

STREAMING

Streaming is starting to weigh heavily on the environment



Did you know that... Listening to an album via a streaming platform for just **five hours** is equal in terms of carbon footprint to the plastic production of a physical CD? And that the carbon footprint of a popular song that is streamed non-stop on Spotify over a year is equivalent to flying from London to New York and back **4,000 times**?

Some global facts about streaming

- In 2023, the number of Netflix subscriptions exceeded 230 million (+38% compared to 2019).
- The audio streaming service SPOTIFY counts more than 600 million active users per month in 2024!
- According to SPOTIFY 46% of CO² emissions from streaming are the result of the behaviour of platform users.



What should you be aware of when streaming?

The type of connection: a smartphone connected via Wi-Fi consumes less than if it is connected via 4G or 5G.

The type of device: a smartphone consumes less power during playback than a computer.

If you like a song, it is more responsible to **download it offline and store it** on your devices.

Watching a film in **4K quality** consumes up to seven times more than in standard quality.

Avoid streaming services which source their electricity from **fossil fuels**.

Because...

..... in 2023, video streaming is responsible for 80% of global data flows. And the numbers are rising



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Sources: notre-planete.info; linfodurable.fr; New Statesman



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