



thinking

2016 trends in corporate reporting

Looking at the spectrum of reporting in 2016, we see a great diversity of formats and channels and expect that to persist.

Today, there are many ways of doing year-end reports, all of them legitimate, and to reach an ever-more-fractured audience many companies opt to pursue more than one strategy.

There is no question, effective corporate reporting is a critical tool, not only a compliance exercise. Reaching shareholders and stakeholders is challenging as attention spans shrink and information outlets grow.



Responsibility Reports

Responsibility reporting continues to grow.

Growth was seen in companies issuing reports with 42% delivering digital components beyond posting a PDF compared to last year's 30%. Corporate Responsibility content on corporate websites are now often supported by robust annual communications, whether in stand-alone or integrated reports, microsites, etc. This year we took a look at how many companies used the GRI in their reports. Almost half incorporated it in some way.

139 ↑

of the *Fortune* 200 created formal annual or biannual responsibility reports, slightly up from 135 in 2015.

Of the reports created,

50%
PDF only (flat)



8%
Online only (flat)



42% ↑

of the reports created had a digital component beyond posting a PDF, up from 30% in 2015.



98
of the *Fortune* 200 incorporate the



GRI
in their reports.



Annual Reports

Annual Reports still have value.

As expected annual reports continue to decline as a whole but there was an uptick in certain areas. Today, PDFs are the defacto delivery method. There was a slight increase in video usage within digital reports as a leveragable

asset to tell a company's story. 10-K only use declined, with the 10-K Wrap seeing growth. Smart companies see the additional opportunity to enhance communication with minimal investment.

Online

48% ↑

of digital reports included video

22% ↓

Created a digital component beyond a PDF



Print



25% ↓

10-K Only

6% ↓

Summary Review

2% ↓

Integrated Report

43% ↑

10-K Wrap

25% ↑

Report with Full Financials



Corporate reporting remains what it has always been: a strategic communication opportunity to set the terms for the ongoing, necessary conversation with shareholders and stakeholders.

The annual report or review—in print, online or both—offers a potent vehicle for your company to tell its story, clarify its point of view and purpose, engage your audiences, build trust and set your company apart—clarifying why people should invest in the stock, work at or with the company and believe in the brand.

Each company's situation is unique. As a corporate communicator or investor relations leader, you need to determine what kind of reporting, in what mix of media, serves your company and stakeholders best. And, your distribution and promotion strategies should be part of the conversation.



Ideas On Purpose has deep expertise in corporate reports—10-K wraps, annual reports, annual reviews, summary reviews, investor suite of communications, responsibility reports and integrated reports—both in print and online.



Pfizer



Stanley Black & Decker



Nielsen



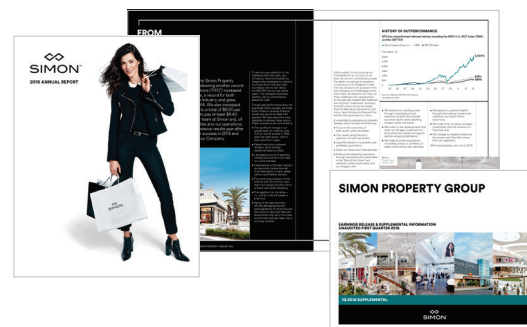
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