



Study Group on Sustainability in Media

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Overview

Sustainability is an important topic, as identified by both the United Nations and ISO,^{i,ii} with whom SMPTE is a cooperating Standards Development Organization. Extended media ecosystems can be proprietary or based on international standards. In either case, standardization of sustainability-related aspects can benefit both individual media systems and the systems with which they interact, thereby assisting producers, distributors, and consumers concerning the UN Sustainable Development Goals.

This study group (SG) has been tasked with gathering sustainability-related requirements, user stories, and the like and, based on a study of those, will:

- a. Identify aspects of sustainability that might benefit from standardization, then
- b. Advise the SMPTE Standards Committee (ST) on which standards, recommended practices, and engineering guidelines to develop or revise to encourage sustainability improvements in media systems and processes.

Current Work

Many of the standards bodies and industry forums covering the media and adjacent industries have been studying segments of the sustainability topic for years. We expect that these groups have accumulated a wealth of context and un-

derstanding that may apply to professional media, which is the domain addressed by SMPTE’s standards and other engineering documents.

To rapidly acquire potentially actionable advice on what SMPTE might contribute to the sustainability of the media industry, the inaugural project for this SG is to liaise with these other organizations and present a brief survey to them. Rather than asking the organizations themselves for a consensus response, which understandably would take time and significant effort to develop, we instead ask that the survey be conveyed to their individual members. In this way, we hope to garner a diverse collection of suggestions, use cases, requirements, and perhaps specific requests for work by SMPTE that could further the industry’s sustainability goals.

Accordingly, the SG has developed a brief online survey to gather ideas and insights from the members of these diverse organizations. The survey is live and will remain open at least through March 2025. Smartphone access is accessible through the QR code shown in **Fig. 1** and through this link: <https://www.surveymonkey.com/r/86H8X99?src=mij-nov24>

Even before the survey concludes, the SG will periodically examine the responses to report progress and preliminary findings or recommendations to Standards Committee. An initial report is anticipated in December.

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FIGURE 1 – SMPTE Survey on Sustainability in Media

ⁱ UN, “Transforming Our World: The 2030 Agenda for Sustainable Development,” October 2015, <https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf>

ⁱⁱ ISO Sustainable Development Goals. <https://www.iso.org/sdg>