



Life Cycle Assessment and eco-design of terrestrial and satellite video distribution

Towards more sustainable video distribution



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01

Context

02

Objectives & scope

03

Methodology

04

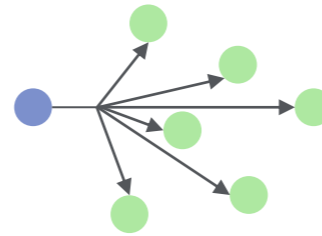
Outlook

For confidentiality reasons, the results of the LCA will not be presented during this presentation.

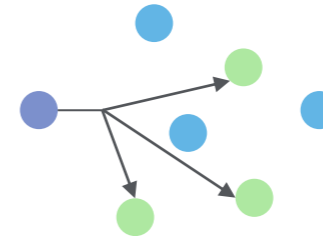


A key challenge is finding ways to prevent congestion on distribution networks

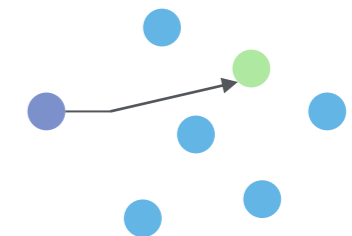
Broadcast



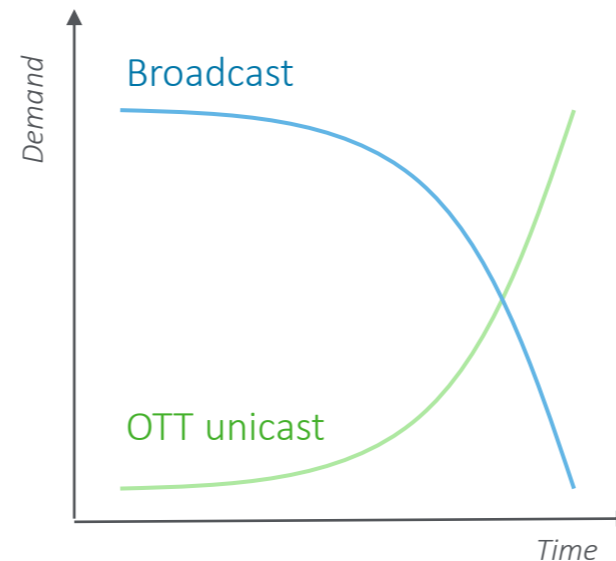
Multicast



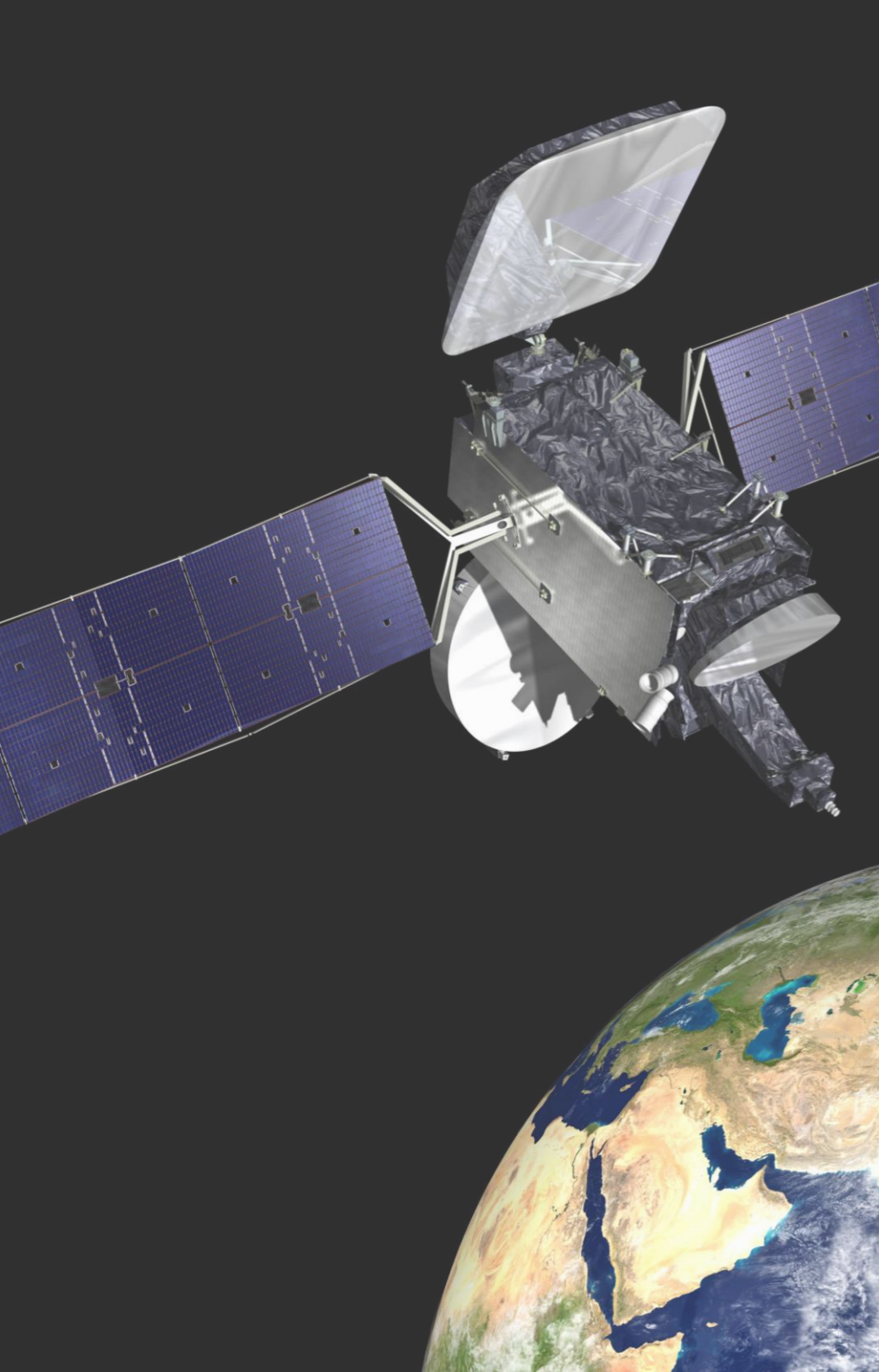
Unicast



Today, OTT unicast video services exploits **70% of the internet backbone bandwidth**, increasing congestion of these networks



Demand for broadcast distribution is declining in favour of OTT (over-the-top) unicast distribution



The study aimed to assess the environmental impacts of video distribution by 2030



100% terrestrial
communication system



100% satellite
communication system

ECO-FRIENDLY APPROACH



Hybrid communication system

Networks and functionalities innovation in multi-actor system



Simplified LCA methodology



Innovative video distribution value chain



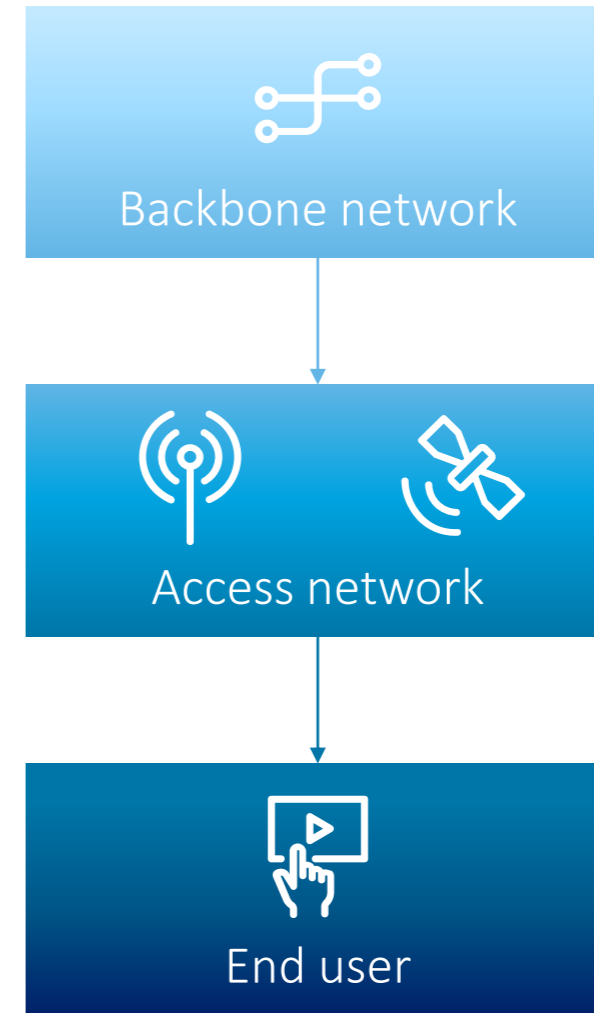
Complex multi-actor network management



Europe



Africa



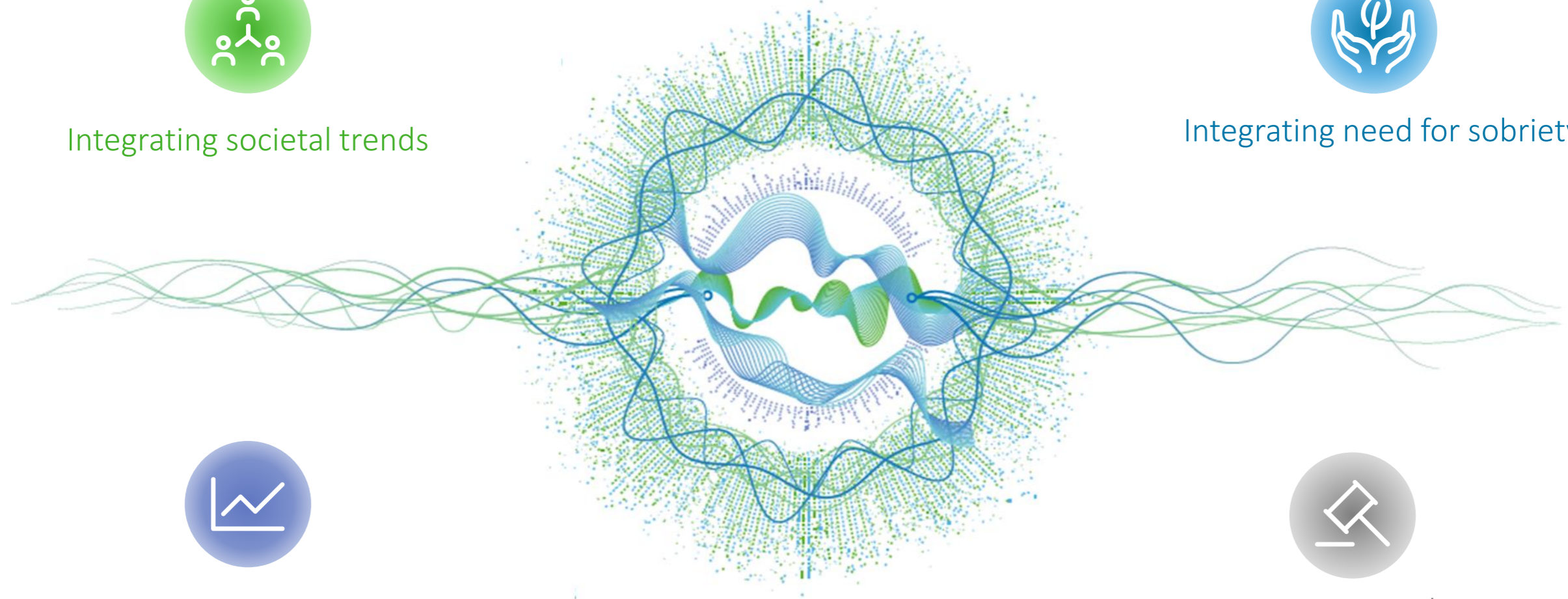
What could be the next step forward?



Integrating societal trends



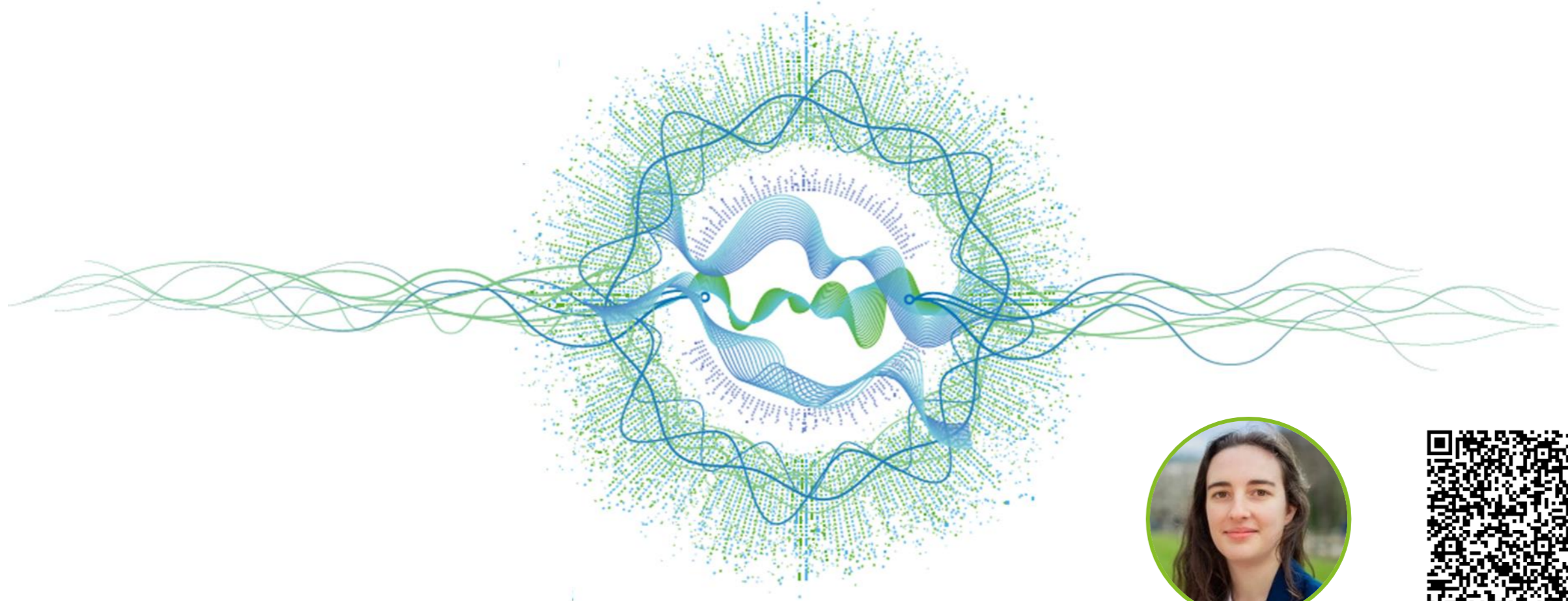
Integrating need for sobriety



Integrating rebound effects



Integrating regulations



Thank you for listening!

Towards more sustainable video distribution



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