



Greening of Streaming

12 month update and invitation to membership

Agenda

Update

- **WG1** Lexicon and Terminology
- **WG2** Outreach
 - Parliamentary Engagement
 - Media Engagement
 - Annual Summit
- **WG3** Best Practices
- **WG4** Live event Energy Measurement
 - Energy instrumentation
 - Filling Gaps
 - Choosing an Event - and the science around the measurement
- **WG5** Audio Companies Project
- **WG6** Compression Analysis (Proposed)

WG1: 'Lexicon'

More than half a dozen members working together to form an open consensus for measures and terminology when 'translating' between the disciplines of streaming and climate science

Critically defining energy measurement as it relates to streaming infrastructure

Working closely with the SVTA who publish guidance

WG2: Outreach and Membership Development

Parliamentary Launch Event: June 8th

- Sponsors:
 - Dr Alan Whitehead MP (Shadow Minister for Green New-Deal and Energy)
 - Matt Warman MP (Formerly Parliamentary Under Secretary of State for Digital Infrastructure)
- Member Presentations / WG4 update / YouGov Poll Results

Media Engagement

- Features: Telegraph / Guardian / BBC South East Today

WG2: Outreach and Membership Development

- Ofcom have approached Greening of Streaming to see if there are opportunities to work together - and see if Greening of Streaming can provide data for use by Ofcom in setting targets.
- Annual Summit: Sept 7th - All members (and others) invited to speak; Greening of Streaming received Cross party support and comments from Ofcom (UK regulator) and academics.

This event was live streamed over 5 hours on Zoom, LinkedIn and YouTube.

Members' talks are then released over social media

- IBC - Sunday 11th September - Greening of Streaming hosted a meet-up at the Jetty Bar with members and any interested parties to encourage membership sign-up.

Members were available to talk to prospective new members and the media

- Upcoming profile in Feed Magazine - Winter Issue

WG3: Best Practice

A founding principal of GoS was 'sharing of best practices'

Once we have developed and agreed such best practices this working group will become active and 'own' the generation and publication of output

While just starting, inputs to this group will emerge from WG1 and WG4

WG4: Live Event Energy Measurement

Significant Member Support

Data was captured in Members' own networks

Members are working with their own clients and partners to ensure we develop a true real-world data set

University of Bristol are analysing the data

Initial review suggests null hypothesis was 'true'

Gathering significant industry and media interest

Get Involved in WG4!

We are looking for deeper insight into the detailed energy requirements of live streaming infrastructures.

We are keen to hear from companies who operate streaming infrastructures, services and technology

- wanting to work together with others in the live streaming supply chain to engineer 'joined up thinking'
- who are keen to ensure optimal collective supply chain alignment with energy efficiency as a central focus.

WG5: Audio Streaming

Audio companies have some interesting and different solutions to those shown by the video companies and we are undertaking some audio-company specific projects

WG: Compression Investigation

MQA and V-Nova have expressed an interest in starting a Working Group into compression and efficiency.

Any inputs - whether from and Audio or Video perspective would be welcomed to expand this group

Academia

Dr Dan Schien of the University of Bristol will be designing and analysing the study being undertaken by Working Group 4.

Greening of Streaming has already been approached by other academic institutions who recognise how groundbreaking this data collection is; and would like to get involved with their own studies

Benefits of Joining Greening of Streaming

- Greening of Streaming is 'Members led' - working groups are undertaking ground-breaking research - a strong ESG message for your stakeholders
- Greening of Streaming has a full time secretariat and is not 'just a badge'
- There are 2 major annual events:
 - One 'live' like our Parliamentary event this year
 - One 'On-line and industry focussed' - see our upcoming Summit
- Sponsoring just one of these events could cost the equivalent of our annual membership fee but these come included
- Up to 12 monthly meetings allowing knowledge sharing; a comparable subscription to a trade publication may cost hundreds per month

Benefits of Joining Greening of Streaming

- Members take it in turns to promote their activities which we then promote on social media
- Greening of Streaming actively promotes our members' activities and achievements to mass media, press and legislators

What do I have to do?

Join up as member (we need your energy and momentum to drive it!)

Get involved in WGs.

- WG1: Help us develop the industry language and measures ('streaming meets SBTI')
- WG4: Be prepared to explore producing energy measurements relating to live streaming events.

Speak at members meetings: Let us know what you are up to that you think others will be interested in and can learn from.

Engage in public policy and public media exchanges (including our own annual summit)

Participate in end to end supply chain innovation.

Members of Greening of Streaming





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