Media and entertainment: the sustainability perspective

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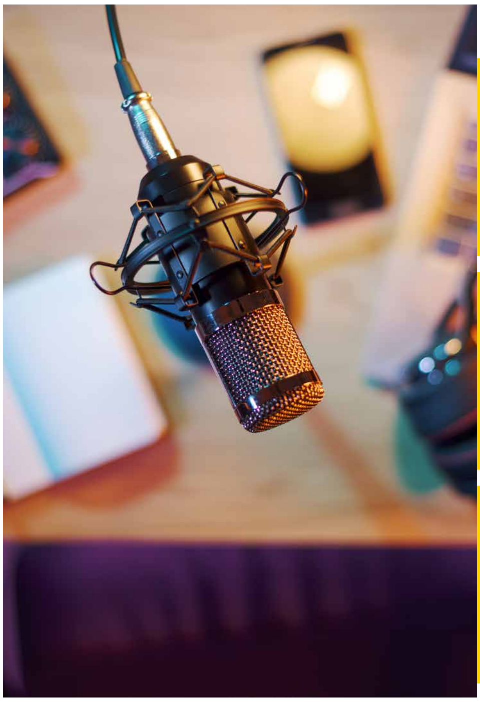
Our Media and Entertainment Pulse Poll[1] findings indicate that while UK consumers express interest in sustainability within entertainment experiences, there is a clear limit to how much additional cost they are willing to absorb.



Overall willingness to pay:

The majority of respondents are prepared to pay up to **10%** more for sustainable features such as locally sourced food, lower energy consumption or eco-friendly waste management.

Willingness declines significantly beyond this point, with fewer than **10%** indicating they would pay more than **25%** above the standard price for any sustainability feature.

A substantial proportion, typically **40** to **50%** depending on the feature, state that they are not willing to pay any premium for sustainability-related initiatives.

1. How to create an unforgettable experiential entertainment experience, EY, 2025

Attitudes and opportunities in sustainable entertainment

UK consumers show mixed attitudes toward sustainable entertainment, presenting both challenges and opportunities for businesses to engage and monetise green-minded audiences.

1 Growing interest in green energy

Over half of UK consumers of live entertainment are prepared to pay more for sustainable energy options.

In some sectors, we've seen consumers gravitate towards specific products or offerings with a sustainable or "green" wrapper. In domestic energy usage we've seen the adoption of sustainable tech such as solar panels and tariffs based on sustainable energy sources such as wind or solar. Entertainment consumers also seem motivated by sustainability.

What our research shows:

- Willing to pay extra for lower energy consumption – **51%** (UK) and **60%** (Europe West)

Key actions

Solution offerings: Venues and events organisers have an opportunity to embed sustainability into their operations and pass this cost onto their consumers. Moreover, by developing experiences that are explicitly sustainable they are likely to attract more consumers and greater spend.

2 Consumers divided on green entertainment

UK consumers are split on the environmental impact of their entertainment experiences. They contrast markedly with their European counterparts. Despite the greater reluctance in the UK, companies should not ignore the significant population who are prepared to pay more for a greener experience.

What our research shows:

- Willing to pay extra for a lower carbon footprint – **50%** (UK) and **57%** (Europe West).
- Willing to pay for carbon offsetting – **49%** (UK) and **56%** (Europe West).

Key actions

Persona or customer mapping: Sustainability has become an important criteria in customer segmentation. The willingness of consumers to pay a premium should not be underestimated.

As events and venues think through their complex consumer personas, the carbon footprint of their experiences needs to incorporated. The footprint needs to be accurately understood, quantified, and sensitively shared, with intelligent options for mitigation.

3 Market split on paying for sustainability

Entertainment consumers in the UK are broadly split 50/50 when it comes to their willingness to pay more for sustainable experiences and solutions. This represents a great opportunity for growth, with venues and experiences able to monetise a large population while, at the same time, bringing on those who are currently reluctant.

What our research shows:

- Willing to pay extra for a lower carbon footprint – **50%** (UK)
- Willing to pay extra for use of renewable energy resources – **51%** (UK)

Key actions

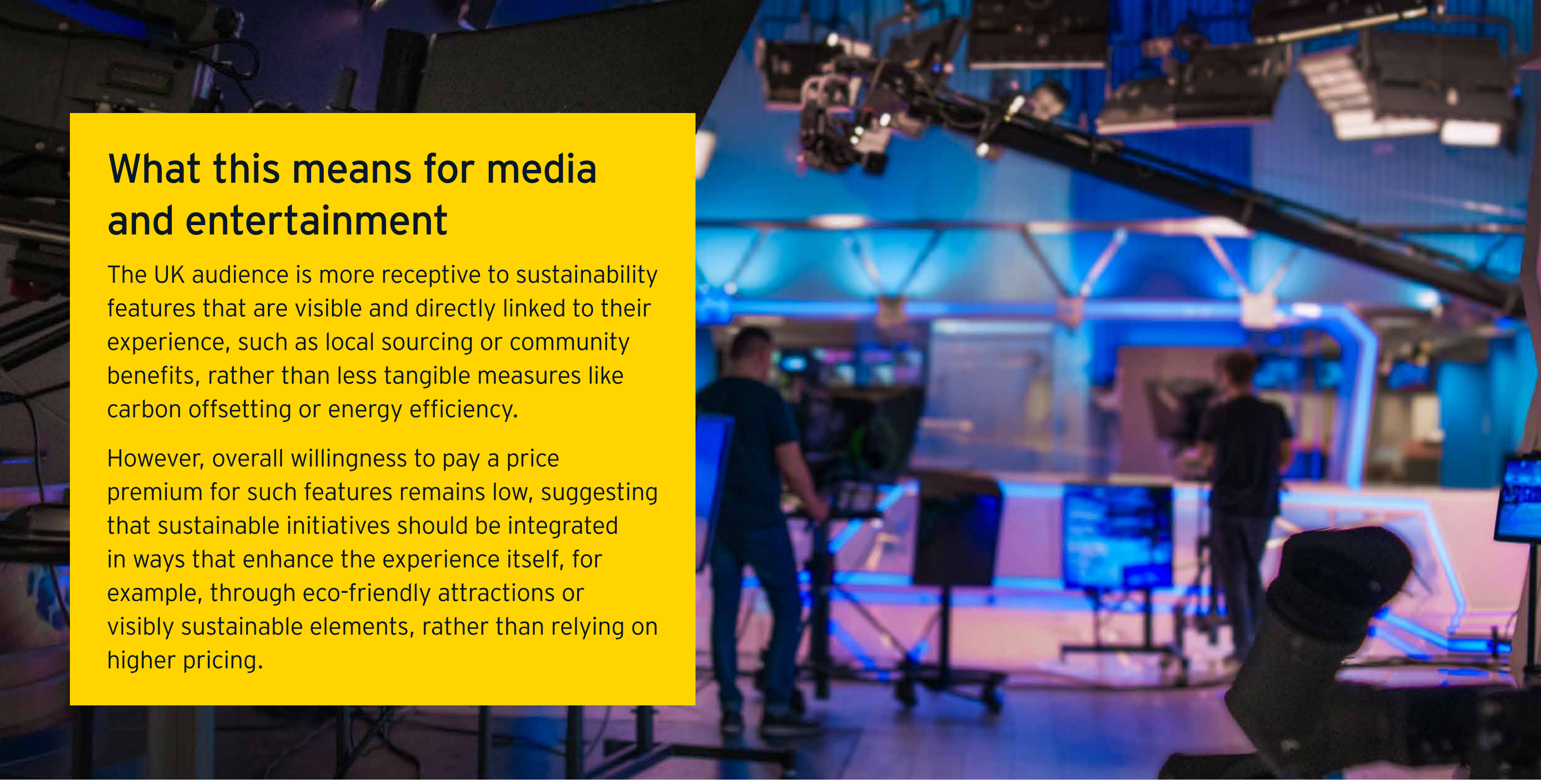
Pricing: Organisations and companies that have effectively and successfully rolled out sustainable offerings for their customers have also understood the imperative to educate those same customers.

Not only will venues and entertainment experiences need to define how they plan to build sustainable options into their customer offering but if they are to scale those effectively they will need to bring consumers on a long-term journey.

Central to this approach will be pricing. We have seen that consumers are willing to pay more for sustainable offerings it is therefore not unreasonable to assume the inverse is true. Thoughtful and well considered pricing strategies, which also penalise consumers for not taking sustainable solutions, will play a powerful role in adoption.

Local impact matters, but price limits engagement

- **Price sensitivity is high** – most UK consumers are only willing to pay up to 10 to 25% extra for sustainable features, while only circa 9 to 11% are open to paying more than 25% extra.
- **Local benefits matter most** – locally sourced food (52%) and contributions to local communities (51%) are the most compelling sustainability features for which UK consumers are willing to pay extra.
- **Carbon-related features face the most resistance** – 50% of UK consumers say they won't pay extra for a lower carbon footprint or carbon offsetting, making these the hardest sell.
- **Overall willingness to pay is cautious** – UK market skews more conservative than supportive on added sustainability features, with 40 to 50% unwilling to pay more across most categories.



What this means for media and entertainment

The UK audience is more receptive to sustainability features that are visible and directly linked to their experience, such as local sourcing or community benefits, rather than less tangible measures like carbon offsetting or energy efficiency.

However, overall willingness to pay a price premium for such features remains low, suggesting that sustainable initiatives should be integrated in ways that enhance the experience itself, for example, through eco-friendly attractions or visibly sustainable elements, rather than relying on higher pricing.

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EYG no. 009611-25Gbl
ED None

UKC-041722.indd (UK) 11/25.
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