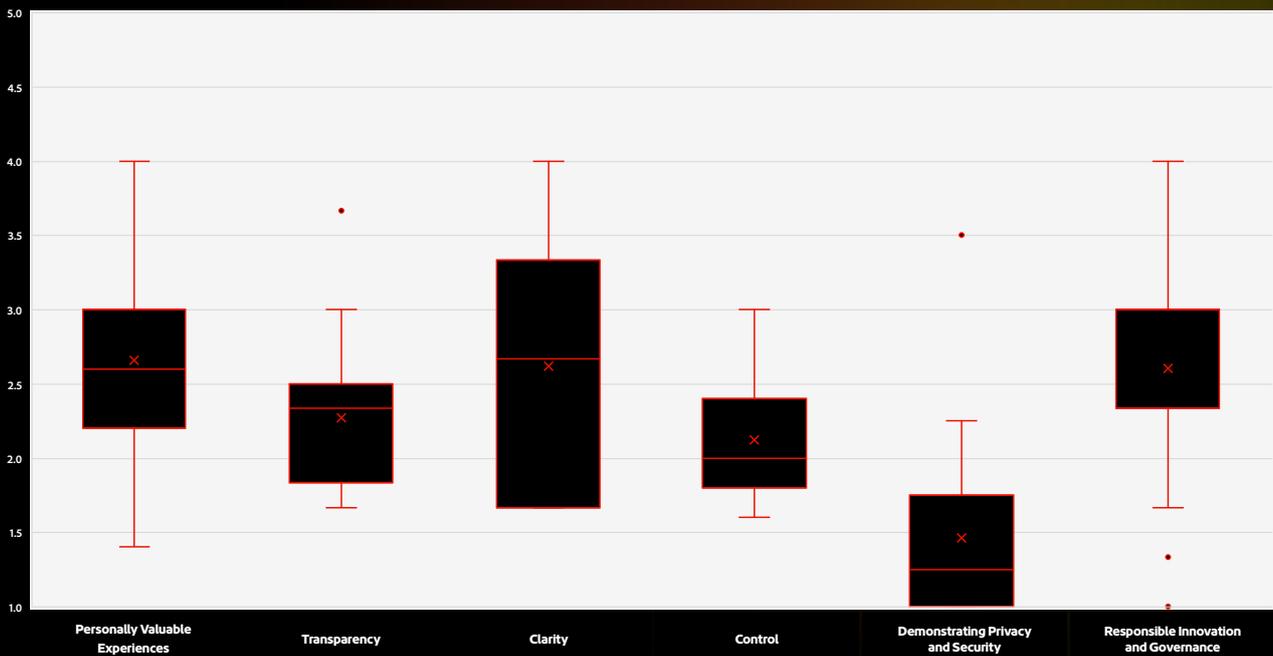| Delivering Personally Valuable Experiences	Providing Transparency	Providing Clarity: Ensuring Comprehension and Simplicity	Providing Control: Customer Empowerment and Autonomy	Demonstrating Best-in-Class Privacy and Security	Responsible Innovation and Governance: Innovating with Integrity
Personalisation of content (including advertising)	Data collection transparency	Readability of policies	Consent and prefer-ence management	Security features	Published Principles (say what we will do)
Personalisation of communications	Data usage transparency	Language accessibility	Profile management	Security status tools	Published Disclosures (we do what we said)
Accessibility	Content provenance	Value exchange clarity	Self-service tools and feedback loops	Privacy and security education and awareness	Published impact (prove what they did)
Best practice			Data deletion and portability	Account recovery support	
Value perception			Content usage control		

Trust Indicator Results – Media and Entertainment

A total of 21 brands from the media and entertainment sector (streaming and publishing) were evaluated against six primary dimensions and their associated sub-dimensions.

Insights and Analysis

Brand No.	Personally Valuable Experiences	Transparency	Clarity	Control	Demonstrating Privacy and Security	Responsible innovation and Governance
Brand 1	Emerging	Emerging	Intermediate	Emerging	Basic	Intermediate
Brand 2	Emerging	Basic	Basic	Emerging	Basic	Emerging
Brand 3	Basic	Basic	Basic	Emerging	Basic	Emerging
Brand 4	Advanced	Emerging	Intermediate	Emerging	Emerging	Intermediate
Brand 5	Advanced	Emerging	Intermediate	Emerging	Basic	Intermediate
Brand 6	Emerging	Basic	Basic	Emerging	Basic	Basic
Brand 7	Intermediate	Emerging	Intermediate	Emerging	Basic	Intermediate
Brand 8	Emerging	Intermediate	Emerging	Emerging	Basic	Intermediate
Brand 9	Emerging	Emerging	Intermediate	Emerging	Basic	Basic
Brand 10	Advanced	Emerging	Intermediate	Intermediate	Emerging	Emerging
Brand 11	Intermediate	Emerging	Intermediate	Intermediate	Intermediate	Advanced
Brand 12	Emerging	Emerging	Emerging	Emerging	Basic	Emerging
Brand 13	Intermediate	Emerging	Emerging	Basic	Basic	Basic
Brand 14	Emerging	Basic	Basic	Emerging	Basic	Emerging
Brand 15	Emerging	Emerging	Intermediate	Emerging	Basic	Intermediate
Brand 16	Emerging	Intermediate	Advanced	Intermediate	Emerging	Advanced
Brand 17	Basic	Emerging	Basic	Emerging	Basic	Intermediate
Brand 18	Basic	Basic	Basic	Emerging	Basic	Intermediate
Brand 19	Emerging	Intermediate	Intermediate	Intermediate	Basic	Intermediate
Brand 20	Emerging	Emerging	Emerging	Emerging	Basic	Basic
Brand 21	Emerging	Emerging	Emerging	Emerging	Basic	Emerging

Legend: Basic | Emerging | Intermediate | Advanced | Cutting-edge

	5.0
	4.5
	4.0
	3.5
	3.0
	2.5
	2.0
	1.5
	1.0

Personally Valuable Experiences · Transparency · Clarity · Control · Demonstrating Privacy and Security · Responsible Innovation and Governance

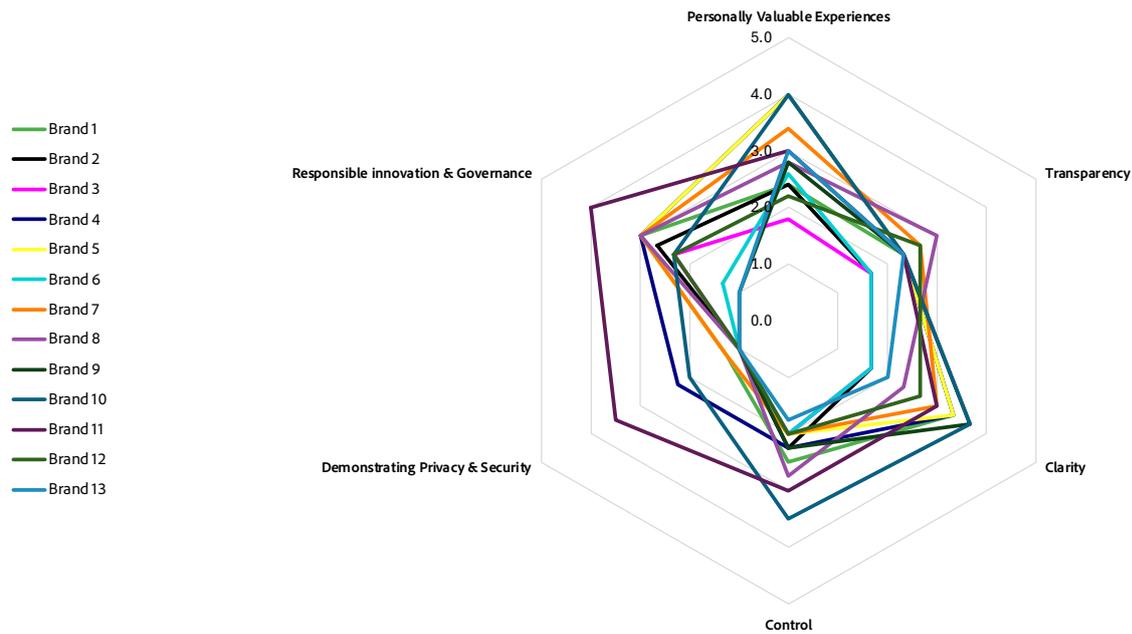|		
	Personally Valuable Experiences	· There is a broad performance spread across the industry, indicating that while some brands are delivering highly personalised and meaningful experiences, many others are still at a basic or emerging level. · This suggests that personalisation and relevance are differentiators in the market, but not yet a consistent standard.
	Transparency	· The industry shows high variability in transparency practices, with some brands approaching advanced levels while others remain at the basic end. · This inconsistency points to a lack of standardisation in how openly brands communicate about data use, which may impact user trust.
	Clarity	· Most brands are clustered at the lower end of the scale, indicating that clear and understandable communication about data practices is not a focus and / or a widespread challenge. · The lack of clarity may hinder users' ability to make informed decisions, even when transparency is present.
	Control	· Scores are uniformly low, suggesting that user empowerment and autonomy over data, content and digital experiences is an underdeveloped area across the industry. · This reflects a systemic issue where users are not being given meaningful tools or options to manage their data and / or content. · This may also reflect the concerns organisations have around impact to addressability.
	Demonstrating Privacy and Security	· This is the weakest-performing dimension overall, with a concentration of brands at the basic level. · Despite its critical importance, the industry is struggling to effectively demonstrate robust privacy and security practices to users.
	Responsible Innovation and Governance	· There is moderate variation in performance, with some brands showing signs of maturity while others lag behind. · This suggests that while responsible innovation and governance are gaining traction, they are not yet embedded as a norm across the industry.

Split by Sub-Industry

Streaming

Streaming T@S Radar Chart

Legend:
- Brand 1
- Brand 2
- Brand 3
- Brand 4
- Brand 5
- Brand 6
- Brand 7
- Brand 8
- Brand 9
- Brand 10
- Brand 11
- Brand 12
- Brand 13

Radar chart axes: Personally Valuable Experiences, Transparency, Clarity, Control, Demonstrating Privacy & Security, Responsible innovation & Governance. Scale 0.0 to 5.0.

The streaming sub-industry within Media and Entertainment shows a mixed and uneven maturity across key trust dimensions. While some brands are beginning to deliver more personally valuable experiences, the overall performance across the sector remains moderate, with few brands pushing into advanced territory. This suggests that personalisation is recognised as important but not yet fully realised across the board.

More critically, the sub-industry struggles with core trust-building dimensions such as control, clarity, and demonstrating privacy and security. These areas consistently show low scores, indicating that users are not being given sufficient agency over their data, nor are they being clearly informed about how their information is used or protected. This points to a systemic gap in user empowerment and transparency, which could undermine long-term trust.

Overall, while there are pockets of progress, the streaming sector appears to be in a transitional phase, where foundational trust practices are still being established and standardised. There is a clear opportunity for brands to differentiate by investing in clearer communication, stronger privacy assurances, and more user-centric controls.

Split by Sub-Industry

Publishing

Pulishing T@S Radar Chart
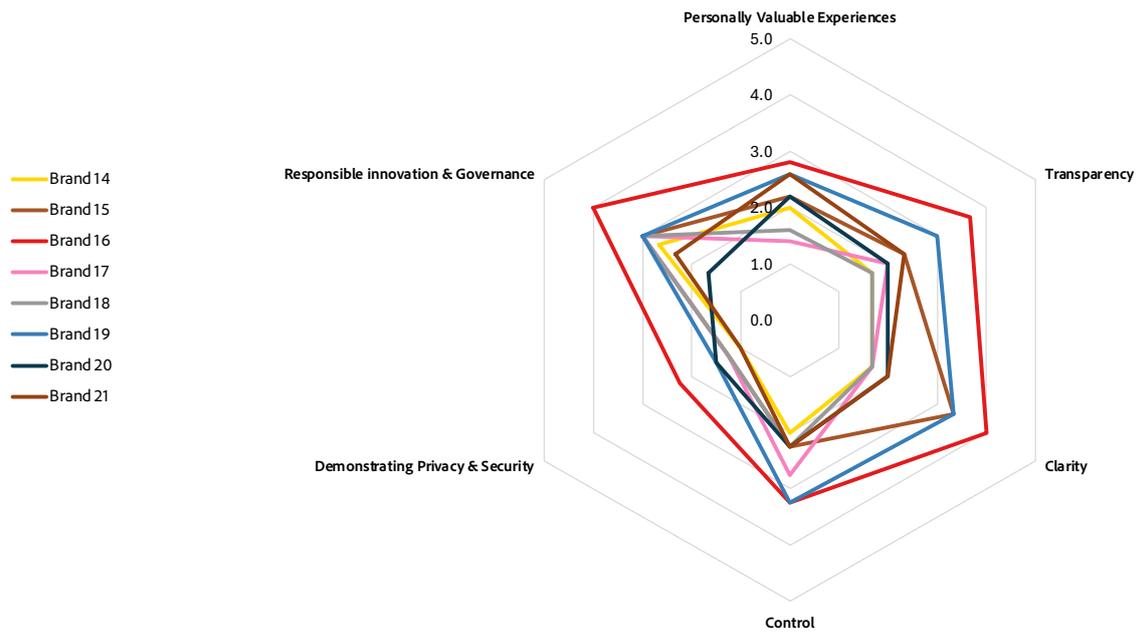
The publishing industry demonstrates a generally low to moderate level of maturity across all trust dimensions. Most brands cluster around the emerging to intermediate range, with very few pushing into advanced territory on any dimension. This suggests that while there is some foundational work being done, the industry as a whole has yet to establish strong, user-centric practices.

The radar chart reveals a notable lack of differentiation among brands, indicating that trust may not yet be a strategic focus or competitive lever in this space. Dimensions such as control, demonstrating privacy and security, and responsible innovation appear particularly underdeveloped, pointing to a need for greater investment in user empowerment, data protection, and ethical governance.

Overall, the publishing sector appears to be in the early stages of building trust capabilities, with significant room for improvement in both execution and communication of these efforts to users.

Personally Valuable Experiences

Personally Valuable Experiences

Firstly, is personalisation good for business?

There are more studies supporting this argument than you can shake a stick at, but for the sake of due diligence, Deloitte Digital recently found [iv] that 3 in 4 consumers are more likely to buy from brands offering personalised experiences, and they spend 37% more with those brands.

However, fewer than two-thirds of consumers rate the media and entertainment brands they interact with as "very good" or "excellent." Less than half say they receive the consistent cross-channel experience they expect.[v] Now, as consumer expectations evolve, organisations must prioritise experiences that feel genuinely meaningful. This section explores how trust is built through perceived value, purposeful personalisation, the orchestration of data, content, and journeys at scale, and the necessity of accessible, inclusive design.

Personalisation and Value Perception

Personalisation must not be reduced to a tool for upselling or increasing conversion rates. When organisations personalise solely to drive their own agenda, customers often sense the transactional intent, which can feel exploitative. Instead, experiences should be designed to be personally valuable—enhancing the customer's life, solving real problems, or making interactions more meaningful. This shift from personalisation for profit to personalisation for people is essential for sustainable trust.

	Streaming	Publishing	Sport	Financial Services	Retail	Travel
Personalised Experience	Recommending shows based on past viewing habits.	Suggesting articles based on reading history.	Sending fans push notifications about merchandise related to their favourite team or player.	Sending offers for credit cards or loans based on spending patterns.	Recommending products based on browsing or purchase history.	Suggesting destinations based on past trips.
Personally Valuable Experience	Tailoring subscription bundles based on household usage (e.g. kids' content, 4K streaming, offline access), balancing business goals with user needs to drive retention and upsell.	Offering tools to summarise long-form content, adjust reading level, or switch to audio mode-enhancing accessibility and utility for time-poor or neurodiverse readers.	Offering in-app pre-ordering for food and beverages with seat delivery or express pickup, helping fans skip queues and stay engaged in the game.	Identifying signs of financial distress and suppressing promotional content, instead offering budgeting tools, hardship support, or tailored repayment plans.	Notifying customers when a previously viewed item drops in price or is back in stock in their size, or offering sustainable alternatives based on expressed values.	Proactively surfacing visa requirements, weather alerts, or cultural tips for upcoming trips, and offering real-time rebooking options during disruptions.

The perception of value is just as critical as the actual value delivered. A customer may receive a discount or a recommendation, but if it feels generic or manipulative, it can erode trust rather than build it. Conversely, when an experience feels tailored to a person's unique context, needs, or preferences, it fosters a sense of being understood and respected—key ingredients in trust formation.

Delivering truly valuable experiences at scale requires the seamless integration of data, content, and journey orchestration. Data provides the insight, content delivers the message, and orchestration ensures the right experience is delivered at the right moment. When these elements work in harmony, organisations can create dynamic, context-aware experiences that feel personal without being invasive.

Accessibility And Best Practice

Trust is also built on the foundation of accessibility and inclusive design. An experience cannot be personally valuable if it is not accessible to all. Inclusive design ensures that personalisation efforts reach and respect the diverse needs of every individual, regardless of ability, background, or circumstance. This not only broadens reach but also signals a brand's commitment to equity and empathy.

Insights and Analysis

Brand No.	Personalisation of Content	Personalisation of Comms	Accessibility	Best Practice	Value Perception
Brand 1	Emerging	Basic	Advanced	Emerging	Intermediate
Brand 2	Basic	Basic	Cutting-edge	Emerging	Intermediate
Brand 3	Basic	Basic	Advanced	Basic	Emerging
Brand 4	Advanced	Intermediate	Cutting-edge	Advanced	Advanced
Brand 5	Advanced	Advanced	Cutting-edge	Intermediate	Intermediate
Brand 6	Emerging	Emerging	Intermediate	Intermediate	Intermediate
Brand 7	Intermediate	Emerging	Advanced	Intermediate	Intermediate
Brand 8	Emerging	Basic	Cutting-edge	Intermediate	Intermediate
Brand 9	Intermediate	Basic	Intermediate	Advanced	Intermediate
Brand 10	Advanced	Intermediate	Cutting-edge	Advanced	Advanced
Brand 11	Intermediate	Basic	Advanced	Advanced	Intermediate
Brand 12	Basic	Basic	Intermediate	Intermediate	Intermediate
Brand 13	Intermediate	Basic	Cutting-edge	Emerging	Advanced
Brand 14	Basic	Basic	Intermediate	Emerging	Intermediate
Brand 15	Basic	Basic	Advanced	Emerging	Intermediate
Brand 16	Intermediate	Basic	Advanced	Intermediate	Intermediate
Brand 17	Basic	Basic	Intermediate	Basic	Basic
Brand 18	Basic	Basic	Intermediate	Basic	Emerging
Brand 19	Basic	Basic	Cutting-edge	Intermediate	Intermediate
Brand 20	Emerging	Basic	Intermediate	Emerging	Emerging
Brand 21	Intermediate	Emerging	Intermediate	Emerging	Intermediate

Legend: Basic · Emerging · Intermediate · Advanced · Cutting-edge

Personalised Content	Personalised Communications	Accessibility	Best Practice	Value Perception
The industry appears to be in the early stages of maturity. Most brands are clustered in the Basic to Emerging range, with only a few reaching Advanced levels. This suggests that while some organisations are beginning to tailor content to individual user needs, widespread adoption of sophisticated content personalisation strategies remains limited. The spread indicates a significant opportunity for growth, particularly in leveraging data and automation to deliver more relevant experiences.	Performance is even more concentrated at the lower end of the scale. The majority of brands are rated as Basic, with only a few progressing to Intermediate. This points to a general lack of dynamic, data-driven communication strategies across the industry. It may reflect challenges in integrating customer data across channels or a reliance on one-size-fits-all messaging, which limits the ability to engage users in a meaningful, personalised way.	Stands out as the strongest-performing dimension overall. Brands are generally rated from Intermediate to Cutting Edge, indicating a more mature and consistent focus on inclusive design and usability. This trend suggests that accessibility is being prioritised, possibly due to regulatory pressures, reputational considerations, or broader digital transformation efforts. The narrower performance spread here implies that accessibility is more uniformly embedded across the industry compared to other dimensions.	Shows a wide range of performance, from Basic to Advanced, with no clear concentration in any one category. This variability suggests that while some brands are implementing structured, strategic approaches to digital experience, others may lack the frameworks or governance needed to ensure consistency and quality. The inconsistency could be due to differences in organisational maturity, investment levels, or leadership focus.	Value perception is moderately strong, with most brands falling between Emerging and Advanced. This indicates that while consumers generally perceive a reasonable level of value, there is still room for improvement. Enhancing personalisation and aligning more closely with customer expectations could help elevate this perception further. The spread also suggests that some brands are succeeding in differentiating themselves through perceived value, while others are struggling to stand out.

Split by Sub-Industry

Streaming

**Streaming:
Personally Valuable Experiences**

Legend:
- Brand 1
- Brand 2
- Brand 3
- Brand 4
- Brand 5
- Brand 6
- Brand 7
- Brand 8
- Brand 9
- Brand 10
- Brand 11
- Brand 12
- Brand 13
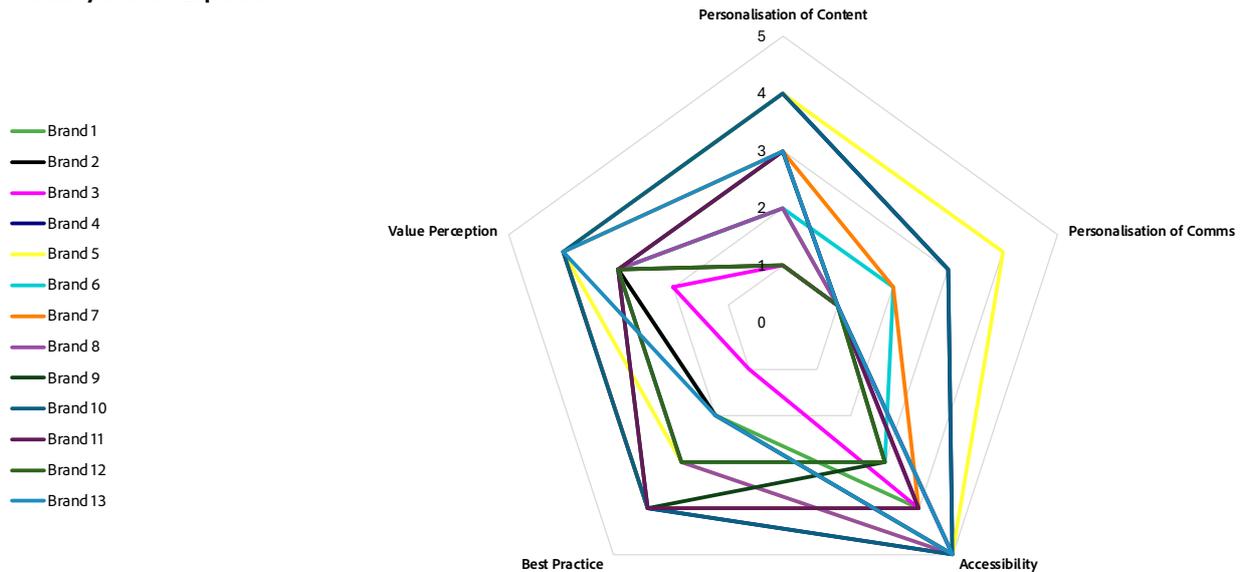
The streaming industry reveals a highly varied landscape in terms of how brands deliver personally valuable experiences. There is no single brand that dominates across all five dimensions, suggesting that different players are prioritising different aspects of the customer experience, however HBO Max was a clear leader in this space. Some brands show strong performance in accessibility and best practice, indicating a focus on usability and operational excellence, while others stand out more in personalisation or perceived value. This fragmentation implies that the industry is still experimenting with different approaches to differentiation and customer engagement.

The spread of scores also highlights a lack of consistency in execution across the sector. While a few brands are pushing toward advanced or cutting-edge levels in specific areas, many remain at intermediate or even basic levels, particularly in personalisation dimensions. This suggests that while the streaming industry is competitive and innovation-driven, there is still considerable room for improvement in delivering cohesive, personalised, and high-value experiences across the board.

Split by Sub-Industry

Publishing

**Publishing:
M&E Personally Valuable Experiences**

Legend:
- Brand 14
- Brand 15
- Brand 16
- Brand 17
- Brand 18
- Brand 19
- Brand 20
- Brand 21
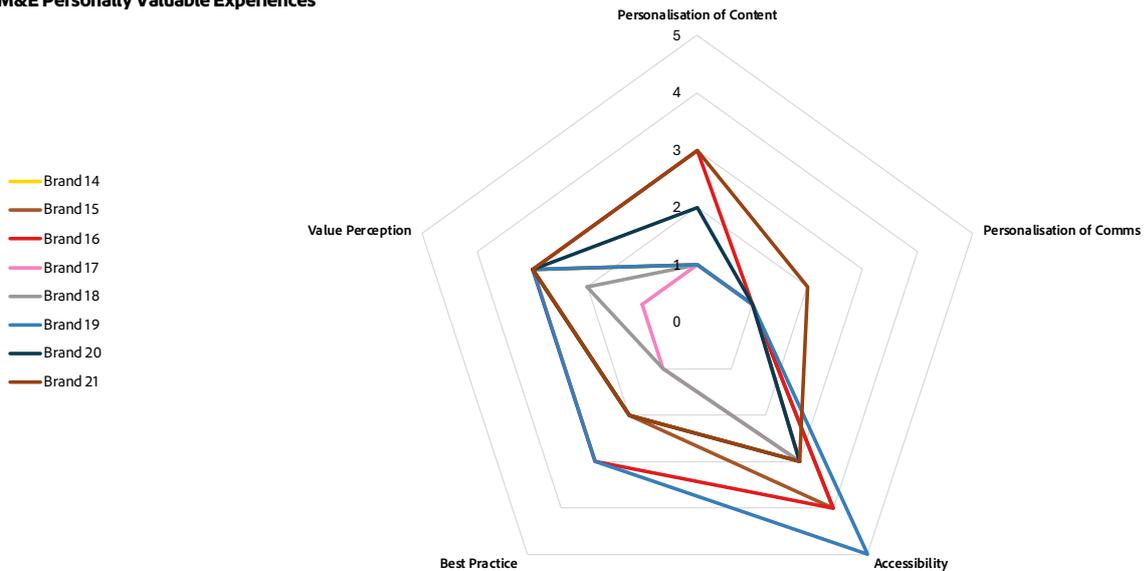
The publishing industry reveals a generally lower and more compressed performance profile compared to the streaming industry. Most brands cluster around the lower to mid-range of the scale across all five dimensions, indicating that the industry as a whole is still developing its capabilities in delivering personally valuable experiences. There is limited evidence of standout performance in any single area, suggesting a more uniform—though modest—level of maturity.

This pattern may reflect several challenges in the publishing space, such as legacy systems and limited investment in personalisation technologies, along with the continued debate and balance between editorial and personalisation. The relatively flat and overlapping brand profiles imply that differentiation is minimal, and few brands are breaking away from the pack. The strong focus on accessibility in the publishing industry is being driven by a combination of regulatory, strategic, and technical factors, including regulatory compliance, SEO and discoverability, and audience reach and inclusion. Overall, the data suggests that while publishing brands may be making incremental progress, there is significant opportunity to elevate customer experience through more advanced personalisation to deliver clearer articulation of value.

Transparency

Transparency

Transparency is the precursor to trust. However, being transparent about actions or policies is not enough if the information shared is confusing or inaccessible. That's where clarity becomes essential—ensuring that what is communicated is not only visible but also understandable. Yet even with transparency and clarity, trust cannot be fully realised without giving individuals meaningful control over their data and content. Empowering customers with agency—through clear choices, permissions, and the ability to manage their own information—cements a relationship built on respect, accountability, and long-term trust.

Benchmarked across transparency of data collection, data usage and content provenance, we explored the ease of accessing applicable information and notices across data and content.

Insights and Analysis

Brand No.	Data Collection Transparency	Data Usage Transparency	Content Provenance
Brand 1	Intermediate	Emerging	Basic
Brand 2	Emerging	Emerging	Basic
Brand 3	Emerging	Emerging	Basic
Brand 4	Intermediate	Intermediate	Basic
Brand 5	Intermediate	Intermediate	Basic
Brand 6	Emerging	Emerging	Basic
Brand 7	Advanced	Intermediate	Basic
Brand 8	Advanced	Advanced	Basic
Brand 9	Intermediate	Intermediate	Basic
Brand 10	Advanced	Emerging	Basic
Brand 11	Intermediate	Intermediate	Basic
Brand 12	Advanced	Intermediate	Basic
Brand 13	Intermediate	Intermediate	Basic
Brand 14	Emerging	Emerging	Basic
Brand 15	Intermediate	Emerging	Basic
Brand 16	Cutting-edge	Advanced	Emerging
Brand 17	Intermediate	Emerging	Basic
Brand 18	Emerging	Emerging	Basic
Brand 19	Advanced	Advanced	Basic
Brand 20	Intermediate	Emerging	Basic
Brand 21	Intermediate	Intermediate	Basic

Legend: **Basic** · **Emerging** · **Intermediate** · **Advanced** · **Cutting-edge**

Data Collection Transparency	Data Usage Transparency	Content Provenance
Our data shows a moderate level of maturity. Most brands are positioned at the Intermediate level, indicating that while transparency practices are in place, they are not yet highly advanced or standardised. The spread from Emerging to Advanced suggests that while some organisations are beginning to adopt more robust disclosure practices, others are still in the early stages. This variation points to a transitional phase in the industry, where expectations around data collection practices and disclosure are becoming more defined, but consistent implementation remains a work in progress.	Similar to data collection, data usage transparency also clusters around the Intermediate level, with scores ranging from Emerging to Advanced. This alignment suggests that brands are generally treating data collection and usage with comparable levels of openness. The absence of any brands at the Cutting Edge level implies that while foundational practices are being adopted, few are pushing the boundaries in terms of innovation or leadership in this space. The consistency across these two dimensions may reflect shared regulatory influences or industry-wide norms that are shaping how data is handled and communicated to users.	In stark contrast to the other two dimensions, content provenance is significantly underdeveloped across the industry. Nearly all brands are rated at the Basic level, with only a single outlier reaching Emerging.This indicates a widespread lack of transparency or infrastructure for verifying and disclosing the origins and integrity of digital content. The uniformity at the lowest level suggests that content provenance is not yet a strategic priority for most organisations, despite growing concerns about misinformation, synthetic media, and AI-generated content. This gap highlights a critical area for future investment and standard-setting.

Both Streaming and Publishing were fairly aligned, however saw BBC and ABC break from the pack. Considering the consistent (nascent) level of maturity we found, along with emerging capabilities in this area, this next section will take a deeper look at content provenance, what it is and the value it can deliver organisations that adopt it.

Deep Dive: Content Provenance

> "… this site was known to fearmonger and exaggerate facts. Due to this, despite all these ye[a]rs, I have some hesitation in accepting their content."
>
> **– anonymous customer**

Trusted media in the age of (Generative) AI.

The rise of generative AI is reshaping the Media and Entertainment industry—unlocking new creative possibilities while raising urgent questions about quality control and digital trust. In Australia, 77% of people believe election-related misinformation is on the rise, and

69% are concerned about its impact on democracy.[vi]

As audiences demand both personalised and transparent experiences, media organisations must address misinformation to maintain credibility.

The Promise and Peril of AI-Generated Content

AI enables media companies to scale content creation, localise experiences, and automate workflows—from multilingual news summaries to culturally adapted entertainment. Gen AI has reduced content production costs by 35.6% globally while increasing throughput by 58.4% and reducing time to market by 42.5% .[vii]

This innovation resonates with younger audiences: 66% of Gen Z and 51% of Millennials have already encountered AI-labelled content. However, the same tools can also generate deepfakes, fake articles, and manipulated visuals, eroding public trust. Only 51% of Australians feel confident identifying misinformation, and just 41% believe they can spot AI-generated content .[viii]
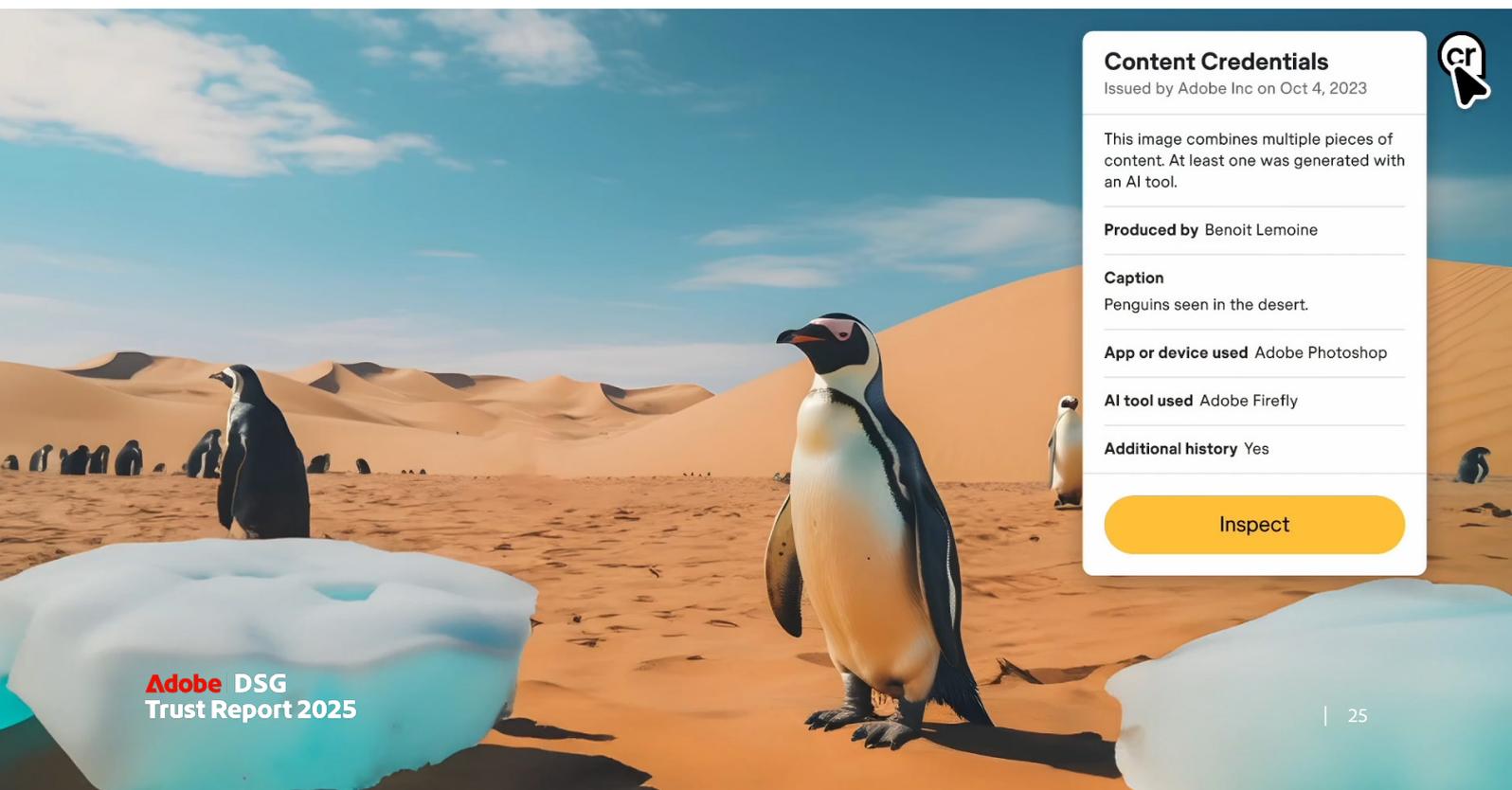
Restoring Trust Through Content Credentials

To counter misinformation, initiatives like the Content Authenticity Initiative (CAI) and the C2PA standard, which is pending approval at the International Standards Organisation (ISO), offer a path forward. Content credentials—embedded metadata, digital fingerprinting and invisible watermarking that verifies origin, authorship, and edits—act like digital "nutrition labels" for media.

Australia's Voluntary AI Safety Standard, published by the Department of Industry,Science and Resources, mentions the C2PA standard as a best practice for advancing content transparency by embedding cryptographically secured provenance metadata in AI-generated outputs.

Adoption remains low, but the impact is clear:

> **83%** of BBC users reported increased trust after seeing content credentials, and **96%** found them useful.[ix] Public demand is strong, with **78%** of Australians supporting stricter AI labelling regulations.

Content Credentials
Issued by Adobe Inc on Oct 4, 2023

This image combines multiple pieces of content. At least one was generated with an AI tool.

Produced by Benoit Lemoine

Caption
Penguins seen in the desert.

App or device used Adobe Photoshop

AI tool used Adobe Firefly

Additional history Yes

Inspect

Operational Transparency: Strengthening Trust Across the Content Supply Chain

Beyond combating misinformation, content credentials offer powerful operational benefits for Media and Entertainment organisations, for which leaders are beginning to explore and implement. By embedding content credentials into digital assets, companies can gain end-to-end visibility and control across their content supply chain.

Track Content Lineage:
Credentials allow teams to trace how content evolves—from original creation through every edit, version, and distribution point. This transparency helps identify who made changes, what was modified, and when, supporting accountability and quality assurance.

Maintain Usage Rights and Terms:
By keeping licensing information and usage terms embedded with the asset itself, organisations reduce the risk of misuse and ensure compliance across internal and external teams.

Streamline Asset Management:
Content credentials integrate seamlessly with digital asset management (DAM) systems, enabling teams to trace assets across all variants and formats. This improves efficiency, reduces duplication, and supports consistent brand storytelling.

Prove Authenticity to Audiences:
Credentials serve as a digital seal of authenticity, assuring customers that content originates from a trusted source. This is especially critical in an era where AI-generated content can be easily misattributed or manipulated.

Beyond combating misinformation, content credentials offer powerful operational benefits for Media and Entertainment organisations, for which leaders are beginning to explore and implement. By embedding content credentials into digital assets, companies can gain end-to-end visibility and control across their content supply chain.

Clarity

Deep Dive: Readability Of Policies

"The privacy policy and data info are so long. It feels overwhelming and no one has time for that"

– anonymous customer

No More Policy Page Purgatory: Snippets for Experiential Privacy

Providing clear and accessible privacy notices is critical for building and maintaining customer trust. Regulators are increasingly scrutinising the readability and understandability of these policies, emphasising that they must be comprehensible to the average consumer. With the average reading ability in the population hovering around a Grade 8 level, a Flesch Reading Ease score between 60 and 70, complex legal jargon can alienate users and erode trust. This is before we take into account those whose first language is not English. Simplified, well-structured policies that prioritise clarity not only meet regulatory expectations but also resonate with consumers, fostering confidence in how their data is handled.

Example
In an era increasingly characterised by the proliferation of digitised legalese and syntactically ornate disclosures, the predilection for sesquipedalian expression and exhaustive checkbox enumeration paradoxically undermines the very clarity it purports to uphold— engendering a semantic opacity that alienates rather than informs, and erodes trust irrespective of procedural compliance.	Sometimes, using big words just makes things harder to understand. If your goal is to be clear, it's better to say things simply—otherwise, people are less likely to trust you, no matter how many legal boxes you've ticked.
Low Readability (~20)	**High Readability (~70)**

However, our benchmarking revealed all, but one privacy notice analysed sat within the 'difficult' to 'very difficult' range with an average reading time of approximately 15 minutes

Readability (Flesch reading ease)
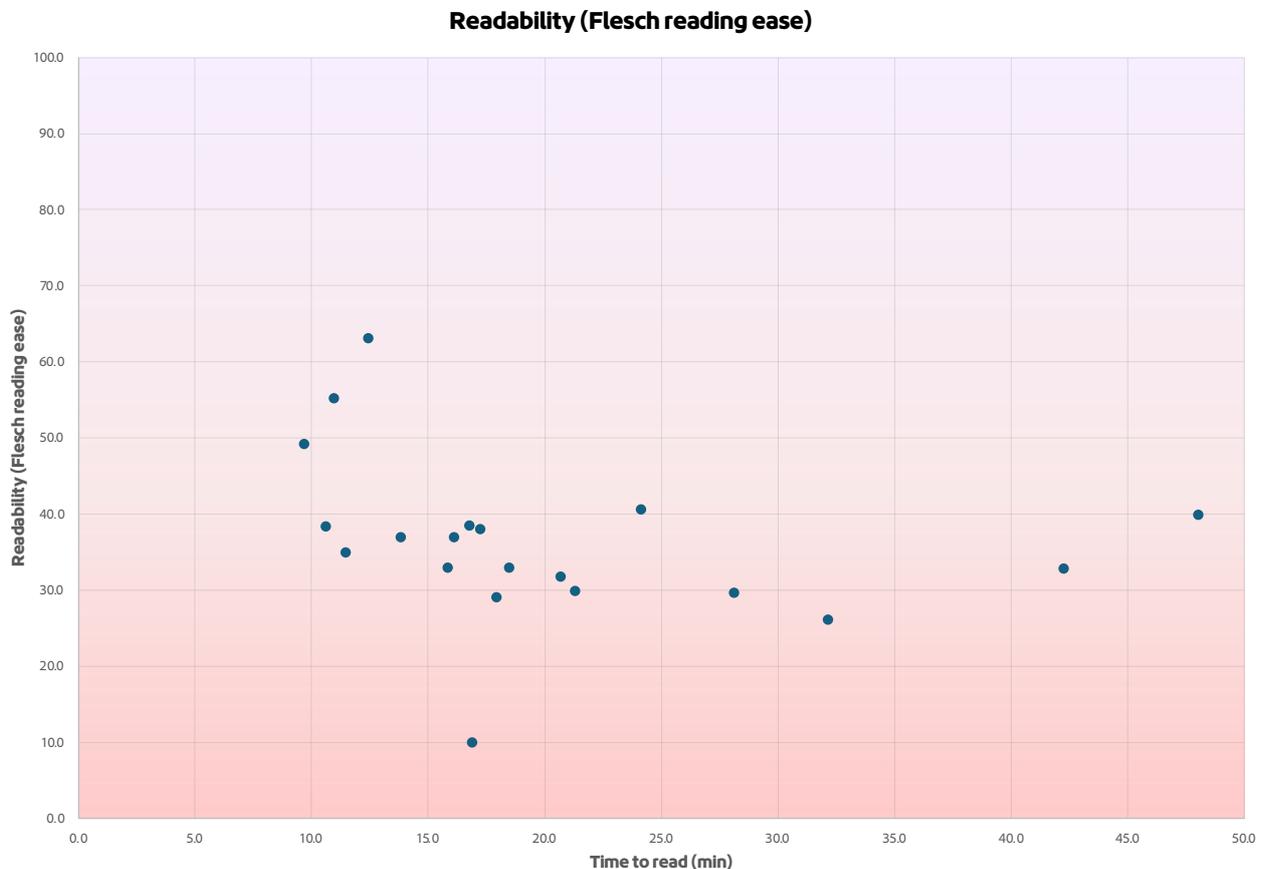
While some organisations went through various projects to improve the design and structure of the policies on the web site, year on year readability took a step backward for some organisations. The BBC stood out for readability, being the only benchmarked organisation to score above 60—meeting the 'plain English' standard, with TVNZ close behind.

> And yes, I'm fully aware of the irony that the readability of this report might not score as highly as I'm advocating for here. In my defence, the target audience isn't the general population… and let's be honest—this report isn't on trial. Your policies are.

Privacy policies must be designed with inclusivity in mind, using plain language and, where feasible, offering translations or multilingual summaries to ensure broad comprehension. While legal and compliance requirements may necessitate specific terms, there is substantial opportunity to streamline the majority of the policy content. By balancing regulatory obligations and risk mitigation with user-friendly language, organisations can demonstrate clarity and respect for their customers.

The future of policy management;
Let my AI assistant take care of that

With the rise of AI and AI agents, accessibility extends beyond traditional readability to include API-friendly and multi-modal policy formats. As customers engage through diverse channels—web, apps, voice assistants, touch interfaces, and APIs—privacy policies must be structured to support seamless integration across these modalities.

> "I think it's easier to copy the Terms of Service and paste them into an AI like ChatGPT."
>
> – anonymous customer

Considering 52%[x] of Australians surveyed ranked privacy one of the top 3 factors when choosing a product or service behind quality and price, imagine a future where your AI assistant streamlines your choices for a streaming service, news subscription, banking provider, airline, or retail brand based on your values and privacy preferences. Machine-readable privacy policies, structured for AI compatibility, will allow your assistant to quickly analyse and prioritise providers whose policies match your preferences for transparency and control. Brands that obscure their practices or fail to offer clear, AI-accessible policies may risk being sidelined, as your assistant empowers you to make informed decisions about who you trust with your personal data and your wallet.

Experiential Privacy

Privacy policies are typically viewed as a single, static document, but by breaking them into content fragments, organisations can dynamically surface relevant sections, paragraphs, or snippets throughout the customer journey. This approach delivers the right information at the right time, enhancing trust and clarifying the value exchange of sharing data or content. Rather than being a reactive document accessed only when trust falters, fragmented policies become proactive, informative tools that support engagement, sign-ups, and conversions. Similarly, applying this strategy to consent and preference management can transform minimal or overly complex options into clear, contextually relevant choices. By presenting the right consent or preference item at optimal points in the customer journey—coupled with a transparent explanation of the benefits of opting in—organisations can increase opt-in rates, improve addressability, and foster trust-driven relationships in the Media and Entertainment sector.

Easy-to-read privacy notices are not just a compliance exercise—they are a strategic asset for enhancing customer trust. Research [xi] consistently shows that consumers are more likely to engage with brands that communicate transparently and avoid obfuscation. In the Media and Entertainment sector, where personal data fuels both tailored experiences and commercial growth, a clear privacy policy signals a commitment to responsible innovation. By prioritising readability, accessibility, personalisation, and dynamic delivery, organisations can differentiate themselves in a competitive market, building stronger, trust-based relationships with their audience.

Insights and Analysis

Brand No.	Readability of Policies	Language Accessibility	Value Exchange Clarity
Brand 1	Emerging	Cutting-edge	Intermediate
Brand 2	Emerging	Basic	Basic
Brand 3	Emerging	Basic	Basic
Brand 4	Emerging	Cutting-edge	Intermediate
Brand 5	Emerging	Advanced	Advanced
Brand 6	Emerging	Basic	Basic
Brand 7	Basic	Advanced	Advanced
Brand 8	Intermediate	Basic	Intermediate
Brand 9	Intermediate	Cutting-edge	Intermediate
Brand 10	Emerging	Cutting-edge	Advanced
Brand 11	Emerging	Advanced	Intermediate
Brand 12	Emerging	Emerging	Advanced
Brand 13	Emerging	Basic	Intermediate
Brand 14	Emerging	Basic	Basic
Brand 15	Emerging	Cutting-edge	Intermediate
Brand 16	Advanced	Cutting-edge	Intermediate
Brand 17	Emerging	Basic	Basic
Brand 18	Emerging	Basic	Basic
Brand 19	Intermediate	Intermediate	Advanced
Brand 20	Emerging	Basic	Intermediate
Brand 21	Intermediate	Basic	Intermediate

Legend: Basic · Emerging · Intermediate · Advanced · Cutting-edge

Readability of Policies	Language Accessibility	Value Exchange Clarity
Across the industry, readability remains a significant challenge. The majority of brands fall into the Emerging (2) or Intermediate (3) categories, indicating that policies are often still too complex or dense for the average consumer. Only one brand reaches the Advanced level (4), and none achieve Cutting Edge (5), highlighting a widespread opportunity for improvement. This suggests that while some effort has been made to simplify language, most policies remain difficult to digest, potentially undermining user trust and comprehension.	This dimension shows the widest performance spread, ranging from Basic (1) to Cutting Edge (5). This indicates a polarised landscape: some brands, typically global players, are leading with inclusive, multilingual, or simplified language approaches, while others lag significantly behind. The presence of both extremes suggests that while best practices exist and are being implemented by some, they are not yet industry standard. This disparity may reflect differing levels of investment in accessibility or varying interpretations of regulatory requirements.	Scores in this area are more evenly distributed, with a healthy representation across all levels, including several brands achieving Advanced (4) or higher. This suggests that many brands are making a concerted effort to clearly articulate what users receive in exchange for their data and / or content. The broader spread also implies that while some brands are transparent and user-centric in their value propositions, others still present vague or overly complex explanations. This dimension appears to be more mature than readability, but still leaves room for standardisation and improvement.

Both Streaming and Publishing were fairly aligned and considering the consistent low readability scores we found, along with increased scrutiny from regulators, this next section will take a deeper look at the readability of policies and the value of getting this right as an organisation into the future.
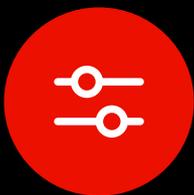
Control

Control

> **"There is nowhere on the site that lets me choose how my data is being used."**
>
> **– anonymous customer**

Consent, Preferences and Business Policy enforcement

Modern organisations are increasingly being challenged by both regulatory reforms and evolving consumer expectations to move beyond outdated, implied consent models. Historically, many brands have operated in ways that obscure how personal data is collected and used—often burying consent mechanisms deep within privacy notices. This lack of transparency aligns with what legal scholar Daniel Solove describes as "exclusion," where individuals are denied meaningful participation in decisions about their data. With regulatory reforms pushing for clearer, more explicit consent, businesses must now rethink how they obtain, manage, and enforce consent, preferences and business policies across multiple dimensions—such as personalised content, targeted advertising, and AI training.

Balancing Customer Trust and Organisational Needs

To navigate this shift, organisations must consider both the customer experience and internal operational needs. On the customer side, the goal is to create a "no-surprise" environment by clearly communicating, in context, the value of opting in, using accessible formats like videos or interactive tools. This builds trust and improves opt-in rates. Internally, privacy and legal teams must collaborate with business units to define which dimensions of consent are necessary and how they align with legal requirements. A traceability matrix can help map regulations, policies and business goals to specific consent requirements and capabilities, ensuring that privacy doesn't become a blocker to innovation but rather a strategic enabler.

Content Usage Controls

There is growing demand for accessible tools that allow individuals to control how their content is used—particularly in relation to AI training, inference, or scraping. This includes features like granular consent options or embedded "Do Not Train" labels (see Responsible Innovation section below), which reinforce user autonomy and trust. While maturity in this area remains nascent across the board, it is also an emerging capability that may not be relevant to all organisations. In such cases, this dimension was excluded from scoring.

Insights and Analysis

Brand No.	Consent and Preference Management	Profile Management	Self-service Tools and Feedback Loops	Data Deletion and Portability	Content Usage Control
Brand 1	Emerging	Intermediate	Emerging	Intermediate	Basic
Brand 2	Basic	Intermediate	Emerging	Intermediate	Basic
Brand 3	Basic	Emerging	Emerging	Intermediate	Basic
Brand 4	Basic	Intermediate	Emerging	Intermediate	Basic
Brand 5	Basic	Emerging	Emerging	Intermediate	Basic
Brand 6	Basic	Emerging	Emerging	Intermediate	Basic
Brand 7	Basic	Emerging	Emerging	Intermediate	Basic
Brand 8	Intermediate	Intermediate	Emerging	Intermediate	Basic
Brand 9	Basic	Intermediate	Emerging	Intermediate	Basic
Brand 10	Advanced	Intermediate	Intermediate	Advanced	Basic
Brand 11	Emerging	Advanced	Emerging	Advanced	Basic
Brand 12	Basic	Intermediate	Emerging	Emerging	Basic
Brand 13	Basic	Intermediate	Emerging	Basic	Basic
Brand 14	Basic	Emerging	Emerging	Intermediate	Basic
Brand 15	Emerging	Emerging	Emerging	Intermediate	Basic
Brand 16	Intermediate	Intermediate	Intermediate	Advanced	Basic
Brand 17	Emerging	Intermediate	Intermediate	Intermediate	Basic
Brand 18	Basic	Intermediate	Emerging	Intermediate	Basic
Brand 19	Intermediate	Intermediate	Advanced	Intermediate	Basic
Brand 20	Emerging	Intermediate	Emerging	Emerging	Basic
Brand 21	Basic	Intermediate	Emerging	Intermediate	Basic

Legend: Basic | Emerging | Intermediate | Advanced | Cutting-edge

Consent and Preference Management	Profile Management	Self-service Tools and Feedback Loops	Data Deletion and Portability	Content Usage Control
Across the industry, maturity in consent and preference management appears to be in the emerging to intermediate range. Most brands are not yet at an advanced stage, indicating that while some mechanisms for user consent and preference capture exist, they are often rudimentary or fragmented. This suggests a broader industry trend where regulatory compliance may be driving minimal implementations, but user-centric, granular control is still lacking. The spread in performance also implies that while a few brands are beginning to innovate, many are still reluctant to improve.	This dimension shows consistently low maturity, with most brands scoring at the basic level. This indicates that users often have limited ability to view, edit, or manage their profiles in a meaningful way. The lack of advanced capabilities here may reflect legacy system constraints or a lower prioritisation of user autonomy in profile data. The narrow performance spread suggests a systemic industry gap rather than isolated underperformance.	There is a moderate level of maturity in this area, with several brands reaching intermediate levels. This suggests that self-service capabilities—such as managing preferences, submitting feedback, or resolving issues—are becoming more common. However, the absence of advanced or cutting-edge implementations indicates that while tools exist, they may not yet be fully integrated or optimised for user experience. The performance spread here is wider, pointing to a few leaders beginning to differentiate themselves.	This dimension shows intermediate maturity, with some brands offering basic deletion and portability options. However, the lack of advanced ratings suggests that these features are often limited in scope or usability. The industry appears to be responding to regulatory pressures, but user empowerment through seamless data control is still evolving. The spread in performance indicates that while some brands are making strides, others are still in early stages of implementation.	This is the least mature dimension, with most brands scoring at the basic level. This reflects a significant industry-wide gap in giving users control over how their content is used, shared, or monetised. Low scores in this area may typically be due to it being deprioritised, technically challenging to implement or may also indicate a lack of clear regulatory mandates compared to other dimensions, resulting in slower adoption. However, in this case was not applicable to many of the organisations we benchmarked.

Demonstrating Best In Class Privacy and Security

Demonstrating Best In Class Privacy and Security

"I did not feel very comfortable as the brand did not have two-factor authentication for log in."

– anonymous customer

Privacy

Many points to consider have already been addressed above, for example improving transparency, clarity and discoverability of policies at the right moments in the user journey, giving users meaningful control over how their data and content are used, including clear, accessible consent mechanisms that allow individuals to opt out of specific uses, such as targeted advertising, or AI training. Features like "Do Not Train" tags on uploaded content help prevent it from being used in model development or scraping, reinforcing user autonomy, among other things.

Transparency is key. Organisations should clearly explain how personal data is collected, processed, and shared—especially when AI or automated decision-making is involved. Privacy notices should be easy to understand and surfaced at the right moments in the user journey. By embedding privacy-by-design principles and offering proactive privacy tools, organisations can demonstrate a genuine commitment to respecting user data—not just protecting it.

Security

To build trust and reduce risk, organisations must not only implement strong privacy and security measures but also clearly communicate them to users. This includes deploying robust security features like multi-factor authentication (MFA), passkeys, and secure recovery options. These tools help protect against unauthorised access and social engineering attacks. Just as important are visible security status indicators—such as widgets showing account security strength or MFA status—which encourage and empower users to take control of their own security.

A modern authentication strategy plays a pivotal role here. Moving customers away from legacy methods like passwords—which are vulnerable to phishing and breaches—toward more secure, user-friendly options like passkeys can significantly improve both security and user experience. A customer mistyping or forgetting their password would be perfect candidates to prompt the move to such mechanisms. This shift also increases authenticated engagement, enabling richer, more personalised interactions across digital channels. Supporting this, organisations should provide educational content—videos, alerts, and tips—to help users identify scams and understand the value of secure authentication. Finally, seamless and secure account recovery processes ensure users can regain access without compromising their data, reinforcing a privacy-first, user-centric approach.

Insights and Analysis

| Brand No.	Security Features	Security Status Tools	Privacy and Security Education / Awareness	Account Recovery Support
Brand 1	Basic	Emerging	Basic	Basic
Brand 2	Basic	Basic	Basic	Basic
Brand 3	Basic	Basic	Basic	Basic
Brand 4	Intermediate	Emerging	Emerging	Emerging
Brand 5	Basic	Emerging	Basic	Basic
Brand 6	Basic	Basic	Basic	Basic
Brand 7	Basic	Emerging	Basic	Basic
Brand 8	Basic	Basic	Basic	Basic
Brand 9	Basic	Basic	Basic	Basic
Brand 10	Intermediate	Basic	Emerging	Emerging
Brand 11	Advanced	Intermediate	Intermediate	Advanced
Brand 12	Basic	Basic	Basic	Basic
Brand 13	Basic	Basic	Basic	Basic
Brand 14	Basic	Basic	Basic	Basic
Brand 15	Emerging	Emerging	Basic	Basic
Brand 16	Basic	Emerging	Intermediate	Intermediate
Brand 17	Basic	Emerging	Basic	Basic
Brand 18	Basic	Emerging	Basic	Basic
Brand 19	Emerging	Emerging	Basic	Basic
Brand 20	Basic	Intermediate	Intermediate	Basic
Brand 21	Basic	Basic	Intermediate	Basic

Basic **Emerging** **Intermediate** **Advanced** **Cutting-edge**

Security Features	Security Status Tools	Privacy and Security Education / Awareness	Account Recovery Support
The majority of brands are clustered in the lower tiers (Basic to Intermediate), indicating that foundational security implementations like two-factor authentication, passkeys and biometric login are still not universally adopted or optimised. The limited presence of brands in the Advanced or Cutting Edge categories suggests that innovation in this area is not yet widespread, and many companies may be relying on legacy systems or minimal compliance rather than proactive security enhancements.	This dimension shows a similarly low spread, with most brands falling into the Basic or Emerging categories. This suggests that real-time security dashboards, alerts, or user-facing tools to monitor account activity are not yet standard across the industry. The lack of widespread adoption of these tools may indicate either a lack of investment or a gap in user-centric security design.	This is one of the weakest-performing dimensions overall. Most brands are rated Basic or Emerging, highlighting a significant industry gap in user education and awareness initiatives. This could reflect a broader trend where companies prioritise backend security and organisational culture over empowering customers with knowledge and best practices, potentially increasing vulnerability due to human error.	While still skewed toward the lower end, this dimension shows slightly more variation, with a few brands reaching Intermediate or Advanced levels. This suggests that some companies are beginning to invest in more robust and user-friendly recovery processes, but the overall industry still lacks consistency. The spread here may indicate differing philosophies on balancing security with user convenience during account recovery.

Split by Sub-Industry

Streaming

Streaming Privacy and Security
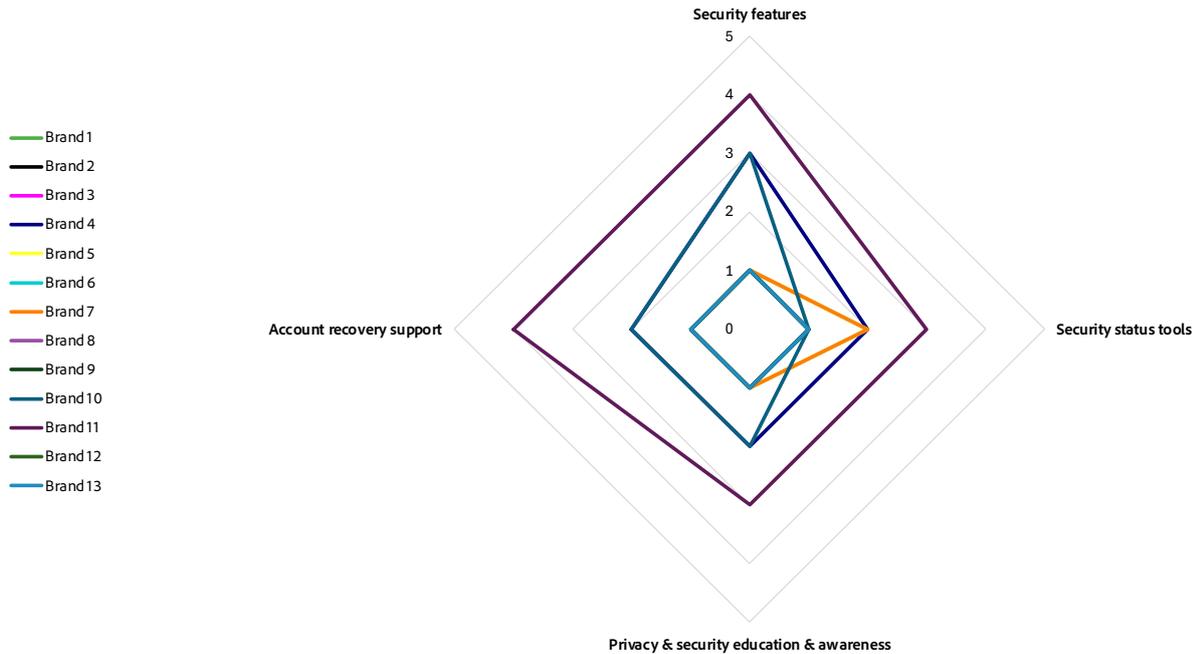
The streaming industry shows a highly uneven landscape when it comes to privacy and security maturity. This fragmented performance suggests that many streaming services are prioritising certain aspects of security while potentially neglecting others, leading to an imbalanced approach to user protection.
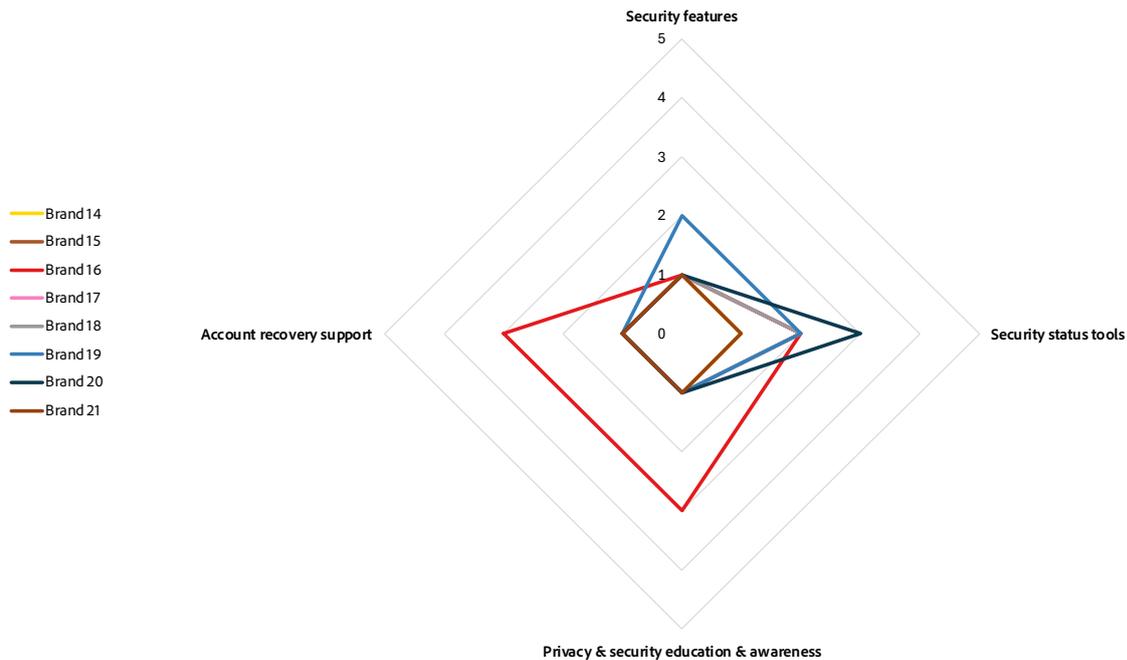
The spread of scores also indicates, with the exception of one clear leader, capabilities appear to be distributed, with different brands excelling in different areas. This variability may reflect differing strategic priorities, resource allocations, or stages of maturity in security practices. Overall, the data points to a sector that is still evolving in its approach to holistic security, with considerable room for improvement—particularly in achieving consistency and completeness across all key dimensions.

Split by Sub-Industry

Publishing

Publishing Privacy and Security

Legend:
- Brand 14
- Brand 15
- Brand 16
- Brand 17
- Brand 18
- Brand 19
- Brand 20
- Brand 21

Radar chart axes: Security features, Security status tools, Privacy & security education & awareness, Account recovery support

The Publishing sub-industry within Media and Entertainment demonstrates a generally underdeveloped and inconsistent approach to privacy and security. Most brands cluster around low to moderate performance levels, particularly in areas like Privacy and Security Education and Awareness and Account Recovery Support, which show the weakest scores across the board. This suggests that user empowerment and support mechanisms are not yet a strong focus in this sector.

There is some variation in the implementation of Security Status Tools, with a few brands showing relatively stronger performance in these areas. However, no single brand stands out as a leader across all dimensions, indicating a fragmented maturity landscape. The lack of high scores across the radar chart points to an industry that is still in the early stages of adopting comprehensive, user-centric security and privacy practices. This presents both a challenge and an opportunity for publishers to differentiate themselves by investing in more robust and transparent security frameworks.

Responsible Innovation and Governance

Responsible Innovation and Governance

AI is on the lips of every exec across industries, however 68% of organisations have no formal AI governance measures in place, while only 26% have implemented ethical and responsible AI use frameworks or compliance safeguards [xii]

This governance gap presents significant risks as AI adoption accelerates. Organisations are deploying AI solutions without adequate safeguards, potentially exposing themselves to risks related to data privacy, security, and regulatory compliance. While these internal challenges continue to evolve internally, there's also the external view and perception of customers.

Principles

This is the "say what you will (not) do" component of building customer trust.
Publicly articulating your organisation's principles—such as commitments to fairness, transparency, and non-discrimination—helps customers morally align with your brand. These principles should include a clear stance on using commercially safe AI, avoiding opaque automated decision-making, and embedding safeguards to protect vulnerable individuals, especially in areas like marketing and financial services.

Disclosures

This is the "do what you say" component. Transparency is key—organisations should clearly disclose where and how AI is used, especially in automated decisions that affect customers. This includes explaining the role of AI in personalisation, eligibility assessments, or content delivery. Disclosures should also cover how customer data and content is protected, how decisions are reviewed, and what recourse is available. This level of openness builds confidence and helps demystify AI for everyday users.

Impact

Finally, this is the "prove what you did" component. Demonstrating the real-world outcomes of your responsible innovation efforts—such as reduced bias in AI models, increased opt-in rates due to transparent practices, or the suppression of marketing to customers in financial distress—helps convert sceptics into advocates. Publishing case studies, metrics, or third-party audits can validate your efforts and show that your governance frameworks are not just theoretical but actively protecting and empowering your customers.

Insights and Analysis

Brand No.	Published Principles	Published Disclosures	Published impact
Brand 1	Intermediate	Intermediate	Intermediate
Brand 2	Intermediate	Intermediate	Emerging
Brand 3	Emerging	Emerging	Intermediate
Brand 4	Intermediate	Intermediate	Intermediate
Brand 5	Intermediate	Intermediate	Intermediate
Brand 6	Emerging	Basic	Basic
Brand 7	Intermediate	Intermediate	Intermediate
Brand 8	Intermediate	Intermediate	Intermediate
Brand 9	Basic	Basic	Basic
Brand 10	Intermediate	Basic	Intermediate
Brand 11	Advanced	Advanced	Advanced
Brand 12	Intermediate	Emerging	Emerging
Brand 13	Basic	Basic	Basic
Brand 14	Intermediate	Intermediate	Emerging
Brand 15	Intermediate	Intermediate	Intermediate
Brand 16	Advanced	Advanced	Advanced
Brand 17	Intermediate	Intermediate	Intermediate
Brand 18	Intermediate	Intermediate	Intermediate
Brand 19	Intermediate	Intermediate	Intermediate
Brand 20	Emerging	Basic	Emerging
Brand 21	Intermediate	Emerging	Emerging

Legend: Basic | Emerging | Intermediate | Advanced | Cutting-edge

Published Principles	Published Disclosures	Published impact
The majority of brands are clustered around the intermediate level, suggesting a general industry consensus on the importance of having formalised principles in place. However, only a few brands have reached the advanced level, indicating that while many companies have foundational principles, fewer have evolved them into more sophisticated or cutting-edge frameworks. The presence of a few brands at the basic or emerging levels highlights a performance gap, suggesting that some players are still in the early stages of formalising their commitments.	Similar to principles, disclosures tend to hover around the intermediate level for most brands, reflecting a moderate level of transparency across the industry. A small number of brands have achieved advanced ratings, which may indicate stronger governance, stakeholder engagement practices or simply more confidence in articulating and / or committing to them publicly. The lower end of the spectrum still includes brands with basic or emerging disclosures, pointing to inconsistencies in how openly companies communicate their practices and progress.	This dimension shows the widest spread in performance, with brands ranging from basic to advanced levels. The variability suggests that while many companies may articulate principles and provide disclosures, translating these into measurable, real-world impact remains a challenge. The few brands rated as advanced in impact likely have more mature implementation and evaluation mechanisms, while those at the lower end may struggle with execution or measurement. This disparity underscores a key industry challenge: moving from intention and transparency to demonstrable outcomes.

Both Streaming and Publishing were fairly aligned so no additional call outs were to be made here – emerging leaders being global players.

Pathways To Digital Trust, A Map To Value

Organisations can enhance their index scores by taking practical steps to build trust through their digital platforms. By delivering more personally valuable experiences, improving transparency and clarity, and empowering customers with greater control over their data and content, along with demonstrating responsible innovation and governance, companies can not only foster stronger customer relationships but also unlock significant revenue growth and cost efficiencies.

Opportunity	Challenges	Response	Impact
Deliver personally valuable experiences at every touchpoint	• Fragmented customer data and journeys hinder the ability to deliver cohesive, personalised experiences. • Low audience addressability due to low quality identifiers, limited consented data and unclear personalisation metrics. • Data-to-insight gap—struggle to extract actionable intelligence from abundant data. • Creative and content production bottlenecks and chaotic workflows limit personalisation at scale. • Inconsistent omni-channel experiences across devices, services, and touchpoints. • Lack of real-time orchestration reduces responsiveness to evolving customer needs and behaviours.	• Value-led approach to personalisation and customer experience • Champion accessibility and inclusive design, ensuring readability and usability for all. • Leverage real-time, actionable profiles powered by an agnostic identity graph and durable customer identifiers • Keep pace with the demand for relevant content through an enterprise grade, secure content supply chain • Design and orchestrate real time 1:1 omni-channel journeys • Make every moment shoppable, actionable and engaging across all touchpoints	**Increased:** • Brand Reputation • Addressability • CSAT • Staff Satisfaction • Opt-In Rates • Match Rates • Returning Visitors • Pages per visit • Data Quality • Account security • Customer Retention • NPS • CLV **Reduced:** • Compliance Costs • Incident Resolution Time • Support Costs • Churn Rate • Time to Value • Time To Data • Data Breach Incidence Rate • Operational Overheads • IP Infringement
Improve Transparency, Clarity, and Control for customers, citizens and employees	• Evolving regulatory landscape causing complexity and ambiguity • Privacy and data policies not tailored to individual groups, and unsuitable for lower literacy levels • Lack of consistency in consent and preferences across channels • Decaying trust in organisations and institutions • Brand and talent protection from mis/dis-information and deepfakes • AI/ML models training on proprietary content / IP	• Broaden and deepen discoverability of key policies and notices to keep up with customer expectations • Implement durable content credentials for content provenance and transparency • Leverage 'Do Not Train' within the content credential manifest to protect against IP infringement • Introduce readability measures • Improve language accessibility leveraging AI • Adopt multi-dimensional consent management (capture, organisation and audibility) and consent / policy enforcement (restrictions, profile filtering and insights) • Introduce self-service tools and feedback loops	
Establish robust culture of Privacy and Security providing business capabilities and consumer offerings	• Privacy and security concerns limiting trust and engagement • Poor-quality, inconsistent, or inaccessible trusted customer data • Disconnected systems that are not well integrated across channels, product lines, business units, etc. • Rise in AI driven cyber and privacy attacks • Increase in sophisticated social engineering • Lack consumer friendly insights and tools to manage privacy and security of profiles and accounts	• Authentication strategies and adoption of emerging best practice, e.g passkeys, MFA, etc. • Deploy consumer friendly tools, services, widgets to empower and encourage privacy and security best practices • Develop/source and communicate educational materials for customer consumption. • Adoption of privacy enhancing technologies to mature data/content management processes and clarify value to customer base, e.g improved customer experience without data movement/ exposure. • Cultivate culture of cybersecurity and privacy aware teams / individuals through certification and training	
Lead with Responsible Innovation and best in class Governance	• Profitable growth • Risk mitigation in emerging technologies and Innovation • Evolving and rising customer expectations • Regulatory pressure and compliance • Brand reputation management	• Design and embed principles and transparent frameworks tied to KPIs. • Introduce cross functional responsible innovation program to monitor, benchmark and publish progress / impact • Comprehensive policies and governance across the organisation • Operational unlock and value gains through AI through automated, governed and auditable workflows • Scale commercially safe AI services you can safeguard	

Conclusion

In an era defined by signal loss, synthetic content, and shifting consumer expectations, trust has become the most valuable—and volatile—currency in digital media. This report has shown that while many organisations in the Media and Entertainment sector are beginning to invest in trust-building capabilities, few have yet embedded them as core strategic differentiators. The data is clear: trust is not just a compliance requirement—it is a growth multiplier.

Our Trust Indicator Framework reveals that brands scoring higher on trust dimensions outperform peers in customer sentiment, loyalty, and engagement. Yet, across the industry, maturity remains uneven. Personalisation is often shallow, transparency inconsistent, and user control underdeveloped. Privacy and security—critical pillars of digital trust—are still treated as backend functions rather than front-facing value propositions. And while responsible innovation is gaining traction, few brands are translating principles into measurable impact.

Externally, the landscape is evolving rapidly. Consumers are more privacy-aware and trust-conscious than ever. 62% of people now feel like "the product" and are demanding more control and accountability from brands.[xiii] Meanwhile, AI continues to reshape both opportunity and risk. While it enables hyper-personalisation and operational efficiency, it also raises new concerns around responsible data handling, content authenticity, and algorithmic bias.

In this context, content provenance is emerging as a critical trust enabler. Standards like C2PA and movements like the Content Authenticity Initiative offer a path to restoring confidence in digital media.

The path forward is clear. To thrive in this new trust economy, organisations must:

Design for trust from the outset—embedding transparency, clarity, and control into every touchpoint.

Operationalise privacy and security as customer-facing features, not just compliance checkboxes.

Invest in responsible innovation, with governance frameworks that are transparent, measurable, and aligned to customer values.

Elevate content authenticity through provenance standards that protect both creators and consumers.

Trust is no longer a soft sentiment—it is a strategic asset. Those who lead with integrity, empower their audiences, and innovate responsibly will not only earn loyalty but also unlock sustainable growth. As the digital landscape continues to evolve, the most successful brands will be those that treat trust not as a destination, but as a continuous journey—one that is built, measured, and renewed with every interaction.

Methodology and Research

Between May and July 2025 Adobe's Digital Strategy Group undertook an 'outside in' analysis for the inaugural Trust Report, combining several methodologies into one single framework.

The analysis covered the official websites (desktop and mobile) and apps (inc. mobile, connected TV) for the following Media Networks across Australia and New Zealand:

Streaming

7plus, 9now, ABC iview, Apple, Disney+, HBO Max, Netflix, Paramount, Prime, SBS on Demand, Stan, Tubi, TVNZ

Publishing

7 news, ABC News, BBC, News Corp Australia, Nine, SBS, The New York Times and The Telegraph

Methods used included:

1. Customer experience: Analyst benchmarking via script, testing desktop, mobile apps and connected TV (cTV) user experience across categories.

2. Customer experience: user testing via script with users aged between 18 and 65, testing mobile and desktop user experience across categories.

3. Site performance: Using third-party tools such as Google Lighthouse to measure accessibility and best practice scores

4. Readability and time to read: Measuring Flesch reading ease using third party tools like Microsoft Word, and time to read using third party tools like The Read Time.

5. Personalisation: User testing for first-time and repeat visitors in authenticated and non-authenticated states. Covering a range of elements from account dashboards, display, content (including advertisements), communications and visual elements.

The Trust Indicator Score is calculated as the average of six-dimension scores, each rated on a 1–5 scale. These dimension scores are themselves derived from the average of their respective sub-dimensions, 23 in total, also rated on a 1–5 scale.

Delivering Personally Valuable Experiences	Providing Transparency	Providing Clarity: Ensuring Comprehension and Simplicity	Providing Control: Customer Empowerment and Autonomy	Demonstrating Best-in-Class Privacy and Security	Responsible Innovation and Governance: Innovating with Integrity
Personalisation of content (including advertising)	Data collection transparency	Readability of policies	Consent and preference management	Security features	Published Principles (say what we will do)
Personalisation of communications	Data usage transparency	Language accessibility	Profile management	Security status tools	Published Disclosures (we do what we said)
Accessibility	Content provenance	Value exchange clarity	Self-service tools and feedback loops	Privacy and security education and awareness	Published impact (prove what they did)
Best practice			Data deletion and portability	Account recovery support	
Value perception			Content usage control		

The Team

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Information Privacy Technologist (CIPT)

Report lead, framework design, research
and analysis – professional chin-stroker
and relentless optimist.

Andrew Wong
Analyst

Benchmarking and analysis –
quietly turning chaos into clarity
(and spreadsheets into strategy).

Niveditha Somashekarro
Management Consultant Information

User testing and analysis –
translating numbers into human stories
with empathy and precision.

Marisa Shappard
Marketing Lead

Marketing and amplification –
making a heavy topic feel human,
relevant, and (dare we say) fun.

Adobe Content Labs : Layout & Visual Design
transforming dense information into something beautiful, scrollable, and actually readable

Endnotes and References

i Prnewsonline: Trust and public relations: What the research says

ii Edelman Trust Barometer: global study on consumer trust

iii Mckinsey: Why digital trust truly matters

iv Deloitte: The keys to a successful customer experience personalisation strategy

v Adobe x Econsultancy: AI and Digital Trends Report 2025

vi Adobe: The Future of Trust Report 2024

vii Adobe x Incisiv: State of CX in an AI-Driven World

viii Adobe: The Future of Trust Report 2024

ix BBC: Does Provenance Build Trust

x OAIC: Australian Community Attitudes to Privacy Survey 2023

xi DOI Foundation: Effects of transparent brand communication on perceived brand authenticity and consumer responses, Edelman Trust Barometer: global study on consumer trust

xii Adobe x Incisiv: State of CX in an AI-Driven World

xiii Usercentrics: State of consumer trust

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