



Greening of Streaming - The Organisation

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YouGov Poll Response

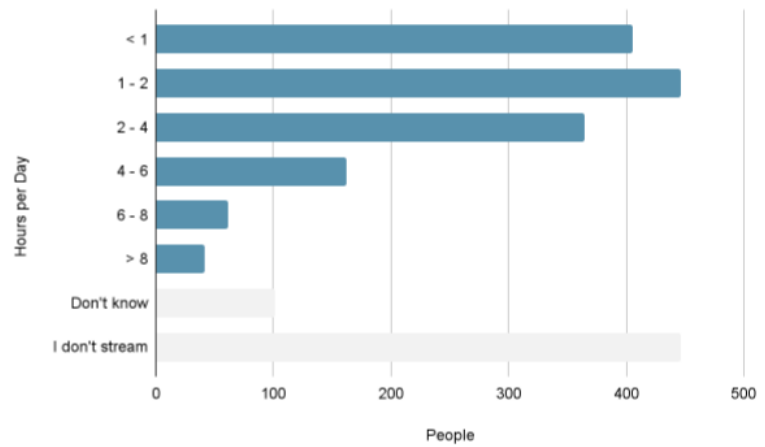


Does it matter to people?

“Streaming” is defined as the watching of any video entertainment through the internet. This includes the use of streaming platforms (e.g., iPlayer, Amazon Prime, Netflix, Disney etc), online video hosting platforms (e.g. YouTube, Twitch), personal and professional communication video usages (e.g., WhatsApp, FaceTime, Microsoft Teams, Zoom, Skype etc) and social media platforms (e.g., Facebook, Instagram, TikTok etc).

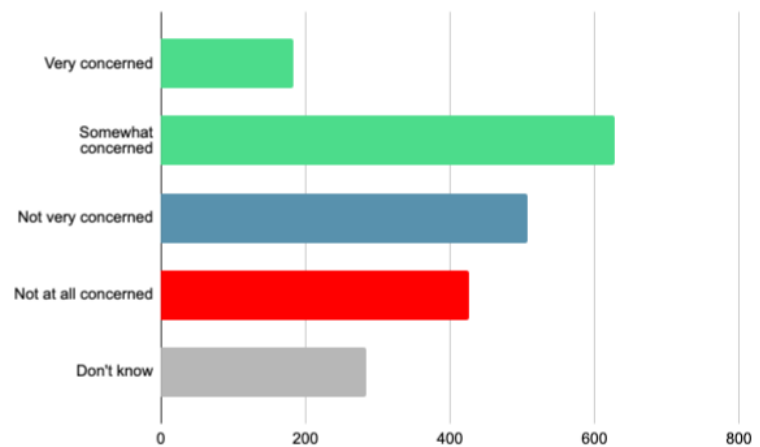
Q1

On average, approximately how many hours do you spend streaming on any given day (including during working hours)?



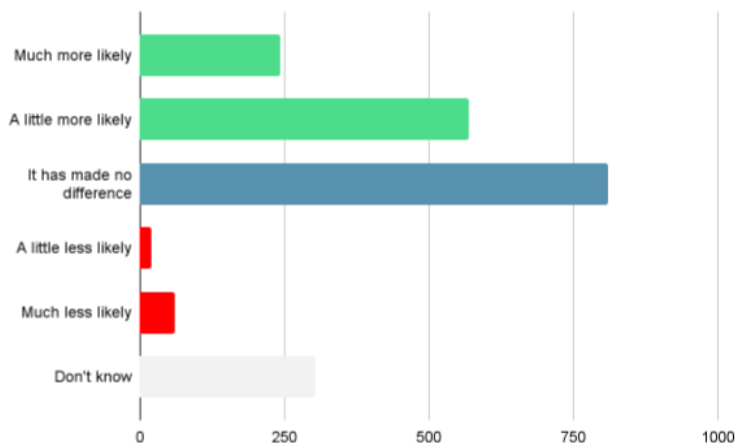
Q2

The environmental impact of providing streaming services globally has a similar impact to the aviation industry, both emitting about 2-3% of all global emissions. Knowing this information, how concerned are you about your own use of streaming services?



Q3

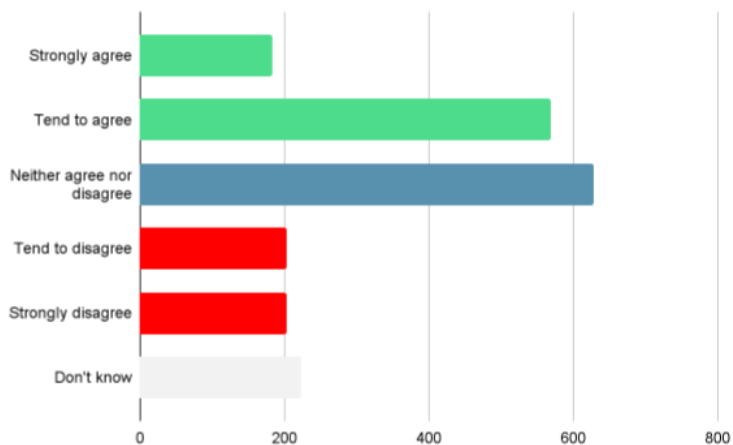
How much more or less likely would it be for you to start using particular streaming providers knowing that they have a better environmental impact than others, or would it make no difference?



Q4

To which extent do you agree or disagree with the following statement?

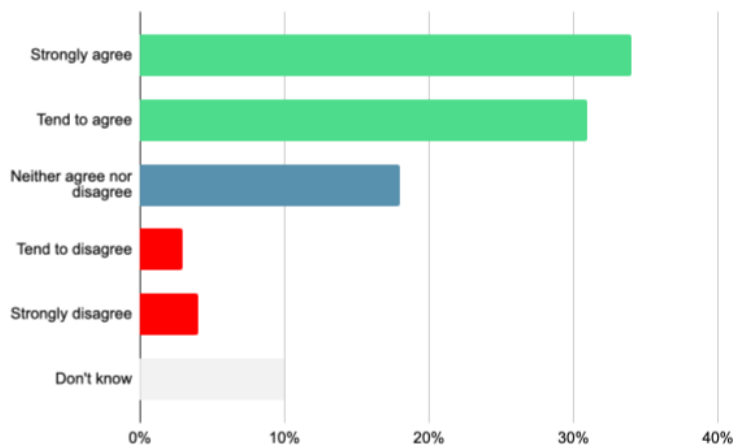
“I believe I have a responsibility to change my streaming habits”



Q5

To which extent do you agree or disagree with the following statement?

“Streaming providers have a responsibility to do more to reduce the environmental impact of streaming”



Key observations

- Consumers are concerned about streaming’s power consumption
 - “Power streaming” users show greater concern, which is a net positive
- This proves a potential commercial advantage for those who make environmental reforms a key part of their streaming strategy
- Yet, while some consumers are willing to change their habits, it’s fundamentally clear the industry needs to own the problem
- Greening of Streaming is already ‘the place to be’ for this industry collaboration, discussion and innovation



Members of Greening of Streaming



Greening of Streaming

Parliamentary Event - June 8th 2022

