

LET BBC TELL YOUR BRAND'S SUSTAINABILITY STORY

2020 has taught us a lot about our impact on the world and the changes we need to make. As public awareness and concern over environmental issues reaches new heights, the BBC continues to be committed to sustainability through the way we work and the stories we tell. Here is a summary of BBC's APAC audience insights around sustainability.



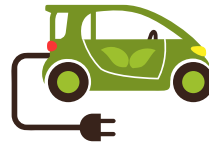
64%

say helping the environment is important to them¹



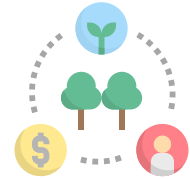
74%

would pay more for eco-friendly products¹



81%

agree that commitment to sustainability adds value to a brand²



92%

say it is important for brands to address sustainability²

BBC is rated highly on the topic of sustainability both for its coverage and practices



71% rate the BBC's coverage on the topic of sustainability as good²



Almost half (**47%**) agree that the BBC is a sustainable brand with sustainable practices²

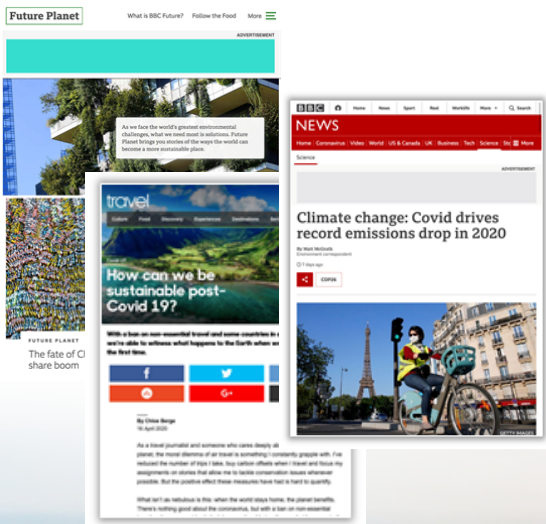
BBC's good practice rubs off on brands that advertise on the BBC



1 in 4 say brands that advertise on the BBC are likely to be seen as 'Responsible'²



1 in 5 say brands that advertise on the BBC are associated with being 'Ethical'²



23m page views on sustainability content in the past year

74% increase in Year on Year monthly page views

2.6x Users in the Eco-Conscious segment are 2.6x more likely to click on ads as compared to the average user

SOURCES: 1. GWI Q4 2019 – Q3 2020, APAC Affluent BBC Audience (122.9M/ 11K),. 2. BBC Global Minds, Sustainability Survey, February 2021, based on BBC cross-platform users in APAC (n=975)

Tell your brand's sustainability story with BBC.
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