

# DIMPACT 2026 Summit

## Key takeaways from the day

This month, we were pleased to host the 2026 DIMPACT Summit in London, bringing together representatives from across the digital media, technology and entertainment, alongside subject-matter experts, to collaborate on the challenge of decarbonising digital media.

The day opened with our participants at the heart of DIMPACT. Working group sessions covered End User Devices, Publishers, Advertising, and the most popular session of the day: Generative AI, considering its seismic impact on the media landscape.

While DIMPACT runs regular working groups throughout the year, meeting face-to-face brings a different energy. It was fantastic to see discussions flow so openly. Insights from these conversations will help shape the new DIMPACT workplan, more to come on that soon. In the afternoon, we welcomed panellists from across digital media and academia for our open sessions.

### **Four key themes emerged from the discussion as:**

#### *The need to understand the drawbacks and opportunities of AI*

AI emerged as both a key challenge and a significant opportunity. Panellists highlighted growing concerns about the emissions tied to data-centre operations and the inconsistent performance of AI models both factors that could hinder sustainability progress if left unmanaged. Yet AI also holds enormous potential to streamline or even replace higher-emissions workflows. The message was clear: comparative, real-world use cases will be essential to pinpoint where AI can genuinely support decarbonisation, rather than inadvertently increasing impact. To do this with confidence, transparency from value chain partners remains as important as ever.

#### *Unlocking the value of sustainability requires investment in people and culture*

Innovation in sustainability continues to gain momentum across product design, engineering, and governance. But unlocking its full value requires investment in people and culture. Organisations need the right skills, an environment that empowers experimentation, and industry-wide collaboration to share learnings at pace. Cambridge University Press offered a compelling example, showcasing new journal-level emissions tools and digital design guides grounded in strong AI governance frameworks, a signal of

how forward-thinking organisations are turning sustainability into a catalyst for better products and better decision-making.

### *Working with supply chains is required to make an impact*

Another strong theme was the importance of working closely with suppliers and peers. Reducing digital emissions is rarely something companies can achieve in isolation, particularly when a large proportion of impact sits outside their direct control. Participants shared examples of how open dialogue with suppliers, whether cloud providers, content delivery partners, or device manufacturers can accelerate progress and create opportunities to influence change across the value chain.

### *Challenging the assumptions about where emissions are highest*

A major takeaway from the event was the importance of challenging long-held assumptions. DIMPACT's white paper on video-streaming emissions continues to reshape the conversation by overturning the belief that hyperscale data centres are the primary source of impact. Instead, our data shows that around two-thirds of streaming emissions arise from end-user devices TVs, phones, laptops and from in-home broadband equipment. This revelation shifts the centre of gravity for action and highlights the need for solutions that extend beyond the boundaries of any single organisation.

## **Reflection**

The discussion reflected both the complexity and the urgency of the challenge, but also the remarkable opportunity to shape a more sustainable digital future. With UK and EU policymakers accelerating efforts around AI, digital infrastructure, and supply-chain transparency, the sector is entering a period where proactive action, not reactive compliance, will define leaders.

We look forward to taking insights forward as we set DIMPACT's agenda for the next year, to ultimately and advance and align the industry's understanding and action on digital media.