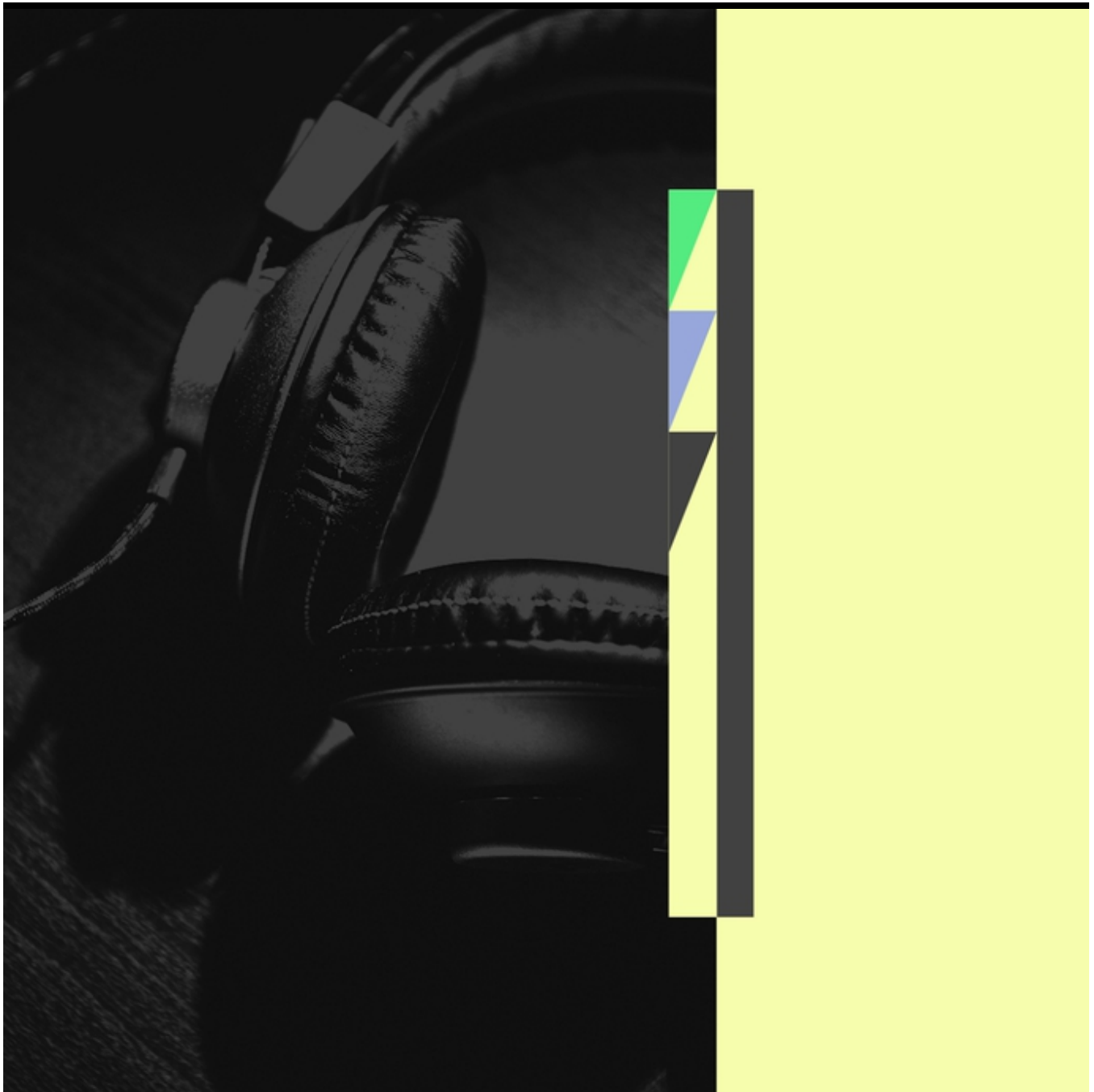

MUSIC STREAMING HAS A HIDDEN ENVIRONMENTAL COST

By Livvy Houghton and Alex Hawkins

18 : 04 : 2019 Media : Music : Streaming



Glasgow and Oslo – Carbon emissions caused by digital music consumption have reached an unprecedented high, a new study says.

The Cost of Music, a research collaboration between the University of Glasgow and the University of Oslo, finds that the environmental impact of listening to music has never been higher. Though plastic production in the recording industry has dropped, the energy and resources used to power music streaming services such as Spotify and Apple Music are driving up carbon emissions.

‘From a carbon emissions perspective, the transition towards streaming recorded music from internet-connected devices has resulted in significantly higher carbon emissions than at any previous point in the history of music,’ explains Dr Kyle Devine, an associate professor in music from the University of Oslo. The researchers hope the findings will encourage more sustainable music consumption behaviours and services.

Awareness of the environmental impact of storing and processing data is also creating new opportunities, with brands and governments transforming data centres into climate-positive hubs. For more, read our [**Sustainable Data Centres**](#) microtrend.