

**ESG
REPORT
2020-2021**

TAKING

ACTION



CONTENTS

COVER IMAGES
(FROM LEFT TO RIGHT):
CBS television show: *The Equalizer*;
CBS television show: *Good Sam* crew

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INTRODUCTION

2020-2021 challenged our world and our company in unprecedented ways. In response, we leveraged the power of our content to reflect and help ground our individual and collective experiences, and to inspire us all to fight for a better world.



IMAGES (FROM LEFT TO RIGHT):
CBS television show: *Secret Celebrity Renovation*;
SHOWTIME television show: *Ziwe*



About This Report

GRI: 102-21, 102-46, 103-1

The challenges we faced were also a key test of our wider Environmental, Social, and Governance (ESG) strategy. Because we've made key commitments as a company, we were prepared to adapt in the face of crisis.

As we move forward, we are further sharpening our focus and activating our ESG strategy across ViacomCBS so we can continue to meet the challenges and opportunities that lie ahead.



IMAGES (FROM TOP TO BOTTOM):
CBS This Morning television show;
CBS television show: Good Sam crew

This report focuses on our evolving ESG strategy and progress in 2020 with highlights and key activities from the first half of 2021, where noted. We report annually in alignment with the industry standard of alternating between comprehensive reports and abridged updates. This is our second ESG report and is an abridged update to our 2019-2020 ESG report, which we published in December 2020.

We used external reporting frameworks and guidance to influence the development of this report, including the Global Reporting Initiative (GRI) Standards, the Sustainability Accounting Standards Board (SASB), and the Task Force on Climate-related Financial Disclosures (TCFD). The GRI, SASB, and TCFD indices are at the end of the report.

For complementary information on our corporate commitments and impacts, please see our [2020 Social Impact Review](#) and our annual [Diversity, Equity and Inclusion \(DE&I\) Report](#).

We take seriously the views of all our stakeholders and actively seek their input. For any feedback or questions, please contact Jessica Thurston, Senior Director, ESG Strategy, at sustainability@viacomcbs.com.

Bob Bakish: Sharpening Our ESG Focus

GRI: 102-14



“ In this 2020-2021 ESG Report, we lay out overarching goals for our ESG pillars to help us sharpen our focus and strengthen ESG management across ViacomCBS.”

2020-2021 was uniquely challenging. We have been facing one of the worst global health crises in a generation and were forced to begin reckoning with the longstanding pain of systemic racism and social injustice that continue to impact our communities each day. These events have galvanized our society to a higher level of action. And, as a media company that reaches billions of people daily, we recognize the power and responsibility of our role in shaping this action and driving change forward.

Over the last year, our people have come together in new ways and with reaffirmed purpose to make a difference. Through our commitment to ESG, we've made important progress on the key pillars we defined in our first report last year – **On-Screen Content & Social Impact**, **Workforce & Culture** and **Sustainable Production & Operations** – to drive change for our employees, audiences, communities, partners and investors around the world.

In this **2020-2021 ESG Report**, we lay out overarching goals for our [ESG pillars](#) to help us sharpen our focus and strengthen ESG management across ViacomCBS. As we work toward these goals, we will continue to openly track and report on our progress – to ensure we remain accountable to our stakeholders on this journey.

Our Board of Directors, my senior leadership team and I are deeply committed to this work. We are just beginning to scratch the surface of what our company can do. We will continue to share our progress – and challenges – along the way.

Best,

Bob Bakish

President and CEO, ViacomCBS

About ViacomCBS

GRI: 102-2, 102-4, 102-6, 102-7, 102-16, 102-45; SASB: TC-IM-000.A

ViacomCBS delivers premium content to audiences across traditional and emerging platforms world-wide.

#1

in key U.S. target demographics, including total audience, kids, adults, and diverse audience (African Americans, Hispanics,¹ or other)

Through our studios, networks, streaming, and more, we connect with billions of people. We are powered by the most diverse portfolio of brands, content, and audiences in our industry.

The content we produce and distribute provides value to audiences as entertainment; timely news and information; and storytelling about issues, topics, and characters that are of interest and importance to them. We earn revenue from advertising, affiliates (i.e., cable providers, over-the-top partners, or other platforms that pay fees to carry our content), subscriptions to our own streaming platforms (such as Paramount+), and licensing.

¹ Nielsen Media Research; Q1 2021 Live+7 Share of Viewing. Excludes Spanish-language networks. "Adults" refers to pp. 18-49 and pp. 25-54.



Our Values

OPTIMISM & DETERMINATION

We share a positive belief that we can navigate and thrive in the landscape ahead.

INCLUSIVITY & COLLABORATION

We embrace new and diverse voices, act with care, and work together to capture opportunities and manage through challenges.

AGILITY & ADAPTABILITY

We think entrepreneurially, are resilient in change, and move quickly to anticipate and create what's next.

21,573

full-time employees
in 36 countries as of
July 31, 2021

31.7

billion hours of ViacomCBS
content consumed globally,²
watched in 184 countries in
45 languages

Our Approach to ESG

GRI: 102-15, 103-1, 103-2, 103-3

The media and entertainment industry plays a powerful role in shaping culture and conversations, and we are serious about the responsibilities this position brings.

Our ESG strategy is centered on understanding and responding to our biggest impacts. That means evaluating the associated risks and opportunities, as well as the responsibility to take action. This approach allows us to better serve our partners, audiences, employees, and shareholders — and augment our business success. We organize our ESG work into three pillars: On-Screen Content & Social Impact (how we show up), Workforce & Culture (who we are), and Sustainable Production & Operations (how we do what we do).

On-Screen Content & Social Impact encompasses the opportunities and responsibilities we have — to represent, inform, and influence through our content and brands. It includes topics such as diverse and inclusive content, content accuracy and independence, and responsible advertising. Workforce & Culture is about our efforts to recruit and retain the best employees, treat contractors and partners well, and ensure everyone feels welcome and safe.

It includes topics like workforce diversity and inclusion, employee safety and security, and labor relations. Sustainable Production & Operations covers how we address the environmental and social impacts of our operations and facilities, film and television productions, and other activities. It includes managing our environmental footprint and ensuring our suppliers and partners meet the standards we set.

In 2020, we continued our post-merger integration, including strengthening ESG management and reporting systems across the combined company. As part of this work, we have made our ESG governance structure more robust, including building out our [ESG Council](#).

With this report, we are excited to launch our first company-wide ESG goals — with associated metrics and targets — for each of our three strategic pillars. These goals will help us to further sharpen our focus and drive progress on what matters most.

We have also deepened our investment in key initiatives that underscore our ESG commitments across our business. For example, through Content for Change, a social justice initiative first launched in June 2020 by BET, we are developing a comprehensive approach to supporting the creation, distribution, marketing, and promotion of content aimed at issues like working towards ending systemic racism in America. Content for Change harnesses what we do best — create and deliver content — to positively and powerfully portray and impact our communities, further inclusion and understanding, and diversify representation in entertainment. We are working to integrate this initiative across our brands. We've expanded our diversity and representation goals for both management and creative roles throughout the company. And we are centralizing and scaling up our sustainable production efforts across our ecosystem.

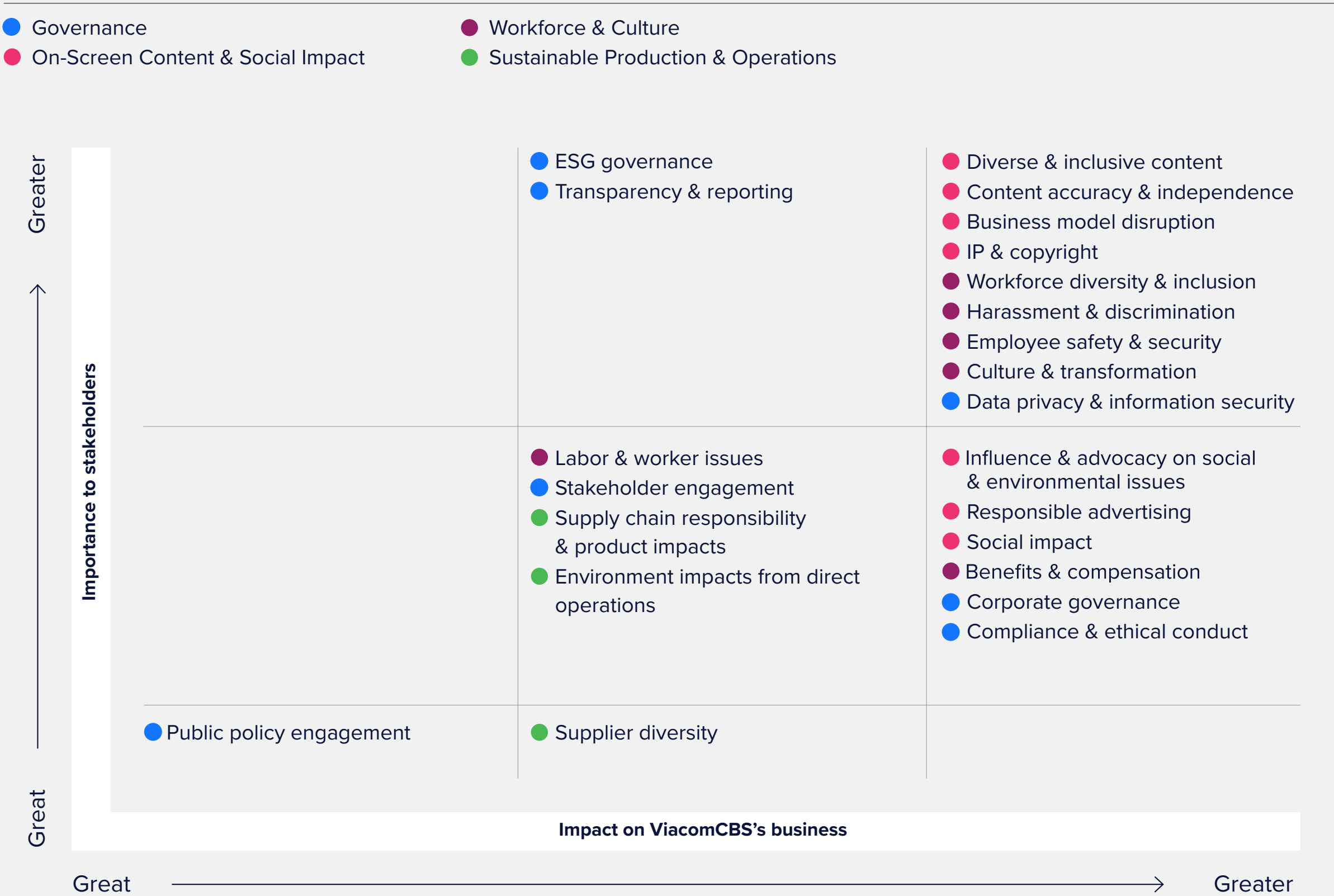
² Includes our share of CW (50%) and V18/Colors (49%) joint ventures; includes only ViacomCBS content on Pluto. Data as of Q1 2021 (ending March 2021).

Our Material Topics

GRI: 102-15, 102-46, 102-47, 103-1

We completed a materiality assessment in 2020 and continue to use its results to guide our ESG strategy. It drew on insights from internal and external stakeholders, a review of major reporting and evaluation frameworks, peer benchmarking, and extensive tracking of stakeholders’ positions on key issues. Our Board of Directors, senior leadership team, and other key ESG leaders across the company reviewed and validated the assessment.

For more details, including definitions of key topics, see our more extensive standalone [Materiality Assessment Report](#), which we published in August 2020.



Our Goals

Our goals define our focus and ambition.

TCFD: Metrics & Targets

In 2021, we developed the first set of overarching goals for each of our three ESG pillars. These goals will help us to sharpen our focus and hold ourselves accountable as we continue to formalize our efforts across ViacomCBS. We've also set complementary goals and targets within many of our individual brands and divisions, several of which are [highlighted](#) throughout this report.

On-Screen Content & Social Impact

We are harnessing what we do best — create and deliver content — to positively and powerfully portray and impact our communities, further inclusion and understanding, and diversify representation in entertainment. That means responsibly managing our content and advertising and using our platforms — including our work in our communities — for good.

- 1** Apply research and rigor to understand best practices of representation and portrayals along five topic areas aligned with our Content for Change program by 2023
- 2** Provide training to productions on the MTV Entertainment (MTVE) Group Culture Orientation, beginning with 100% of MTVE productions by the end of 2022

Workforce & Culture

We are molding a culture anchored in our core [values](#) that centers diversity and inclusion. One that keeps employees safe, feeling engaged and like they belong, and retains and attracts the best talent. This work extends to the teams creating our content and builds on our commitment to providing equal opportunities for access and advancement across our content creation lifecycle.

- 1** **Diversity and Representation:**
 - By the end of 2021, achieve a global external hire and internal promotion rate of 55% for female SVPs and above, and a U.S. external hire and internal promotion rate of 40% for ethnically diverse VPs and above
 - Share an update to achieve longer-term targets by the end of 2022
- 2** **Engagement and Inclusion:**
Improve organizational engagement from 74% to 81% favorable by 2025

Sustainable Production & Operations

We are working to mitigate our impacts on climate change by assessing and managing our environmental impacts across our facilities, productions, travel, and supply chain.

- 1** Pilot a greenhouse gas (GHG) emissions initiative in the UK, publishing our plan for how to do so by end of 2021
- 2** Assess what it would take for ViacomCBS to reach net zero greenhouse gas emissions across our global value chain

Meeting the Ongoing Challenge of COVID-19

Our ongoing response focuses on operating safely, providing reliable information, and continuing to support those in need.

When the COVID-19 crisis first unfolded in 2020, we acted quickly to protect our people and communities. This included pausing or significantly modifying our productions, shifting to remote work, setting up new employee assistance programs, and using our content and brands to support viewers through challenging times.

Since then, we've witnessed the extraordinary resilience of individuals and communities – not only in coping with unprecedented disruption and loss, but in mobilizing to protect one another, keep essential services running, and work to bring the pandemic under control. As the crisis continues in its second year, our response is focused on ensuring



the safety of our productions and other operations, raising awareness about evolving safety protocols and vaccinations, and continuing to support organizations providing crucial assistance to those in need.



Operating Safely and Effectively

At the start of the pandemic, we halted nearly all TV and film productions. Those productions that continued, such as our news programming, underwent significant changes. In mid-2020, we began working closely with our employees, talent, industry partners, and public health authorities to create robust strategies and plans for safely reopening our facilities and resuming the majority of our in-person production work.

We created a rigorous, centralized process for reviewing and approving production plans and implementing strict protocols including health screenings and COVID testing, masking, social distancing, and assignment of specially trained COVID Compliance Supervisors to most productions. We also consult with external advisors and contribute to industry-wide dialogue and safety recommendations, including

those published by the Alliance of Motion Picture and Television Producers (AMPTP).

Our internal COVID-19 Task Force has convened regularly throughout the crisis, supporting all our brands with establishing and maintaining safety protocols. This support includes partnering with our global sourcing team to ensure productions have all the resources they need.

We've also launched a company-wide effort to facilitate vaccinations for our employees and their families. We supported staff in accessing vaccinations through other sources, established vaccination sites at our own facilities – such as the CBS Broadcast Center in New York City – and facilitated dialogues with medical experts to answer real-time questions and concerns from employees.

IMAGES (FROM TOP TO BOTTOM):
CBS television show: *B Positive*;
CBS television show: *S.W.A.T.*

Promoting Safe Practices and Recovery Efforts

We’ve leveraged our platforms to help spread up-to-date information and health guidance throughout the pandemic. This work has included comprehensive coverage by CBS News, public service announcements (PSAs), special segments on popular shows, and influential campaigns by our brands. As the pandemic enters its second year, we’ve shifted our focus to promoting vaccination and encouraging viewers and their communities to follow best practices.

#AloneTogether & #BacktoSchoolTogether

Throughout 2020, we worked with the Ad Council on the #AloneTogether campaign, a series of over 174,000 linear TV spots plus organic and paid social media posts featuring talent from across our brands and platforms to drive awareness about the importance of social distancing, while spreading the message that we are all in this together. We supplemented these efforts with

related campaigns through CBS Sports called #InThisTogether and #StayHomeStayStrong. We generated over two billion social impressions on this work and are happy it reached audiences far and wide.

We worked again with the Ad Council to launch the #BacktoSchoolTogether campaign, which targeted college students returning to campuses after extended lockdowns. The digital-first campaign included a series of spots, a media toolkit, and creative assets that sought to communicate how to stay safe, dispel myths and misinformation, and promote actions that students could take to slow the spread of COVID-19.



IMAGES (FROM LEFT TO RIGHT):
MTV television show: *Shuga*, #AloneTogether;
CBS television show: *The Equalizer*

MTV Shuga and #AloneTogether

Building on the past success of *MTV Shuga* in improving sexual and reproductive health outcomes, the MTV Staying Alive Foundation created the educational entertainment mini-series *MTV Shuga: Alone Together*. In 70 short episodes released daily on YouTube, *Alone Together* aimed to disseminate timely and accurate information to increase young people’s knowledge, motivation, and actions to prevent COVID-19. A follow-up evaluation by the Foundation and researchers at The London School of Hygiene & Tropical Medicine found that young people exposed to the series believed that COVID-19 was serious, identified and disapproved of misinformation, and encouraged online peers to follow public health measures.



Supporting Those in Need

The COVID-19 pandemic has brought economic hardship and emotional trauma to millions, with the most vulnerable among us bearing the worst effects. Since the crisis began, we’ve made it a priority to provide support – including helping increase access to food, healthcare, and other essential services – for communities in need.

In March 2020, ViacomCBS committed \$100 million to help provide support to those in our industry affected by COVID-19, especially staff and crew who lost wages when TV and film productions were shut down or disrupted. We administered these funds both directly and

through third parties such as the Screen Actors Guild – American Federation of Television and Radio Artists (SAG-AFTRA) Disaster Relief Fund, the Motion Picture & Television Fund’s Emergency Relief Fund, and The Actors Fund’s Entertainment Assistance Program. In 2021, we used some of these funds to support the Ad Council and its vaccine campaign.

We’ve also leveraged our programming platforms to support organizations that are helping individuals and communities survive and recover from the pandemic. In addition to the COVID-19 relief efforts we highlighted in last year’s report, in 2020 and 2021:

- SHOWTIME built on its long-term partnership with the Human Rights Campaign (HRC) to create *Queer to Stay: An LGBTQ+ Business Preservation Initiative*, which made donations to support LGBTQ+ businesses affected by the pandemic.
- Paramount Pictures supported the Los Angeles Fire Department Foundation efforts to close gaps in COVID vaccine accessibility for Los Angeles’ underserved communities, providing funding to establish three new vaccination sites and increase resources for the department’s mobile vaccination units.

GOVERNANCE

[GRI:419-1](#)

ViacomCBS delivers premium content to audiences across platforms worldwide. We connect with billions of people—through our studios, networks, streaming services, live events, merchandise, and more. Our studios create content for all audiences, across every genre and format, while our networks and brands forge deep connections with the world’s most diverse audiences. We work to earn and maintain the trust that our audiences and other stakeholders place in us by committing to uphold high ethical standards and sustainable business practices.



IMAGE:
CBS News

Our business is complex, encompassing an incredibly diverse portfolio of brands, content, and audiences. In order to operate ethically and responsibly, we rely on – and continue to strengthen – robust governance, compliance and ethics, data privacy, and public policy engagement standards across our company globally.

Corporate Governance

GRI: 102-5, 102-18, 102-19, 102-22, 102-26, 405-1; TCFD: Risk Management

The Board of Directors monitors significant developments in the law and practice of corporate governance, and develops and makes recommendations with respect to our Corporate Governance Guidelines. Some of our most material topics are related to corporate governance.

Corporate governance itself is of high importance to both stakeholders and our business, as are compliance and ethical conduct, and transparency and external reporting.

Two committees of the Board are particularly relevant to ESG: Audit, and Nominating and Governance. The Audit Committee oversees the accounting and financial reporting processes of the company and audits of its financial statements. The Nominating and Governance Committee oversees our handling of ESG issues and monitors significant developments

in the law and practice of corporate governance. The Executive Vice President, Chief Compliance Officer leads the ViacomCBS global compliance team, which publishes the [ViacomCBS Global Business Conduct Statement \(BCS\)](#), oversees employee training, monitors regulatory inquiries, and conducts annual regulatory risk assessments, among other responsibilities. All employees are subject to the BCS, which is our Code of Conduct.

The Executive Vice President, Chief Audit Officer leads

the annual ViacomCBS risk assessment and internal audit processes. She supports the Audit Committee with their responsibilities for overseeing our financial statements and related disclosures, and oversight of our internal audit function.

Our major governance policies are outlined in several key documents, which are available on our [website](#). These documents include the Corporate Governance Guidelines, Board Committee Charters, BCS, and the Supplemental Code of Ethics for Senior Financial Officers.

More than
50%
of Board members
are women

Over
35%
of senior leadership
are women

Our Board and Company Ownership

Our Board is composed of a non-executive chair, the company’s CEO, and 10 other directors, 9 of whom are independent.

National Amusements, Inc. (NAI) is the controlling stockholder of ViacomCBS. NAI is a closely held corporation that owns and operates movie screens in the U.S., the UK, and South America and manages additional movie

Board of Directors	Independence	Director since
Shari E. Redstone <i>(Non-Executive Chair)</i>	No	1994
Candace K. Beinecke	Yes	2018
Barbara M. Byrne	Yes	2018
Linda M. Griego	Yes	2007
Judith A. McHale	Yes	2019
Susan Schuman	Yes	2018
Nicole Seligman	Yes	2019
Robert M. Bakish	No	2019
Robert N. Klieger	No	2017
Ronald L. Nelson	Yes	2019
Charles E. Phillips, Jr.	Yes	2019
Frederick O. Terrell	Yes	2018

* Board of Directors as of October 18, 2021

screens in South America. As of June 30, 2021, NAI directly or indirectly owned approximately 77.4 percent of our voting Class A Common Stock and 9.7 percent of our Class A Common Stock and Class B Common Stock on a combined basis.

Owners of our Class A Common Stock are entitled to one vote per share. Our Class B Common

Stock owners do not have voting rights. Our Mandatory Convertible Preferred Stock owners do not have voting rights, with certain exceptions. ViacomCBS Class A and Class B Common Stock and 5.57% Series A Mandatory Convertible Preferred Stock are listed on The NASDAQ Stock Market LLC.

Holding Our Leaders Accountable

[GRI: 102-35](#)

Our Chief Executive Officer, Chief Financial Officer, and Chief Accounting Officer are required to comply with a Supplemental Code of Ethics for Senior Financial Officers, in addition to the BCS, with which all employees must comply. The Board of Directors is responsible for determining potential actions in the case of Supplemental Code violations.

The Nominating and Governance and Compensation Committees annually review senior management succession planning.

We follow a performance-based compensation model for our senior executives, who carry significant responsibility and a great ability to influence our business results. A significant portion of their total compensation is tied to the company's financial and operational results through bonus incentives in the short term and equity incentives in the long term. The Compensation Committee retains an independent

compensation consulting firm to advise on topics pertaining to executive compensation and industry best practices.

Our executives' compensation is directly tied to one of our ESG priorities: diversity, equity, and inclusion. Under our Short-Term Incentive Plan (STIP) for fiscal year 2020, five percent of each executive's bonus was directly connected to successfully fostering an inclusive work environment, including making progress on company-wide diversity, equity, and inclusion goals. Overall, 30 percent of 2020 STIP compensation was tied to qualitative factors. Additional details on our 2020 STIP can be found in our latest [Proxy Statement](#).

Risk Management Approach

[GRI: 102-30, 409-1](#)

The Board of Directors has responsibility for overseeing risk management across the company. It is responsible for regularly evaluating the company's strategic direction, management policies,

and the effectiveness with which management implements those policies. It also delegates some oversight of certain types of risks – including risks relating to financial reporting, legal and regulatory compliance, compensation programs, and ESG issues – to its three standing committees. The Board engages regularly with senior executives on potential strategic, financial, legal, or operational risks. We published more information on Board and committee risk oversight responsibilities in our [2021 Proxy Statement](#).

Compliance, Ethical Conduct and Internal Audits

[GRI: 102-16, 102-17, 102-33, 205-1, 205-2](#)

Our BCS lays out expectations and standards for all employees on a range of issues and outlines our overall approach to ethics and compliance.

As a large company operating around the world, our employees regularly interact with many different types of business

partners and public officials. We have protocols in place – and online training for our employees – around anti-competitive behavior, labor rights, harassment and discrimination, information security, conflicts of interest, anti-bribery, and anti-corruption.

Employees have several options to report or escalate ethics concerns. They may do so to their managers or through OPENLINE, our anonymous, 24/7 reporting hotline that is managed by an independent third party. Our non-retaliation policy prohibits retaliation against any employee for raising or helping to address an integrity concern in good faith. Our Chief Compliance Officer and General Counsel report on incidents regularly to the Audit Committee of the Board.

Our compliance team reviews and deploys the BCS with subject matter experts from across the organization every other year and reports to the Audit Committee regularly on employee BCS training and other relevant compliance matters. Our internal

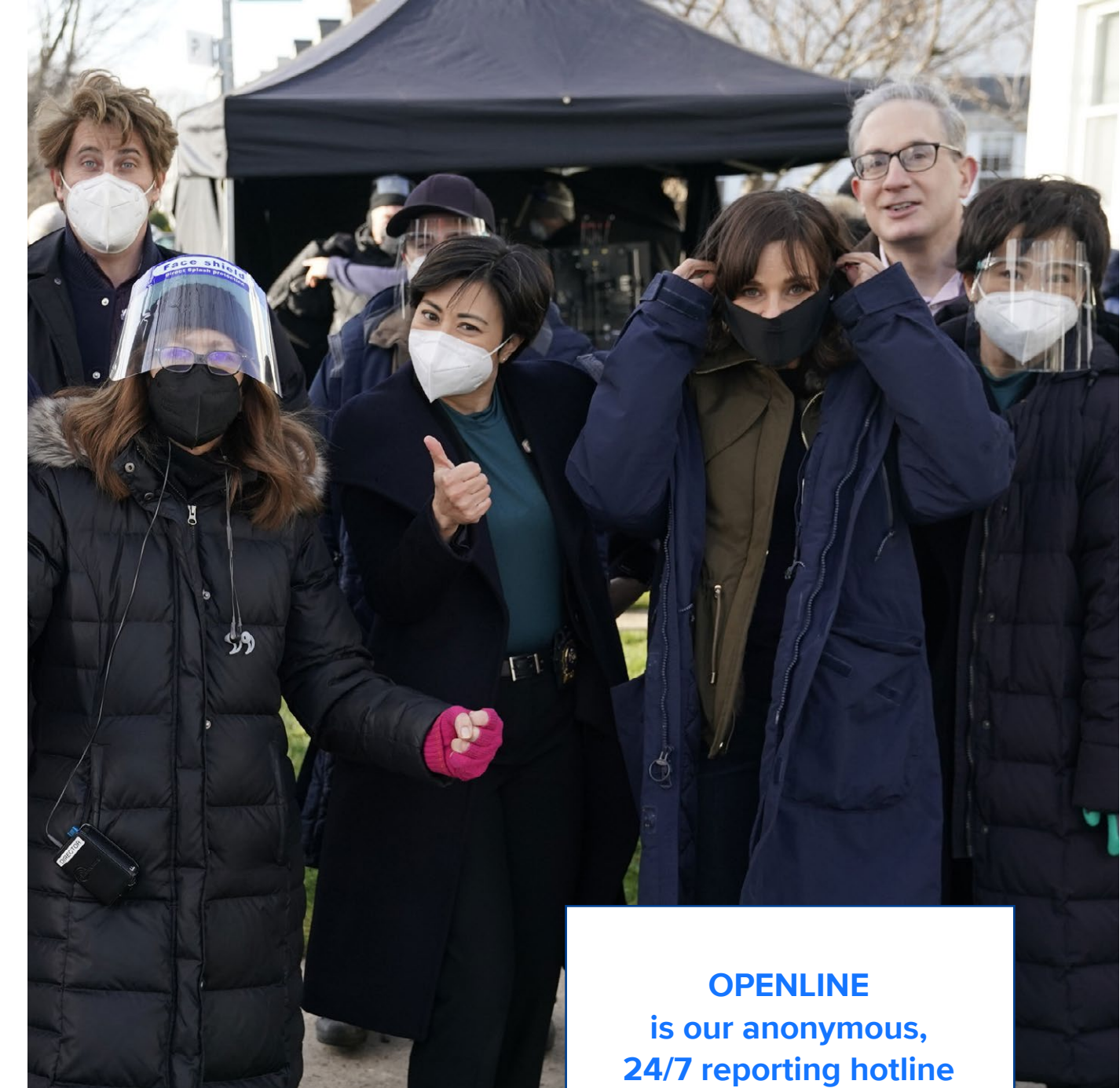


IMAGE:
CBS television show: *Blue Bloods* crew

OPENLINE
is our anonymous,
24/7 reporting hotline
that is managed by an
independent third party

audit team also conducts periodic internal reviews of our operations to evaluate the effectiveness of risk management and control processes and has a program in place to ensure issues noted are remediated.

ESG Governance

[GRI: 102-18, 102-19, 102-20, 102-21, 102-26, 102-29, 102-31, 102-32, 102-40, 102-42, 102-43](#);
[TCFD: Governance](#), [TCFD: Risk Management](#)

Our commitment to responsible and sustainable business practices starts with our leaders and takes root throughout our organization.

ViacomCBS’ ESG strategy is based on the results of our [2020 materiality assessment](#). Our ESG team oversees our strategy and implementation work and is led by a Senior Vice President and Senior Director of ESG, along with the Executive Vice President, Chief Communications and Corporate Marketing Officer. They work in close collaboration with the Chief Executive Officer, the General Counsel, and other members of the executive team, who together make up the Steering Committee of the ESG Council. These leaders are actively involved in reviewing and refining our ESG strategies, programs, and policies. Our ESG team, which manages ESG across the company, periodically provides key updates to senior leaders and the ViacomCBS Board. The Nominating and Governance

Committee of the Board, per [its charter](#), has oversight of our company’s handling of ESG issues. The ESG team updates this committee regularly, with updates in between as needed.

We continue to formalize our ESG approach, working with teams across the company to build strategic plans in each ESG priority area. In 2020 and 2021, we expanded the purview of our ESG Council, which is led by our ESG team and helps guide our strategy work and ensures ESG is embedded throughout the company. The Council spans Legal, Investor Relations, the Office of Global Inclusion (OGI), Human Resources, Real Estate and Facilities, Environmental Health and Safety (EHS), and more. Council members work with functional teams across

the company to apply and embed an ESG lens to everyday business decisions and long-term company priorities.

In 2021, we also took a major step forward on our ESG journey by setting our first set of measurable, time-bound [goals](#) for each of our three priority areas. In partnership with teams across the enterprise, our ESG team developed the goals and reviewed them with senior leadership and our Board of Directors.

Stakeholder engagement is an important part of our ESG strategy. We seek out the input of key groups – including employees, investors, advertisers, issue advocacy groups, and others – on ESG issues, as discussed throughout this report and our 2020 materiality assessment.

BOARD OF DIRECTORS NOMINATING AND GOVERNANCE COMMITTEE

Oversees the company’s handling of ESG issues

ESG TEAM

Executive Vice President, Chief Communications and Corporate Marketing Officer; Senior Vice President, Corporate Social Responsibility and ESG; Senior Director of ESG Strategy and Reporting; two ESG Specialists; and other internal and external support

Leads day-to-day management of ESG issues

ESG COUNCIL

Cross-functional team of senior leadership and subject matter experts spanning Legal, Investor Relations, OGI, Human Resources, Real Estate and Facilities, Environmental Health and Safety, Global Sourcing, and more

STEERING COMMITTEE

Chief Executive Officer; Chief Financial Officer; General Counsel; Executive Vice President, Chief Communications and Corporate Marketing Officer; Executive Vice President, Chief People Officer; Global Head of Inclusion; Executive Vice President, Investor Relations

With the rest of the ESG Council, advises the ESG team, helps guide strategy roll-out, and ensures focus on material topics



IMAGE:
CBS News

Data Privacy and Information Security

[GRI: 418-1](#); [SASB: TC-IM-220a.1](#), [TC-TL-230a.2](#)

From our digital content and streaming platforms to live events, our operations sometimes require access to personal information from consumers, employees, and third-party businesses. In certain cases, we or our partners collect data like names, addresses, government identification numbers, geolocation data, or other user characteristics. We take seriously this access to personally identifiable information and acknowledge our responsibility, with our partners, over its protection.

Given the complexity of our business, the different audiences we reach, and the constantly evolving matrix of data privacy threats and regulations across

the world, managing these issues requires continual focus and adaptation. Our centralized data privacy and information security teams monitor the regulatory landscape and ensure our compliance with international and domestic privacy laws.

Our robust information security program is based on a services model that enables continuous security domain, risk, and maturity monitoring. We continually monitor ViacomCBS against a formal framework called the Cybersecurity Capabilities Maturity Model, an industry-standard model that allows organizations like ours to baseline current capabilities, benchmark against peers, optimize our security investments

and strategy, and more. Both the ISO 27001 and National Institute of Standards and Technology frameworks – internationally recognized standards – guide our information security program governance process. We also maintain a cyber liability insurance program.

We train all employees on our information security and privacy policies. We also regularly perform information technology compliance testing to ensure our policies are being followed. An independent audit team reviews our information security protocol.

The Board's Audit Committee has oversight of our information security programs and risks. Our

Chief Information Security Officer and Chief Technology Officer update the committee on our information security program, cybersecurity risk management strategy, and security incidents quarterly.

In recent years, the number and sophistication of information security breaches has significantly increased around the world. Due to our size and reach, ViacomCBS and our third-party providers are at significant risk of these attacks. To our knowledge, we did not experience any material security incidents in 2020.



Public Policy Engagement

[GRI: 102-13, 415-1](#)

We interact with public officials around the world to educate and advocate around issues that affect our company and stakeholders. We are particularly focused on intellectual property (IP), copyright, taxation and tax credit policies, and foreign trade issues.

Through our Global Public Policy and Government Relations team, we engage with global and U.S.-based regulators like The Federal Communications Commission (FCC) and The Federal Trade Commission, as well as elected officials either directly or through industry associations and

memberships. We are a member of the Motion Picture Association of America, NCTA – The Internet & Television Association, and the National Association of Broadcasters, among other groups.

Political Contributions

We make all political contributions through our ViacomCBS Political Action Committee (PAC), which is funded entirely through voluntary employee contributions. We publicly disclose all contributions to the [Federal Election Committee](#). Our internal policies strictly

prohibit the use of any company funds or other resources for political purposes. We also include guidance for employees participating in the political process in our BCS.

In 2020, we contributed \$133,000 to federal candidates and federal campaign committees. Recipients of our largest donations (\$7,500 each) included the National Republican Congressional Committee, the Democratic Senatorial Campaign Committee, the National Republican Senatorial Committee, and the Democratic Congressional Committee.

In 2020 and 2021, American democracy was tested in unprecedented ways. In response to the attack on the Capitol, we paused contributions from our ViacomCBS PAC to members of Congress who voted against certification of the 2020 U.S. Electoral College results, as we felt that their actions did not reflect the values of our company.

We unequivocally believe in the importance of all Americans having an equal right to vote and spoke out against the Georgia voting rights law after it was passed. We continue to

\$133k
contributed to federal candidates
and federal campaign committees

promote and strengthen a free and fair voting system through our programming and extensive partnerships with grassroots organizations. Read more about our work to [engage and educate voters here](#).

IMAGES (LEFT TO RIGHT): CBS television show: *The Late Show with Stephen Colbert*; CBS *Evening News* television show Anchor and Managing Editor Norah O'Donnell sits down with President Joe Biden at the White House



ON-SCREEN CONTENT & SOCIAL IMPACT



SASB: SV-ME-000.A

The content we produce through our studios, networks, and streaming services has extraordinary power. It both reflects and shapes culture by driving awareness and discussion of important issues and influencing how people understand and respond to them.

IMAGES:
CBS Diversity Showcase 2020

ViacomCBS has incredible reach: We have the biggest broadcast footprint globally, with 31.7 billion hours of content consumed globally as of March 2021 and 4.1 billion cumulative homes receiving our broadcast and cable networks. And our streaming platforms are among the largest and fastest-growing in the industry, with more than 60 million full-episode viewers monthly.

We recognize the responsibility that comes with this reach and influence, which is why on-screen content is a key part of our ESG strategy. We strive to work to ensure that how and what we produce not only follows regulations and industry guidelines, but also aligns with our values and internal standards.

The content we create and deliver – including news and public affairs programming, sports, movies, scripted and unscripted television series, live events, and more – addresses important and

often very personal issues for our audiences and can have a profound influence on how those issues are understood.

Above all, our relationship with viewers demands that we earn and maintain their trust. We do this by connecting with the issues and experiences that shape their worlds, ensuring the accuracy and integrity of our editorial practices, and strategically using our platforms to create positive social impacts where appropriate and possible.

We have set new public goals for On-Screen Content & Social Impact, which our ESG team developed in partnership with our Global Head of Inclusion, Chief Communications and Corporate Marketing Officer, Brand Presidents, and their teams. These goals demonstrate how we are working to further embed our priorities – especially around DE&I – into the content creation process.

Goals

On-Screen Content & Social Impact

We are harnessing what we do best — create and deliver content — to positively and powerfully portray and impact our communities, further inclusion and understanding, and diversify representation in entertainment. That means responsibly managing our content and advertising and using our platforms – including our work in our communities – for good.

- 1

Apply research and rigor to understand best practices of representation and portrayals along five topic areas aligned with our Content for Change program by 2023
- 2

Provide training to productions on the MTV Entertainment Group Culture Orientation, beginning with 100% of MTVE productions by the end of 2022

31.7

billion hours of content consumed globally as of March 2021

4.1

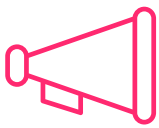
billion cumulative homes receiving our broadcast and cable networks

Diverse and Inclusive Content

Ensuring our content reflects the diversity of our audiences and the richness of their experiences helps us build strong relationships with viewers and deepen understanding of the world.

ViacomCBS has long been a pioneer in serving underrepresented audiences. We’ve led the way with groundbreaking content featuring diverse, multidimensional characters and stories, and we’ve consistently elevated conversations about the experiences and issues that matter to underrepresented communities.

Our brands represent the widest range of diverse audiences of any major media company: Our programming reaches viewers in 184 countries and 45 languages. But we know we must continue working to increase representation and disrupt systemic biases. We remain focused on telling the stories of diverse audiences and increasing the diversity of talent both on screen and behind the camera.



CONTENT

Counteract racism, bias, stereotypes, and hate with our content, and amplify stories of underrepresented audiences



CREATIVE SUPPLY CHAIN

Ensure equality in how our content gets made, and across our entire creative supply chain



CULTURE

Create a culture of diversity, inclusion, and belonging, built on equal opportunities for access and advancement across the entire content ecosystem

This section of our report describes some of the most recent developments in this ongoing effort. To learn more, including details of key initiatives across all our brands, visit our [Diversity & Inclusion website](#).

Content for Change

Content for Change is a major social justice initiative anchored in the belief that storytelling has the power to transform how we see ourselves and one another. BET announced the program in June 2020 and it is now a company-wide initiative with three interrelated objectives: leveraging content to counteract racism, bias, stereotypes, and hate; ensuring equity across our entire creative supply chain; and creating a culture of diversity, inclusion, and belonging that continuously

informs and enhances the stories we tell through our content.

In partnership with corporate, civil rights, and social justice organizations, Content for Change focuses on creating, distributing, marketing, and promoting content that will help counter societal narratives that allow hate to exist and drive changes that meaningfully address these key issues.

To strengthen our understanding and approach to content, we’ve set a goal to apply research and rigor to understand best practices of representation and portrayals along five topic areas, beginning with mental health and Black representation.

In 2020-21, we advanced this work by partnering with researchers

at the University of Southern California (USC) Annenberg School for Communication and Journalism’s Annenberg Inclusion Initiative to study representation of on-screen characters and production staff across dozens of ViacomCBS series. We also partnered with Stanford University to examine how seemingly positive media content could trigger anti-Black bias and leverage research-based strategies to combat it.

We’ve also developed a framework to categorize, review, and measure content in relation to five key attributes: shifting majority bias, challenging stigma and stereotypes, elevating underrepresented narratives and perspectives, addressing social issues, and empowering creators and suppliers that are

Black, Indigenous, and People of Color (BIPOC). By standardizing and strengthening our internal processes, we aim to increase accountability and improve our ability to create content that reflects the nuances of BIPOC experiences while positively impacting communities.

This work applies to our supply chains, too. We are increasing supplier diversity and leveraging diverse talent pools, while applying and contributing to industry standards. This includes standardizing how we identify and hire production crews and other staff across all our productions and incorporating DE&I standards into our worldwide vendor management and procurement operations. For example, we made a commitment to use Ava DuVernay’s ARRAY Crew, a database platform that offers productions in Los Angeles, New York, Atlanta, New Orleans, Miami, Washington, DC, and Chicago access to qualified but underrepresented below-the-line crew members for hiring searches. ARRAY Crew offers 45 below-the-line categories, allowing crew members of different ages, genders, races, disabilities, languages, and more to create a profile on the platform to be matched with potential production opportunities.

We are working to strengthen our company culture rooted in our values, in part through a strategy to guide our creative community in addressing issues of race and social justice. We will continue to evolve our corporate culture, expanding opportunities for advancement and access at all levels of the company and across our entire content creation ecosystem.

In 2020, the MTV Entertainment Group spearheaded the development of the MTV Entertainment Culture Orientation, an internal training program establishing a communal set of values, understanding, and baseline cultural norms to create a more inclusive and welcoming creative community. **We have set a goal to provide training to productions on the Culture Orientation, beginning with 100 percent of MTVE productions by the end of 2022.** Developed in partnership with leading social justice groups, the initiative is anchored by a multidisciplinary training encompassing topics like racial justice, mental health, religion, gender and sexuality, disabilities, immigration, sexual violence, and more. The code extends beyond employees to include MTVE projects, production companies, and talent, and we will work to scale it across additional ViacomCBS brands.

DESTIGMATIZING AND INSPIRING ACTION ON MENTAL HEALTH

Mental Health Action Day

May 20

MentalHealthActionDay.org



We all know the power of storytelling and how narrative can frame the way we look at an issue, which is why we’re doing our part to reimagine the role that content can play to demystify and destigmatize mental health. It’s a crisis that’s rapidly on the rise and not enough people are talking about.”



— Chris McCarthy,
President of MTV Entertainment Group

Recognizing the increasing prevalence and urgency of mental health issues, especially during the pandemic, MTV Entertainment Group launched Mental Health is Health, an ambitious, multiyear initiative. Mental Health is Health seeks to harness the power of storytelling to destigmatize mental health, promote conversation, and inspire action. It grew out of work commissioned by the Annenberg Inclusion Initiative – the leading think tank focused on diversity and inclusion in entertainment – to study mental health representation across MTV Entertainment Group’s scripted and unscripted shows. The effort includes a commitment to double the number of mental health storylines across all 100+ shows in its portfolio and ensure that portrayals are authentic and nuanced.

MTV Entertainment Group and the Annenberg Inclusion Initiative have also spearheaded the formation of the Mental Health Storytelling Coalition, a diverse group of outside experts and media giants to transform mental health representation in entertainment and help change the national narrative. The effort kicked off with the first Better Together: Mental Health Storytelling Summit featuring conversations with content creators, talent, and leading mental health experts. The coalition also developed a comprehensive Mental Health Media Guide designed to help expand positive mental health portrayals.

MTV Entertainment Group brought together more than 1,400 partners from 32 countries to launch the first-ever Mental Health Action Day on May 20, 2021. MTV, with a wide coalition of partners, came together to shift our culture from awareness to action on mental health by encouraging and empowering people to proactively support their emotional well-being and drive change in their communities. Mental Health Action Day, which trended on Twitter thanks in part to posts from President Biden, The White House, Speaker Nancy Pelosi, Kerry Washington, Alanis Morissette, and more, led to 620 million views on GIPHY, 320 million public engagements on social media, 150 million views on TikTok, local events around the world, and more than 1,700 press hits with an audience of 20 million readers.

Continuing a Legacy of Diverse and Inclusive Content

From *Forrest Gump* (1990) to *Queer as Folk* (2000), *106 & Park* (2000) to *RuPaul's Drag Race* (2009), and *MTV Shuga* (2009) to *Awkwafina Is Nora from Queens* (2020) and more, ViacomCBS has a decades-long history of delivering content that explores and celebrates the experience of diverse communities.

In 2020-21, we continued to build on this legacy with both new and continuing programming centering diverse voices and addressing key issues relevant to those communities. For example, CBS Media Ventures has partnered with Black News Channel to bolster our advertising reach and resources and with NuTime Media to connect advertisers with African American consumers. We are also teaming up with *Black-ish* creator Kenya Barris to launch BET Studios, a studio venture that offers equity ownership for Black content creators. BET Studios will create premium television series and films for buyers including Paramount+, SHOWTIME, CBS, Nickelodeon, BET+, BET, and select third-party platforms.

Enhancing News Coverage of Underrepresented Communities

In July 2020, CBS News named award-winning journalist Alvin Patrick Executive Producer of the newly formed Race and Culture Unit. The unit will work closely with executive producers across all platforms to help shape coverage and ensure the division's reporting reflects diverse perspectives.

In August 2020, CBS News also launched CBS Village, a cross-platform franchise led by the Race and Culture Unit that showcases the organization's inclusive, original reporting and covers issues that affect traditionally underrepresented communities.



IMAGES (LEFT TO RIGHT):
CBS *This Morning* television show;
CBS Sports

Understanding Black Athletes' History in Sports

In September 2020, CBS Sports extended its 8:46 campaign with *Portraits in Black*, a day of programming highlighting CBS Sports stories past and present that detail Black athletes' triumphs and struggles in sports. The lineup featured *Forward Progress: The Integration of SEC Football*, *The Black 14: Wyoming Football 1969*, *Althea & Arthur*, *CBS Sports Connected: The American Dream*, and *CBS Sports Connected: What It Means to Be Me*.

To mark Black History Month in February 2021, CBS Sports aired a special episode of its all-female national weekly sports show *We Need to Talk* focusing on Doug Williams, the first Black quarterback to start in and win the Super Bowl. The network also debuted a series of animated vignettes exploring the stories of groundbreaking Black athletes including Josh Gibson, a Hall of Fame catcher; William Edward White, the first Black player in Major League Baseball; Alice Coachman, the first Black female Olympic gold medalist; and Lucy Diggs Slowe, the first Black woman to win a national title in any sport.



Celebrating the Role of HBCUs in College Basketball

On the Sunday of Final Four weekend during the NCAA Division I Men's Basketball Championship in April 2021, CBS Sports aired a special block of programming highlighting the history and culture of Historically Black Colleges and Universities (HBCUs) and their impact on college basketball. The programming featured two documentaries – *Big House*, *The Pearl & The Triumph of Winston-Salem State* and *Soul of the Game: The John McLendon Story* – plus an hour-long special titled *HBCUs: Elevating the Game*, which explored the history of the colleges both on and off the court. Beginning in 2022, the

annual HBCU All-Star Game will be broadcast on the CBS Television Network.

In addition to the HBCU All-Star Game, we have announced a multiyear commitment to HBCUs with the creation of an annual scholarship fund and internship opportunities in an effort to identify, foster, highlight, and recruit the many talented and accomplished students from HBCUs. In the first year of this initiative, we donated \$100,000 to the United Negro College Fund to establish the scholarship fund, which is available to current students attending HBCUs who have demonstrated an interest in media, entertainment, and sports and shown strong leadership ability.

Highlighting Leadership Against Hate

BET and Together Beat Hate – an organization focused on creating replicable models for fighting anti-Semitism and other forms of bigotry – launched a partnership to highlight historical heroes, as well as leaders of today who are actively combatting hate. From January to June 2021, the campaign celebrated leaders in various areas as the country honored and celebrated pivotal moments in history and social movements: National Religious Freedom Day and Martin Luther King Jr. Day (January), Black History Month (February), Women's History Month (March), Sexual Assault Awareness Month (April), Jewish American Heritage Month (May) and Pride Month (June).



IMAGES (LEFT TO RIGHT):
CBS television show: *The Good Fight*;
SHOWTIME television show: *Billions*



Expanding Representation of LGBTQ+ Experiences on SHOWTIME

GLAAD's annual *Where We Are on TV* study, which catalogues LGBTQ+ representation and portrayals on television, has consistently recognized SHOWTIME as one of the most LGBTQ-inclusive cable networks. Series such as *The Chi*, *Black Monday*, *Shameless*, *Billions*, and *Penny Dreadful: City of Angels* each explore the experiences of LGBTQ+ characters in the context of wider storylines, which creates an even larger canvas for creative expression while reflecting that LGBTQ+ people are – and have always been – part of the fabric of so many of our lives.

In May 2021, SHOWTIME and HRC announced the second year of Queer to Stay: An LGBTQ+ Business Preservation Initiative. The program is designed to preserve businesses that serve the LGBTQ+ community with a focus on LGBTQ+ people of color, women, and the transgender community. The program provided a lifeline to 10 struggling businesses in 2020, and in 2021, is expanding to help 20 businesses while also offering a crowdfunding feature for consumers to support the initiative through the end of 2021.

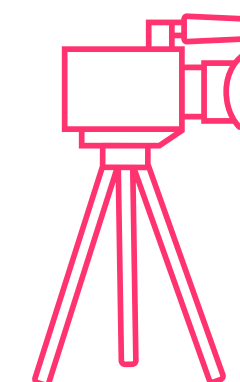
Breaking Down Barriers to LGBTQ+ Relationships in India

In September 2020, MTV Beats, MTV India's 24-hour Hindi music channel, released the country's first-ever gender-atypical album, *Love Duet*, which is inclusive of love between people other than a male and a female. The release marked the two-year anniversary of India's Supreme Court decision to strike down a centuries-old law that made homosexuality a crime. The three-track album is part of a larger MTV Beats Love Duet campaign, which seeks to normalize conversations around queer love, as well as amplify the voices and work of LGBTQ+ talent in the music industry.

Countering Anti-Asian Hate

In observance of Asian American and Pacific Islander (AAPI) Heritage Month and to address the rising tide of hate crimes against Asian Americans, MTV Entertainment Studios partnered with the Ford Foundation and the MacArthur Foundation to produce *See Us Unite for Change*, a broadcast special aired in May 2021. Hosted by Ken Jeong and combining music and comedy performances, short films, and speakers, the special aimed to inspire and educate viewers about the AAPI community's impact on the United States and how to support on-the-ground efforts building solidarity against hate. We simulcasted the special

world-wide across ViacomCBS platforms, including MTV, Comedy Central, Paramount Network, Smithsonian Channel, Pop TV, VH1, CMT, TV Land, Logo, BET, and Nickelodeon, and streamed it on Facebook Watch.



PROMOTING DE&I IN FRONT OF AND BEHIND THE CAMERA

Across our company, we are setting goals and investing in new and ongoing programs to build a pipeline of diverse talent both in front of and behind the camera.

Goals and Metrics

In addition to our highlighted company-wide goals, we have published several other brand-specific goals to measure and advance DE&I in front of and behind the camera. Examples include the following:



25%

CBS will allocate at least 25 percent of future CBS script development budgets to projects with BIPOC creators or co-creators



50%

CMT will ensure video airplay features female artists at least 50 percent of the time on CMT and CMT Music



Paramount Pictures has committed to audition actors with disabilities for studio productions

AUTHENTIC REPRESENTATION

The Ruderman Family Foundation, a private philanthropic foundation focused on disability inclusion, recognized Paramount Pictures' *A Quiet Place Part II* (2021) with its Seal of Approval for Authentic Representation.



MTV Entertainment Group will train creative and production teams at scale on our Mental Health Media Guide and future resources, and increase the number of mental health storylines that represent the diversity of our audiences and their mental health experiences



40%

CBS Television Network seeks to achieve 40 percent BIPOC representation in writers' rooms for the 2020-21 programming season, increasing to 50 percent for 2022-23



30%

ViacomCBS International Studios' Europe, Middle East, Africa and Asian division will dedicate 30 percent of its 2021 production budget in select markets to stories focused on or related to underrepresented groups and issues



40%

SHOWTIME seeks to achieve 40 percent BIPOC representation in writers' rooms by 2021, increasing to 50 percent by 2023

Writing, Directing, and Casting Programs

We work to support diverse writers, directors, and artists through a series of brand and company-wide pipeline development programs. These programs include the [ViacomCBS Writers Mentoring Program](#); CBS and SHOWTIME's writing, directing, and casting programs; [Nickelodeon's writing](#) and [artists programs](#); the [ViewFinder Emerging Directors Program](#); BET Project CRE8; the BET/Blackhouse Fellowship; Paramount's Take Action Student Filmmaking Labs; and the Sundance Institute | Comedy Central Comedy Fellowship. Participants receive opportunities and resources such as hands-on experience on ViacomCBS productions, mentoring, or even funds to support their own projects. These development programs have helped launch the careers of more than 100 writers, directors, and other artists from diverse backgrounds.

In September 2020, we created the MTV Entertainment Network First Time Directors Program, which will provide opportunities

for first-time women and BIPOC filmmakers to elevate multicultural narratives and voices that resonate with audiences around the world. The program aims to deliver up to 50 films across Paramount Network, MTV, Comedy Central, and the MTV Entertainment Group portfolio. We launched it with high-profile executive producers, including Angela Bassett, Idris Elba, Salma Hayek, Priyanka Chopra Jonas, John Leguizamo, Eva Longoria, and Courtney B. Vance, and their respective production companies.

Nurturing Women- and BIPOC-owned Production Companies

In December 2020, MTV Entertainment Group announced a plan to commit \$250 million over three years to support women- and BIPOC-owned/operated production companies through funding, production infrastructure, services, and staff resources. The initiative aims to foster new creative formats and ideas that will fuel the unscripted content needs of today and tomorrow while also creating additional pathways to support diverse creators.

Promoting Diverse Artists in Music for Our Shows

Our Creative Music Strategy team is committed to increasing diverse representation with music creators, composers, music supervisors, and the music producers, music editors, and music companies with which we engage. We put forward diverse candidates for every music opportunity. A significant percentage of the Viacom Music Library is music from women, BIPOC, and/or LGBTQ+ creators. We explore new partnerships with women-, BIPOC-, and LGBTQ+-owned businesses, and we hold existing partners accountable for aligning with our DE&I commitments. Together with the CBS and Paramount music teams, we are creating a company-wide *Music In Shows* initiative. We believe that we can be the leading media company in diversity for music in film and television.

77%

77 percent of creators in our Viacom Music Library are diverse

No Diversity, No Commission

ViacomCBS Networks International (VCNI) launched its No Diversity, No Commission content policy across the company's international properties in October 2020. The policy is designed to promote and increase diversity on screen and in all roles behind the scenes. Among other changes, the policy requires that production companies meet prescribed DE&I standards prior to getting a final sign-off from VCNI. It also includes New Faces, New Voices, a search for diverse contributors that aims to boost on-screen representation, and the Promotion Opportunity Project, which we created to identify and support the promotion of Black, Asian and minority ethnic (BAME) talent in the UK production sector.



IMAGE:
BET Project CRE8

DE&I Councils

As we deepen our commitment to DE&I in our content and on our production teams, we're leveraging the experience and insight of our employees to help shape policies and provide additional perspectives during the creative process. Many of our brands have embedded these efforts in the form of dedicated councils or committees that provide input and help us deliver on our commitments.

In 2020, Paramount partnered with ViacomCBS' Office of Global Inclusion (OGI) to launch the

SUMMIT Committee, a group of colleagues from multiple areas of our business who contribute their insights and perspectives on films and TV shows under consideration. SUMMIT's purpose is to ensure that our content embodies the rich diversity of our audiences. Additionally, in June 2020, Paramount's Domestic Marketing, International Marketing, and Distribution teams launched Project Action to advance diversity and inclusion in all aspects of marketing and distribution. Project Action includes a Diversity & Representation Creative Review process for marketing campaigns.

Responsible Content and Advertising

[SASB: SV-ME-260a.2](#), [SV-ME-270a.3](#)

We adhere to standards and procedures to ensure accuracy of our content and creative independence, safeguard vulnerable groups, and handle challenging issues responsibly in our content and advertising.

Standards and Practices

Our Standards and Practices department provides oversight for all content and advertising within the CBS Television Network, Paramount+, basic cable brands (media networks or pay brands), and BET+. It works with producers, advertisers, and other partners to ensure all content adheres to governmental regulations, cultural mores, internal standards, voluntary content ratings, and advertising guidelines. We adhere to all applicable regulations and also self-regulate in accordance with industry best practices, brand identities, advertiser and public expectations, and audience demographics.

The Standards and Practices group is purposely independent from the creative and ad sales groups and reports directly to our corporate legal team to provide an independent review of potential conflicts of interest across content, sales, and marketing groups within ViacomCBS.

Holding Ourselves Accountable

We've put in place a robust system of governance and accountability to help us deliver on our commitment to creating diverse content.

The Office of Global Inclusion (OGI) oversees our day-to-day work on DE&I, while our Global Inclusion Advisory Committee (GIAC) guides our diversity and inclusion initiatives with the OGI team. Co-chaired by our CEO and our Global Head of Inclusion and composed of leaders from across the company, GIAC meets regularly to ensure we deliver on our commitment to include a plurality of voices and consider diversity in all content decisions.

Our [GIAC](#) – a cross-functional leadership “think tank” co-chaired by our CEO and Global Head of Inclusion – along with our Office of Global Inclusion (OGI), which is also led by our Global

IMAGE:
CBS television show: *NCIS*



Head of Inclusion, drives and implements solutions that advance DE&I across our business. These efforts include content, recruitment, community and social programs.

Our Standards and Practices department also works to ensure our content and advertisements represent diverse perspectives and experiences, gives a voice to marginalized groups, and meets relevant moral, legal, and ethical standards.

We engage with external advisory groups to inform and validate our efforts to develop diverse content. Organizations like Color Of Change, SeeALL, and SeeHer help us understand how we can more effectively represent the stories and realities of our audiences. We also work with the National Action Network, National Association for the Advancement of Colored People, Asian American Legal Defense and Education Fund, and others to support DE&I practices within our full content creation lifecycle.

Ensuring Accuracy and Independence

Ensuring the accuracy and integrity of information and protecting the independence of our creators and producers are essential to delivering meaningful content and maintaining viewers' trust. This applies especially to the news and public affairs programming we produce through CBS News and CBS Sports, as well as editorial units and programs across all our brands.

We follow internal editorial policies and best practices for quality and accuracy, independence, freedom of expression, and, where appropriate, protecting the privacy of sources. CBS News also follows a rigorous process for gathering and verifying content, led by dedicated research and reporting teams committed to journalistic integrity.

Responsible Advertising

We know advertising can be just as influential as the content we produce. Our dedicated advertising standards group works to ensure all commercial content meets government and legal requirements, self-regulatory industry guidelines, and company standards. Its policies prohibit advertising for products like tobacco, illegal drugs or services, pornography, and weapons. This team ensures advertisements do not portray discriminatory actions or harmful behaviors. We impose additional scrutiny and restrictions on highly sensitive categories like gambling, weight loss, video games, religion, politics, and advocacy to ensure the best viewing experiences for our varied audiences.

IMAGES:
Nickelodeon events



Protecting Children

Children are a core audience of several of our brands and we take very seriously our responsibility to protect them. We are committed to providing developmentally appropriate, safe, and nourishing content to young viewers. We also work to support parents and caregivers with tools and information to help kids form healthy relationships with media.

We operate in accordance with all laws and regulations pertaining to child viewers, including the Children's Television Act and the Children's Online Privacy Protection Rule (COPPA); voluntary standards such as those from the Children's Advertising Review Unit (CARU), the Motion Picture Association, and the Entertainment Software Rating Board in the U.S.; and other global data protection and advertising laws and self-regulatory principles as applicable. Standards and Practices reviews all content to ensure alignment with the relevant regulatory and self-regulatory bodies along with Nickelodeon's brand integrity, cultural sensitivities, social mores, and the TV Parental Guidelines system.

Digital safety is also important to us. We've implemented systems to protect privacy and ensure

the appropriateness of content accessed through our online platforms, including strong parental and privacy controls on Nick Jr.'s Noggin streaming app, which provides ad-free access to shows, games, and educational activities for preschool-aged children.

Nutritional Policy at Nickelodeon

For more than a decade, Nickelodeon has maintained a commitment to emphasizing a healthier-for-you portfolio across its content, advertising, and licensing by supporting vigorous industry-led efforts.

Many of Nickelodeon's food partners, including our largest food partners, are members of the Children's Food & Beverage Advertising Initiative (CFBAI), which has strict guidelines that they have pledged to uphold. When we work with a non-CFBAI consumer packaged goods, quick-service restaurant, or other food-based entity, our teams, in collaboration with retained nutritionists, analyze the product under review and may require modifications to any characteristics that are not aligned with CFBAI standards. Another policy we

enacted in 2009 provides even more guardrails: Nickelodeon limits the use of the brand's characters on healthier-for-you food products and promotions, though there are exceptions for special-occasion products like birthdays, holidays, or special events. Our food partners are the keepers of nutritional expertise and innovation, and we look to them to drive improvement by encouraging them to present to us their healthier products.

Intellectual Property and Copyright

[*SASB: SV-ME-520a.1, TC-IM-520a.1*](#)

Intellectual property (IP) is an important topic for our business. Acts of piracy undermine the creators we work with every day as well as impact our bottom line and result in lost jobs and wages. Our Global Business Conduct Statement sets clear standards and expectations regarding IP and copyright. Additionally, we have a strict copyright policy, including guidelines for soliciting content through social media, to safeguard our own and others' intellectual property. The proliferation of new business models and distribution channels invites new challenges to appropriately protect and value IP.

Driving Social Impact Through Our Content and Brands

GRI: 102-12

We use our platforms to represent, explore and champion issues that align with our values and impact our viewers.

In 2020-21, we launched new campaigns and initiatives focused on challenging narratives about mental health, supporting viewers participating in the historic Black Lives Matter protests and racial justice uprising, driving engagement and participation in the 2020 election, spotlighting the climate crisis, enhancing public health awareness, and more.

Our commitment to social impact includes not only the content we produce but also our community projects, philanthropy, and employee engagement efforts. For more information, see our [Social Impact Review](#).

Influencing Culture and Conversations

We have the potential to effect positive impacts on culture through our content – not only by supporting and educating our viewers in the face of key

moments and issues, but by also engaging and inspiring our audiences to take action against the causes important to them. As a recent report from the Responsible Media Forum put it, “Cultural impact is the media sector’s superpower.”³

With iconic brands, a history of impactful campaigns and storytelling, and an audience of more than 4.1 billion homes world-wide, ViacomCBS has a unique opportunity to contribute to conversations around critical issues, and we are embracing it.

From our regular news reporting to informative documentaries and specials, from timely campaigns and PSAs to thought provoking television and movies, we are using our diverse set of capabilities to contribute to discussion around key topics, like climate change, whenever we can.

Spotlighting the Climate Crisis

We’re using our platforms to spotlight the urgency of the climate crisis.

In 2020-21, CBS News signed on to the Covering Climate Now pledge to elevate climate change stories throughout our news coverage. We continued our coverage via regular news segments and series such as *Climate Watch*. In April 2021, the network launched a special series, *Eye on Earth: Our Planet in Peril*, tied to Earth Day and focusing on climate change and potential solutions. It has also covered climate-related stories via its flagship public affairs show *60 Minutes*, including the episode “Venice Is Drowning,” which was nominated for a 2020 Environmental Media Association (EMA) award for documentary series. CBS’ drama

Madam Secretary was also nominated in the television category for its episode “The New Normal,” which explored both the physical dangers and political complexities of climate change. In reflection of its ongoing commitment, CBS News’ programs have ranked among the top of Media Matters for America’s annual study of climate coverage for several years running.

In April 2021, Nickelodeon aired a brand-new Earth Day special, *Nick News: Kids and the Impact of Climate Change*. Hosted by CBS News correspondent Jamie Yuccas, the hour-long program tackled environmental issues, educated kids on the importance of protecting the planet, and encouraged action through stories of kids and families across the country who are working to address the effects of climate change in their communities.



IMAGES (TOP TO BOTTOM):
CBS News;
SHOWTIME television show: *Ziwe*

³ The Superpower of Media – Mirrors or Movers II: Managing the Societal Impacts of Content. Responsible Media Forum, 2020.



IMAGES:
CBS News



The show featured a special appearance by U.S. Special Presidential Envoy for Climate John Kerry, as well as appearances by Tampa Bay Buccaneers tight end Rob Gronkowski, actress Lily Collins, and others.

Additionally, in June 2021, Paramount Television Studios launched the second season of *Home Before Dark* on Apple TV+. On the fictional show, the main character investigates water contamination in Erie Harbor, ultimately holding the polluting corporation responsible.

ViacomCBS and CBS Sports signed on to the United Nations (UN) Sports for Climate Action Declaration, which outlines five key commitments including promoting greater environmental responsibility and increasing awareness of the effect of sports on the climate. We began by partnering with NFL Green on a wide range of sustainability initiatives at Super Bowl LV, including offsetting electricity consumption through a local solar provider and reducing and recycling waste.

Empowering Marginalized Audiences

In response to the worldwide protests following the murders of George Floyd, Breonna Taylor, Ahmaud Arbery, and countless others, MTV News and Logo published *How to Protest Safely*, a guide that outlined what protesters should bring to rallies, what to do if conflicts arise, and how to socially distance. We shared the guide via social media and amplified it across our other brand channels, including VH1, as well as on dedicated show channels like *RuPaul's Drag Race* and *Wild 'N Out*. The brands also worked together with Trans Lifeline to create a program that helped 250 trans youth update their government IDs to ensure they could vote in the 2020 election, and an animated spot highlighting several of the grantees.

These campaigns build on both MTV News' and Logo's ongoing efforts to empower audiences. For instance, MTV News' editorial series *Need to Know*, which has aired segments such as "How To Be An Effective Ally," "The Effect Negative Protest Coverage Has On Voting," and "What Does It Mean to Defund the Police?,"

and *Logo30* is a series aired during Pride Month to honor entertainers, activists, and creatives making a difference in the LGBTQ+ community.

Confronting Youth Addiction

In September 2020, MTV Entertainment Group launched the four-part docuseries *16 and Recovering*, which follows students at Northshore Recovery High School grappling with addiction against the backdrop of the opioid epidemic. In the tradition of *16 and Pregnant*, the long-running series credited with helping reduce teen pregnancy to record lows, *16 and Recovering* tells the stories of nine students with the goal of providing a window into the complexities of treatment, including health-care coverage and financial barriers, and the difficulties of navigating the judicial system.

In conjunction with the series, MTV collaborated with leading experts in recovery and addiction, including the National Institute on Drug Abuse, part of the National Institutes of Health, to launch 16andrecovering.com, a new site providing critical information and resources for families struggling with youth addiction.

Enhancing Public Health Messaging

Following in the footsteps of the hugely successful *MTV Shuga* series in Africa, the MTV Staying Alive Foundation in 2020 launched a similar effort in India focused on youth. *MTV Nishedh* is a TV drama infused with themes of love, ambition, entrepreneurship, family, and health that aims to educate young Indian audiences about topics like safe sex, benefits and types of contraceptive methods, and safe medical abortion uptake, as well as to break the stigma around tuberculosis. A research study commissioned to evaluate the effectiveness of the show's public health messaging found that among the viewers exposed to the show, condom usage doubled, an increase in the use of other contraceptives was seen, and there was a slight increase in the awareness of tuberculosis as well as safe abortion practices.

IMAGES (LEFT TO RIGHT):
MTV: #VoteEarlyDay;
CBS television show: *The Late Show with Stephen Colbert*



Engaging and Educating Voters

From MTV’s groundbreaking *Rock the Vote* campaign in the ’90s to Nickelodeon’s long-running *Kids Pick the President* program, we have a track record of using our platforms to promote civic engagement and awareness. The circumstances surrounding the 2020 U.S. presidential election, including COVID-19 and a racial justice uprising, made these efforts more important than ever. Across our brands, we conducted a wide array of campaigns and initiatives to engage voters.

In September 2020, BET – in partnership with the National Urban League, Color Of Change, and more than 45 other brands and grassroots civil rights organizations – held the first-ever National Black Voter Day to ensure that the Black community was aware of their collective power and strength as a voting bloc. The effort was a key part of BET’s year-long national civic engagement campaign #ReclaimYourVote, which featured PSAs, educational voting panels, and partnerships with Michelle Obama’s initiative When We All Vote and LeBron James’ More Than a Vote to encourage early voting.

In response to the pandemic and an expected surge in mail-in voting, CBS’ *The Late Show with Stephen Colbert* launched the Better Know A Ballot campaign, which produced a series of 51 non-partisan, educational videos explaining to viewers how to vote in each state in the U.S., plus Washington, D.C. As of election day, the videos had garnered 5.23 million views online.

Our election-related programming also included comprehensive coverage of the January 6 siege of the U.S. Capitol and the January 20 inauguration. CBS’ multiday coverage of the inauguration featured in-depth analysis and

reporting from correspondents across the country, interviews with key figures including Vice President-elect Kamala Harris, and several in-depth programs examining the circumstances and aftermath of the Capitol siege. We also provided tailored coverage via other platforms such as *BET NEWS Presents: Inauguration 2021*, a news special featuring live coverage of the inauguration, on-the-ground reports, interviews with notable Black activists and political figures, and taped packages spotlighting Vice President Harris and the powerful impact of Black voters in the 2020 election.

The MTV Entertainment Group focused on turning out first-time voters and addressed distinct challenges created by the pandemic. The group created a first-of-its-kind Civic Alliance Storylines Toolkit, in partnership with the CAA Foundation and the Civic Alliance, which identified best practices for integrating civic engagement behaviors and stories into content. Using the guide, MTV Entertainment Group integrated relevant messages into dozens of shows. Our brands also played a leading role in high-profile partnerships and engagement for campaigns like Vote Early Day, Power the Polls, +1theVote, Vote

Naked, Vote For Your Life, and Count Every Vote. These efforts helped drive unprecedented levels of engagement. For example, more than three million people cast a ballot on Vote Early Day and the initiative helped motivate more than 75 million people in total to cast early ballots. On Twitter, #VoteEarlyDay trended for 10 hours, peaking at No. 1. Meanwhile, in the lead-up to the 2020 election, Power the Polls helped recruit over 700,000 new election workers.

GIVING BACK

\$26.5

million in cash grants to community and non-profit organizations in 2020

185,675

public service announcements, worth over \$98 million, in 2020⁴

Protecting Ocean Ecosystems

Originally created to teach kids about the diversity of intertidal pools, *SpongeBob SquarePants* has always had oceans and education at its heart. Nickelodeon plans to launch a multiyear global impact initiative to protect and restore ocean ecosystems from the massive threats of plastic pollution and biodiversity loss. The initiative will cross content, product, and social impact to be brand-wide, connecting fans

with clear opportunities to make a measurable difference on land and at sea.

As we build out this initiative – called Operation Sea Change – we will publish and measure goals to divert and clean up ocean plastic, protect and restore marine habitats, and engage *SpongeBob SquarePants* fans with education and action.

⁴ Value of public service announcements is estimated based on data provided by schedulers on airing days and times.

TAKING A STAND AGAINST HATE

Over the last few years, the U.S. and other parts of the world have experienced an alarming rise in hate crimes targeting minority racial, ethnic, and religious groups. At the same time, we have seen a resurgence in white supremacy movements. These are serious and urgent issues, and we hold an unwavering commitment to speak out against hateful conduct and these tragic injustices wherever and whenever they occur. Even though we may not always have a direct or tangible impact, we know that silence is not acceptable.

For example, we stood in opposition to Georgia's 2021 voting rights law, which disproportionately restricts the civil rights of people of color. And in response to the disturbing escalation of racism and violence targeting Asian Americans and Pacific Islanders (AAPI) since the COVID-19 pandemic, we donated \$1 million to organizations supporting AAPI communities. We also recognized the #StopAsianHate Virtual National Day of Action and Healing, which was organized in part by our Asian American & Pacific Islander ERG; as well as developed and lead discussions on the rise of anti-Semitic incidents around the world.

#StopAsianHate

We recognized the Virtual National Day of Action and Healing

\$1 million

donated to organizations supporting Asian Americans and Pacific Islanders

WORKFORCE & CULTURE

GRI: 102-8

Our business is built around people – the audiences we connect with through our content and the employees and talent who make it possible. We're committed to being a best-in-class employer and fostering a culture that breeds creativity and innovation.



IMAGES:
Employee Resource Group Events

Across ViacomCBS, we're united in our mission to be a force for lasting change in achieving diversity, inclusion, equity, and belonging for all. Building a workforce that reflects the audiences we serve, and a culture that allows all our employees to thrive, is a business imperative for us. We are on a journey to do just that. We are committed to developing our talent pipeline, supporting our employees' full selves, and ensuring that all feel safe and welcome at work.

Our ESG team developed the following Workforce & Culture goals in partnership with our Global Head of Inclusion, Chief People Officer, and their teams. These goals reflect our efforts to create more immediate improvements in representation while also charting a path toward longer-term goals on diversity and engagement.

Goals

Workforce & Culture

We are molding a culture anchored in our core [values](#) that centers diversity and inclusion. One that keeps employees safe, feeling engaged and like they belong, and retains and attracts the best talent. This work extends to the teams creating our content and builds on our commitment to providing equal opportunities for access and advancement across our content creation lifecycle.

- 1

Diversity and Representation:

 - By the end of 2021, achieve a global external hire and internal promotion rate of 55% for female SVPs and above, and a U.S. external hire and internal promotion rate of 40% for ethnically diverse VPs and above
 - Share an update to achieve longer-term targets by the end of 2022
- 2

Engagement and Inclusion:

Improve organizational engagement from 74% to 81% favorable by 2025

We employ approximately

21,573

full- and part-time employees
in 36 countries.

A Culture of Diversity, Equity, and Inclusion

GRI: 102-8

We are living through a powerful moment in history that demands recognition and reconciliation of past and ongoing racial and social injustices. Since George Floyd was murdered on May 25, 2020, our society has been forced to reckon with the longstanding pain of systemic racism and the distorted criminal justice system that contributed to his death, and that of so many others.

Throughout this period, many Americans have recognized the kind of meaningful and consistent work required to address foundational injustices in our society.

ViacomCBS’ content reflects culture and a commitment to DE&I is at the core of so much of what our brands create. We are reflecting on all the ways we can and must do better to support a more equitable environment – both internally and across the world. It is essential to who we are and what we do.

Having defined our core values, we have a responsibility to ensure that everything we do reflects them. That includes intentionally centering equity in our hiring processes and ensuring our employees and talent feel supported, heard, and understood. It also means building a culture where everyone can celebrate their race, ethnicity, religion, gender or gender identity, sexual orientation, disability status, and

any other aspect of identity while feeling they belong and have opportunities to flourish.

A diverse and inclusive workforce is crucial to our ability to serve and celebrate audiences around the world. Everyone loves a good story – and everyone should be able to see themselves reflected in those stories, too. A strong DE&I-focused culture is also a strategic advantage for our company as we work to attract, retain, and develop the best talent in the world, on-screen and off.

Taking Accountability to the Top

Accountability to our DE&I priorities is woven throughout the highest levels of our leadership.

IMAGE:
ERG event with
Awkwafina
Is Nora from
Queens television
show cast



We are proud of the progress we’ve made on ethnic and gender diversity on our Board of Directors. Of our 12 current Board members, seven – more than half – are women, and three are ethnically diverse. We continue to strive for diversity at this level. The Board’s Nominating and Governance Committee considers diversity – including racial and gender diversity – as part of its review of Board composition.

We’ve built robust reporting and internal data analytics programs to help our leaders manage and track our progress against our DE&I commitments across all

levels. We report on gender and ethnic diversity levels across all levels of our organization, both in this report and on [our website](#).

Our executive short-term incentive plan (STIP) includes performance metrics beyond financial goals. For our 2020 STIP, 30 percent of STIP bonuses were funded based on qualitative (non-financial) goals, including five percent that was based on the achievement of DE&I goals.

SHARPENING OUR FOCUS ON BLACK EQUITY AT WORK

CEO Bob Bakish signed on to the CEO Action for Diversity and Inclusion pledge in 2019. In 2020, ViacomCBS became one of the founding signatories for Management Leadership for Tomorrow (MLT)'s Black Equity at Work Certification Program (BEW). The MLT BEW provides companies with a roadmap to pursue Black equity with the same rigor and results orientation as their pursuit of earnings and other key business priorities.

The MLT BEW is a third-party validation program that implores us to be transparent and create an inclusive, anti-racist work environment. It is based around five certification pillars:

1. Representation
2. Creating an inclusive, anti-racist work environment
3. Employee compensation
4. Racially just business practices
5. Racial justice contributions and investments

ViacomCBS has achieved a score qualifying for the baseline-certification bronze status and we have the potential to be the first member company to reach silver status as we complete the MLT BEW DE&I business planning process after this first year of participation.

In 2020, many of our brands launched inclusivity councils to address their diversity and inclusion activities and challenges in their business. Each of our brands is quite different in terms of its employee diversity, business goals, and key audiences, and each inclusivity council is designed to address those characteristics that make the brand unique – as well as its approach and responsibility to DE&I. The inclusivity councils tap into the brain trust of employees throughout the organization to address DE&I issues and challenges. Their focus is to move the needle on key DE&I initiatives across such teams as Consumer Products, Finance, Legal, Marketing & Communications, Technology and VCNI, and brands like MTV Entertainment Group, Nickelodeon, and SHOWTIME. These councils have influence on areas like workforce pipeline development, external DE&I-focused partnerships, new sponsorship and mentoring initiatives targeting underrepresented populations, and more.

In 2021, we set new goals to help accelerate our performance on key DE&I objectives, including a global hire and promotion rate of 55 percent for female SVPs and above and a U.S. hire and promotion rate of 40 percent for ethnically diverse VPs and above.

Accountability for these goals starts at the top and rests across the organization – it is with all of us. But these particular groups – the Office of Global Inclusion (OGI), Human Resources, and the ESG team – are primarily responsible for ensuring we remain focused on meeting our DE&I initiatives and goals across our workforce. Together, these groups drive progress, collect data, and regularly update senior leadership and the Board of Directors.

To help reinforce a culture of equity and inclusion, we continue to implement unconscious-bias training at all levels of the company and inclusive leadership training specifically for executives. We also run production-focused unconscious-bias trainings

to ensure diversity in content creation both in front of and behind the camera.

We're committed to tracking our progress on pay equity on an ongoing basis. We believe that all employees should be paid fairly and equitably based on the requirements of their role and their performance, regardless of their gender or ethnicity. As a newly combined company still integrating our business systems, we remain committed to regularly assessing and ensuring pay equity within our employee population.

IMAGES:
ERG events



DE&I IN ACTION BEHIND THE SCENES

ViacomCBS International Studios has allocated 25 percent of its budget in the Latin American division and 30 percent in the Europe, Middle East, Africa and Asia division to BIPOC creators. Read more about how we are supporting diverse creators in the [On-Screen Content & Social Impact](#) section of this report.

Measuring Employee Diversity

GRI: 405-1; SASB: SV-ME-260a.1, TC-IM-330a.3

We ground our ESG decision-making in data and know that transparency regarding that data is crucial to our accountability.

Our employee diversity for ViacomCBS as of July 31, 2021, is as follows:

Global All Levels by Gender	Count	% of Total
Male	11,060	51.27%
Female	10,512	48.73%
Total	21,572	100%

U.S. All Levels by Gender	Count	% of Total
Male	8,102	50.87%
Female	7,824	49.13%
Total	15,926	100%

U.S. All Levels by Ethnicity	Count	% of Total
White	9,914	62.32%
Hispanic or Latinx	1,954	12.28%
Black or African American	1,862	11.70%
Asian	1,696	10.66%
Two or More Races	404	2.54%
Native Hawaiian or Other Pacific Islander	41	0.26%
American Indian or Alaska Native	37	0.23%
Total	15,908	100%

Global VP+ by Gender	Count	% of Total
Male	1,282	51.84%
Female	1,191	48.16%
Total	2,473	100%

U.S. VP+ by Gender	Count	% of Total
Male	1,117	50.96%
Female	1,075	49.04%
Total	2,192	100%

U.S. VP+ by Ethnicity	Count	% of Total
White	1,585	72.34%
Hispanic or Latinx	176	8.03%
Black or African American	188	8.58%
Asian	203	9.27%
Two or More Races	29	1.32%
Native Hawaiian or Other Pacific Islander	6	0.27%
American Indian or Alaska Native	4	0.18%
Total	2,191	100%

Global SVP+ by Gender	Count	% of Total
Male	511	55.24%
Female	414	44.76%
Total	925	100%

U.S. SVP+ by Gender	Count	% of Total
Male	457	54.34%
Female	384	45.66%
Total	841	100%

U.S. SVP+ by Ethnicity	Count	% of Total
White	637	75.83%
Hispanic or Latinx	50	5.95%
Black or African American	78	9.29%
Asian	60	7.14%
Two or More Races	12	1.43%
Native Hawaiian or Other Pacific Islander	1	0.12%
American Indian or Alaska Native	2	0.24%
Total	840	100%

Data collected as of July 31, 2021. Worldwide employees: 21,573; U.S. employees: 15,926. At this time, this analysis was of staff employees only and did not include other classifications such as independent contractors or project-based employees.
Data excluded "unknown" or "prefer not to answer" for gender globally and ethnicity in the U.S.
Ethnicity is only tracked in the U.S. due to regional variations in the definitions of ethnic diversity.
Senior leadership is defined as those with VP titles and above and represents 11.5% of the global workforce and 13.8% of the U.S. workforce.

Creating a Diverse Workforce and Inclusive Culture

We're committed to making sure all employees feel a sense of belonging and opportunity through diversity-focused hiring and training initiatives. Employee support programs and employee resource groups (ERGs) are another way we encourage everyone to bring their whole, authentic selves to work.

We are making progress on this front. Some of the highest-rated statements in our March 2021 Global Employee Survey included the following: "At work, I feel comfortable being myself" and "At work, I am treated with respect."

We continue to embed these priorities throughout the company. In November 2020, MTV Entertainment Group launched its [Culture Orientation](#) – a comprehensive orientation for all creative staff focused on cultivating DE&I values and cultural norms across its brands, including Comedy Central, CMT, and MTV.

Diversifying Our Talent Pipeline

Our recruitment strategy provides a framework that is designed to enable us to attract and select from the most qualified talent across all demographics, backed by the principles of respect and inclusion. We partner with over 65 diversity-focused institutions, with an emphasis on Historically Black Colleges and Universities (HBCUs) and Hispanic-Serving Institutions across the United States. In addition, we are looking to build new partnerships with non-traditional institutions, such as community colleges and technical schools, to increase awareness of career path opportunities within our industry. We also mentor writers, directors, artists, and other creative professionals from diverse backgrounds through curated programs and events.

We post all our jobs on more than 60 diversity-focused job boards with organizations that specifically support women, BIPOC, LGBTQ+, military personnel and veterans, and people with disabilities. This outreach ensures our job opportunities reach a broad and inclusive network of candidates

for positions across our unique brands and functions. Prior to posting any position, we use third-party technology to identify and remove biasing language from job descriptions to ensure our efforts are fair and balanced.

Throughout the screening and selection process, we apply a consistent decision-making framework to fairly evaluate all candidates and minimize cognitive bias. We ensure diverse slates for all positions across the company, with a particular emphasis on Vice President roles and higher. Our expectation is to see more representation at all levels within our company that reflects the rich diversity of our partners and audiences.

Developing Next-Generation Leaders

We are committed to supporting our employees' growth through internal and external professional development programs that operate with a DE&I framework. Two of our internal professional development programs include the SHOWTIME Multicultural

A WORKPLACE SAFE FROM HATE

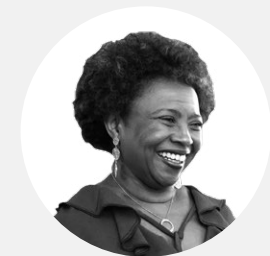
Another way we stand against racism, xenophobia, and bigotry is by providing a safe and inclusive workplace. We strive to make sure all our employees – no matter what they are facing in the outside world – feel supported when they come to work. We offer mental health and wellness resources through our Employee Resource Center, and our Employee Assistance Program provides support for those navigating personal, work, and family issues. In response to the rise in violence against specific groups, including the AAPI and Jewish communities, we've also organized more tailored events. These include listening sessions with a mental health expert, specialized counseling sessions, educational talks, and other employee support activities.

Our OGI team also maintains an internal Diversity & Inclusion Resource Library, which contains hate crime resources, as well as articles, social posts, and news coverage from CBS News. Also, within the resource library, employees can access allyship toolkits that provide them with a deeper understanding of the experiences of people from traditionally underrepresented communities.

Unit and CBS News Institute and Paramount Television Studios' APERTURE initiative. Our external professional development partners include the Executive Leadership Council's NextGen Network, Women in Cable Telecommunications Rising Leaders Program, and the National Association for Multi-ethnicity in Communications Executive

IMAGES (TOP TO BOTTOM):
ERG event;
Spirit Day





Our 2020 Global Inclusion Week came at a zeitgeist moment for racial justice and demonstrated how we are intentionally championing a culture that is diverse, inclusive, and creates a real sense of belonging for our employees. We're learning we can leave nothing to chance when it comes to DE&I, and we will keep supporting employees and managers alike in becoming more well-versed and smarter in this space."

– Marva Smalls, Global Head of Inclusion, ViacomCBS

2021

One of Forbes' Best Employers for Diversity

2020

One of Forbes' World's Best Employers

IMAGES (LEFT TO RIGHT):
Diversity and inclusion event;
ERG event with *Awkwafina Is Nora from Queens* television show cast

Leadership Development Program. We also operate several internship programs that open doors for students of diverse backgrounds or those from underserved communities.

Our Unified Employee Resource Groups

Our ERGs are employee-led groups that work closely with OGI to create spaces for employees to flourish professionally and personally, and to form new connections across the company. Our ERGs also serve our business in multiple ways, from offering strategic insight to a wider range of communities and audiences

to mentoring, professional development, community service opportunities, and employee engagement.

Since merging Viacom and CBS in December 2019, some of our ERGs have broadened their scope and some have been renamed. Eight ERGs have been fully integrated: African American (The BEAT+), Asian American & Pacific Islander (AMP), Multicultural Group (Fusion; UK based), Latinx & Hispanic (Somos), LGBTQ+ and Allies (Proud), Next Generation Leaders (Rise), Parents/Caregivers (ParentHood), and Women (Women+).

There are 50 ERG chapters in 15 locations world-wide and half of all ViacomCBS employees are members of at least one ERG. In 2020, our ERGs held over 200 events.

Global Inclusion Week

Our Global Inclusion Week, sponsored by OGI, is a week-long series of inspiring conversations, panels, and workshops. We held the annual event for the first time across our combined company – virtually, due to the pandemic – in 2020. We organized nearly 90 virtual sessions and had 200 speakers globally, including talks by and conversations

with prominent figures from the worlds of racial and social justice such as Professor Ibram X. Kendi, Dr. Michael Eric Dyson, TIME'S UP CEO Tina Tchen, and Dr. Robin DiAngelo.

50%
of all employees
also ERG members

Preventing Harassment and Discrimination

GRI: 406-1

Workplace harassment and discrimination – particularly sexual harassment – has emerged as a prominent issue in the wider media and entertainment industry. The #MeToo movement has galvanized women and survivors of sexual violence around the world. Companies have a responsibility to respond by ensuring they create a respectful and safe environment for all employees.

We remain committed to building a workplace free of harassment or discrimination and to addressing these issues directly moving forward.

No one should ever be subjected to harassment – sexual or otherwise – in any work-related setting. Additionally, no one should be subjected to discrimination and similarly we are taking great strides to reinforce that expectation within our company and ensure that our policies and practices reflect that commitment and progress toward change, and we will continue to work to reinforce this commitment.

Our Policies and Employee Training

On a day-to-day basis, our [Global Business Conduct Statement \(BCS\)](#)

guides our approach to preventing harassment, discrimination, and any other behavior that creates a hostile workplace. It is our policy that every employee be treated with dignity and respect, regardless of their race, color, ethnicity, national origin, religion, creed, sex, sexual orientation, gender, gender identity, gender expression, age, marital status, disability, veteran status, citizenship status, or any other personal characteristic protected by applicable law.

Our BCS provides employees with clear examples of harassment and discrimination and guidance on how to create a safe and inclusive environment for all. We make annual trainings on sexual harassment, discrimination, and retaliation prevention available to all employees. We also have policies in place aimed at preventing workplace bullying.

To address these potential issues on productions, a ViacomCBS human resources representative is assigned to each production to oversee and advise on employee issues. In addition, all workers on ViacomCBS productions

globally – including freelancers and others ViacomCBS does not directly employ – receive sexual harassment training, which exceeds legal requirements.

We take a proactive approach to preventing and addressing discrimination through internal data analysis. We monitor employee diversity data trends – including the promotion rates of women and non-white employees compared to their male or white peers, respectively – and watch for any patterns that might suggest discrimination or unconscious bias.

Reporting and Addressing Harassment and Discrimination

We ask that all employees report harassment and discrimination, even if they only witnessed the incident. There are several options available to report any incidents of harassment or discrimination, including directly to their manager, the Human Resources department, Legal and Compliance teams, or through OPENLINE, a 24/7/365

anonymous third party-managed complaint and reporting hotline.

All reported incidents of discrimination and harassment are investigated by the centralized Employee Relations/Investigations group or, in certain cases, by members of the Human Resources, Employment Law, or Compliance teams. We hire third-party investigators for some complaints, including those with a potential conflict of interest.

The Chief Compliance Officer and General Counsel update the Board's Audit Committee on a regular basis on all complaints, including those from OPENLINE. We also have formal policies in place to ensure that the Board would receive reports of any allegations against our CEO or his direct reports.

Employee Attraction, Retention, and Training

GRI: 404-1

Our employees are the stars of ViacomCBS, and we’re committed to offering them a rewarding experience at the company. Our training, mentoring, and career mobility programs work alongside our culture of DE&I to ensure the best people find a home and sense of belonging at ViacomCBS.

\$1M

386 employees received total of \$1M in tuition reimbursements in 2020

8,000+

total hours of online learning in 2020

Advancing Careers Through Training and Mentoring

GRI: 404-2

We work to build a culture of empowerment where our employees feel they can grow over the long term through training, executive coaching, and leadership development opportunities. We also provide tuition support for employees pursuing education and encourage collaboration and learning across our employee network through both formal and informal mentoring programs.

Developing Leaders

We offer leadership-specific training for employees who are new to their positions, taking on an expanded scope of responsibilities, or otherwise seeking to expand their impact. These programs utilize 360-degree feedback to help managers increase emotional



IMAGE:
ERG event

RECOGNITION AND AWARDS

- Included on Working Mother’s 100 Best Companies list since 2005
- Received a perfect score on the Human Rights Campaign’s Corporate Equality Index in 2021 for the sixth consecutive year

3500+

unique learners in trainings in 2020

intelligence, disarm unconscious biases, encourage creative thinking, and improve their ability to provide feedback and coaching skills.

Supporting Internal Mobility

A viable path toward advancement is crucial for engagement and retention of our top talent and to building a more inclusive workforce. We actively seek internal candidates

in our hiring processes, and in 2020, 7.36 percent of global hires at ViacomCBS were internal candidates.

In 2021, we set a new goal to achieve a global hire and promotion rate of 55 percent for female SVPs and above and a U.S. hire and promotion rate of 40 percent for ethnically diverse VPs and above by year-end. We are also working toward a plan to achieve longer-term targets on diverse representation in hiring

and promotion. We developed these commitments based on a data-driven approach focused on inclusion and representation at senior levels across ViacomCBS. To reach our representation goals, we are focused on two primary drivers: hiring and promotion.

Comprehensive Employee Benefits

GRI: 401-2

ViacomCBS provides a set of programs, benefits, and resources that help our employees thrive personally and professionally. Some of our offerings are health, life, and disability insurance; matching retirement contributions; tuition reimbursement; and bicycle commuter reimbursement.

We support employees with families through a range of programs including childcare and eldercare programs, adoption and surrogacy benefits, and flexible work hours for full- and part-time employees. In 2020 we announced enhanced paid time off policies that include parental leave and caregiving leave, as well as bereavement leave and military leave. And, as we all continue to face increasing stress levels at home and work, we are proud to also offer mental health support programs like Ginger, an emotional health coaching service, and Headspace, a mindfulness app. We also recently extended our mental health resources to

contract workers as well as to full-time employees.

In 2021, we also announced a partnership with Thrive Global, a behavior-change application that is designed to help employees manage stress, improve focus, and enhance overall well-being.

Global Employee Engagement Survey

SASB: TC-IM-330a.2

Our first company-wide global employee engagement survey closed on April 2, 2021, which followed an informal employee survey in August 2020. Our overall participation rate in the 2021 survey was 82 percent. We shared team-level information with leaders across the company to empower them to celebrate the highest-rated items, develop plans to address their lowest-rated items, and continue to prioritize engagement at all levels of our company.

We set a new goal in 2021 to increase our organizational engagement from 74 percent to 81 percent favorable by 2025.

We determined these thresholds in partnership with Gallup, the third-party organization that helps us develop and conduct the survey.

Virtual Community Day

Community Day, a global day of service focused on causes and issues that resonate with employees and our audiences, was a legacy Viacom tradition for nearly a quarter century. Meanwhile, CBS had its own decade-long history of community action days. Our first Community Day as a combined company, held in June 2020 during widespread COVID-19 shutdowns, played out virtually. While this may have been a first for many of us, the day was no less impactful, and our creative and resourceful employees found new ways to give back. Virtual Community Day continued in June 2021, with employees across the globe teaming up with a diverse range of nonprofits like the Urban Arts Partnership, American Red Cross, and Story Pirates. Read more about Virtual Community Day activities in our [2020 Social Impact Review](#).

3,000+ employees engaged

100+ events & activities executed

30 global regions participated

\$85k in pro bono consulting services delivered to 18 community partners



VIRTUAL COMMUNITY DAY 2021



IMAGES: Virtual Community Day 2021

Health, Safety, and Security

GRI: 102-11, 403-1, 403-6

Like most companies, in 2020 our health and safety focus shifted primarily to the COVID-19 crisis. However, health and safety are consistent material topics to ViacomCBS, particularly across our productions world-wide.

In 2020, after an initial shutdown period in which our offices closed and all production work ceased, we began to manage a slow and safe reopening process. Most of our COVID-related safety protocols have been related to content production; most of our offices remain closed through 2021, with employees periodically working from them on a predominantly voluntary basis. Our Environmental, Health and Safety (EHS) teams have been primarily focused primarily focused on safely bringing people who are vaccinated back to offices.

Every ViacomCBS production is required to create a COVID-19 management plan, which should include testing, social distancing, and cleaning protocols. These plans must be approved internally and are tracked and managed by our EHS teams. We also require a COVID Compliance Supervisor to be present on set for any production involving more than five people for our Viacom International Media Networks productions.

Looking beyond COVID, we take a proactive approach to identifying and mitigating health, safety, and security risks. On the production side, our employees face on-the-job hazards, including pyrotechnics, stunts, and special effects; noise exposure; and working in potentially dangerous locations. We also construct many different sets for our productions, which carry risks around heavy machinery, working

IMAGE:
CBS television show: *FBI* crew



with electricity and hazardous materials, and other like those on a construction site.

We are actively involved with the administration of the Contract Services Administration Trust Fund to develop safety bulletins, guidelines, and fact sheets to which we adhere as well as mandatory safety, harassment prevention, and skills training courses for many affiliated employees. We also require our business partners, vendors, and suppliers to have rigorous safety and security processes in place, and track these in locations like the Paramount Lot.

Centralizing Environmental Health and Safety (EHS)

In 2021, we began to centralize our EHS functions at ViacomCBS. We appointed a new Senior Vice President of EHS to ensure these critical functions are managed consistently and reported on externally in an appropriate way.

EHS is a complex area that requires a depth of understanding of our physical impacts and risks – from security on our production lots in Los Angeles to safety requirements at the MTV Europe

Music Awards, which are hosted in different countries around the world. We track our EHS protocols and practices for our productions, special events, trade shows, conventions, offices, and more.

Production creates the greatest overall EHS risk exposure, therefore, it is important to ensure that our employees, partners, guests, and service providers that work at our offices, stations, and events also receive a high level of EHS support.

Ensuring Worker Safety and Health

GRI: 403-2, 403-3, 403-5, 403-7, 403-9

Our safety professionals perform risk assessments of daily work processes across our productions, offices, and other work sites. Based on these risks, they develop hazard-reduction, avoidance, and mitigation plans, and formulate policies as needed. We also require job- and event-specific safety training for relevant employees. Production risk teams undertake show-specific risk assessments and develop tailored risk protocols based on details of the production type and location. Safety personnel are present on-site during high-risk production tasks such as set construction and teardown, as are members of our EHS team. The EHS team also assists production teams for other construction, demolition activities, and stunts. We also have security personnel present during certain news productions to provide real-time security guidance.

We track and report safety, health, and security incident data across the company. Our internal risk management team receives incident reports that identify

trends and assesses root causes, and EHS implements process changes and training as relevant.

We perform occupational health and ergonomics risk assessments across our operations to prevent and mitigate potential work-related health issues. On-site health care is also available at some office and production sites, as well as medics and medical support at many production sites. Our production-site health clinics are staffed with registered nurses to provide on- and off-screen workers with flu shots, health screenings, and other preventive and non-emergency health services.

Security and Emergency Response

GRI: 403-2

Our Global Security Command Center oversees security and emergency response efforts for ViacomCBS. It performs 24/7 risk scans to identify potential life-safety or business threats and maintains a real-time dashboard of the location of ViacomCBS team members, corporate travelers, and assets, including offices and



productions around the world. The team maps this information against global security risks like crime, terrorism, police activity, protests, strikes, traffic, severe weather, and other emergencies. This continuous risk assessment includes scanning social media and other sources for potential threats to employees, talent, and events. We then develop real-time response and mitigation plans and communicate risks as needed.

IMAGES (CLOCKWISE STARTING FROM LEFT):
CBS television show: NCIS Los Angeles;
CBS News;
CBS television show: NCIS production site



Recordable Occupational Safety and Health Administration (OSHA) cases

2019	189*
2020	106

* Legacy Viacom data



Labor Relations

GRI: 102-8, 102-41, 407-1

We comply with employment laws everywhere we operate.

The makeup of our production and content-related workforce changes daily based on production needs. We, therefore, have a mix of workers on our productions who are represented by unions and operating under collectively-bargained terms of employment. A large percentage of our production staff, including writers for scripted programs, are union-represented employees and are central to the work we do every day.

ViacomCBS works with a wide range of industry unions, including the Screen Actors Guild – American Federation of Television and Radio Artists (SAG-AFTRA), the Writers Guild of America (WGA), the Directors

Guild of America (DGA), the International Alliance of Theatrical Stage Employees (IATSE), the International Brotherhood of Teamsters, Basic Crafts (including the International Brotherhood of Electrical Workers), the Communications Workers of America, and unions in other jurisdictions outside the United States. We also work with unions through the Alliance of Motion Picture and Television Producers (AMPTP), a multiemployer trade association that, along with and on behalf of hundreds of member companies including Paramount Pictures Corporation and CBS Studios, negotiates industry-wide collective bargaining agreements with a number of industry unions.

In 2020, the AMPTP negotiated successor agreements with SAG-AFTRA, WGA, and DGA. In 2021, the AMPTP is engaged in ongoing negotiations with certain Canadian unions. In addition, negotiations will take place with the IATSE and Basic Crafts. In all these current negotiations, we are considering various methods to increase diversity and inclusion in the workforce.

Employing Minors

GRI: 408-1

We only employ minors as on-screen talent, such as on our Nickelodeon programs. We comply with all applicable child labor laws, and we follow strict regulations and protocols to

protect child talent. This may include, but is not limited to, hiring studio teachers and welfare workers, verifying Coogan trust accounts, ensuring the presence of parents and guardians, and limiting the hours that minors work on set.

In addition to these regulatory requirements, we have a robust background check program for crew members who work around minors and we do annual training with client groups who work with minors. We require a parent or guardian be on set and within sight or sound of their child. And our production risk team is always available to provide guidance if a minor will be working on a project.

IMAGES (TOP TO BOTTOM):
CBS television show: *Kids Say The Darndest Things*;
CBS television show: *Bob Hearts Abishola*





IMAGES (TOP TO BOTTOM):
On-location recycling for
CBS television show: *Evil*;
On-site reusable bottles;
CBS Sports 2020 WM Open
solar-powered camera tower



SUSTAINABLE PRODUCTION & OPERATIONS

Our staff and production teams operate world-wide and rely on a wide variety of infrastructure, services, and other inputs to create and distribute content. This reach results in social and environmental impacts that we manage both directly and indirectly through our environmental and supply chain programs.

Sustainable Production & Operations encompasses our efforts to address the environmental and social impacts of our operations and facilities, film and television productions, broadcast and transmissions, sourcing practices, and licensed consumer products.



Following the ViacomCBS merger in 2019, we have been working to consolidate our policies and practices and advance new initiatives to reduce our footprint and ensure our values and priorities are reflected throughout our value chain.

We aim to further sharpen our focus on supply chain monitoring and accelerate our company-wide response to climate change, including developing a detailed plan to reach net-zero emissions.

IMAGE:
Hollywood Trucks' EcoLux solar trailer demo

Goals

Sustainable Production & Operations

We are working to mitigate our impacts on climate change by assessing and managing our environmental impacts across our facilities, productions, travel, and supply chain.

- 1

Pilot a greenhouse gas emissions initiative in the UK, publishing our plan for how to do so by end of 2021
- 2

Assess what it would take for ViacomCBS to reach net zero greenhouse gas emissions across our global value chain

2.5 mil

Our total greenhouse gas emissions in 2020 totaled 2,455,234 metric tons CO₂e

Climate Change

GRI: 102-11; TCFD: Governance, TCFD: Strategy, TCFD: Risk Management, TCFD: Metrics and Targets

The accelerating climate crisis impacts us all. As a major media company, we have an obligation to both mitigate our own impacts and use our content to inform and influence audiences about this critical issue.

Climate change is an urgent global challenge that threatens our viewers and their communities, our employees and partners, and society. It is not a vague or distant threat; its effects can be seen and felt today, in the form of more extreme weather, disruption of vital ecosystems, growing risks to food and water supplies, and more. We recognize this crisis is the result of human activity and that we must all change how we do things to protect current and future generations.

Our industry is not a major emitter of greenhouse gases (GHGs) and climate change is not a discrete issue in our [materiality assessment](#). However, both the systemic importance of climate change and its relationship to a host of other issues make it a key part of our ESG strategy. At the same time, our industry’s

role in contributing to GHG emissions is evolving as media companies are growing in the streaming space – like we are, with the launch of Paramount+ in early 2021 – and we have a responsibility to measure and make public the environmental impacts of these activities.

Across our business, we are implementing several strategies and initiatives to better understand and mitigate our impacts, with the ambition to work toward net-zero emissions. We are also using our content platforms to raise awareness and promote necessary action at a global scale.

Understanding Our Impacts

Our direct climate impacts consist of the emissions from our operations and facilities,

GREENHOUSE GAS EMISSIONS (METRIC TONS CO₂e)

GRI: 305-1, 305-2, 305-3, 305-5; TCFD: Metrics and Targets

	2014*	2015*	2016	2017	2018	2019**	2020
Scope 1	8,297	9,045	24,672	26,834	31,737	38,240	32,097
Scope 2 (location-based)	39,252	50,828	216,737	219,851	229,073	144,268	139,608
Scope 2 (market-based)	37,114	50,828	213,701	219,375	219,385	123,106	134,333
Scope 3	28,499	33,242	47,190	39,356	37,891	819,682	2,288,804 (market-based)
Total (Scope 1 + Scope 2 market-based + Scope 3)	73,910	93,115	285,563	285,566	289,013	981,028	2,455,234

- Scope 1:** Corporate fleet, news vans, refrigerants, and natural gas, including for on-site generation, including fuel used by production vehicles and generators
- Scope 2:** Electricity and steam for all global sites, including estimates for locations without energy data and production electricity usage in leased spaces. Market-based emissions take our renewable energy contracts and utility-specific emission factors into account
- Scope 3:** Purchased goods and services, capital goods, streaming fuel-and-energy-related activities, upstream transportation, waste, business travel, and downstream transportation

* 2014 and 2015 data is for legacy Viacom only
** Our 2019 CDP submissions portray slightly different values than this chart, which reflects more accurate combined-company data



which include our leased and owned office buildings, broadcast television transmitters, data centers, and production studios. We also generate a combination of direct and indirect emissions when filming on location or in spaces that we do not directly own or lease. Other business-related activities – such as releasing

our content to theaters and via streaming services; employee, corporate, and production-related travel; and the manufacturing and distribution of our licensed consumer products – also result in indirect emissions.

In 2021, we submitted our first combined report to the Carbon

Disclosure Project (CDP) as the merged company ViacomCBS, based on our 2020 calendar-year emissions. As many companies experienced in 2020, we generated fewer GHG emissions than anticipated, largely due to the COVID-19 pandemic shutting down our office buildings and limiting non-essential activities.

ViacomCBS ANNUAL ENERGY USE BY TYPE

[GRI 302-1](#); [SASB: TC-IM-130a.1](#), [TC-TL-130a.1](#)

	2015*	2016	2017	2018	2019	2020
Electricity (MWh)	36,888	549,176	595,957	550,085	417,356	448,197
Renewable Electricity (MWh)	0	10,026	4,726	11,237	40,325	53,395
Natural gas (MWh)	43,557	111,944	123,115	127,371	104,138	90,782
Steam (MWh)	66	50,286	58,901	56,192	29,590	33,014
Diesel (MWh)					38,814	8,876

* 2015 data is for legacy Viacom only

IMAGE:
CBS Studio Center: 12 EV chargers

Although these actions were outside our operational control, our facilities team further proactively reduced plug loads and adjusted heating, cooling, and lighting timer schedules to optimize energy conservation.

While our offices were vacant, our television networks remained a reliable source for news and entertainment. Our news and sports broadcasts provided vital information and content to viewers at home, along with our original programming returning to

production in June 2020 for the fall schedule; we captured the resulting emissions in our 2020 data for the first time across our family of brands. This effort to collect and estimate production emissions across our global portfolio is a process we will continue to improve upon and manage.

Although our corporate travel emissions were lower in 2020 than in 2019, our Scope 3 emissions increased from 2019 to 2020 due to an expanded

baseline of data. We are reporting data in new categories, including the manufacturing and transportation of our home entertainment discs. Additionally, with the launch of Paramount+, we worked directly with our content delivery network to report the emissions associated with providing high-definition videos to viewers across our streaming platforms. Understanding the impacts of our products continues to be a high priority in our ESG practice to mitigate these emissions as much as possible.

Getting to Net Zero

We are piloting a greenhouse gas emissions initiative in the UK and will publish our plan for how to do so by the end of 2021. We will also assess what it would take for ViacomCBS to reach net-zero greenhouse gas emissions for our global emissions footprint across our value chain.

We are already working on both plans and we know there are several key components to reaching net zero. We take these plans very seriously and will prioritize absolute reductions, especially where we have material impacts and can help influence the industry and our partners. Specifically, to reduce our combined Scope 1 and 2 emissions, we will work to reduce our direct use of fuels for buildings and production equipment (our Scope 1 demand), increase our energy efficiency, and purchase more renewable energy. This work will involve reviewing the electrification and efficiency of our buildings and vehicles, as well as our priorities related to renewable energy procurement.

Because we do not manufacture or otherwise have significant physical operations, our Scope 3

emissions make up most of our footprint. We will work with our suppliers to understand their own environmental impacts, and we will review aspects of our business related to travel, streaming, third-party productions, and more.

Managing Our Energy Use

In our offices, studios, and other facilities, we are focused on increasing energy efficiency and the use of renewable energy. We are developing a comprehensive energy efficiency strategy as part of our company-wide commitment to develop a plan to reach net-zero emissions, and we are managing our energy sourcing by looking at both on-site installations and our procurement strategies.

Energy Efficiency

[GRI: 302-4](#)

Our total electricity consumption in 2020 increased slightly compared to 2019. This increase is largely due to our improved ability to measure production impacts, which have historically been difficult to track. 2020 marks the first year we have measured companywide impacts from productions, and we continue to

improve our reporting on sports and live events. In fact, while we reported an increase in total electricity consumption, many of our largest sites significantly decreased their consumption compared to 2019, although this is largely due to disruptions from the pandemic. That said, while building occupants worked remotely due to COVID-19 shutdowns, our facility managers took advantage of the opportunity to make lighting and equipment retrofits. For example, the CBS Television Stations group completed the FCC broadcast repackaging project at 10 transmitters, upgrading them to solid-state equipment, which reduced electricity consumption at the transmitter sites by 8 percent compared to 2019.

We continued retrofitting light-emitting diode (LED) lighting at our stages, such as those at the CBS Studio Center, and our offices, like our headquarters in New York City and our offices in Nashville. In November, the *CBS News: 2020 America Decides* set was built at our headquarters with LED video walls surrounding the anchors to provide to-the-minute election results. In 2021, *CBS Mornings* took permanent residency of the space once it had been further



retrofitted with cutting-edge technology and video screen experiences.

As of 2020, we operate two Leadership in Energy and Environmental Design (LEED®)-certified buildings, including our headquarters in New York City, and we've committed to all future construction in the U.S. meeting LEED or equivalent standards.

In 2020, Paramount Pictures worked with the Los Angeles Department of Water and Power to develop the first Production Set Lighting Rebate Program. This program will make it

“We are really happy to help Paramount Pictures and the rest of the studio industry chart a sustainable path forward and this new measure is a great example of what we can do together.”

– David Jacot, Director of Efficiency Solutions, Los Angeles Department of Water and Power



IMAGES (TOP TO BOTTOM):
CBS News broadcasting;
Paramount lighting



53,395
MWh

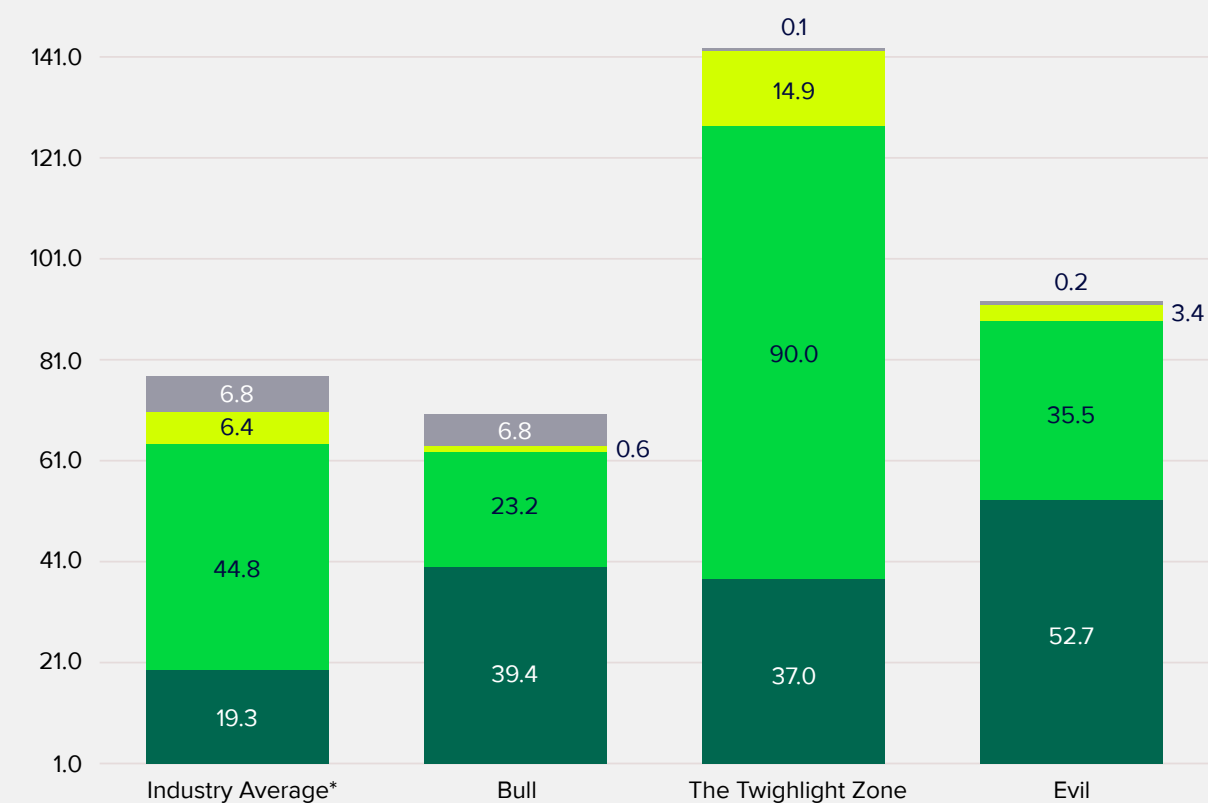
renewable energy use
(12% of global electricity use)

8

new locations
purchasing
renewable energy

IMAGE:
CBS, Delran, New Jersey

GHG EMISSIONS PER EPISODE (MT CO₂e)



	Industry Average*	BULL	The Twilight Zone	Evil
Utilities**	19.3	39.4	37.0	52.7
Fuel	44.8	23.2	90.0	35.5
Air Travel	6.4	0.6	14.9	3.4
Housing	6.8	6.8	0.1	0.2
Total	77.3	69.9	142.0	91.9

* Industry average emissions per episode for one-hour scripted drama series.

Source: [Sustainable Production Alliance, Carbon Emissions of Film and Television Production](#), March 2021

** Includes natural gas and electricity

easier for all Hollywood studios to upgrade their set lighting packages, a category not typically eligible for utility rebates since we use mobile lights specific to our industry. The Paramount Lot will be the first to use this LED rebate to save an estimated 600,674 kilowatt-hours (kWh) of electricity per year.

Additionally, the Paramount Lot reduced energy consumption below 1990 levels with energy conservation measures and alternative energy generation, thereby saving more than

410,000,000 imperial tons of greenhouse gases from being released into the environment in the past decade.

Renewable Energy

In 2020, our total renewable energy procurement rose to 53,395 megawatt-hours (MWh), which supplied 12 percent of our total purchased electricity use.

Our approach to sourcing renewable energy is to prioritize local, grid-connected sources in order to directly reduce the

emissions in the regions where we operate and to positively impact the communities we serve. When evaluating renewable energy opportunities, we prioritize installing on-site solar where feasible. As a first alternative, we subscribe to our utilities' green tariff program where available at a reasonable cost premium. As a last option, we purchase retail energy with bundled Green-e certified renewable energy credits in the United States or equivalent Guarantees of Origin internationally.

In June 2020, we completed our largest solar installation to date. The 2-MW system, installed at the Simon & Schuster Riverside distribution facility in Delran, New Jersey, generates 2.2 million kWh of electricity per year, which is nearly one-third of the facility's electricity needs. After the success of this project, we assessed our global portfolio for ideal facilities to install on-site solar based on the available surface area, electricity prices, and local incentives. As of mid-2021, the top sites identified are currently in the design phase.

Where on-site solar is not feasible, such as at our sites with smaller physical footprints, we prioritize a grid-connected, off-site solar aggregation in partnership with an energy retailer. For example, our Texas television station KTVT/KTXA has signed an agreement to source power from the new-build 200-MW Big Star Solar project that will go live in April 2022. As a result of financial commitments from us and three other commercial customers, this new source of renewable energy located 200 miles south of our Texas station will provide a portion of the power to local consumers and reduce the overall emissions of the Texas grid.

In addition, we continue to increase our purchasing of renewable energy from our suppliers and utilities, and while we previously focused these efforts in the U.S., we are now expanding them across our global operations. In 2020 and 2021, we signed green utility contracts in the Netherlands, United Kingdom, and Australia, along with new contracts for our television stations and transmitters in Boston, Massachusetts; Chicago,

Illinois; and Fort Worth, Texas. In 2021, we joined the Renewable Energy Buyers Alliance (REBA), a consortium of large purchasers and energy providers working together to develop the global non-residential market for renewable energy.

Shifting to renewable energy makes a significant difference to our absolute carbon emissions. For example, in 2021, our UK broadcast network Channel 5's shift to SSE's 100 percent renewable energy plan reduced our UK Scope 2 emissions by 83 percent.

Reducing Our Emissions

[SASB: TC-IM-130a.3](#)

We are implementing a variety of approaches to reduce our direct and indirect GHG emissions. Our efforts span our office operations as well as our production-related activities around the world.

As we continued our post-merger integration in 2020, we began a multiyear initiative to shift our global technology infrastructure to the cloud. The effort, which will

reduce the total number and scale of our owned data and content distribution centers, is expected to drive not only significant cost savings but also new opportunities to reduce our energy and climate impacts. This reduction is in part due to third-party cloud service providers building their data centers with efficiency and flexibility in mind and actively working to make their data centers more efficient.

We are especially focused on reducing direct and indirect emissions associated with our television and film productions. Emissions from on-set energy use are mainly driven by fuel use from production vehicles and generators, followed by utility use for heating and cooling, lighting, and other equipment. Our strategies include improving production-level emissions tracking, renting hybrid or electric production vehicles, and utilizing grid tie-ins and batteries to reduce reliance on diesel generators.

Production-related and other employee travel is a key driver of our emissions. Approximately 80 percent of our travel emissions are from air travel, so we are working



IMAGE:
CBS KCBS2 Los Angeles:
news van utility plug-in

to build out guidelines aimed at reducing inefficient travel and incentivizing environmentally responsible travel choices. Like other companies, our travel emissions were greatly reduced in 2020 due to the COVID-19 pandemic, though we continued with efforts to improve our footprint through enhanced data tracking, reducing unnecessary or duplicate site travel, and encouraging electric and hybrid vehicle rentals.

In addition to our internal initiatives, we are actively engaged in efforts to understand and address emissions across our industry. For example, we contributed data and insights to the Sustainable Production Alliance's first industry-wide [carbon averages report](#), published in April 2020, which aims to establish baselines for comparison and drive further reductions in production-related emissions.



Analyzing and Validating Our Climate Change Approach

We are developing emissions targets aligned with the latest climate projections and we will partner with the Science Based Targets initiative (SBTi) to do so. We are also working toward establishing a company-wide Climate Action Policy and publishing a standalone report based on the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD).

With S&P Global Trucost, an ESG-focused data and analytics firm, we are conducting a Climate Change Physical Risk

Analysis. The analysis will help us understand the exposure of our owned facilities and capital assets to the physical impacts of climate change under future global temperature scenarios. With Trucost, we are analyzing over 100 of our owned and leased sites across many countries where we operate. Trucost assesses each site's exposure to the physical impacts of climate change, weighing physical risk indicators like heatwaves and coastal flooding; low-, moderate-, and high-future-climate-change scenarios; and estimated impacts over different time frames.

Using 2020 as a baseline scenario, we are evaluating the 2030 and 2050 projections of three climate change scenarios: low (warming under 2°C), medium (warming in excess of 2 but fewer than 4°C), and high (warming in excess of 4°C). Using third-

party validated data sources like the World Resources Institute (WRI) Aqueduct and weather data from the National Oceanic and Atmospheric Administration (NOAA), we are calculating the top sites at risk of climate change effects like flooding, heat waves, hurricanes, and more. We will use the results of this analysis to better determine the financial effects of climate change on our business over time.

Advocating for Change With UN Sports for Climate Action

We are also working to address climate impacts associated with event-based productions, such as the major sporting events we cover through CBS Sports. In early 2021, we were the first American broadcast company to sign the United Nations (UN) Sports for Climate Action Declaration, which commits us to a set of ambitious

actions to promote greater environmental responsibility and advocacy for climate action to our viewers.

The UN Sports for Climate Action Declaration asks participating organizations to measure and report their climate impacts, which we do and will continue to expand upon by reporting more of our Scope 3 emissions over time. It then asks organizations to develop and communicate a climate strategy grounded first in avoiding the generation of emissions, reducing any emissions that cannot be avoided, and then compensating for these by offsetting the unavoidable emissions in the value chain. In our forthcoming plans to outline how we will reach net-zero emissions across our global value chain, we will explain how we will put such a strategy in place.

IMAGES (TOP TO BOTTOM):
CBS Sports, NFL;
CBS Studio Center
500 kW Solar NO RECs Aerial



Sustainable Production

We’re working with our employees and partners to evolve and implement best practices in sustainable production across our brands.

Sustainable production is one of the most material topics to ViacomCBS. Bringing talent and crews together and creating complex worlds on screen and at events is a complicated and resource-intensive process. We use energy and materials to build and operate sets, to move people and props to and from locations, and to meet the needs of everyone working on set. Although every production is unique and creates different kinds of impacts, we recognize both the need and opportunity to produce content in an environmentally responsible way, and we are continually working to evolve and implement best practices.

Addressing the Environmental Impacts of Production

Expanding Use of the Green Production Guide

We continue to expand our use of the Green Production Guide (GPG), a voluntary best practices handbook developed by the Sustainable Production Alliance and the Producers Guild of America. The GPG provides comprehensive guidelines for reducing energy use, GHG emissions, waste, and other environmental impacts from production, and each of our GPG productions has a designated resource on set to manage and track implementation. In 2020 –

despite the disruptions caused by COVID-19 – the total number of ViacomCBS productions implementing the GPG guidelines increased to 25, versus 20 in 2019 and 13 in 2018.

As a result of these efforts, a total of 22 ViacomCBS productions received Green or Gold Seal recognition from the Environmental Media Association (EMA) in 2020.

Reducing On-Set Generator Use

Events and productions often rely on diesel generators to meet on-set electricity needs, which result in excess GHG emissions, as well as air and noise pollution. We are working to shift more productions to alternative approaches,

including implementing energy efficiency measures, tying directly into the grid, and/or using portable batteries and solar arrays.

In 2021, the *Paranormal Activity* sequel filming in a remote area of upstate New York worked with the local utility to install a grid-tie system in order to access electricity without the use of generators. At the 2020 Phoenix Open, we piloted the use of solar-powered camera towers and relay antennas instead of conventional fossil fuel-powered equipment. The data we collected demonstrated the potential to avoid up to 10,000 pounds of GHG emissions if the new towers were used across the board at the five-day event.



IMAGES (TOP TO BOTTOM):
CBS television show: *Evil* cast;
CBS Sports WM Open solar tower

NUMBER OF ViacomCBS PRODUCTIONS USING THE GPG OR ACHIEVING EMA SEALS

Wrap Year	2017	2018	2019	2020
Green Production Guide	5	13	20	25
Total Seals	3	4	12	22
EMA Green Seal	1	1	6	16
EMA Gold Seal	2	3	6	6





IMAGES (TOP TO BOTTOM):
CBS television show: *Charmed* crew
with lunch trays; Canned water
at *MTV Awards* television show

Set Rental, Reuse, and Storage

Construction and disposal of sets and their materials are responsible for some of the most significant environmental impacts of production. To address this issue, we've adopted measures including turning over post-production asset management to dedicated teams and, where possible, renting or reusing set components rather than building them from scratch. In 2020, Paramount Pictures' *Mission Impossible* franchise implemented an asset management system for logging and securely storing set materials, allowing more efficient reuse and helping ensure they are sold, donated, or recycled when they are no longer needed. For live events such as the 2021 Nickelodeon Kids Choice Awards and the 2021 MTV Movie & TV Awards, we shifted to renting major set components, which saves resources and reduces impacts from on-set construction and post-production asset management.

Sustainable Procurement

Where we must use new materials, either for set construction or for other on-set uses, we aim to ensure they are responsibly

sourced and environmentally friendly. Many of our productions source 100 percent Forest Stewardship Council-certified plywood and other more responsible products, such as materials with recycled content or recyclable or compostable food service items. With COVID-19 altering our sustainability protocols, the sourcing team was able to provide productions with essential protective equipment and services while also maintaining a commitment to using diverse-owned and green vendors. Where central water dispensers could no longer be used, we purchased water in aluminum cans instead of plastic. When catering contracts were renegotiated, we included a policy to ban polystyrene foam food and beverage containers, limit plastic use, train staff to compost, provide fuel data, and provide a point of contact for food donations.

Donating Meals and Assets

We work to ensure excess food and set materials are donated to local organizations and others that can use them. On the Paramount Lot, our centralized food recovery program helps route extra meals from productions and events

to local food banks through a partnership with Rock and Wrap It Up and the Hollywood Food Coalition. Many food banks rely on excess meals to operate; during the COVID-19 shutdown, *The Good Fight* donated funds to our non-profit partners approximately equal to 1,000 meals. We donate surplus set furniture, props, construction materials, and other assets to Habitat for Humanity, Materials for the Arts, the Salvation Army, and Goodwill.

Waste Diversion and Recycling

Reducing and diverting waste generated by our productions and events not only saves resources but reduces GHG emissions associated with the production and disposal of materials. In addition to reusing or donating sets and other materials, we are working to limit single-use materials and divert waste through recycling and composting programs. Under COVID-19 protocols, we also worked to capture new waste streams from single-use personal protective equipment on events like the 2021 MTV Movie & TV Awards. Prior to the pandemic, the CW's *Charmed* gifted the crew of Season 2 reusable lunch trays and cutlery to

reduce waste from meals, helping to increase their diversion rate to 75 percent. As a result, our most responsible productions are reducing year-over-year waste totals and achieving diversion rates of 80 percent or more while demonstrating best practices that can be adopted by others.

Collaborating with Industry Partners

[GRI: 102-12](#)

Responsible, sustainable production practices need to become the norm in our industry. That's why we are an active member of the Sustainable Production Alliance, a consortium of Hollywood's largest production companies dedicated to advancing sustainability in film and television. We've also joined other collaborative initiatives such as UN Sports for Climate Action and international film commission projects including the British Academy of Film and Television Arts Albert sustainability consortium, Creative BC's Reel Green initiative, Ontario Creates' Green Screen, Trentino's T-Green Film, and Quebec's inaugural Rolling Green.

CREATING A MORE SUSTAINABLE SUPER BOWL



In January 2021, CBS Sports became the first American broadcaster to sign the UN Sports for Climate Action Declaration, joining other media companies, sports venues, teams, and leagues in the commitment to promote environmental stewardship through sports. As part of this effort, we partnered with NFL Green to help make Super Bowl LV the greenest ever.

Reducing Emissions

Broadcasting the big game is a major production. Transporting our production teams and equipment to the site and operating a full-scale live production creates substantial energy and climate impacts. We reduced energy and emissions by:

- Offsetting our electricity usage with the NFL through a local solar provider
- Renting hybrid vehicles when available; and
- Tracking our fuel usage and mileage

Reducing Waste

Single-use bags and containers and other forms of solid waste are a major part of the footprint for a typical large-scale sports event. For Super Bowl LV, we took a variety of measures to reduce waste, including the following:

- Recycling 100 percent of our bottles and cans
- Banning single-use plastic bags and straws
- Providing water in aluminum cans
- Wearing reusable masks
- Making vests for event staff from recycled plastic

Giving Back to the Community

Food and valuable materials left over after a large event can help meet the needs of local nonprofits and other community organizations. We helped make sure resources were put to good use by:

- Donating two pallets of food to a Tampa Bay food bank;
- Giving office supplies and PPE to the local Boys & Girls Club; and
- Recovering and donating valuable construction materials and set props to local non-profits

In 2020, ViacomCBS productions donated an estimated 1,380 pounds of meals and

\$35,232.38

in assets and materials

16

productions received Environmental Media Association (EMA) Green Seals for on-set environmental performance

6

productions received EMA Gold Seals for exceptional on-set environmental performance



IMAGES (LEFT TO RIGHT): Super Bowl; Super Bowl LV: Habitat for Humanity donation

Supply Chain Responsibility

GRI: 102-9, 407-1, 408-1

We are committed to mitigating social and environmental impacts in our supply chain, and to fostering diversity, and enhancing transparency across our value chain.

As a producer of content, our supply chain consists mostly of people – writers, producers, talent, crew – as well as specialized technology, materials, and services used in the production and distribution of our films and shows.

We are committed to monitoring and managing our supply chain in line with our wider ESG strategy. Our current priorities include fostering supplier diversity, equity, transparency, and environmental sustainability.

This section specifically covers products and services we procure for ViacomCBS productions, operations, and facilities. For information on licensed consumer products, [please click here](#).

Mapping Our Supply Chain Environmental Impact

We are committed to reporting and managing our Scope 3 emissions across our value chain to set a credible net zero target as defined by the Science Based Targets initiative. In 2020, we expanded the Scope 3 categories we reported to CDP and received third-party verification. For the first time, we will be reporting a market-based Scope 3 value based on data directly from our suppliers.

For the Purchased Goods & Services and Capital Goods categories, we used a spend-based approach to estimate our emissions across our entire organization. In 2020, we received data directly from our paper providers for Simon & Schuster

books and small parcel shipping vendors, as those were our more significant estimated categories in 2019. We removed all new categories of Scope 3 emissions from our spend data to avoid double counting; as a result, the scope of our emissions is similar to 2019 but the data source is more accurate.

With the launch of Paramount+, we prioritized the direct calculation of 2020 emissions for our existing platforms, including CBS All Access, Pluto TV, SHOWTIME Anytime, BET+, Noggin, My5, 10 Play, and others. We conducted interviews with our internal IT team and content delivery providers to establish our sustainability expectations and plan for data collection and transparency. Our providers are at different stages in their sustainability journeys:

Two have public 100 percent renewable energy goals, two were able to provide detailed market-based emissions data, and one will be able to do so next year. Based on the data we received, our content delivery network currently consumes 12 percent renewable energy. As we procure more renewable energy, we look forward to collaborating with our suppliers to reduce their footprints.

For the first time, we reported emissions from the transportation and distribution of our consumer products, home entertainment discs, and Paramount Pictures theatrical displays. In 2019, we reported those transportation and distribution emissions for our Simon & Schuster books, a line of business that will likely be sold in the near future. In addition to calculating the emissions

from these activities, our largest suppliers were able to provide market-based values for their specific vehicles and equipment.

In 2020, we also calculated waste emissions at four major locations in California and on our productions. We will look to partner with our waste haulers and property managers to improve this data annually.

Although our products do not directly consume electricity, they do so indirectly through the video players and display screens required to view our content. We have reported the emissions to manufacture our home video discs as part of a lifecycle approach to assessing our sold products. These emissions are accounted for as fuel-and-energy related activities.

2020 SCOPE 3 EMISSIONS BREAKDOWN

Scope 3	2019 - MT	2020 - MT
Scope 3 (TOTAL)	819,682	2,288,804
Purchased Goods & Services	637,543	1,684,035
Capital Goods	115,600	556,390
Business Travel	54,439	14,443
Upstream Transportation & Distribution	2,435	8,937
Downstream Transportation & Distribution	9,665	18,192
Fuel-and-Energy Related Activities from Streaming and DVD Manufacturing*	—	5,092
Waste Generated*	—	1,715

*We began tracking Scope 3 emissions for these categories for the first time in 2020.

IMAGES (LEFT TO RIGHT):
Canned water at MTV Awards television show;
CBS television show: Love Island on-screen cast reusable bags



Sourcing and Procurement

The main categories of services we procure are technology, production and events, post-production and content services, marketing and research, corporate facilities, and professional services. We purchase or rent items like computers and cleaning supplies for our corporate offices, trailers and equipment for our production studios, and advertising and promotional items for our marketing

campaigns. Our Chief Sourcing & Procurement Officer oversees all sourcing and manages our four different sourcing “towers,” each responsible for different categories of procurement spend. We have purchasing guidelines across all levels of procurement and have specific environmental and social responsibility criteria that we implement on spending over certain financial thresholds.

We manage and account for our procurement across six regions – North America, Europe, Australia and New Zealand, South America, Asia, and the Middle East and Africa. The bulk of our spending is in the U.S., where we produce most of our content and have our largest corporate office facilities.

Expectations for Our Suppliers

GRI: 409-1

We expect suppliers to maintain strict compliance with all laws and regulations in the places where they do business and to maintain the highest ethical standards, as outlined in the [ViacomCBS Supplier Compliance Policy](#). We also expect them to be familiar with the [ViacomCBS](#)

[Global Business Conduct Statement](#), which expressly prohibits inappropriate conduct including bribery and corruption, anti-competitive business practices, and physical and sexual harassment.

We have zero tolerance for any forced or child labor in our supply chain – though it is not a significant risk in our main areas of procurement. In line with the UK Modern Slavery Act, we use third-party tools to conduct a periodic review of forced labor risk in our supplier pool, and we train our procurement team to be aware of any such risks. We immediately investigate any reports or allegations of forced labor, including prison labor, in our supply chain.

We are also working to expand engagement with suppliers on a range of other environmental and social criteria. Our intention is to make our expectations around specific environmental and social standards clear to our supplier partners, and we are implementing this work by reviewing our top vendors by spend to understand where we have the biggest opportunities for impact and updating our policies accordingly.

Supplier Diversity

Supplier diversity is critical to our business, and it is a complex topic to manage given the breadth of services and products that we procure. We work to identify, develop, and source products and services from diverse and traditionally underrepresented suppliers. It is important that our supply chain reflects the demographics of our employees, customers, and consumers, while also increasing our positive economic impact in diverse communities. Our aim is to build a diverse supplier base that drives cost savings, innovation, and improved quality.

In our inaugural report, we shared that we would reassess our annual supplier diversity goal as a result of the merger. We successfully merged the two supplier diversity programs from Viacom and CBS and created our target for diverse supplier spend. We exceeded the 2020 adjusted goal, even amid a changing business landscape during the COVID-19 pandemic. Despite a year of unprecedented challenges, diverse suppliers continued to add significant

value to our supply chain, including over 50 percent of the PPE supplies that allowed ViacomCBS to provide continuity of business and broadcasting to our domestic audiences. We are encouraged with the momentum and engagement of ViacomCBS as a combined company and our goal is to achieve year-over-year increases in diversity spending.

We recognize and engage with traditionally underrepresented groups, as defined by these common categories:

- Minority Owned (MBE)
- Women Owned (WBE)
- Lesbian, Gay, Bisexual, and/or Transgender Owned (LGBTBE)
- Disability Owned (DOBE)
- Veteran Owned (VBE)
- Other Diverse Small Business designations (DBE)

Our Supplier Diversity and Global Sourcing teams work with other internal teams across our business to make sure diverse and underrepresented suppliers

have an opportunity to compete for contracts. And our Global Inclusion Advisory Committee advises on strategic direction and reviews supplier diversity reports on an ongoing basis.

We also seek to validate and strengthen our approach through engagement and partnerships with organizations like the National Minority Supplier Development Council, the Women's Business Enterprise National Council, Disability:IN, and the National LGBT Chamber of Commerce.

2020 SUPPLIER DIVERSITY BREAKDOWN

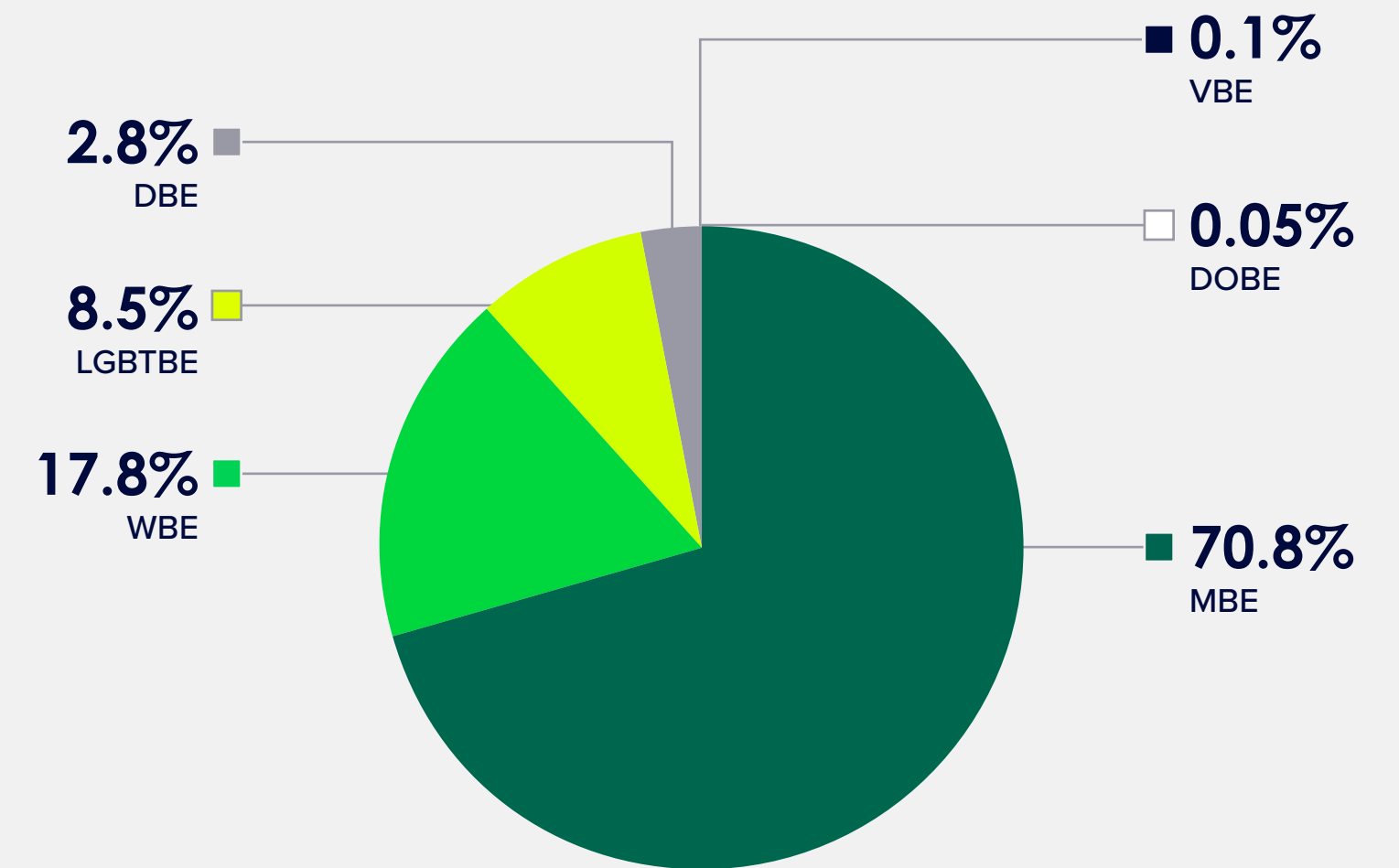


IMAGE:
Supplier diversity event:
diverse-owned solar vendor

Consumer Products

GRI: 417-1

We're working to ensure products and retail experiences based on our content – everything from *SpongeBob SquarePants* toys to MTV T-shirts – are aligned with our values and ESG priorities.



We extend our connection with audiences beyond the screen by licensing our intellectual property (our brands, characters, and other elements of our content) for consumer products, experiences, events, and other consumer-facing engagements. We currently maintain over 2,500 active license agreements for products including toys, apparel, packaged goods, and more.

Although we don't produce or distribute these products ourselves, we share responsibility for the social and environmental impacts they create. That's why we aim for licensed products to be as aligned as possible with the values and standards we

apply to the rest of our business. We also have a responsibility to use our voice as a major global company to help raise sustainability standards across the consumer products industry. We have continued to prioritize our engagement with our major retail partners and other organizations focused on improving transparency and sustainability in supply chains, such as the International Council of Toy Industries Ethical Toy Program.

As we move forward, we intend to focus on improving standards and requirements related to health and safety, labor, and environmental impacts in our licensees' supply chains, where applicable.

Establishing Expectations and Guidelines

All licensees must comply with the [ViacomCBS Supplier Compliance Policy](#), which includes strict

requirements regarding ethical and business conduct, labor practices, health and safety, conflict minerals, and more. We require licensees to submit signed agreements from their manufacturers and other suppliers acknowledging their obligations to comply with applicable law and product safety and testing requirements. We reserve the right to audit any facilities that make our licensed products.

Environmental impacts of our licensed products include energy, water, and material use; GHG emissions; and waste associated with manufacturing and distribution, packaging, and end-of-life disposal. We are currently exploring opportunities to set long-term sustainability goals for licensed products, such as encouraging or requiring licensees to reduce certain material inputs or to reduce emissions from manufacturing and distribution.

IMAGE:
Nickelodeon Blue's Clues toddler ride-on toy

IMAGES (LEFT TO RIGHT):
 Nickelodeon Blue's Clues
 toddler ride-on toy;
 Anthony Mason profiles
Sesame Street television show
 for the Kennedy Center Honors



How This Work Comes to Life

Using Life Cycle Assessments to Focus on Material Issues

As part of our work to improve the sustainability of our value chain, we have partnered with the Clean Agency to use existing life cycle assessments of relevant consumer products goods and components as the basis for developing guidelines for ourselves and for our partners that will be specific, measurable, and material.

Piloting Eco-Packaging Guidelines for Partners

Responsible packaging development has two key facets: the material inputs

(and their environmental and social externalities) and the communication about the product itself to consumers. We take consumer education and communication very seriously. So do our partners, some of whom are already making strides toward greater sustainability in their product manufacturing and development and want to communicate these efforts to consumers as a differentiating factor.

In response, in 2021 we developed eco-packaging guidelines to support our *PAW Patrol* supplier partners. These guidelines provide a unified design direction that aligns with the larger strategy and core aesthetic of *PAW Patrol* while helping the supplier communicate its environmental progress in a

clear and accurate way. We plan to develop these eco-packaging guidelines for additional ViacomCBS properties over time.

Leveraging Partnerships and Contracts

ViacomCBS is not a direct manufacturer or producer of consumer products, but we still take seriously our commitment to environmental and social responsibility across our value chain. In 2021, we are beginning to roll out actionable sustainability requirements as part of the contractual requirements with some of our partners. Leveraging our partnerships – both old and new – helps us focus on creating consumer products that consider environmental impacts while still allowing our properties to shine.



REPORTING INDICES

Global Reporting Initiative Index page 62

Sustainability Accounting Standards Board Index.....page 70

Task Force on Climate-related Financial Disclosures Index..... page 73

Aligning with the UN Sustainable Development Goals page 74

Global Reporting Initiative Index

GRI: 102-55

We’ve prepared this report in accordance with the Global Reporting Initiative (GRI) Standards: Core option. The table below outlines the relevant disclosures for our most material issues and where to find information in the report or from other sources. There are also tags identifying the location of indicator responses throughout the report.

We did not seek external assurance of this report.

2020 GRI Content Index

General Disclosures

GRI 102: General Disclosures 2016

Organizational Profile		
	Disclosure(s)	Location, URL, Direct Answer, or Omissions
102-1	Name of the organization	ViacomCBS (NASDAQ: VIAC)
102-2	Activities, brands, products, and services	About ViacomCBS , p. 6 2021 Form 10-K – Business, pp. I-1 to I-11
102-3	Location of headquarters	1515 Broadway, New York, NY, U.S.
102-4	Location of operations	About ViacomCBS , p. 6
102-5	Ownership and legal form	Corporate Governance , p. 13 2021 Form 10-K – Business: Overview, p. I-2
102-6	Markets served	About ViacomCBS , p. 6 2021 Form 10-K – Business, pp. I-1 to I-11
102-7	Scale of the organization	About ViacomCBS , p. 6 2021 Form 10-K – Consolidated Statements of Operations, p. II-56; Consolidated Balance Sheets, p. II-58
102-8	Information on employees and other workers	Workforce & Culture , p. 32 A Culture of Diversity, Equity, and Inclusion , p. 34 Labor Relations , p. 44
102-9	Description of the organization’s supply chain	Supply Chain Responsibility , p. 56
102-10	Significant changes to the organization and its supply chain	No material changes for the reporting period.
102-11	Precautionary principle or approach	Health, Safety, and Security , p. 42 Climate Change , p. 47
102-12	External initiatives	Driving Social Impact Through Our Content and Brands , p. 28 Collaborating with Industry Partners , p. 54
102-13	Membership of associations	Public Policy Engagement , p. 17

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Strategy		
102-14	Statement from senior decision-maker	Bob Bakish: Sharpening Our ESG Focus , p. 5
102-15	Key impacts, risks, and opportunities	Our Approach to ESG , p. 7 Our Material Topics , p. 8 ViacomCBS 2020 Materiality Assessment 2021 Form 10-K – Risk Factors, pp. I-19 to I-31
Ethics and Integrity		
102-16	Values, principles, standards, and norms of behavior	About ViacomCBS , p. 6 Compliance, Ethical Conduct, and Internal Audits , p. 14 ViacomCBS 2021 Global Business Conduct Statement
102-17	Mechanisms for advice and concern about ethics	Compliance, Ethical Conduct, and Internal Audits , p. 14 ViacomCBS 2021 Global Business Practices Statement
Governance		
102-18	Governance structure	ESG Governance , p. 15 Corporate Governance , p. 13 2021 Form 14A (Proxy) – Corporate Governance, pp. 8 to 9
102-19	Delegating authority	ESG Governance , p. 15 Corporate Governance , p. 13
102-20	Executive-level responsibility for economic, environmental, and social topics	ESG Governance , p. 15 2021 Form 14A (Proxy) – Our Environmental, Social, and Governance (ESG) Strategy, p. 10
102-21	Consulting stakeholders on economic, environmental, and social topics	About This Report , p. 4 ESG Governance , p. 15
102-22	Composition of the highest governance body and its committees	Corporate Governance , p. 13 2021 Form 14A (Proxy) – Our Board of Directors: Board Committees, pp. 11 to 14 ViacomCBS.com, Board of Directors
102-23	Chair of the highest governance body	Shari E. Redstone serves as Non-Executive Chair of the Board of Directors.

102-24	Nominating and selecting the highest governance body	2021 Form 14A (Proxy) – Corporate Governance, p. 8; Our Board of Directors: Nominating and Governance Committee, pp. 16 to 17
102-25	Conflicts of interest	2021 Form 14A (Proxy) – Corporate Governance: Corporate Governance Guidelines, p. 8; Corporate Governance: Global Business Practices Conduct Statement, p. 9; Related Person Transactions, p. 22
102-26	Role of highest governance body in setting purpose, values, and strategy	ESG Governance , p. 15 Corporate Governance , p. 13
102-29	Identifying and managing economic, environmental, and social impacts	ESG Governance , p. 15 ViacomCBS 2020 Materiality Assessment 2021 Form 14A (Proxy) – Our Environmental, Social, and Governance (ESG) Strategy, p. 10
102-30	Effectiveness of risk management processes	Risk Management Approach , p. 14
102-31	Review of economic, environmental, and social topics	ESG Governance , p. 15 ViacomCBS 2020 Materiality Assessment
102-32	Highest governance body’s role in sustainability reporting	ESG Governance , p. 15 The Nominating & Governance Committee of the Board of Directors is the final reviewing party of the ESG report.
102-33	Communicating critical concerns	Compliance, Ethical Conduct, and Internal Audits , p. 14
102-34	Nature and total number of critical concerns	We do not currently disclose this information.
102-35	Remuneration policies	Holding Our Leaders Accountable, p. 14 2021 Form 14A (Proxy) – Director Compensation, pp. 30 to 32; Compensation Discussion and Analysis, pp. 37 to 51; Executive Compensation, pp. 53 to 70
102-36	Process for determining remuneration	2021 Form 14A (Proxy) – Our Board of Directors: Compensation Committee, p. 15; Compensation Discussion and Analysis, pp. 37 to 51
102-37	Stakeholders’ involvement in remuneration	2021 Form 14A (Proxy) – Our Board of Directors: Compensation Committee, p. 15; Compensation Discussion and Analysis, pp. 37 to 51

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Governance (Continued)		
102-38	Annual total compensation ratio	2021 Form 14A (Proxy) – Executive Compensation: Pay Ratio, p. 70
102-39	Percentage increase in annual total compensation ratio	2021 Form 14A (Proxy) – Executive Compensation: Pay Ratio, p. 70
Stakeholder Engagement		
102-40	List of stakeholder groups	ESG Governance , p. 15
102-41	Collective bargaining agreements	Labor Relations , p. 44
102-42	Identifying and selecting stakeholders	ESG Governance , p. 15
102-43	Approach to stakeholder engagement	ESG Governance , p. 15 ViacomCBS 2020 Materiality Assessment , p. 3
102-44	Key topics and concerns raised	We will continue to engage with key ESG stakeholders and plan to identify the topics and concerns raised moving forward.
Reporting Practice		
102-45	Entities included in the consolidated financial statements	About ViacomCBS , p. 6 2021 Form 10-K – Notes to Consolidated Financial Statements, pp. II-61 to II-62; Subsidiaries of ViacomCBS Inc., p. E-5 (Exhibit 21)
102-46	Defining report content and topic boundaries	About This Report , p. 4 Our Material Topics , p. 8 ViacomCBS 2020 Materiality Assessment
102-47	List of material topics	Our Material Topics , p. 8 ViacomCBS 2020 Materiality Assessment
102-48	Restatements of information	None
102-49	Changes in reporting	None
102-50	Reporting period	This report covers our activities and performance for the period from January 1, 2020 until December 31, 2020, unless otherwise noted.
102-51	Date of most recent report	December 2020
102-52	Reporting cycle	We plan to continue publishing an ESG report annually.

102-53	Contact point for questions regarding the report	Jessica Thurston: Senior Director, ESG Strategy and Reporting, sustainability@viacomcbs.com
102-54	Claims of reporting in accordance with the GRI Standards	We have prepared this report in accordance with the GRI Standards: Core option.
102-55	GRI content index	GRI Content Index , p. 62
102-56	External assurance	We have not sought external assurance of the full ESG report or its data. However, we did externally verify our greenhouse gas emissions data with a third-party firm.

VIACOMCBS MATERIAL TOPICS
GRI 103: Management Approach 2016

Governance		
Compliance and Ethical Conduct		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Compliance, Ethical Conduct, and Internal Audits , p. 14
103-2	The management approach and its components	Compliance, Ethical Conduct, and Internal Audits , p. 14
103-3	Evaluation of the management approach	Compliance, Ethical Conduct, and Internal Audits , p. 14
GRI 205: Anti-Corruption 2016		
205-1	Operations assessed for risks related to corruption	Compliance, Ethical Conduct, and Internal Audits , p. 14
205-2	Communication and training about anti-corruption policies and procedures	Compliance, Ethical Conduct, and Internal Audits , p. 14
GRI 419: Socioeconomic Compliance 2016		
419-1	Non-compliance with laws and regulations in the social and economic area	Governance , p. 12 2021 Form 10-K – Risks Relating to Regulatory and Legal Matters, pp. I-28 to I-29; Notes to Consolidated Financial Statements, pp. II-112 to II-115

2020 GRI Content Index

Governance (Continued)		
Corporate Governance		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Corporate Governance , p. 13
103-2	The management approach and its components	Corporate Governance , p. 13
103-3	Evaluation of the management approach	Corporate Governance , p. 13
Data Privacy & Information Security		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 7 Data Privacy and Information Security , p. 16 2021 Form 10-K – Risk Factors: Risks Relating to Business Continuity, Cybersecurity and Privacy and Data Protection, pp. I-25 to I-26
103-2	The management approach and its components	Data Privacy and Information Security , p. 16
103-3	Evaluation of the management approach	Data Privacy and Information Security , p. 16
GRI 418: Customer Privacy 2016		
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Data Privacy and Information Security , p. 16
ESG Governance		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 ESG Governance , p. 15
103-2	The management approach and its components	ESG Governance , p. 15
103-3	Evaluation of the management approach	ESG Governance , p. 15
Public Policy Engagement		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 7 Public Policy Engagement , p. 17
103-2	The management approach and its components	Public Policy Engagement , p. 17

103-3	Evaluation of the management approach	Public Policy Engagement , p. 17
GRI 415: Public Policy 2016		
415-1	Political contributions	Public Policy Engagement , p. 17
Stakeholder Engagement		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 7 ESG Governance , p. 15
103-2	The management approach and its components	ESG Governance , p. 15
103-3	Evaluation of the management approach	ESG Governance , p. 15
Transparency and Reporting		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 7 About This Report , p. 4 Our Approach to ESG , p. 7
103-2	The management approach and its components	Our Approach to ESG , p. 7
103-3	Evaluation of the management approach	Our Approach to ESG , p. 7
On-Screen Content & Social Impact		
Content Accuracy & Independence		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Responsible Content and Advertising , p. 26
103-2	The management approach and its components	Responsible Content and Advertising , p. 26
103-3	Evaluation of the management approach	Responsible Content and Advertising , p. 26
Diverse & Inclusive Content		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Diverse and Inclusive Content , p. 20
103-2	The management approach and its components	Diverse and Inclusive Content , p. 20
103-3	Evaluation of the management approach	Diverse and Inclusive Content , p. 20

2020 GRI Content Index

On-Screen Content & Social Impact (Continued)		
Influence & Advocacy on Social and Environmental Issues		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Driving Social Impact Through Our Content and Brands , p. 28 Influencing Culture and Conversations , p. 28
103-2	The management approach and its components	Driving Social Impact Through Our Content and Brands , p. 28 Influencing Culture and Conversations , p. 28
103-3	Evaluation of the management approach	Driving Social Impact Through Our Content and Brands , p. 28
IP & Copyright		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Intellectual Property and Copyright , p. 27 2021 Form 10-K – Business: Intellectual Property, p. I-17; Risk Factors: Risks Relating to Intellectual Property, pp. I-26 to I-27
103-2	The management approach and its components	Intellectual Property and Copyright , p. 27 2021 Form 10-K – Business: Intellectual Property, p. I-17
103-3	Evaluation of the management approach	Intellectual Property and Copyright , p. 27
Responsible Advertising		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Responsible Content and Advertising , p. 26 2021 Form 10-K – Business: Regulation: FCC and Similar Regulation: Children’s Programming, p. I-16
103-2	The management approach and its components	Responsible Content and Advertising , p. 26
103-3	Evaluation of the management approach	Responsible Content and Advertising , p. 26
Social Impact		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Driving Social Impact Through Our Content and Brands , p. 28 ViacomCBS Social Impact Review , p. 7

103-2	The management approach and its components	Driving Social Impact Through Our Content and Brands , p. 28
103-3	Evaluation of the management approach	Driving Social Impact Through Our Content and Brands , p. 28
GRI 413: Local Communities 2016		
413-1	Operations with local community engagement, impact assessments, and development programs	ViacomCBS Social Impact Review , pp. 33 to 38
Workforce & Culture		
Benefits & Compensation		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Workforce & Culture: Comprehensive Employee Benefits , p. 41
103-2	The management approach and its components	Workforce & Culture: Comprehensive Employee Benefits , p. 41
103-3	Evaluation of the management approach	Workforce & Culture: Comprehensive Employee Benefits , p. 41
GRI 401: Employment 2016		
401-1	New employee hires and employee turnover	We have not yet consolidated this information into a reportable format.
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Workforce & Culture: Comprehensive Employee Benefits , p. 41
401-3	Parental leave	We have not yet consolidated this information into a reportable format.
Culture & Transformation		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Employee Attraction, Retention, and Training , p. 40
103-2	The management approach and its components	Employee Attraction, Retention, and Training , p. 40
103-3	Evaluation of the management approach	Employee Attraction, Retention, and Training , p. 40

2020 GRI Content Index

Workforce & Culture (Continued)		
GRI 404: Training and Education 2016		
404-1	Average hours of training per year per employee	Employee Attraction, Retention, and Training , p. 40
404-2	Programs for upgrading employee skills and transition assistance programs	Advancing Careers Through Training and Mentoring , p. 40
404-3	Percentage of employees receiving regular performance and career development reviews	We have not yet consolidated this information into a reportable format.
Employee Safety & Security		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Health, Safety, and Security , p. 42
103-2	The management approach and its components	Health, Safety, and Security , p. 42
103-3	Evaluation of the management approach	Health, Safety, and Security , p. 42
GRI 403: Occupational Health and Safety 2018		
403-1	Occupational health and safety management system	Health, Safety, and Security , p. 42
403-2	Hazard identification, risk assessment, and incident investigation	Ensuring Worker Safety and Health , p. 43 Security and Emergency Response , p. 43
403-3	Occupational health services	Ensuring Worker Safety and Health , p. 43
403-5	Worker training on occupational health and safety	Ensuring Worker Safety and Health , p. 43
403-6	Promotion of worker health	Health, Safety, and Security , p. 42
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Ensuring Worker Safety and Health , p. 43
403-9	Work-related injuries	Ensuring Worker Safety and Health , p. 43
Harassment & Discrimination		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Preventing Harassment and Discrimination , p. 39

103-2	The management approach and its components	Preventing Harassment and Discrimination , p. 39 2021 Form 10-K – Business: Human Capital Management, Preventing Harassment and Discrimination, p. I-13
103-3	Evaluation of the management approach	Preventing Harassment and Discrimination , p. 39
GRI 406: Non-Discrimination 2016		
406-1	Incidents of discrimination and corrective actions taken	Preventing Harassment and Discrimination , p. 39 2021 Form 10-K – Notes to Consolidated Financial Statements, p. II-113
Labor & Worker Issues		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Labor Relations , p. 44
103-2	The management approach and its components	Labor Relations , p. 44
103-3	Evaluation of the management approach	Labor Relations , p. 44
GRI 407: Freedom of Association and Collective Bargaining 2016		
407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	Labor Relations , p. 44 Supply Chain Responsibility , p. 56
GRI 408: Child Labor 2016		
408-1	Operations and suppliers at significant risk for incidents of child labor	Employing Minors , p. 44 Supply Chain Responsibility , p. 56
Workforce Diversity & Inclusion		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 A Culture of Diversity, Equity, and Inclusion , p. 34
103-2	The management approach and its components	A Culture of Diversity, Equity, and Inclusion , p. 34 2021 Form 10-K – Business: Human Capital Management: A Culture of Diversity, Equity and Inclusion, pp. I-12 to I-13
103-3	Evaluation of the management approach	A Culture of Diversity, Equity, and Inclusion , p. 34

2020 GRI Content Index

Workforce & Culture (Continued)		
GRI 405: Diversity and Equal Opportunity 2016		
405-1	Diversity of governance bodies and employees	Corporate Governance , p. 13 Measuring Employee Diversity , p. 36
405-2	Ratio of basic salary and remuneration of women to men	We have not yet consolidated this information into a reportable format.
Sustainable Production & Operations		
Environmental Impacts from Direct Operations		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Climate Change , p. 47 Sustainable Production , p. 53
103-2	The management approach and its components	Climate Change , p. 47 Sustainable Production , p. 53
103-3	Evaluation of the management approach	Climate Change , p. 47 Sustainable Production , p. 53
GRI 302: Energy 2016		
302-1	Energy consumption within the organization	ViacomCBS Annual Energy Use by Type , p. 48 ViacomCBS CDP Climate Response 2020
302-4	Reduction of energy consumption	Energy Efficiency , p. 49 ViacomCBS CDP Climate Response 2020
GRI 305: Emissions 2016		
305-1	Direct (Scope 1) GHG emissions	ViacomCBS Greenhouse Gas Emissions , p. 47 ViacomCBS CDP Climate Response 2020
305-2	Energy indirect (Scope 2) GHG emissions	ViacomCBS Greenhouse Gas Emissions , p. 47 ViacomCBS CDP Climate Response 2020
305-3	Other indirect (Scope 3) GHG emissions	ViacomCBS Greenhouse Gas Emissions , p. 47 ViacomCBS CDP Climate Response 2020
305-4	GHG emissions intensity	6.79 metric tons/million dollars in revenue
305-5	Reduction of GHG emissions	ViacomCBS Greenhouse Gas Emissions , p. 47 ViacomCBS CDP Climate Response 2020

GRI 307: Environmental Compliance 2016		
307-1	Non-compliance with environmental laws and regulations	We had no known instances of material non-compliance with environmental laws or regulations in 2020.
GRI 407: Freedom of Association and Collective Bargaining 2016		
407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	Supply Chain Responsibility , p. 56
GRI 408: Child Labor 2016		
408-1	Operations and suppliers at significant risk for incidents of child labor	Supply Chain Responsibility , p. 56
Supplier Diversity		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Supplier Diversity , p. 58
103-2	The management approach and its components	Supplier Diversity , p. 58
103-3	Evaluation of the management approach	Supplier Diversity , p. 58
Supply Chain Responsibility & Product Impacts		
103-1	Explanation of the material topic and its boundary	ViacomCBS 2020 Materiality Assessment , p. 6 Supply Chain Responsibility , p. 56 Consumer Products , p. 59
103-2	The management approach and its components	Supply Chain Responsibility , p. 56 Consumer Products , p. 59
103-3	Evaluation of the management approach	Supply Chain Responsibility , p. 56 Consumer Products , p. 59
GRI 308: Supplier Environmental Assessment 2016		
308-1	New suppliers that were screened using environmental criteria	We have not yet consolidated this data into a reportable format but are working to make our environmental criteria consistent and clear across our sourcing and licensing procurement practices.
GRI 409: Forced or Compulsory Labor		
409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	Expectations for Our Suppliers , p. 57 Risk Management Approach , p. 14

Sustainable Production & Operations (Continued)		
GRI 412: Human Rights 2016		
412-1	Operations that have been subject to human rights reviews or impact assessments	We have not yet consolidated this data into a reportable format.
412-2	Employee training on human rights policies and procedures	We do not offer specific training on human rights, but all employees are required to complete training on our Code of Conduct.
GRI 414: Supplier Social Assessment 2016		
414-1	New suppliers that were screened using social criteria	We have not yet consolidated this data into a reportable format but are working to make our social criteria consistent and clear across our sourcing and licensing procurement practices.
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	We had no known instances of non-compliance concerning the health and safety impacts of products and services in 2020.
GRI 417: Marketing and Labeling 2016		
417-1	Requirements for product and service information and labeling	Consumer Products , p. 59
417-2	Incidents of non-compliance concerning product and service information and labeling	We had no known instances of non-compliance concerning product and service information and labeling in 2020.
417-3	Incidents of non-compliance concerning marketing communications	We had no known instances of non-compliance concerning marketing communications in 2020.

Sustainability Accounting Standards Board Index

The Sustainability Accounting Standards Board (SASB) sets industry-specific standards for disclosure of financially material sustainability information to their investors. The table below summarizes our relevant disclosures according to the standards for the Media & Entertainment, Telecommunication Services, and Internet Media & Services industries, with the first being the most relevant to our business.

While we considered the SASB standards in determining potential content to include our reporting, we are not fully reporting against each indicator. In addition, we have omitted indicators that we believe are either not applicable or material to ViacomCBS.

Sustainability Disclosure Topics and Accounting Metrics

Disclosure Topic	Accounting Metric	Code	Response
Media & Entertainment			
Media Pluralism	Percentage of gender and racial/ethnic group representation for (1) management, (2) professionals, and (3) all other employees	SV-ME-260a.1	Measuring Employee Diversity , p. 36
	Description of policies and procedures to ensure pluralism in news media content	SV-ME-260a.2	Responsible Content and Advertising , p. 26
Journalistic Integrity & Sponsorship Identification	Total amount of monetary losses as a result of legal proceedings associated with libel or slander	SV-ME-270a.1	Significant liabilities and costs due to legal proceedings are discussed in the Notes to Consolidated Financial Statements in our 2021 Form 10-K. However, we do not disclose specific amounts in relation to all topics.
	Revenue from embedded advertising	SV-ME-270a.2	This information is not currently part of our public reporting.
	Description of approach for ensuring journalistic integrity of news programming related to: (1) truthfulness, accuracy, objectivity, fairness, and accountability, (2) independence of content and/or transparency of potential bias, and (3) protection of privacy and limitation of harm	SV-ME-270a.3	Responsible Content and Advertising , p. 26
Intellectual Property Protection & Media Piracy	Description of approach to ensuring intellectual property (IP) protection	SV-ME-520a.1	Intellectual Property and Copyright , p. 27

Sustainability Disclosure Topics and Accounting Metrics

Internet & Media Services			
Environmental Footprint of Hardware Infrastructure	(1) Total energy consumed, (2) percentage grid electricity, and (3) percentage renewable	TC-IM-130a.1	ViacomCBS Annual Energy Use by Type , p. 48 ViacomCBS CDP Climate Response 2020
	Discussion of the integration of environmental considerations into strategic planning for data center needs	TC-IM-130a.3	Reducing Our Emissions , p. 51
Data Privacy, Advertising Standards & Freedom of Expression	Description of policies and practices relating to behavioral advertising and user privacy	TC-IM-220a.1	Data Privacy and Information Security , p. 16
	Number of users whose information is used for secondary purposes	TC-IM-220a.2	This information is not currently part of our public reporting.
	Total amount of monetary losses as a result of legal proceedings associated with user privacy	TC-IM-220a.3	Significant liabilities and costs due to legal proceedings are discussed in the Notes to Consolidated Financial Statements in our 2021 Form 10-K. However, we do not disclose specific amounts in relation to all topics.
	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, and (3) percentage resulting in disclosure	TC-IM-220a.4	This information is not currently part of our public reporting.
	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	TC-IM-220a.5	This information is not currently part of our public reporting.
	Number of government requests to remove content, percentage compliance with requests	TC-IM-220a.6	This information is not currently part of our public reporting.

Employee Recruitment, Inclusion & Performance	Employee engagement as a percentage	TC-IM-330a.2	Global Employee Engagement Survey , p. 41
	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	TC-IM-330a.3	Measuring Employee Diversity , p. 36
Intellectual Property Protection & Competitive Behavior	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	TC-IM-520a.1	Significant liabilities and costs due to legal proceedings are discussed in the Notes to Consolidated Financial Statements in our 2021 Form 10-K. However, we do not disclose specific amounts in relation to all topics.
Telecommunications Services			
Environmental Footprint of Operations	(1) Total energy consumed, (2) percentage grid electricity, and (3) percentage renewable	TC-TL-130a.1	ViacomCBS Annual Energy Use by Type , p. 48 ViacomCBS CDP Climate Response 2020
Data Privacy	Description of policies and practices relating to behavioral advertising and customer privacy	TC-TL-220a.1	This information is not currently part of our public reporting. ViacomCBS Global Privacy Policy
	Number of customers whose information is used for secondary purposes	TC-TL-220a.2	This information is not currently part of our public reporting.
	Total amount of monetary losses as a result of legal proceedings associated with user privacy	TC-TL-220a.3	Significant liabilities and costs due to legal proceedings are discussed in the Notes to Consolidated Financial Statements in our 2021 Form 10-K. However, we do not disclose specific amounts in relation to all topics.
	(1) Number of law enforcement requests for customer information, (2) number of customers whose information was requested, and (3) percentage resulting in disclosure	TC-TL-220a.4	This information is not currently part of our public reporting.

Sustainability Disclosure Topics and Accounting Metrics

Telecommunications Services (Continued)			
Data Security	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), and (3) number of customers affected	TC-TL-230a.1	This information is not currently part of our public reporting.
	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	TC-TL-230a.2	Data Privacy and Information Security , p. 16
Competitive Behavior & Open Internet	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	TC-TL-520a.1	Significant liabilities and costs due to legal proceedings are discussed in the Notes to Consolidated Financial Statements in our 2021 Form 10-K. However, we do not disclose specific amounts in relation to all topics.

Activity Metrics

Activity Metric	Code	Response
Media & Entertainment		
(1) Total recipients of media and the number of (2) households reached by broadcast TV, (3) subscribers to cable networks, and (4) circulation for magazines and newspapers	SV-ME-000.A	On-Screen Content & Social Impact , p. 18
Total number of media productions and publications produced	SV-ME-000.B	We have not yet consolidated this data into a reportable format.
Internet & Media Services		
Entity-defined measure of user activity	TC-IM-000.A	About ViacomCBS , p. 6

Task Force on Climate-related Financial Disclosures Index

The Task Force on Climate-related Financial Disclosures (TCFD) was established in 2015 by the Financial Stability Board (FSB) to improve and increase reporting of climate-related financial information. The following index identifies where readers can find relevant information in response to the TCFD recommendations. While we do not yet report fully against the framework, we intend to develop a standalone report based on the recommendations in the future.

Task Force on Climate-related Financial Disclosures Index

Disclosure		Response
Governance	a) Describe the Board’s oversight of climate-related risks and opportunities	ESG Governance , p. 15 ViacomCBS CDP Climate Response 2020
	b) Describe management’s role in assessing and managing climate-related risks and opportunities	ESG Governance , p. 15 Climate Change , p. 47 ViacomCBS CDP Climate Response 2020
Strategy	a) Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term.	Climate Change , p. 47 ViacomCBS CDP Climate Response 2020
	b) Describe the impact of climate-related risks and opportunities on the organization’s businesses, strategy and financial planning.	ViacomCBS CDP Climate Response 2020
	c) Describe the resilience of the organization’s strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	We have not yet completed a climate scenario analysis but intend to do so in the future.
Risk Management	a) Describe the organization’s processes for identifying and assessing climate-related risks.	Climate Change , p. 47 ViacomCBS CDP Climate Response 2020
	b) Describe the organization’s processes for managing climate-related risks.	Climate Change , p. 47 ViacomCBS CDP Climate Response 2020
	c) Describe how processes for identifying, assessing and managing climate-related risks are integrated into the organization’s overall risk management.	ESG Governance , p. 15 Corporate Governance , p. 13
Metrics and Targets	a) Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process.	Climate Change , p. 47 ViacomCBS CDP Climate Response 2020
	b) Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 greenhouse gas emissions, and the related risks.	ViacomCBS Greenhouse Gas Emissions , p. 47 ViacomCBS CDP Climate Response 2020
	c) Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets.	Our Goals , p. 9 Climate Change , p. 47 ViacomCBS CDP Climate Response 2020

Aligning with the UN Sustainable Development Goals

We are proud to align our ESG strategy and efforts with the United Nations Sustainable Development Goals (SDGs). Many SDGs are relevant to ViacomCBS given our global reach and myriad impacts as a company. We are specifically focused on addressing those SDGs noted here.

Sustainable Production & Operations



GOAL 7: AFFORDABLE AND CLEAN ENERGY:

We are committed to using energy responsibly in our own operations and supporting renewable energy infrastructure.

[Managing Our Energy Use](#)



GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION:

Although every production is unique and creates different kinds of impacts, we recognize both the need and opportunity to produce content in an environmentally responsible way, and we are continually working to evolve and implement best practices.

[Sustainable Production](#)

[Supply Chain Responsibility](#)



GOAL 13: CLIMATE ACTION: The accelerating climate crisis impacts us all. As a major media company, we have an obligation to both mitigate our own impacts and use our content to inform and influence audiences concerning this critical issue.

[Climate Change](#)

[Influencing Culture and Conversations](#)

On-Screen Content & Social Impact



GOAL 4: QUALITY EDUCATION: We are helping develop the next generation of writers and talent, particularly from underrepresented and diverse communities. To do so, we invest in writers' and artists' programs as well as provide direct support to and engagement with youth-oriented educational support programs across our brands.

[Promoting DE&I in Front of and Behind the Camera](#)

[Driving Social Impact Through Our Content and Brands](#)



GOAL 10: REDUCED INEQUALITIES: ViacomCBS has been a pioneer in serving underrepresented audiences. We've led the way with groundbreaking content featuring diverse, multidimensional characters and stories, and we've consistently elevated conversations about the experiences and issues that matter to underrepresented communities.

[Diverse and Inclusive Content](#)

Workforce & Culture



GOAL 5: GENDER EQUALITY: Across ViacomCBS, we're united in our mission to be a force for lasting change in achieving diversity, inclusion, equity, and belonging for all. Building a workforce that reflects the audiences we serve, and a culture that allows all our employees to thrive, is a business imperative for us. We reflect this commitment in our goal to target a global hire and promotion rate of 55 percent for female SVPs and above by the end of 2021.

[A Culture of Diversity, Equity, and Inclusion](#)

[Creating a Diverse Workforce and Inclusive Culture](#)



GOAL 8: DECENT WORK AND ECONOMIC GROWTH:

We are committed to creating high-quality opportunities and helping top talent grow in their careers. Our training, mentoring, and career mobility programs work alongside our culture of DE&I to ensure the best people find a home and sense of belonging at ViacomCBS.

[Employee Attraction, Retention, and Training](#)

VIACOMCBS

[VIACOMCBS.COM/SUSTAINABILITY](https://viacomCBS.com/sustainability)