

Diversity, Equity and Inclusion

Warner Bros. Discovery Poland



WARNER BROS.
DISCOVERY

REPORT

Diversity, Equity and Inclusion

Warner Bros. Discovery Poland

Table of contents

01.	Introduction	6
02.	Warner Bros. Discovery Poland	9
03.	DEI as our DNA	15
04.	Intentionally Inclusive	25
05.	Pursuing Equity	31
06.	Authentic Storytelling and Inclusive Productions	39
07.	Media of the Future	53



At Warner Bros. Discovery Poland, we believe sensitivity and empathy in business do not indicate weakness but represent significant strength. This strength stems from a robust commitment to equality, diversity, and inclusion, bolstered by courage and perseverance.

The report you are now reading illustrates how programming and productions that seek to inspire social change and challenge the status quo can only prosper in a truly welcoming, inclusive, and diverse environment. Without a focused effort on collective well-being, such progress would be unattainable. Embracing authenticity allows us to resonate deeply with our audiences, touching their hearts and minds.

Imagine a future where equal opportunities and diversity are not aspirations but realities. We are committed to making this vision a reality at Warner Bros. Discovery.

We invite you to join us on this journey.

Kasia Kieli

PRESIDENT & MANAGING DIRECTOR
WARNER BROS. DISCOVERY POLAND AND CEO TVN



WARNER BROS.
DISCOVERY



We are proud to be a leader in creating a more inclusive and equitable workplace, which is as important as any other business goals.

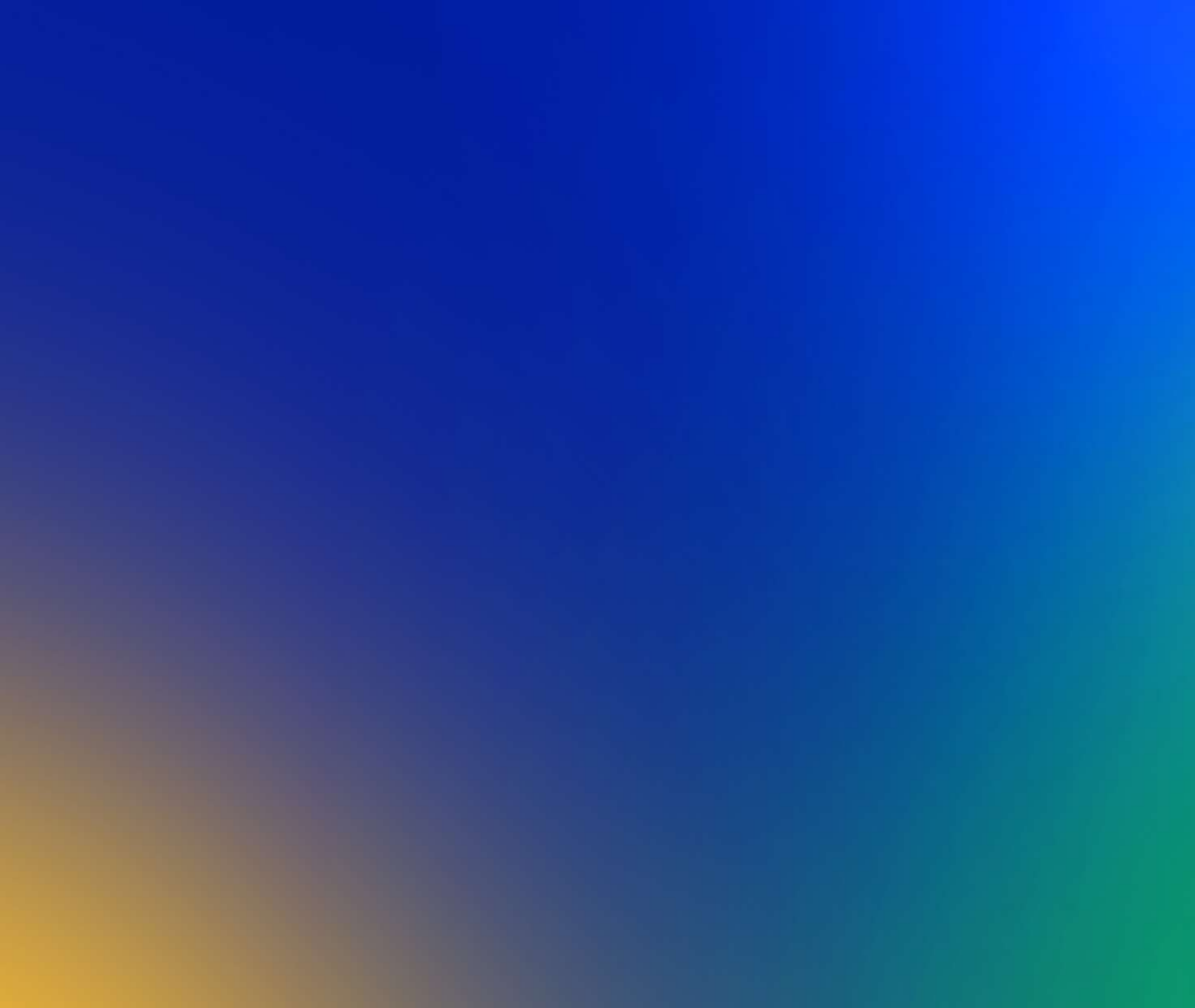
Through our content, that reflects diverse voices and experiences, Warner Bros. Discovery in Poland gives the audience new perspectives by telling stories of underrepresented groups in mainstream media.

Asif Sadiq

CHIEF GLOBAL DEI OFFICER,
WARNER BROS. DISCOVERY



WARNER BROS.
DISCOVERY



02.

Warner Bros. Discovery Poland

ANITA WERNER & LEADING WOMEN PROGRAM

Warner Bros. Discovery in Poland

Warner Bros. Discovery Poland stands as one of the world's leading media and entertainment groups.

We cover significant global events and produce engaging films and series that have resonated across generations.

We reach millions of viewers and users daily, both in major cities and smaller communities, and are committed to our mission of creating high-quality, inclusive content that tackles crucial social issues.



WARNER BROS. DISCOVERY



WARNER BROS. DISCOVERY



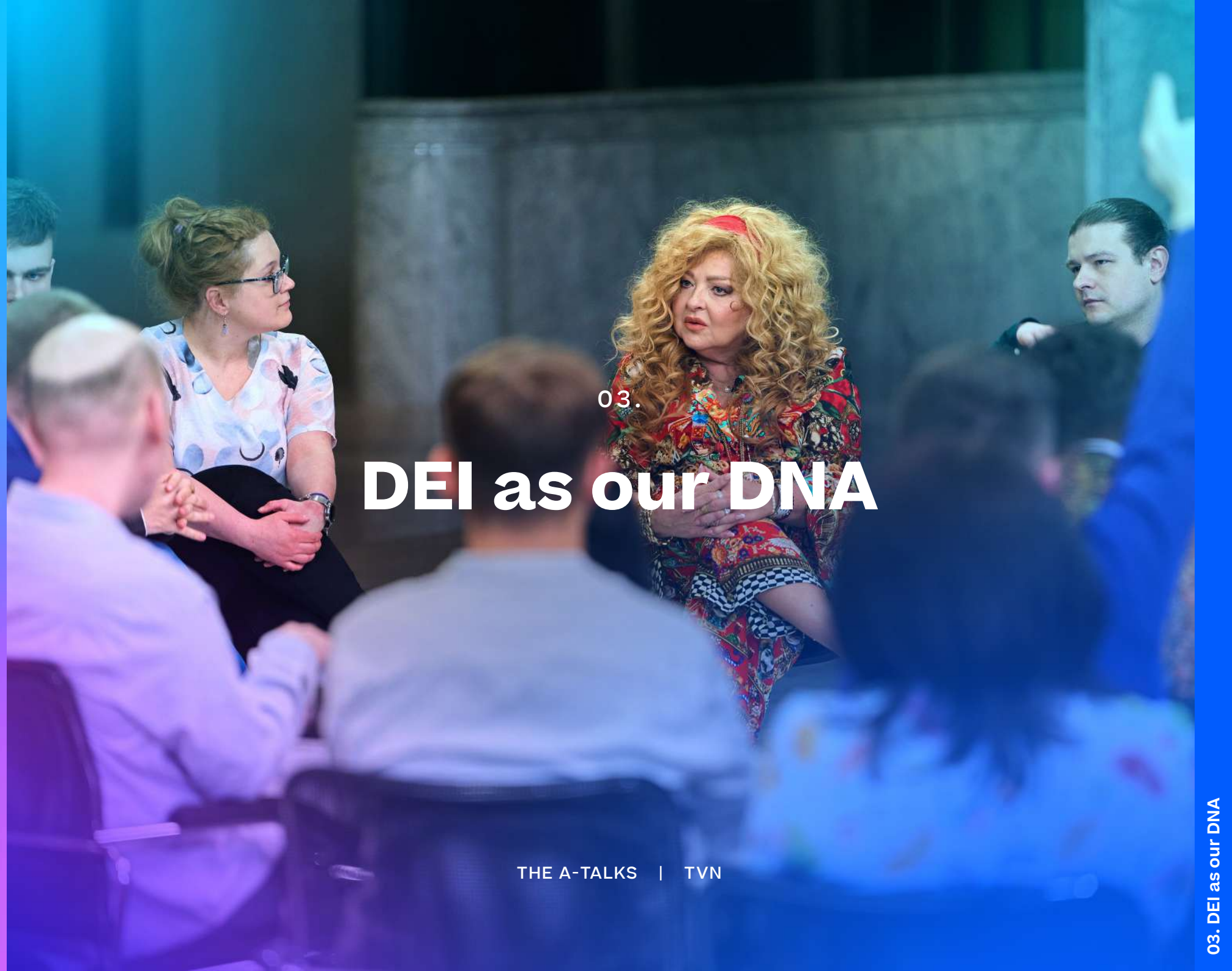
”
**Every day, we reach millions
of viewers and users, from
bustling metropolises
to tranquil villages.**

Our mission

**We strive to be a DEI leader in Polish media
across broadcast, news, and theatrical
content and an employer that nurtures a safe
and inclusive work environment for everyone.
Our future is built on diverse teams that
harness their full potential and creativity.**



**WARNER BROS.
DISCOVERY**



03.

DEI as our DNA

THE A-TALKS | TVN

DEI AS OUR DNA

Our Guiding principles



Trust each other, succeed together, and grow together.

Collaborate across teams and make decisions that are best for WBD overall.

Prioritize the growth, development, and well-being of our teams.

Respect and support each other and celebrate wins.



Be curious, innovate, and focus on the future.

Drive change, embrace disruption, and never stop learning.

Use data and technology to transform what we create and how we tell stories and deliver.

Experiment, fail fast, acknowledge mistakes, and learn from them.



Put creators, consumers, and partners at the center and share extraordinary stories.

Tell stories that entertain and inspire our viewers, communities, and each other.

Foster creativity by giving the freedom to try new things and produce our best work.

Deliver the best experience; anticipate what consumers want and be fan-obsessed.

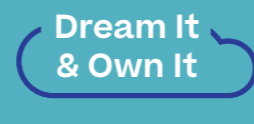


Empower others, have courage, and pursue equity.

Amplify the voices of global storytellers to reflect audiences around the world.

Intentionally seek out diversity, remove barriers, and create space for all to share ideas and be heard.

Actively listen and lead with empathy, integrity, and transparency.



Advocate the mission, move with speed, and drive results.

Have an owner's mindset; bring a perspective, take decisive rapid action, and manage spend responsibly.

Make clear choices, set ambitious goals, and be accountable for results.

Speak up and fearlessly challenge the norm.



Our goal is to ensure equal professional development opportunities and create a community based on mutual respect and support.

We want everyone to grow and succeed with us, being their authentic and best selves at work.

Agnieszka Maciejewska
GVP PEOPLE & CULTURE,
WARNER BROS. DISCOVERY
POLAND



WARNER BROS.
DISCOVERY

DEI AS OUR DNA

DEI Pillars

Intentionally Inclusive – Inclusion Strategy

We are committed to creating an inclusive, respect-based work culture.

Pursuing Equity

We ensure equal rights and equitable principles.

Authentic Storytelling and Inclusive Productions

We tell authentic stories that reflect diversity.



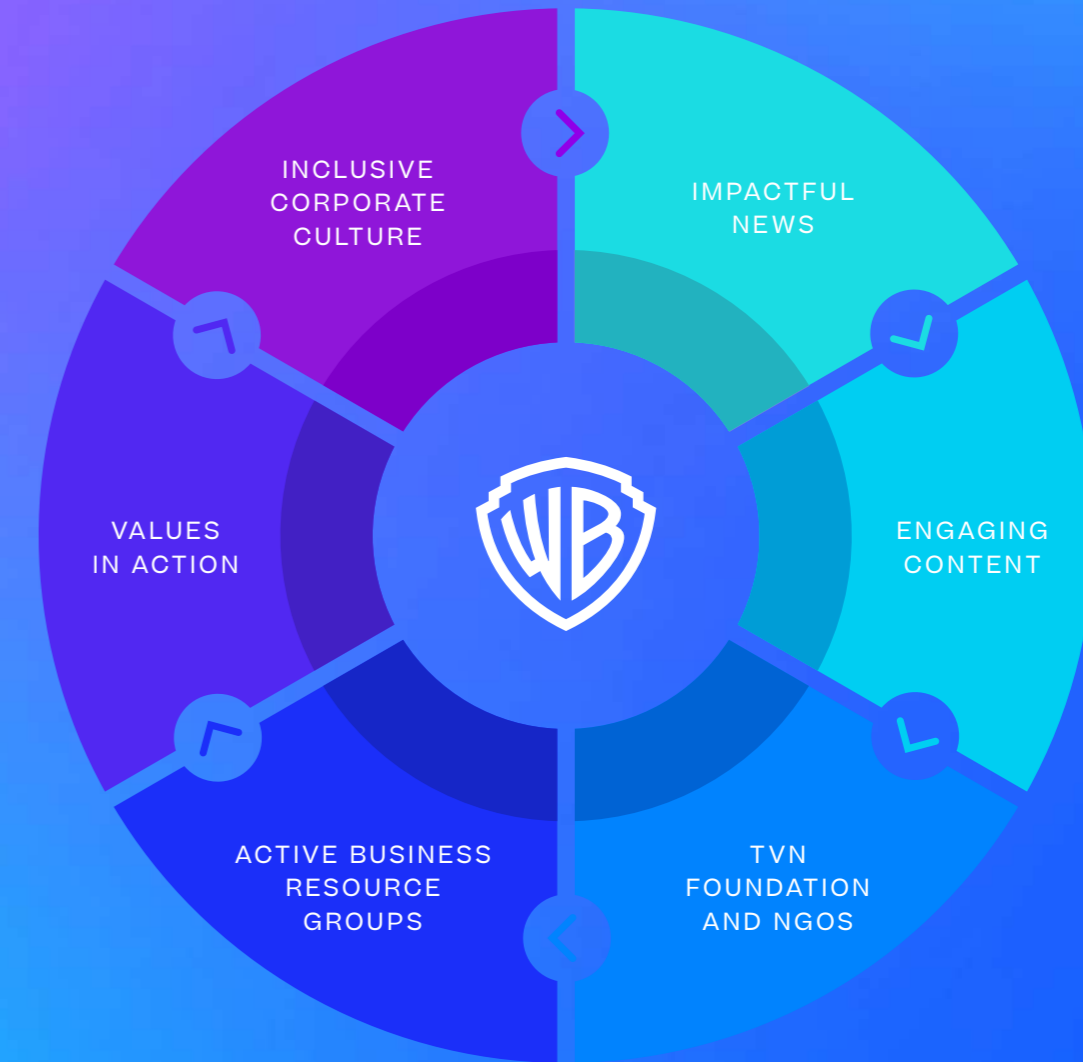
DEI goes beyond the work of dedicated teams or People & Culture; it is our collective commitment to building a culture of respect, caring for others, supporting diversity, and letting every voice be heard. It's not just what we do but also who we are as people that defines the business we create together.

Natalia Włodarska

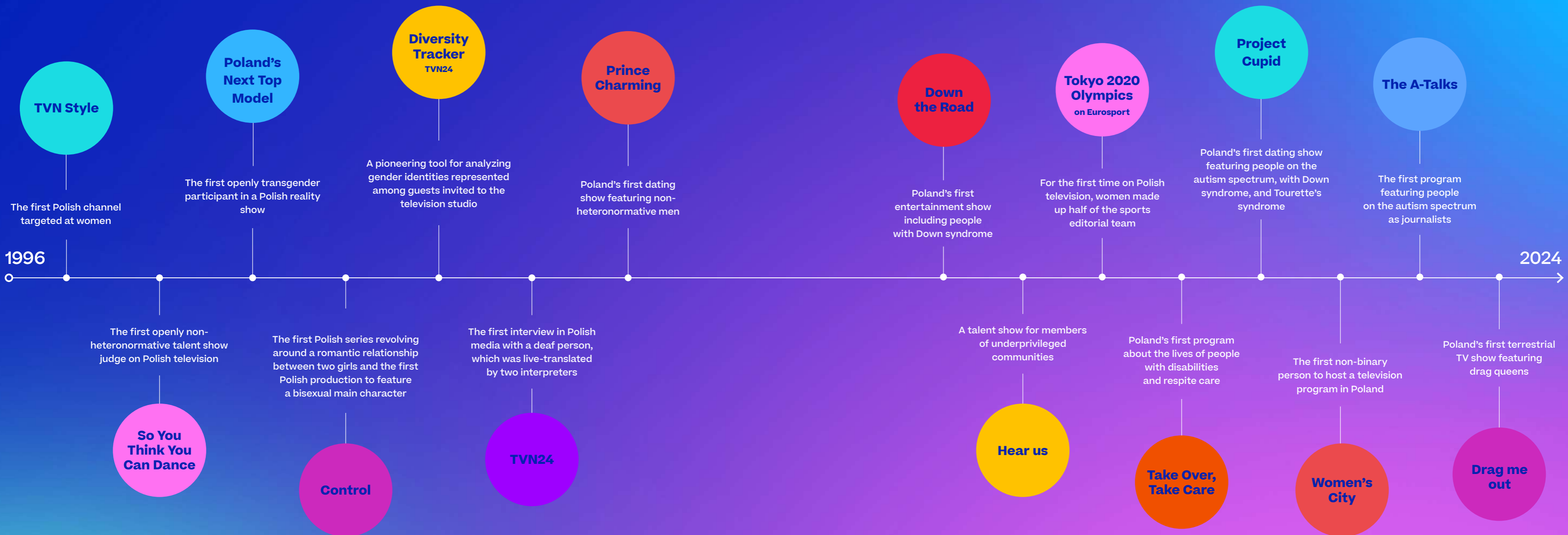
DEI BUSINESS PARTNER EMEA

DEI AS OUR DNA

DEI 360-degree approach



WARNER BROS.
DISCOVERY



1996

2024



”

We fight for media freedom and stand firm against political pressures.

DEI AS OUR DNA

Leaders of Change

For over 20 years, we have led the positive social change in the Polish media landscape.

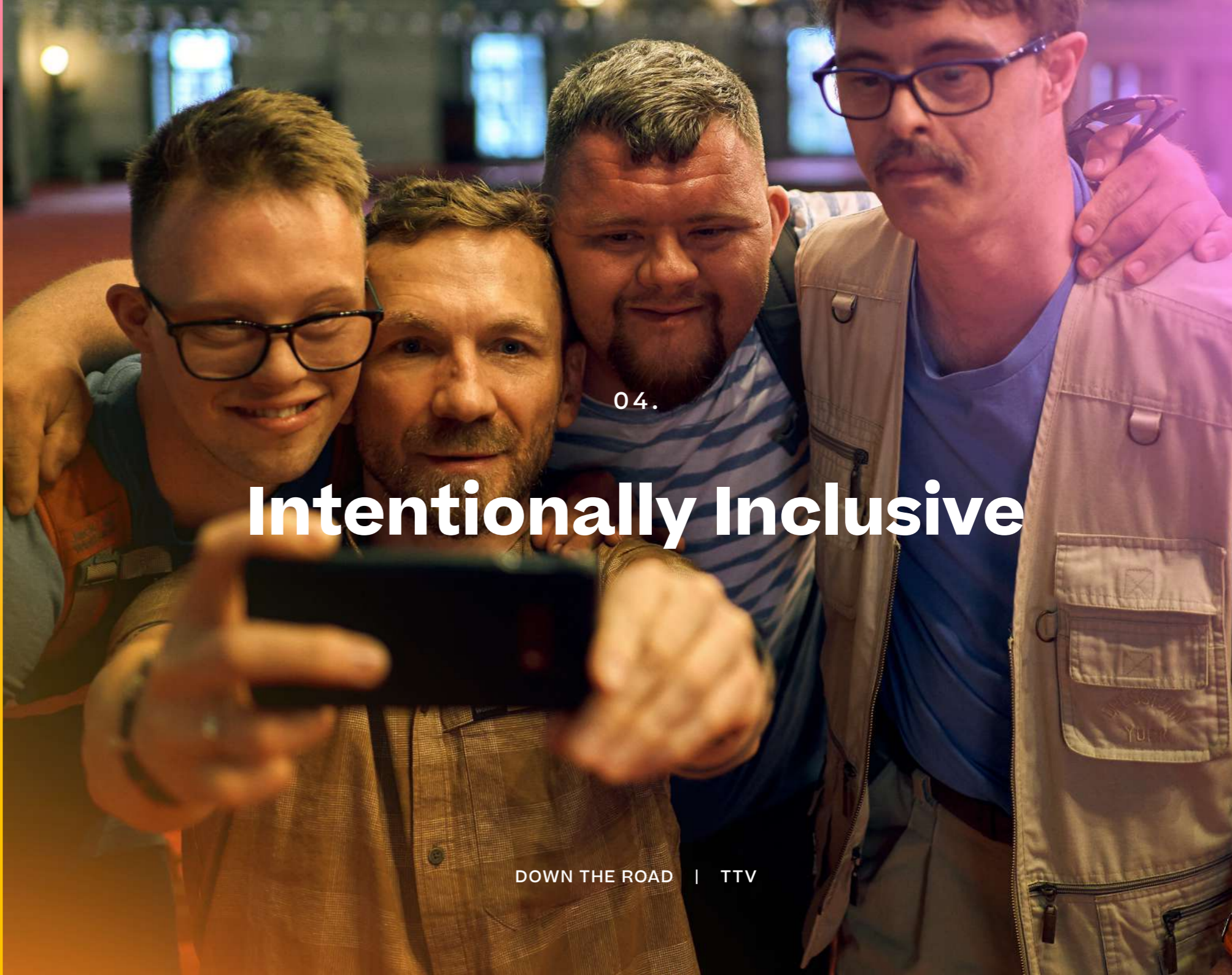
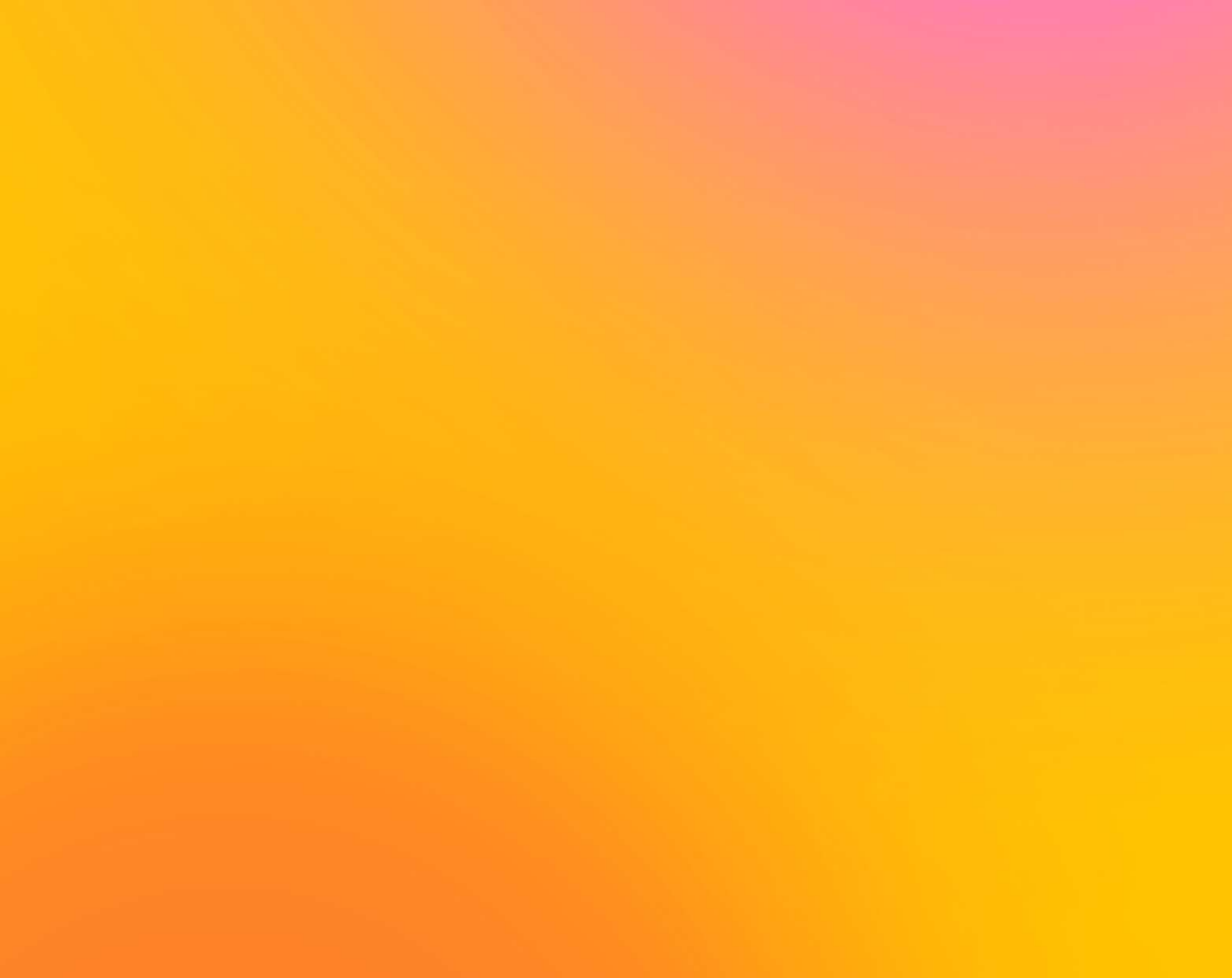
We fight for media freedom and stand firm against political pressures. We have been, are, and will continue to be a media ally to underprivileged communities.

We were the first to broadcast reality shows, documentaries, docudramas, and drama series that empower the LGBTQ+ community, those with intellectual and physical disabilities, as well as neurodivergent people.

We are the only media group committed to diversity among our presenters, judges, and experts.

TVN is among the brands most strongly associated with supporting the LGBT+ community

Wavemaker Report, 2023



04.

Intentionally Inclusive

DOWN THE ROAD | TTV

Intentionally Inclusive

DEI Council in Poland was established to synchronize all global and local DEI efforts and help transform our organization into a DEI leader in the media industry.

Decision-makers across key segments of Warner Bros. Discovery's operations set our annual strategic goals, bolster business and leadership support, and pursue innovative DEI solutions.

TOP DOWN

- Global DEI activities
- Global / EMEA Council
- Polish DEI Committee
- RMT (education, workshops, discussions, ILJ)
- Directors (workshop in May)
- Aligned DEI business goals for TVN WBD
- Content production



BOTTOM UP

- Cross-departmental DEI project management
- DEI Ambassadors
- BRG's activities: WOW + Diversity & Pride
- Engagement Club

INTENTIONALLY INCLUSIVE

We create conscious leaders

DEI Inclusive Leadership Journey

A mandatory annual inclusive leadership program for senior management.

Emerge Program

Emerge is a sponsorship program designed to create advancement and development opportunities for women in directorial or higher roles, support succession planning, and promote an inclusive culture.



With our in-house development programs, we can hone our skills, set a positive example, and drive change within our organization and the entire industry.

I believe that an inclusive culture is the best foundation for growth – for both the company and society at large. Our leaders bear an enormous responsibility to drive it forward.

Dorota Żurkowska

GSVP REVENUE, EMERGE PROGRAM MENTOR,
WARNER BROS. DISCOVERY POLAND

INTENTIONALLY INCLUSIVE

We openly voice our support



Diversity Charter

In 2022, we joined the Responsible Business Forum initiative and signed the Diversity Charter.

As signatories, all companies in our group are committed to promoting diversity, ensuring equal employment opportunities, combating discrimination, and strengthening a culture of openness.



Open Letter on LGBTQ+ Employee Support

In 2023, our group and 30 other companies signed an open letter committing to actively supporting LGBTQ+ employees.

Partners in this initiative included the Campaign Against Homophobia, Forbes Women magazine, and Open for Business.

INTENTIONALLY INCLUSIVE

Setting Standards



Diversity Tracker Increasing the visibility of women experts on TVN24

A Warner Bros. Discovery initiative to increase female representation in guest lineups for TVN24 shows, this project is used to analyze the representation of guests by gender identity.

Since its inception, we have observed the representation of women in TVN24 programming improve from 20–25% in 2019 to 35–40% in 2022, exceeding both the national and global average.



TRANSformation A Guide to Inclusive Workplace Practices

We are proud partners in Poland's first comprehensive guide to trans allyship in professional settings.

This publication offers hands-on knowledge organized into three sections: understanding transgender and non-binary identities, inclusive language and practices, and the role of employers in creating inclusive workplaces. Representatives from Warner Bros. Discovery Poland developed the publication, and Piotr Jacoń, a TVN24 journalist and the author of We, the Trans, hosted the inaugural conference.



LGBTQ+. Who's behind the “+”? Here's a Glossary

This educational piece by TVN24 journalist Tomasz-Marcin Wrona explains the basic terms used to describe the LGBTQ+ community.

This glossary was developed in collaboration with sexologist and psychologist Agata Loewer from the Sex Positive Institute and linguist Tomasz Łukasz Nowak from the University of Wrocław.



05.
Pursuing Equity



As a member of the LGBTQ+ community, I was greatly heartened by the tremendous support from colleagues and the company during significant moments in my life. I was confident this would be the case. I know I work in an environment open to diversity and this gives me great psychological comfort, which is essential in my professional life.

Michał Tracz-Koszela

FAKTY TVN REPORTER

PURSUING EQUITY

Working in Warner Bros. Discovery Poland

Our goal is to ensure equal professional development opportunities and foster a community based on respect.



Poland's employee engagement rate

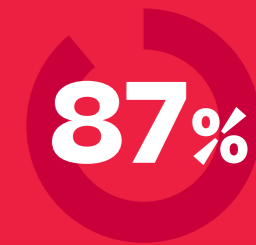
According to the Global Employee Opinion Survey, Warner Bros. Discovery Poland's employee engagement rate is 74%.



PRIDE



SATISFACTION



RESPECT

The survey has shown that the team feels strong pride in working for the company (78%), a high level of job satisfaction (79%), and appreciation for the profound respect they receive (87%).



WARNER BROS. DISCOVERY

PURSUING EQUITY

Women in the organization

WOW Poland

WOW, or Women of Warner, is an initiative that supports women in our company by organizing a variety of events—from inspiring meetings and educational workshops to instructive training sessions.

Our mission is to connect, inspire, and motivate.

WOW welcomes anyone who values supporting women and wishes to engage in what we do.

Leading Women Program

An in-house empowerment and development program for women not yet in leadership roles within the organization but with aspirations to grow in this direction.

„I am a Leader” Program

Set up in partnership with the Polish chapter of Vital Voices, this program is addressed to young girls.

Other collaborations

Perspektywy Women in Tech, TEDxWarsaw Women.



Leading Women Program

PURSUING EQUITY

The right to be yourself

Diversity & Pride Poland

Our community is a safe haven for meetings and open conversation.

We support each other and work together to implement ideas for equality initiatives that make everyone feel welcome and valued in our organization.

We address issues involving LGBTQ+, mental health, and neurodiversity and support those with disabilities or at risk of exclusion on grounds of their religion, ethnicity, beliefs, or any other reason.



WARNER BROS. DISCOVERY



PURSUING EQUITY

Mental health

What are we doing for the wellbeing of employees at Warner Bros. Discovery Poland?

- Mental Health First Aid Ambassadors Program
- Employee Assistance Program (EAP), a free mental health support initiative
- Relaxation Room, a sensory-friendly space
- Recurring events such as
 - Mental Health Month
 - Neurodiversity Month
 - Random Acts of Kindness Week
 - Children's Day
- Others:
 - Healthcare package including three free sessions with a psychologist and psychiatrist
 - Sports groups, regular yoga and mindfulness sessions
 - Video library of relaxation activities and sports workouts
 - Parenting workshops



To address the challenges of Polish child psychiatry, the TVN Foundation worked with the Children's Health Center to build Poland's first Center for Child and Youth Psychiatry.



„Health in Mind”

This campaign for neuro-divergent people and those experiencing mental health crises was awarded the Diversity Charter Award

DEI in Business/Corporate Activism, online community vote, 2024



PURSUING EQUITY

Social good

WBD Day of Service

A recurring volunteer event involving over 300 participants.

WBD Matching Program

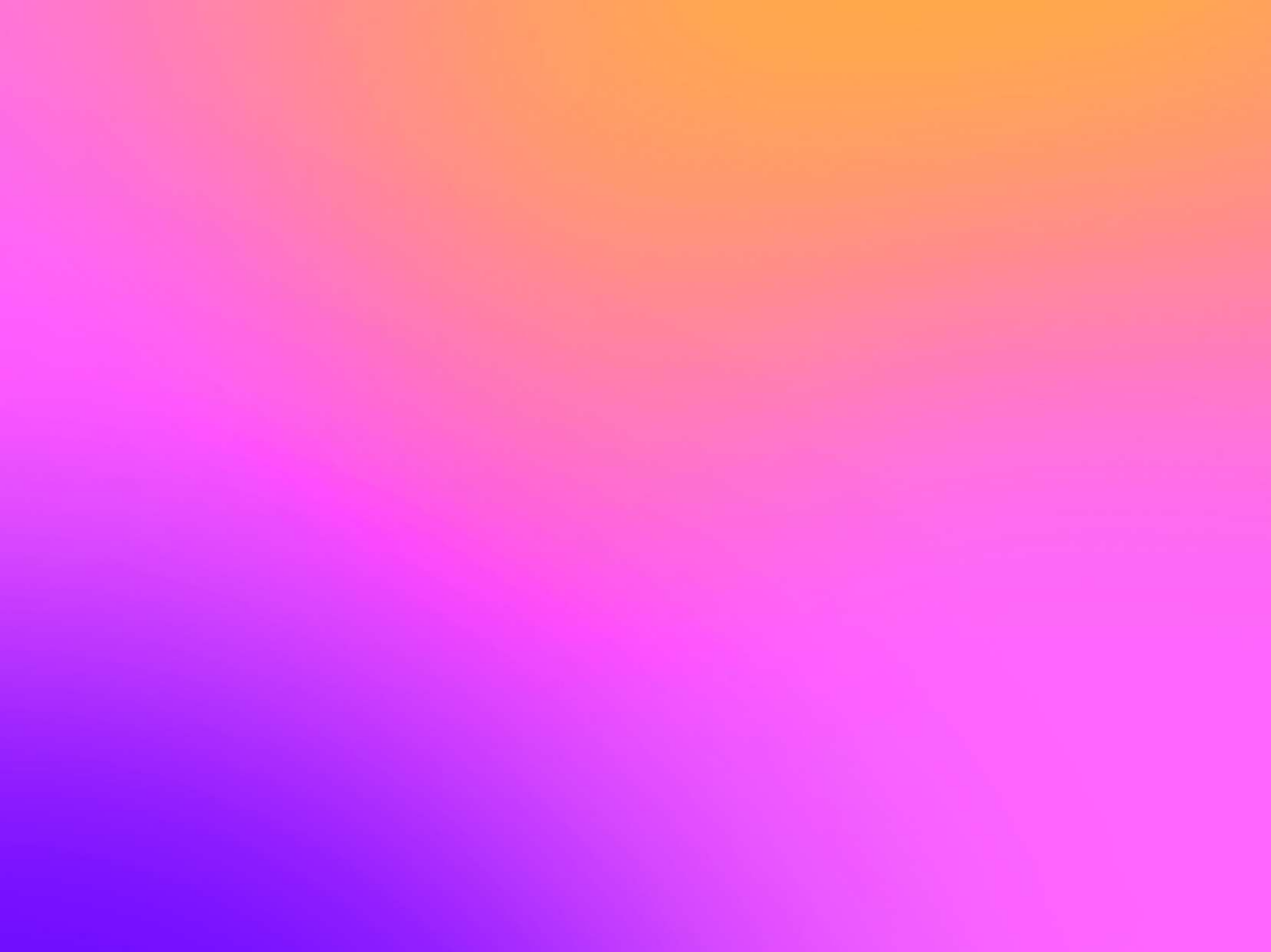
Warner Bros. Discovery employees can dedicate up to 40 hours a year to volunteer work. For each hour volunteered, Warner Bros. Discovery donates to designated public benefit organizations.

Deafland Workshops

A series of interactive workshops introducing Warner Bros. Discovery employees to Deaf culture.



WARNER BROS. DISCOVERY



06.

Authentic Storytelling and Inclusive Productions

VIKA! | HBO MAX

95.15%

household reach*

* 2023 data for the 4+ demographic

AUTHENTIC STORYTELLING
AND INCLUSIVE PRODUCTIONS

The power of diversity in the media

A diverse entertainment and documentary lineup in every Polish home

We introduce Polish audiences to transgender and non-binary people, show same-sex love, and highlight the struggles of marginalized groups, including children and youth battling depression, neurodivergent people, and people with disabilities.

Many viewers would never have encountered a loving couple with Down syndrome, met a transgender person, or gone to see a Polish drag queen show; now, all of this is within their reach. They don't even need to leave the comfort of their couch to have their worldview expanded in ways before unimaginable.



WARNER BROS.
DISCOVERY



”

We reach nearly every Polish home, and this comes with a great responsibility!

Our embrace of diversity means that even viewers in the smallest towns can hear touching stories and learn to appreciate difference organically, often through entertainment.

Lidia Kazen

PROGRAMMING DIRECTOR, TVN



Diversity is very important to us.

At TVN24, in our broadcasts, throughout our company, and in our everyday lives, we understand this concept not merely as gender parity but as the richness of public debate and equality in social life.

Brygida Grysiak
EXECUTIVE EDITOR OF STANDARDS AND PRACTICES, TVN24 DEPUTY EDITOR-IN-CHIEF

AUTHENTIC STORYTELLING AND INCLUSIVE PRODUCTIONS

Diversity tracker

A pioneering tool for analyzing the gender identities represented among guests invited to the TVN24 studio, it was developed with a contribution from the editorial team.

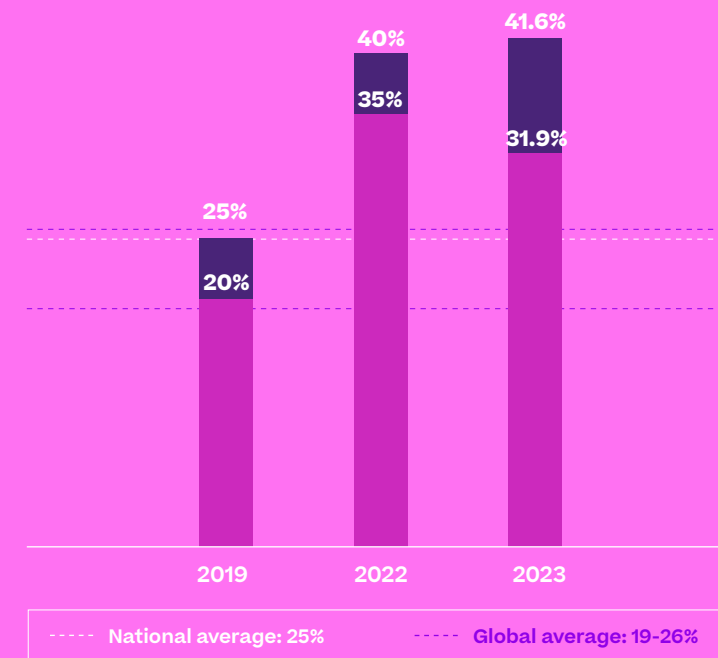
Its evolution relies on continuous collaboration between the Standards and Practices Team and TVN24 program and slot editors and producers.

Winner of the leading Diversity Charter Award, coordinated in Poland by the Responsible Business Forum in the “DEI in Business – Innovative Approach” category (2022).

Our news editorial team was the first in Poland to follow the world’s leading newsrooms in creating the role of Standards and Practices Editor.



FEMALE REPRESENTATION IN TVN24 PROGRAMMING



Female representation in TVN24 programming increased from 20–25% in 2019 to 35–40% in 2022 and 37% in 2023, exceeding both national and global averages.

Global data shows that only 19–26% of experts invited to TV studios are women. According to the 2020 *Global Media Monitoring Project* report, the national average for television was 25%.



AUTHENTIC STORYTELLING AND INCLUSIVE PRODUCTIONS

Women Go Vote



The apolitical campaign Women Go Vote concluded successfully with a historically high voter turnout in the parliamentary election.

The organizers praised Warner Bros. Discovery for its support on the airwaves and its contribution to fostering civil society in Poland.



MARCELINA RUTKOWSKA-KONIKIEWICZ | EUROSPOORT

AUTHENTIC STORYTELLING
AND INCLUSIVE PRODUCTIONS

Tune in to female voices

There is no other sports editorial team in Polish that's media quite as "feminine" as Eurosport's.

Since 2021, women have represented 50% of the voices on air during the Olympic Games.

A pilot program of the Diversity Tracker is planned for the 2024 Paris Olympics.

At Warner Bros. Discovery, women commentators cover alpine and cross-country skiing, football, handball, basketball, swimming, gymnastics, hockey, figure skating, fencing, tennis, speedway, and various other sports. Eurosport also broadcasts hundreds of hours of women's competitions, with cycling and ski jumping being prime examples.



Justyna Kowalczyk



Iwona Niedźwiedz



Magdalena Tascher



Magdalena Pałasz



Marcelina Rutkowska-Konikiewicz

and:

- Paula Kania
- Dagmara Krzyżyńska
- Aleksandra Król
- Aleksandra Kauc-Żelichowska



WOMAN AT THE EDGE OF THE WORLD | TVN

AUTHENTIC STORYTELLING AND INCLUSIVE PRODUCTIONS

Tune in to female voices



Woman at the Edge of the World

On air since 2009, it was the first travel show on Polish television focused on telling women's stories from around the globe.

Its host, Martyna Wojciechowska, is one of the most inspiring Polish women of our time.



Women's City

A flagship TVN Style program, this iconic talk show has addressed issues that are close to women's hearts.

It was also the first terrestrial TV program in Poland to feature a non-binary co-host.



Women's Choices

A podcast by Arleta Zalewska (TVN) and Aleksandra Pawlicka (Newsweek) that offers a female perspective on politics.

The journalists analyze and discuss events with female politicians



Just Your Beauty

A documentary on endometriosis, for which Magda Łucyan and Katarzyna Górniak, *Fakty TVN* journalists, have received multiple awards. In 2022, the documentary won the gold award in the Documentaries category (Health and Medicine subcategory) at the World Media Festival in Hamburg and was recognized at the 28th NURT Documentary Forms Festival in Kielce.



Invisible

A 2022 report by Daria Górka on the consequences of tightened abortion laws in Poland, awarded at the World Media Festival in Hamburg in the News Reports and Features category





PROJECT CUPID | TTV

AUTHENTIC STORYTELLING AND INCLUSIVE PRODUCTIONS

Tune in to empathy



The A-Talks

The first program featuring people on the autism spectrum as journalists.

Nearly 50 neuroatypical people conduct unconventional interviews with famous guests.



Down the Road

The first entertainment program in Polish television to include people with Down syndrome.



Project Cupid

Poland's first dating show for neurodivergent people, including people with Down and Tourette's syndrome.

This is the Polish version of a Belgian format, *Down the Road*, where professionals help contestants find a suitable blind date.



System Depression

A series of reports on child psychiatry in Poland. Doctors, experts, as well as teenagers and children who have experienced mental health crises, discuss their everyday struggles with the system. Its producer, Anna Wilczyńska, was recognized as the Medical Journalist of the Year 2022 in the Internet category by the Journalists for Health Association.



Blue Whale

A harrowing documentary about depression caused by social media addiction among children and youth.





AUTHENTIC STORYTELLING AND INCLUSIVE PRODUCTIONS

Tune in to pride



Prince Charming

Poland's first dating show about love between men.



Control

The first Polish series featuring a bisexual main character. The love story of two young women became an international hit.



Queer in a Small Town

A report by Tomasz Marcin Wrona about LGBTQ+ people living in towns with a population under 30,000.



REPORTS BY PIOTR JACOŃ

BLACK ON WHITE, TVN24



We change reality

„Everything About My Child,” „Everything About My Life,” and „Everything About My Country” are a groundbreaking series of award-winning reports by Piotr Jacoń (TVN24) that shed light on the situation of transgender people in Poland. These reports sparked discussions about the lives and challenges faced by individuals in the country's LGBTQ+ community.

As a result of these publications, the ombudsman intervened in the gender recognition case of one of the report's protagonists and issued new guidelines for court proceedings in such matters.

In 2022, Piotr Jacoń was honored with the Crown of Equality in the Media category by the Polish LGBTQ+ rights organization Campaign Against Homophobia. In the same year, he also received the Freedom of Speech Medal in the Media category for his advocacy work on behalf of transgender people.



WARNER BROS. DISCOVERY



DRAG ME OUT | TVN

AUTHENTIC STORYTELLING AND INCLUSIVE PRODUCTIONS

Tune in to pride



Naked. Loud. Proud

A five-episode docuseries focusing on selected Polish drag queens and burlesque performers



Boylesque

A moving story about the oldest Polish drag queen, Lulla La Polaca, who is over 80 and wants to live her life to the fullest.



Life in drag

Conversations with five Polish drag queens about their art and the challenges of living in Poland.



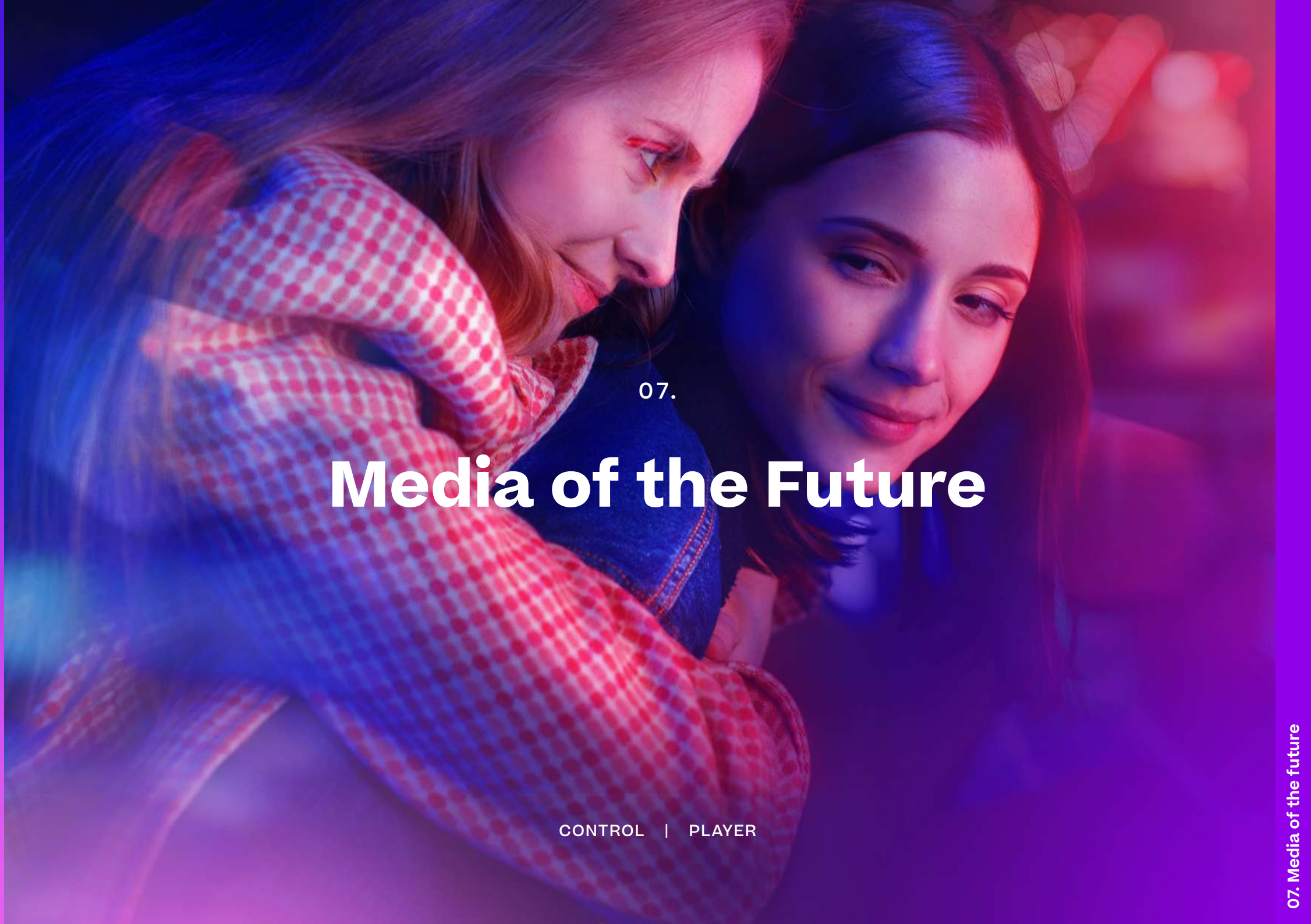
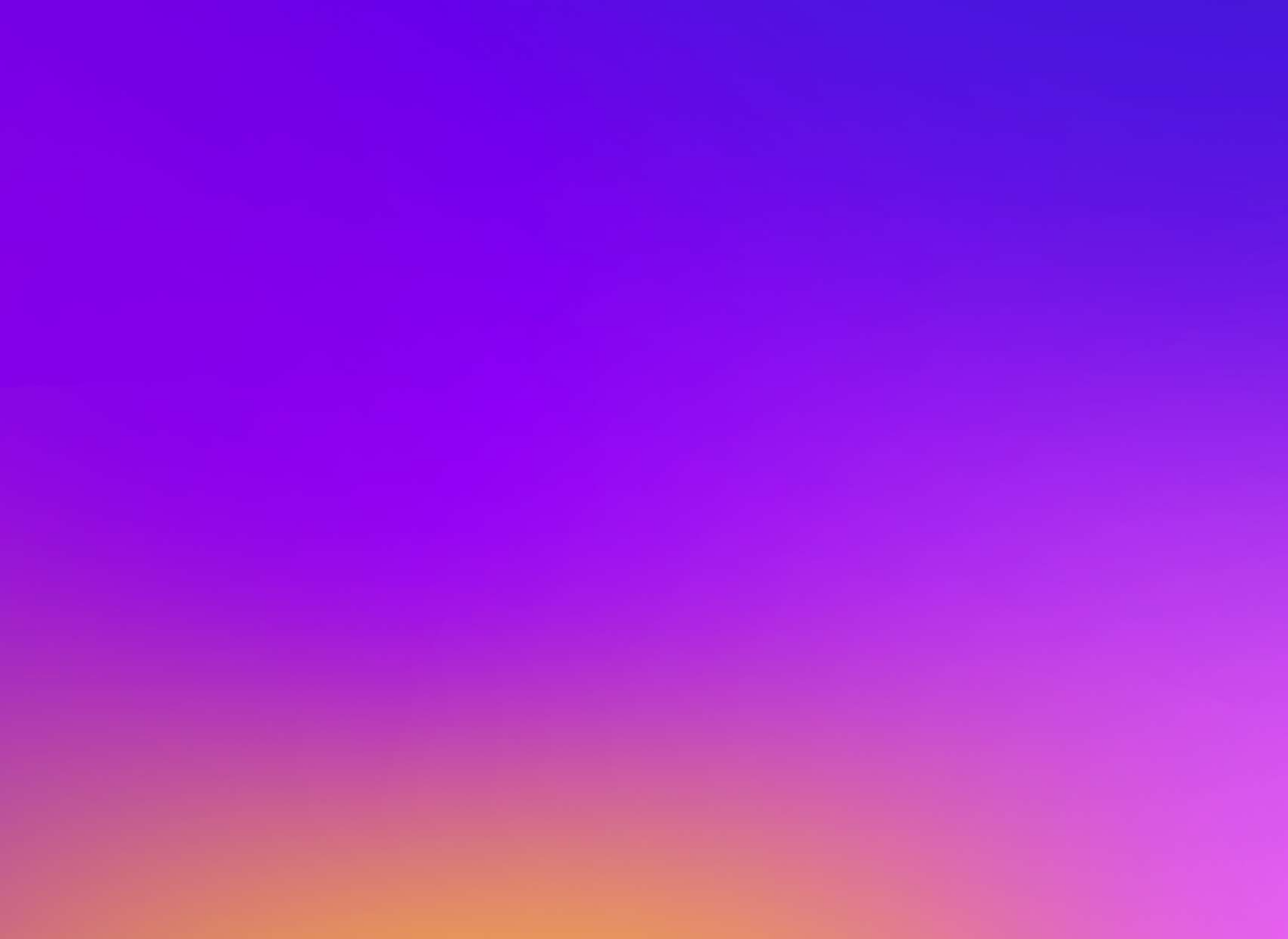
Drag Me Out

The first terrestrial TV entertainment show in Poland to feature drag queens as main characters.

Six well-known men try their hand at drag under the watchful eye of recognized LGBTQ+ community performers.



WARNER BROS. DISCOVERY



07.

Media of the Future

CONTROL | PLAYER



MEDIA OF THE FUTURE

Plans for Upcoming DEI Initiatives

Intentionally Inclusive

- **DEI education**
(workshops for local leaders, onboarding, training, continuation of EMERGE)
- **Reinforce DEI**
in recruitment practices
- **Continue developing the Diversity Tracker**
(sports broadcasts, morning TV)
- **DEI Days**
(a 3-day internal event dedicated to diversity)
- **Annual Pride Month celebrations**

Pursuing Equity

- New editions of **Leading Women**
- Initiate a **series of inspirational meetings** with guests from within and outside the organization
- **Employee DEI research** (focus groups, surveys)

Authentic Storytelling and Inclusive Productions

- **Young creators competition** "Unleash Your Imagination"
- Establish the **DEI Content Committee**
- **Enhance the representation of minority groups**, both in front of and behind the camera



WARNER BROS.
DISCOVERY



Diversity, inclusivity, equality. These values are simply a part of who we are. We're writing the history of Warner Bros. Discovery Poland, following our global vision of an open workplace and broadcaster that raises awareness of the challenges faced by minority, discriminated, or underrepresented groups every day.

Jan Mróz

VP COMMUNICATIONS AND PUBLIC AFFAIRS, WARNER BROS. DISCOVERY POLAND

MEDIA OF THE FUTURE

Our DEI journey continues

Whether it's our entertainment shows, news broadcasts, or corporate initiatives, we remain authentic and determined.

Every day, we reach millions of Polish homes, extending the boundaries of the conversation about diversity in our society.

This year's report highlights the scale of our commitment to DEI and serves as our ongoing pledge to amplify the voices of those who need it most in the years ahead.



WARNER BROS.
DISCOVERY

Open vision of DEI

SHARE YOUR NOTES AND THOUGHTS

Open vision of DEI

SHARE YOUR NOTES AND THOUGHTS

MORE INFORMATION:

www.wbdpoland.pl

[linkedin.com/company/tvnwbd](https://www.linkedin.com/company/tvnwbd)

