

The background is a dark blue field filled with a complex network of glowing, multi-colored lines (yellow, orange, red, green, blue) that radiate from various points, creating a sense of depth and movement. Numerous small, bright particles in similar colors are scattered throughout, resembling a digital or particle-based environment. On the right side, there is a large, semi-transparent, light blue circular shape that partially overlaps the other elements.

# EBU

OPERATING EUROVISION AND EURORADIO

## TECHNOLOGY & INNOVATION

Get an edge

## SUSTAINABILITY IN STREAMING

HEMINI MEHTA  
MAY 2025

# WHAT'S HAPPENING?

- › Broadcast TV weekly reach:  
2022 = 79% & 2023 = 75%
- › At the same time only 48% of  
16-24 watched broadcast TV  
(Ofcom UK).
- › 2024, traditional TV = ~60% of  
video consumption in France,  
Germany, & Spain
- › ~70% in Italy
- › UK = ~ 55%, (Dataxis).



Image: Getty

2022 News Report: Young people watch seven times less TV than those aged over 65, according to a new report.

# WHAT DON'T WE KNOW?

- › We know operationally that the end user devices consume more energy than distribution chain (BBC, LoCat & Carbon Trust).
- › Energy use of end user devices is unknown.
- › Whose Scope 3 does end devices fall under?
- › We don't know the energy use of our supply chain.
- › Lots of stakeholders.



Image: Future Business



# WATCHING CONTENT

- › Research to reduce the light in TV sets – InterDigital & BBC
  - › ~20% of energy can be saved, depending on genre.
  - › Darker pixels can improve the image.
- › Creative intent!
- › Stakeholders – who is changing the content?
- › Broadcasters want to have control over their content.



Image: ITV

# WHAT CAN WE DO?

- › Provide data & metrics.
- › Be transparent.
- › Work together.
- › Find efficient distribution channels.
- › Understand that sustainability is more complex than we know.
- › Share output – even if it's not something perfect!



**THANK YOU!**

# CONTACT

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