10 Ways to Green your Stream

From the *Voices of Video* episode with Jan Ozer and Dom Robinson representing Greening of Streaming,

here is some high level advice on how video streaming companies can work to significantly reduce their energy footprint and contribute to a greener streaming industry.

To hear the full conversation, stream the podcast:
https://www.youtube.com/watch?v=Z8D4xyad53Y

1
Implement energy-efficient encoding/decoding processes.

2
Hardware is your friend here; use it to find more efficient ways of designing your software stack to reduce wasted CPU cycles.

3
Implement intelligent distribution models. Multicast and peer-to-peer technologies reduce network congestion and energy consumption.

4
Implement hardware & infrastructure optimization using immersion cooling and data center design to maximize energy efficiency in your streaming infrastructure.

5
Educate and empower users to make energy-conscious choices by providing options to adjust streaming quality, reduce resolutions or enable device energy-saving modes.

6
Quantify energy consumption of streaming workflows using measuring techniques and tools to identify areas of improvement and track progress.

7
Engage in industry initiatives like the Greening of Streaming to collaborate, share best practices, and drive collective efforts towards energy efficiency in the streaming sector.

8
Encourage users to recycle or properly dispose of outdated streaming devices, reducing electronic waste and its environmental impact.

9
Set measurable energy efficiency objectives. Define and track specific energy efficiency goals, allowing streaming companies to monitor their progress and make informed decisions to reduce energy consumption.

10
Invest in research & development. Allocate resources to research and develop new technologies, standards, and methodologies that enhance energy efficiency in the streaming ecosystem.

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