

Greening the European Audiovisual Industry

The audiovisual industry stands in the middle of the rapidly growing digital industry, which has become the main driver of our economy. Its ecological impact has been underestimated for a long time and still needs to be researched in detail.

There are multiple initiatives in Europe but they would greatly benefit from a better coordination, more accurate data and comparable goals and guidelines.

This study, commissioned by the European Commission, includes:

- A general overview on the basics of the audiovisual value-chain in regard to the environmental challenges.
- An analysis of the biggest impacts in each area.
- A definition of further useful data research to validate the most important steps.
- A cost analysis of the transition to a Green Audiovisual Industry.
- Reports and examples of several European countries.

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