

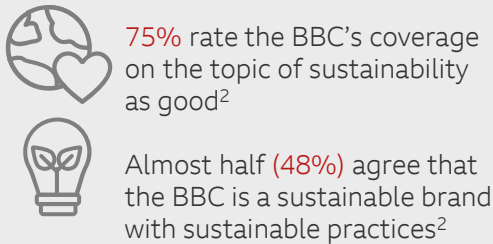
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2020 taught us a lot about our impact on the world and the changes we need to make. As public awareness and concern over environmental issues reach new heights, the BBC continues to be committed to sustainability through the way we work and stories we tell.

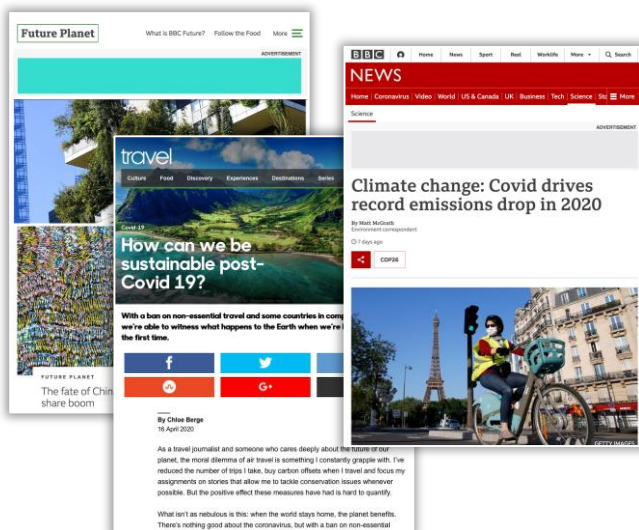
Our BBC EMEA audience:



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




Sustainability influences purchasing decisions and has commercial value



23m page views of sustainability-related content in 2020

74% increase in year on year monthly pages views

These visitors are also more engaged, **reading a third more content**, spending longer on the site, and visiting **bbc.com twice as much** as the average user.

 For more information, please contact internationalsales@bbc.com