

SUSTAINABLE STREAMING INTELLIGENCE

Sustainability in Media

and the Ecoflow X Strategic Approach

Proceedings of the “Sustainability in Media” workshop,
and the strategic direction it sets for Ecoflow X.



ecoflowX

An industry initiative focusing on experimentation, technical validation, and operational insights across the streaming value chain. Ecoflow aims to bridge the gap between sustainability commitments and practical engineering solutions through providing tools and methodologies for participants to use.

A Steering committee

Accedo, Humans Not Robots (HNR), ITV and the Institution of Engineering and Technology (IET) making key decisions

Foundational members

Digital TV Group (DTG), EBU, Channel 4 (and more) contributing to the project, help define the future of Ecoflow.

Observing partners

DIMPACT, BBC who are interested in following closely the experiments and providing feedback on the results

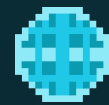
Media Sustainability in 2026

A synthesis of the “Sustainability in Media” workshop - held at the IET, London on 29th January 2026.



Purpose

Synthesise the workshop’s findings into a strategic foundation for Ecoflow X.



Context

Industry sentiment on the risks, opportunities, and priorities for sustainability in streaming.



Participants

A cross-disciplinary group of engineers, product owners, and sustainability specialists from across media.

Workshop Objectives & Background

The Ecoflow journey



Ecoflow I · Year 1

End-user devices - “GreenView” and audio-only modes.



Ecoflow II · Year 2

Content distribution and digital-twin modelling.



Ecoflow X · Now

Turning this workshop’s findings into a shared strategy.

Workshop goals



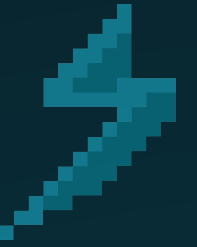
Identify risks, opportunities, and priorities for the industry.



Bridge technical engineering and corporate product outcomes.



Frame sustainability as a core business metric - alongside cost, performance, and engagement.



Organisational Risks, Opportunities & Priorities

Sustainability is still treated as a **secondary effect** of core business pressures - cost, delivery risk, and regulatory exposure.



Cost vs. Sustainability

Prioritised mainly when it supports cost containment or efficiency.



Transformation Programmes

Major efforts are the best chance to “bake in” sustainability - but carries delivery risk.



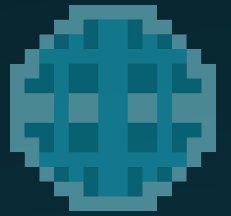
Data Bottleneck

Poor access to granular, real-world data: high importance, low agency.



AI Displacement

Emerging AI adoption is absorbing resources once aimed at sustainability.



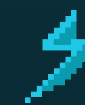
The Industry Sustainability Context

The greatest leverage sits in the **supply-chain middle** — distribution, networks, and platforms — where data access and incentives are most constrained.



Focus Areas

CDNs, networks, and cloud platforms hold the greatest potential for systemic impact.



Systemic Optimisation

Encoding, routing, and provisioning beat user-behaviour change, which is harder to control.



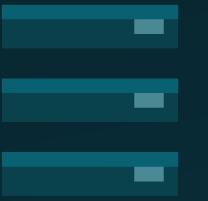
Organisational Boundaries

Risk concentrates where responsibility crosses contractual or organisational lines.



Executability Gap

Impact is constrained by governance and data silos - not a lack of ideas.



Framing the Challenges — Innovation & Blockers

The industry sits in a “data vacuum” — a disconnect between high-level tracking and granular, actionable data.



Commercial Confidentiality

Reluctance to share energy data for fear of exposing business secrets.



Scope 3 “Bucketing”

Shifting responsibility into the supply chain to escape accountability.



Methodology Gaps

No industry-wide, transparent way to measure energy consumption.



SLA Friction





Powering down equipment to save energy is blocked by performance SLAs and capability gaps.

Key Findings & Conclusions

Sustainability is more visible and institutionalised in 2026 — but that has not yet translated into uniform operational change.

- It succeeds when aligned with business drivers: cost reduction, efficiency, and risk management.
- System-level optimisation offers greater leverage than consumer-behaviour change.
- Progress is gated by data access, commercial incentives, and contractual governance.

FUTURE FOCUS · ECOFLOW X

-  Shared intelligence between media and networks.
-  Dynamic de-provisioning of infrastructure.
-  Real-time data-sharing frameworks.
-  Standardised sustainability methodologies.

The Road to Amsterdam

Status

- Working as an IBC Partner Programme initiative
- The Media's experimentation arm for Sustainability in Streaming
- A collective collaboration
- Connecting vendors and media companies to push the sustainability agenda

Activities

- Defining and formalising a Sustainability Observability Framework
- Evolving the Streaming Digital Twin combined with experimentation
- Define and Deliver AI-enabled recommendations
- Define what form the future of Ecoflow X is in collaboration with participants



ecoflow

[Click to get the full report](#)