Go Green Go Download

Submitted by: Downloadbuyer.com

Friday, 13 November 2009

Downloaded Software is eight times more Carbon Efficient than boxed product.

Digital delivery of computer software has been gaining widespread acceptance in recent months, predominantly due to the fact that it provides immediate gratification. Rather than waiting days, or even weeks for goods to ship, digital delivery puts the product in buyers hands in minutes. However, there's much more behind the scenes providing momentum for this movement, as the positive environmental impact is remarkable.

WSP Group recently conducted a study for Microsoft and concluded that digital delivery results in a carbon emission savings of 88%! The average DVD packaged product, delivered via traditional means, requires about 9.9kg CO_2. On the other hand, digital delivery requires just 1.2kg, thus providing a net saving of 8.7kg of CO_2 per item sold. Multiply this by the millions of units sold every year and you soon see the green advantage pushing digital delivery along.

To highlight the magnitude of the situation consider that in 2007 the UK alone saw some 16 million units sold through retail (source Chart Track). If all of these were digitally delivered, the savings would be enough to power over 12,000 households their entire electricity for a year.

It's interesting and somewhat ironic to note that the software market is actually lagging behind the movie and television entertainment industries with regard to digital delivery. Apple, Amazon (US), Netflix and most software developers have been offering digital downloads for quite some time. However, retail software stores offering digital downloads are scarce indeed!

With the advent of high-speed broadband, and its widespread availability, now is the time for consumers to make a conscious decision to adjust their buying behaviour and choose digitally delivered products for three key reasons;

1. They are generally less expensive than their legacy counterparts.

2. They are available instantly saving time and increasing enjoyment.

3. They are far better for the environment, and provide a sustainable solution.

Software delivery via digital download means resellers can pass on considerable discounts to customers as demonstrated by software download specialist Downloadbuyer.com (http://www.downloadbuyer.com). At Downloadbuyer, software is often much cheaper than the manufactures list price, adding a further incentive to adopt downloads over boxes.

Titles from leading developers such as Magix, Roxio, BeLight, ABBYY, Serif, iolo, Image Line and TuneUp to name but a few, are all offered for instant download with fantastic savings applied. With hundreds of titles to choose from for both PC and Apple Mac and 'Live Assistants' providing real-time help and support, Downloadbuyer (http://www.downloadbuyer.com) has set its sights on becoming the modern day

software superstore while ensuring that they are making a visible, positive environmental and user-friendly contribution to the software vendors marketplace.

About Downloadbuyer.com

Founded in 2008, Downloadbuyer.com Ltd is an online destination store for software. Based in the UK Downloadbuyer presents hundreds of software titles from well known, established developers and publishers to consumers and small to medium businesses for PC and Apple Mac platforms.

MEDIA CONTACT: press@downloadbuyer.com, Downloadbuyer.com Ltd, +44 (0) 1844 237 641 - Press release by www.2geeks.eu.