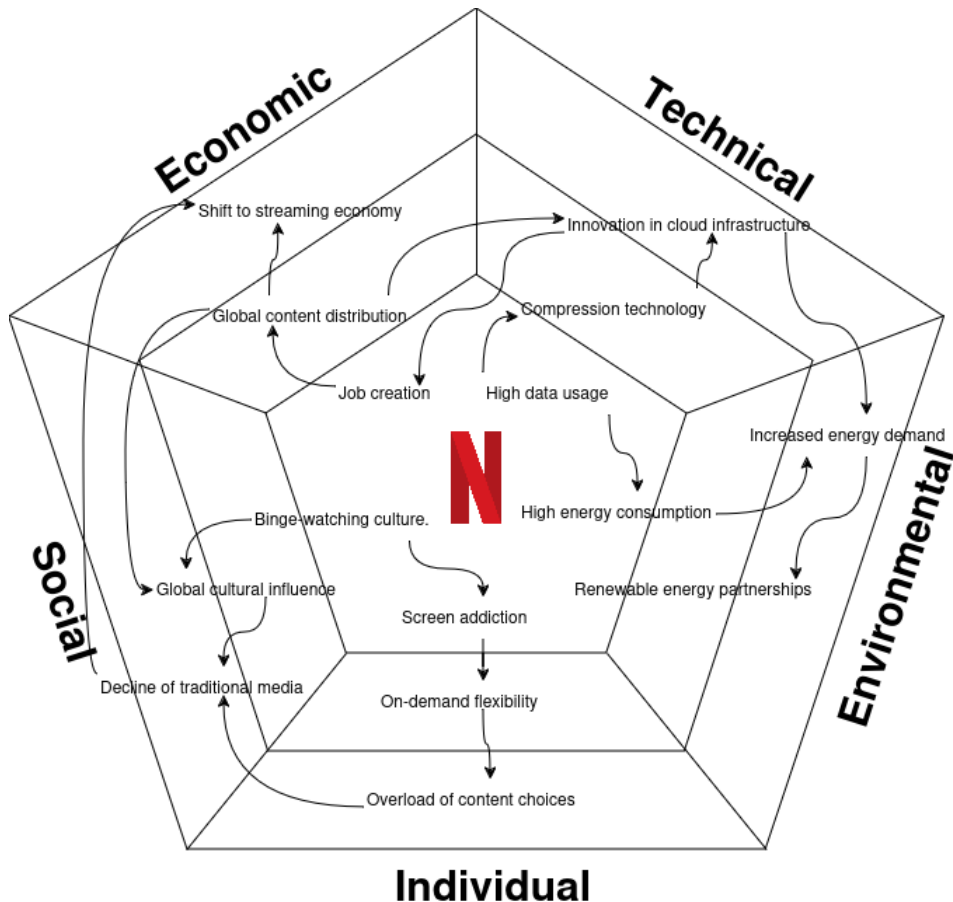


Task 4.2

Sustainability impacts and effects

Netflix's operations have significant sustainability impacts across various dimensions. Environmentally, it drives high energy consumption but mitigates this with renewable energy partnerships, though long-term streaming growth may still increase global energy demand. Socially, Netflix promotes binge-watching, fostering social isolation and contributing to the decline of traditional media. Economically, it creates jobs and expands global content distribution but disrupts traditional entertainment industries. Technologically, it pushes high data usage while also advancing compression and cloud infrastructure. Individually, it offers on-demand flexibility but can lead to screen addiction and overwhelm users with too many content choices.

SusAD diagram



Synthesis of Threats

Energy Consumption and Carbon Emissions

With increasing global demand for content and higher-resolution streaming, Netflix's energy consumption will grow, contributing to higher carbon emissions, especially from non-renewable energy sources. Netflix can commit to sourcing energy for its data centers and cloud services from renewable energy providers. Partnering with service providers that use renewable energy will help reduce their carbon footprint.

Addiction and Mental Health

The binge-watching culture promoted by Netflix has potential mental health consequences, leading to addiction and social isolation. Netflix could integrate features that promote healthier viewing habits, such as reminders for breaks, options to limit daily screen time, or informative pop-ups on mental wellness.

Cultural Homogenization

Netflix's global presence may lead to the overshadowing of local cultures by Western content, threatening cultural diversity. By investing in more local content production, with a stronger focus on regional storytelling and languages, Netflix will help preserve cultural diversity. Partnering with local filmmakers to create original content is another action Netflix can take.

Opportunities and Actions

Technological Innovation for Energy Efficiency

By leading the innovation in compression technology, Netflix could significantly reduce the data required for streaming, thereby lowering the overall energy consumption of its services. Netflix should continue to invest in and develop advanced compression algorithms to enhance energy efficiency, thus reducing their operational carbon footprint while maintaining high-quality streaming.

Green Streaming Certifications

With growing consumer interest in sustainability, Netflix can differentiate itself by becoming a leader in "green streaming." This could involve achieving industry-recognized certifications for energy-efficient content delivery. Netflix should pursue certifications like for energy management and market its sustainability efforts to consumers, attracting environmentally conscious subscribers.

Global Partnerships to Promote Cultural Diversity

Promoting global content diversity can help Netflix reach niche markets and build its presence in different countries. This gives Netflix an edge in appealing to a broader, culturally diverse audience. Netflix should further expand partnerships with filmmakers and production companies in underrepresented regions to create content that reflects local traditions, languages, and stories. This move will also contribute to sustaining cultural diversity globally.