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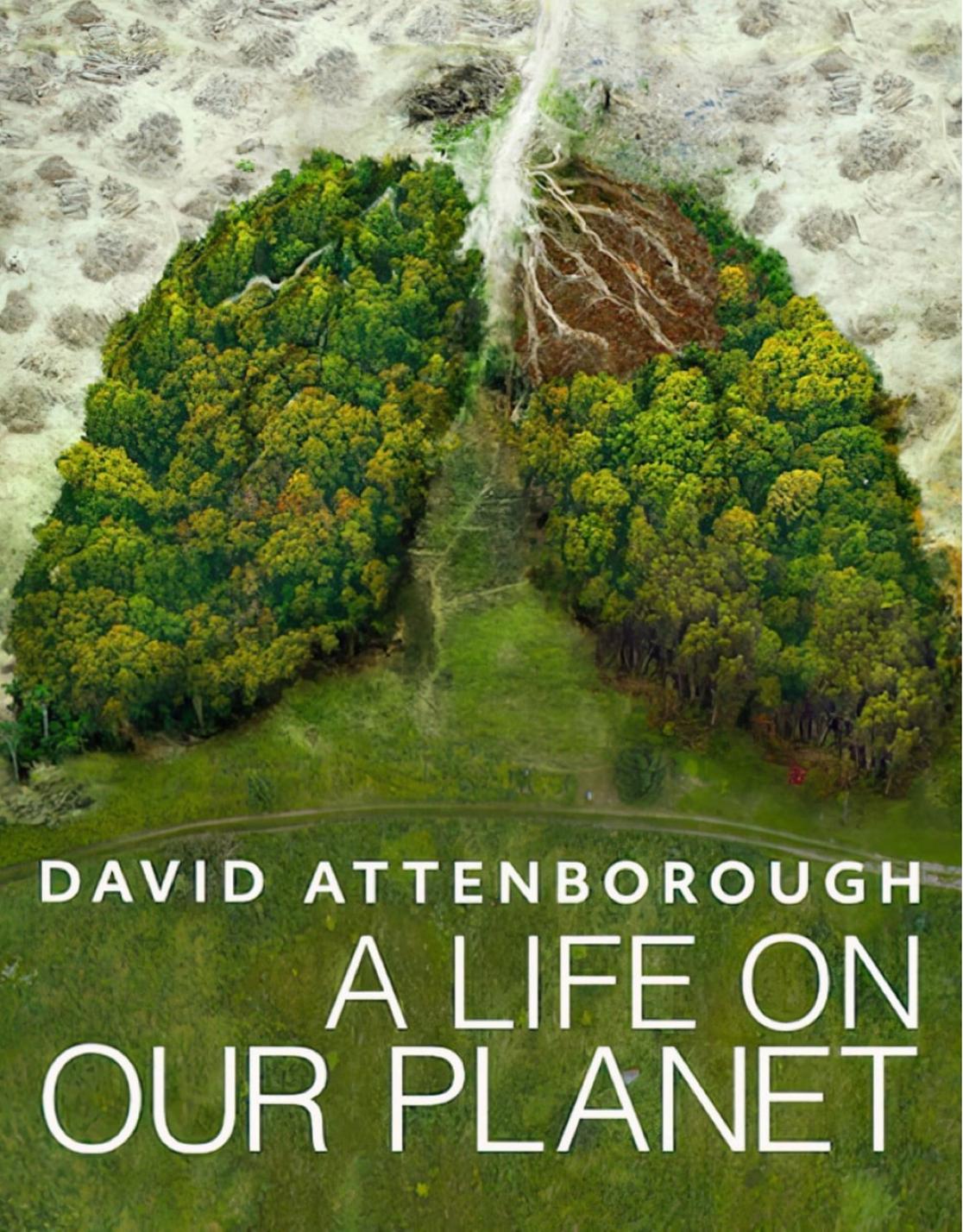
keynote: sustainability



tim hodgson
founder
my net zero



CLOSING THE EMISSIONS GAP



DAVID ATTENBOROUGH A LIFE ON OUR PLANET

4 THE AUSTRALIAN,
MONDAY, NOVEMBER 15, 2021
theaustralian.com.au

Pact ends not with a bang but a whimper

JACQUELIN MAGNAY
GLASGOW

After two long weeks of talks, red lines and green lines, the delivery of the Glasgow Climate Pact has kept the 1.5C global warming goal alive, but with a weak pole, officials say.

The results from the summit were the introduction of a phasing down of coal, the need for countries to return next year with upgraded plans to cut emissions, and doubling of developed nation contributions to developing nations fighting climate change.

COP26 president Alok Sharma was on the verge of tears, heavily hesitant to bang the gavel and declare the pact accepted after a dramatic series of interventions by China and India.

He was deeply embarrassed at the way the summit ended, ramming home the final text, lest it all dissolve into nothing.

"I apologise for the way this process has unfolded. I am deeply sorry," he told stunned delegates during a dramatic controversial finale, where the text around coal was changed. Mr Sharma, usually known as "no-drama Sharma" for his calm demeanour, added: "I also understand the deep disappointment but I also think, as you have noted, that it is vital that we protect this package."

In the final discussions, Indian Environment and Climate Minister Bhupendra Yadav and China's delegate Xie Zhenhua had objected to phasing out coal, something raised by South Africa earlier, and even though there wasn't supposed to be any last-minute changes, India took the main running, demanding the change or detonating the entire agreement.

There was anger and frustration, something finger-pointing and much texting on phones as the agenda was delayed and key negotiators came up with words that watered down the coal clause for the third time.

The text that was adopted now reads to "phase down unabated coal power and phase out inefficient fossil fuels subsidies while providing targeted support to the poorest and most vulnerable in line with national circumstances and recognising the support towards a just transition". Mexico was furious about the "non-transparent and non-

inclusive process". Fiji expressed "astonishment and immense disappointment", saying countries could exploit loopholes and the phase-down had no demonstrable measurements.

Yet as US climate envoy John Kerry later pointed out, the wording on coal can be adjusted at the next COP and coal has to be phased down before it can be phased out, so it was, he believed, a big diplomatic win to get any reference to coal and fossil fuels into the text in any form.

Essentially the Glasgow Pact ensures countries will return in a year's time with upgraded national plans to try to bridge the gap and make more ambitious efforts.

Even if every government car-

'I understand the ... disappointment but also think ... it is vital we protect this package'

ALOK SHARMA
COP26 PRESIDENT

ries out its promises, the global temperature rise is still on track for 2.4C, above the 1.5C target. Scientists warn such a rise will cause dramatic devastation.

The pact allows for poor nations hit by extreme weather events to be compensated but plans to offer reparations to countries for the damage caused by richer nations was put on the back burner. An agreement was reached on the process of carbon markets, which will make the Paris Agreement fully operational. There is also agreement about the format to account for "complicated territory".

Australia had strongly lobbied for. Australia's chief negotiator, Jamie Jobst, had earlier told a stakeholder meeting of the summit: "We heard the need for a greater focus on adaptation and the doubling on adaptation going forward, and we also heard the call for loss and damage and acknowledging the need we deliver a tangible focus and how we support regional efforts to address this."

UN secretary-general Antonio Guterres warned: "We are still knocking on the door of climate catastrophe."

After more than 20 years as a high-flying marketing and commercial executive, which included co-writing Australia's successful 2018 bid to bring the Invictus

THE MY NET ZERO STORY

CLIMATE DEAL

Trenches about to be dug as Glasgow target sets up political battlefield

JOE KELLY
ANALYSIS



There is no reprieve for Scott Morrison from the Glasgow climate summit. Months out from an election, the climate pact will sharpen

the contest between Labor and the Coalition over targets. And the battleground is not 2050. It's all about the end of the decade.

Countries including Australia which have not updated their 2030 plans have been asked to scale up their ambition by the end of next year, reaffirming the enduring truth in all climate agreements: the status quo is the enemy.

The pressure to do more is always constant and ongoing because each year the task gets harder. Already the government has rejected the request. Morrison will

stand by his existing 26-28 per cent target. Only the forecasts showing possible reductions of up to 35 per cent will change.

Energy Minister Angus Taylor was direct and forceful on this point. "We have set our target," he said. "We don't reset our targets."

The opening is there for Labor. But much will depend on what target Anthony Albanese proposes. He will be keen to avoid the error made by Bill Shorten in 2019 and aim too high. A lower target will defuse the issue at the next election, but disappoint the rank-and-

file and risk driving them into the arms of the Greens.

Glasgow has distilled these new realities in Australia's climate debate. It doesn't represent a ceasefire in the climate wars — it propelled them into a more complex phase. Labor and Liberal are now closer on climate policy than at the last election. Glasgow confirmed Morrison was right to move with the times.

He risked the Coalition by embracing a net-zero by 2050 target, but Glasgow required the government to change. Not having a net-

zero target would have damaged Australia on the international stage and hurt Morrison at home.

Morrison's pivot, executed with Nationals' support, represents a transformation for the Coalition. Critics who downplay this and attack Morrison for not going far enough do not concede the other obvious point: greater ambition would have destroyed the Coalition and made the government electorally unviable.

After Glasgow, Morrison faces new problems. His ability to wage a scare campaign against Labor

was thrown into doubt by the Coalition's climate conversion. He risks bleeding votes to the Right.

Morrison's argument last week that Labor would restrict freedoms and choices on the path to net-zero appeared weak. Instead of being able to attack Labor over its 2050 target, Morrison is left picking about the best way to get there. The battlements have been set. Morrison will stand by his 26-28 per cent target for 2030. Albanese must decide whether he will take the bait and how much higher his target will be.

On a mission to make net zero personal



Tim Hodgson and wife Emma discuss a personalised road map to net zero with children (from left) Archie, 15, Barney, 13, Jemima, 7, and Harry, 10

NICHOLAS JENSEN

When marketing guru Tim Hodgson prepared to launch his start-up platform MyNetZero in October, he knew he was entering "complicated territory".

"I was like most people on the subject," he said.

"I was overwhelmed by the information, the doom and gloom, and a bit unsure about what I could do with my family to help reach a net-zero target."

After more than 20 years as a high-flying marketing and commercial executive, which included co-writing Australia's successful 2018 bid to bring the Invictus

Games to Sydney, Mr Hodgson said he was late to the issue of climate change and emissions reduction, but that "it's never too late to start".

"It started when I was watching a David Attenborough documentary on our planet with my wife and four kids," he said.

"We sat down for dinner afterwards and just started talking about it, and thought we would have a plan to bring down our own household emissions."

"We made a net-zero pledge then and there, and set about reaching that goal by addressing energy, travel, food, waste, finance and consumption."

"It seems daunting but it's

really not if you have the right road map."

In 2019, the Energy Research & Social Science journal suggested households were responsible for about 72 per cent of global greenhouse gas emissions, a figure Mr Hodgson said would only increase in an Australian context with the number of households projected to increase from 9.2 million in 2016 to 11 million by 2041.

With the average Australian household producing about 17 tonnes of carbon a year, Mr Hodgson said people needed to consider reductions from the perspective of personal responsibility and aim for closer to six or seven tonnes and eventually net zero.

"Clearly families who want to do this need some kind of road map," he said. "Carbon calculators are sometimes overly complicated and can put people off, but unless they can access frameworks to reach net zero, emissions will remain elevated."

"The government has the Paris Agreement and COP26 — initiatives like MyNetZero need to become the 'people's agreement' where we're accountable to each other at a grassroots level."

"With the Invictus Games, I think one of the great successes was managing to align government, corporate and not-for-profit groups around this simple concept of using sport as a tool to

rehabilitate and reintegrate veterans into society.

"I think MyNetZero is essentially trying to do the same thing." Mr Hodgson said an online hub for members to build, download and print personalised road maps, as well as form groups of friends to compare a household's progress.

It also allows users to interact and develop a timeline to net zero, which prioritises reductions across energy, waste, travel, finance and consumption habits.

"An individual's road map will be linked to relevant information and industries that can help them reach their target quicker, based on what you've decided to do."

Coal is phased down but not out

Continued from Page 1

obligation on Australia to "sign up to a higher target in 2022 for 2030 is something that the Prime Minister must explain" saying the existing target was inadequate. "Why is it we went to the Glasgow conference with Tony Abbott's target in 2015?" the Opposition Leader said.

While the response from international delegates in the Glasgow conference room was sombre, much of the reaction to the climate pact from outside Glasgow was heavily critical.

Amnesty International said leaders had "catastrophically betrayed humanity at large by failing to protect people most affected by the climate crisis and instead voting into the interests of fossil fuel and other powerful corporations".

Oxfam International executive director Gabriela Bucher said "some world leaders think they aren't living on the same planet as the rest of us".

The Glasgow Climate Pact urged developed nations to double their contributions to developing nations fighting climate change and allowed for poorer nations hit by extreme weather events to be compensated.

However, plans to offer reparations to countries for the damage caused by richer nations were put on the back burner.

An agreement was reached on the fundamental process of carbon markets, which will make the Paris Agreement fully operational, and there was a deal struck over the proper format to account for targets and emissions, something for which Australia had strongly lobbied.

Mr Taylor and Foreign Minister Marie Payne said the breakthrough on transparency was the "key to accountability and to translating ambition into achievement".

"This goes to the heart of the Paris Agreement, which relies on all countries delivering on their commitments to achieve a global

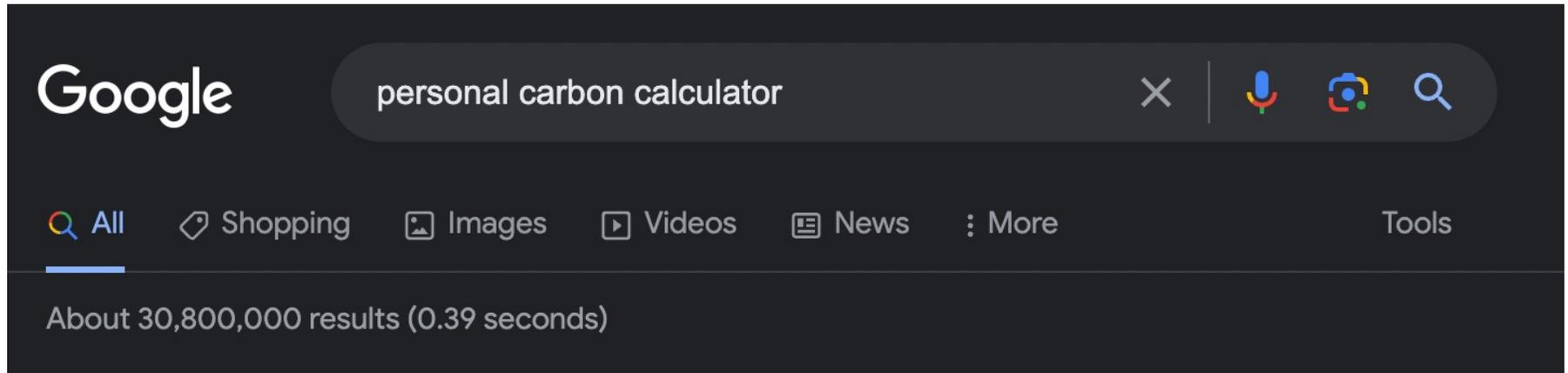
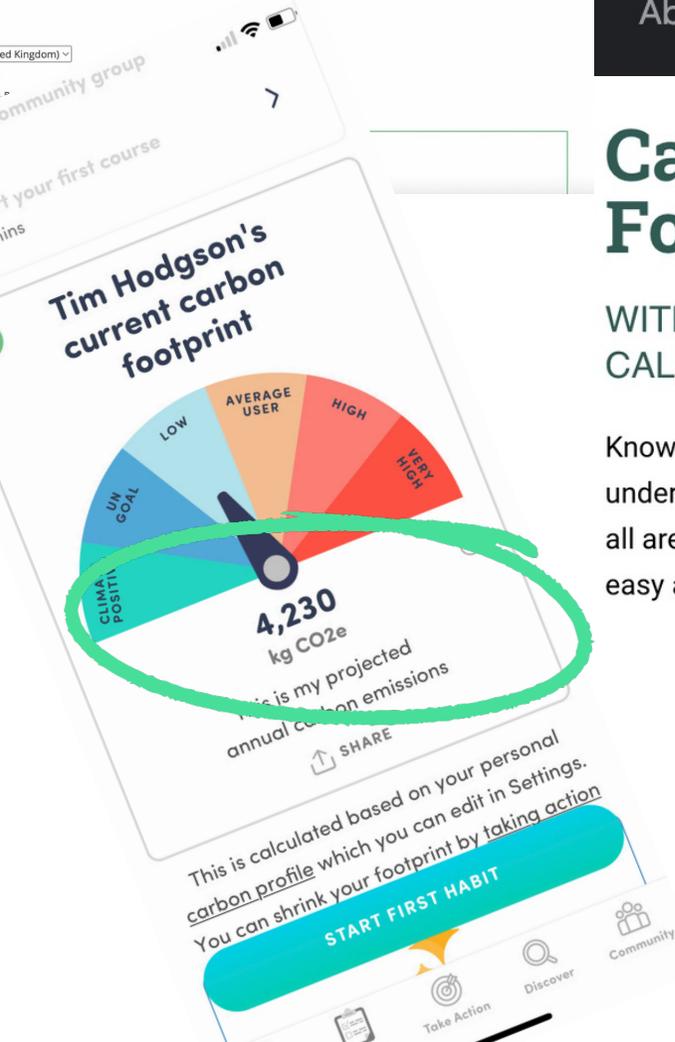
CARBON CALCULATOR

Carbon Footprint Calculator For Individuals And Households

Calculator is provided free to use

Helping the environment and communities across the World by Carbon Offsetting.

Carbon Offsetting Projects that both tackle climate change and support impoverished communities across the world. Just click on the projects you have finished your calculation. It takes only a few easy clicks and costs only a few Pounds/Dollars/Euros per tonne. Personalised Certificate recognising your offsetting - makes a great gift too!



Calculate Your Footprint

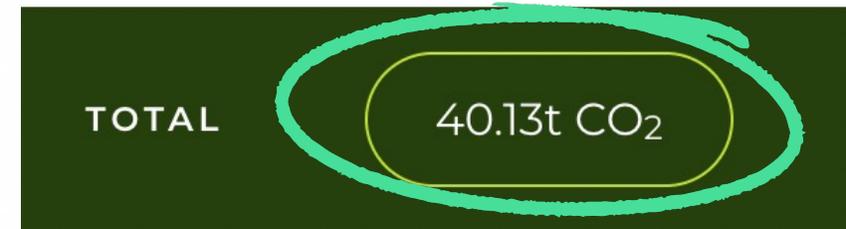
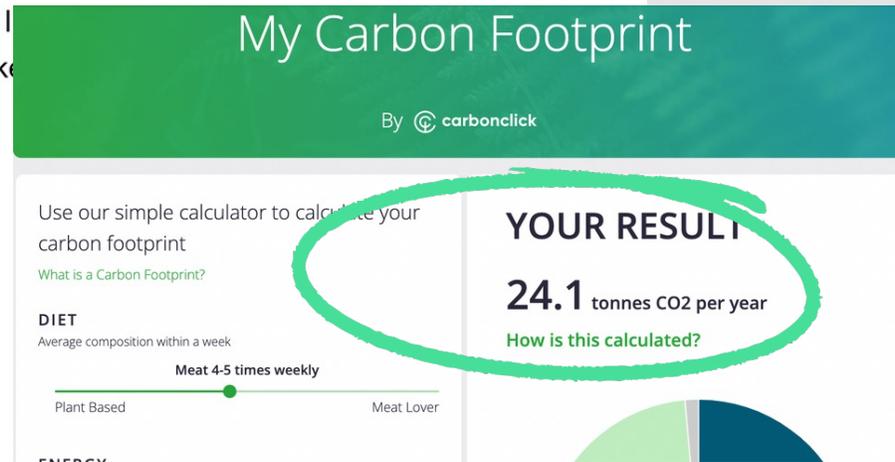
WITH OUR PERSONAL CARBON FOOTPRINT CALCULATOR

Knowing your carbon footprint can be the first step to understanding your impact. It empowers you to take action in all areas of your life. It's easy and can take

Carbon Calculator

What is your climate impact?

Use our free online calculator to estimate your carbon footprint and find out how much you need to offset to compensate for your greenhouse gas emissions.



ELECTRIFY

SOLAR

BATTERY

SWITCH
PROVIDERS

ENERGY
OFFSET.

REDUCE
MEAT

RECYCLE

COMPOST

OFFSET
CAR

ELECTRIC
VEHICLE

SHOP GREENER.

BANKING

OTHER
INVESTMENTS

SUPER

BATTERY ELECTRIFY
REDUCE MEAT
OFFSET CAR
BANKING
SUPER
ENERGY OFFSET.
RECYCLE
SWITCH PROVIDE
ELECTRIC VEHICLE
COMPOST
SOLAR
GREEN
OTHER INVESTMENTS

THE HODGSON FAMILY 
NET ZERO BY 2025.

2021

2022

2023

2024

2025

THE HODESON FAMILY
NET ZERO BY 2025.



2021

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2024

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SOLAR

SWITCH PROVIDERS

ELECTRIFY

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REDUCE MEAT

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OFFSET CAR

THE HODGSON FAMILY
NET ZERO BY 2025. ~~⊙~~

2021

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2024

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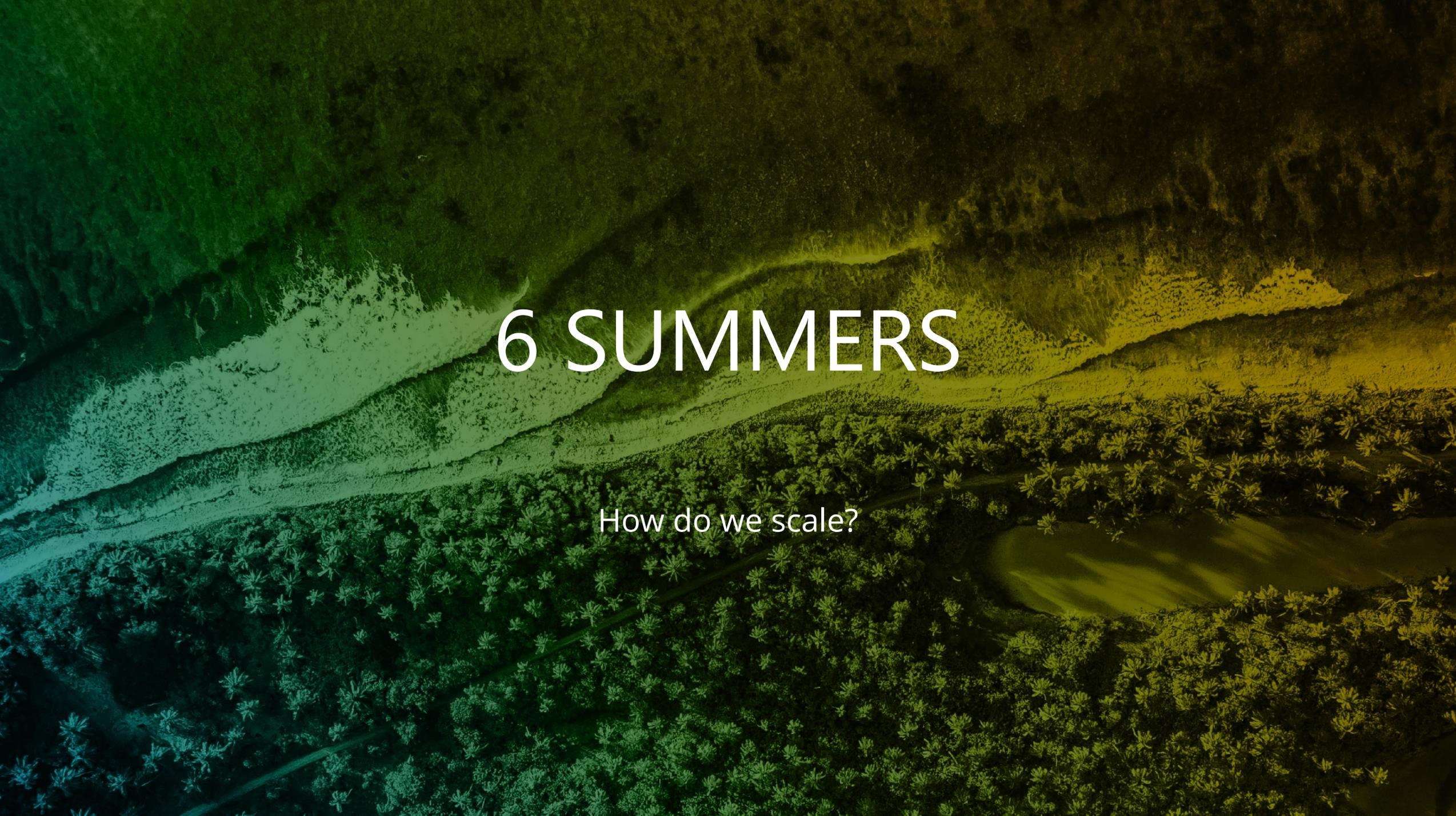
OTHER
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2025

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Had pizza
Cake -
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6 SUMMERS

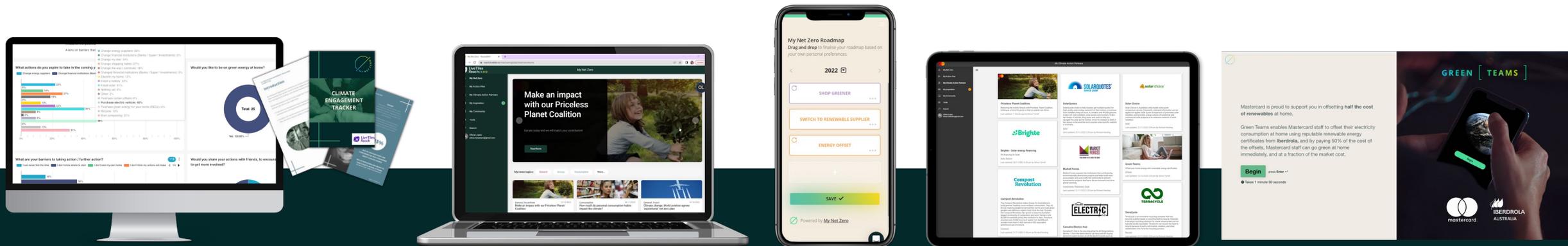
How do we scale?

MY NET ZERO



We are a data-led climate advisory, tech platform and marketplace. We specialise in reducing employee related carbon emissions, including:

- Work from Home emissions (Scope 3)
- Data led Employee Climate Action Plans:
 - Involving your people in organisational emission reduction plans
 - Personalised Climate Action Plans for employee's home lives
- A globally secure portal to house all climate communications, education, support, events, personal action plans and marketplace solutions



Data foundation - Employee Climate Action Plan - Central communications / education hub - Personal Climate Action Plans - Marketplace solutions - Home office offsets

"THE GREATEST THREAT TO OUR PLANET
IS THE BELIEF THAT SOMEONE ELSE WILL SAVE IT."

ROBERT SWAN OBE



ortb 2.6 - dynamic ad pods and video attributes



tim purss
associate director
customer succes
pubmatic

REDWOOD CITY PUNE SYDNEY PARIS
NEW YORK MUNICH AMSTERDAM STOCKHOLM
LONDON SINGAPORE HAMBURG

ORTB 2.6 - Dynamic Ad Pods & Video Attributes

TOKYO MILAN NEW DELHI LOS ANGELES
FUELING ADVERTISING INNOVATION

Tim Purss, Associate Director Customer Success, PubMatic

WHAT IS ORTB 2.6?

oRTB 2.6 is the latest version of the oRTB spec from IAB Tech Lab

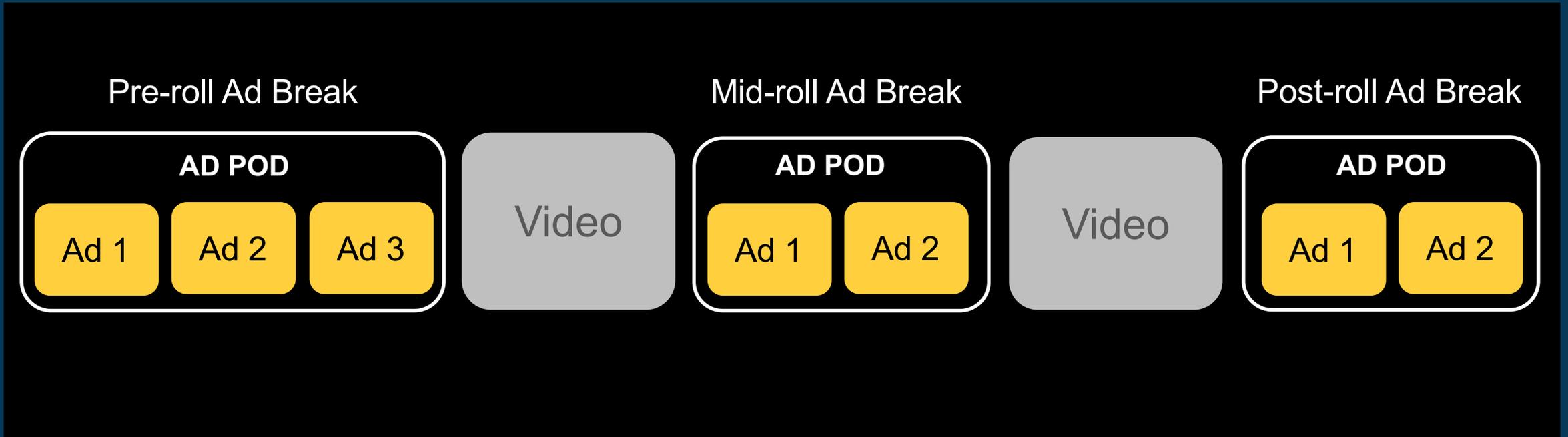
- **Key features in oRTB 2.6 include:**

- ✓ Support for ad podding
- ✓ Adoption of new taxonomies
- ✓ Richer signaling for video
- ✓ More helpful bid responses

- **Industry adoption will help address:**

- Managing duplication
- Competitive separation
- Latency or buffering
- Frequency capping

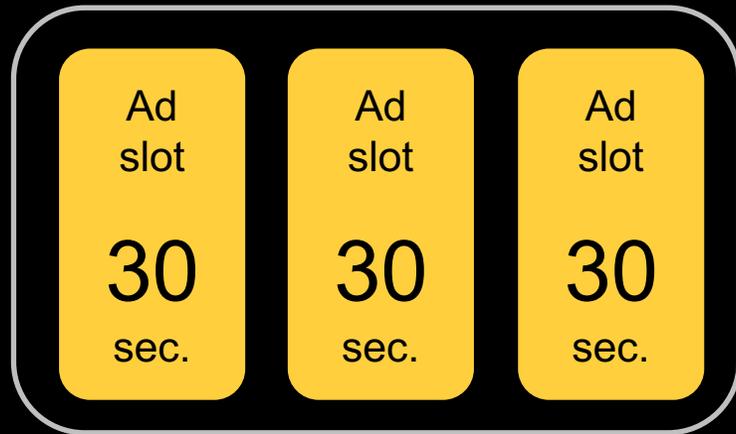
WHAT IS AN AD POD?



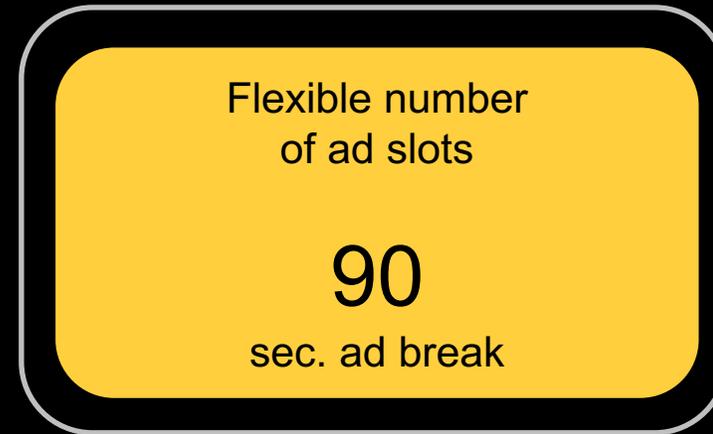
- An **ad pod** is the digital equivalent of an ad break in traditional linear TV
- They allow **multiple ads** to be played in a single break with some underlying rules

WHAT IS POD BIDDING?

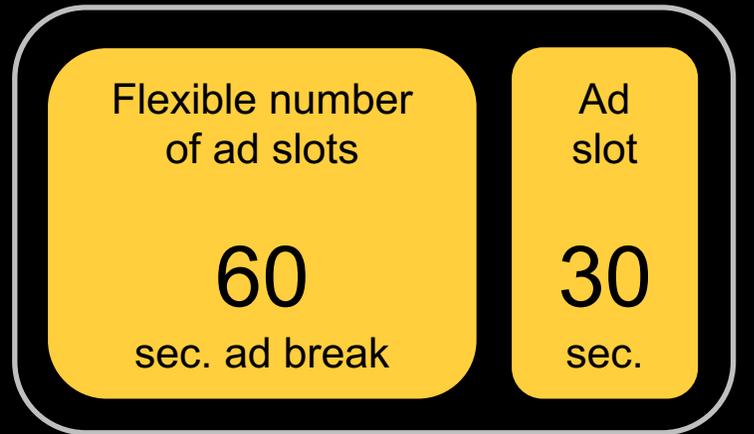
Structured ad pod



Dynamic ad pod



Hybrid ad pod



- oRTB 2.6 brings **pod bidding to CTV**
- **Pod bidding** enables the ability to select a specific slot within an ad break when buying programmatically

HEADLINE & KEY BENEFITS

BETTER END USER EXPERIENCE

- By allowing publishers to ensure that the same ad is not played back-to-back

BRAND SAFETY

- Buyer's ads should not be placed next to a competitor ad diluting the brand message.

HIGHER REVENUE

- Final Ad POD is optimized to gain higher revenue.

REDUCE COSTS

- Optimized requests yield a better response rate for the platform and platform ROI.

What PubMatic is doing with Ad Pods

- PubMatic can support ad pod requests through a closed beta, this will be released publicly in the future.
- PubMatic splits requests to send to DSPs
- DSPs will be receive podded requests in the future

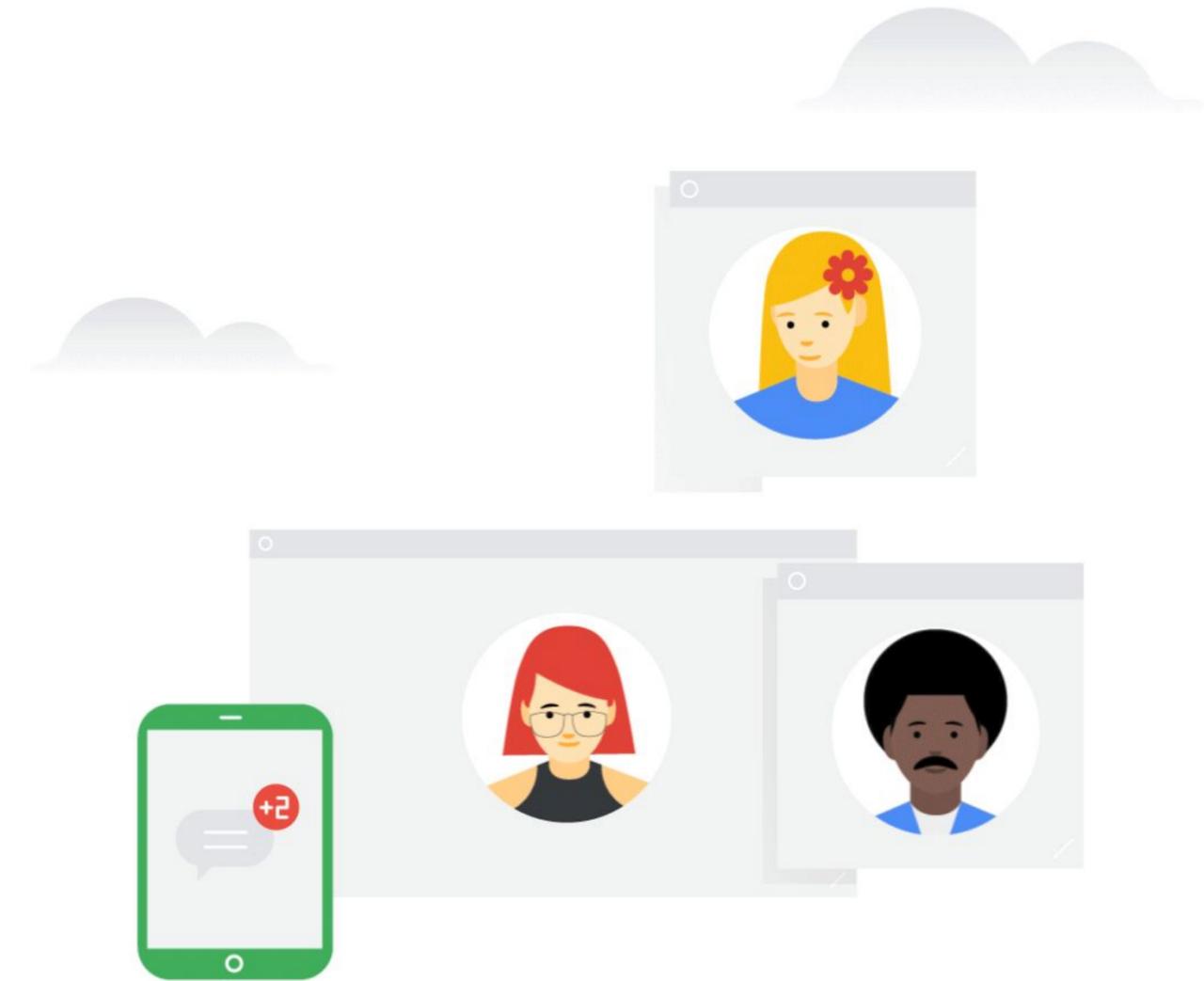
protecting our digital advertising ecosystem

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aldrich christopher
trust & safety policy transparency lead
google

Protecting our digital advertising ecosystem



Hello!



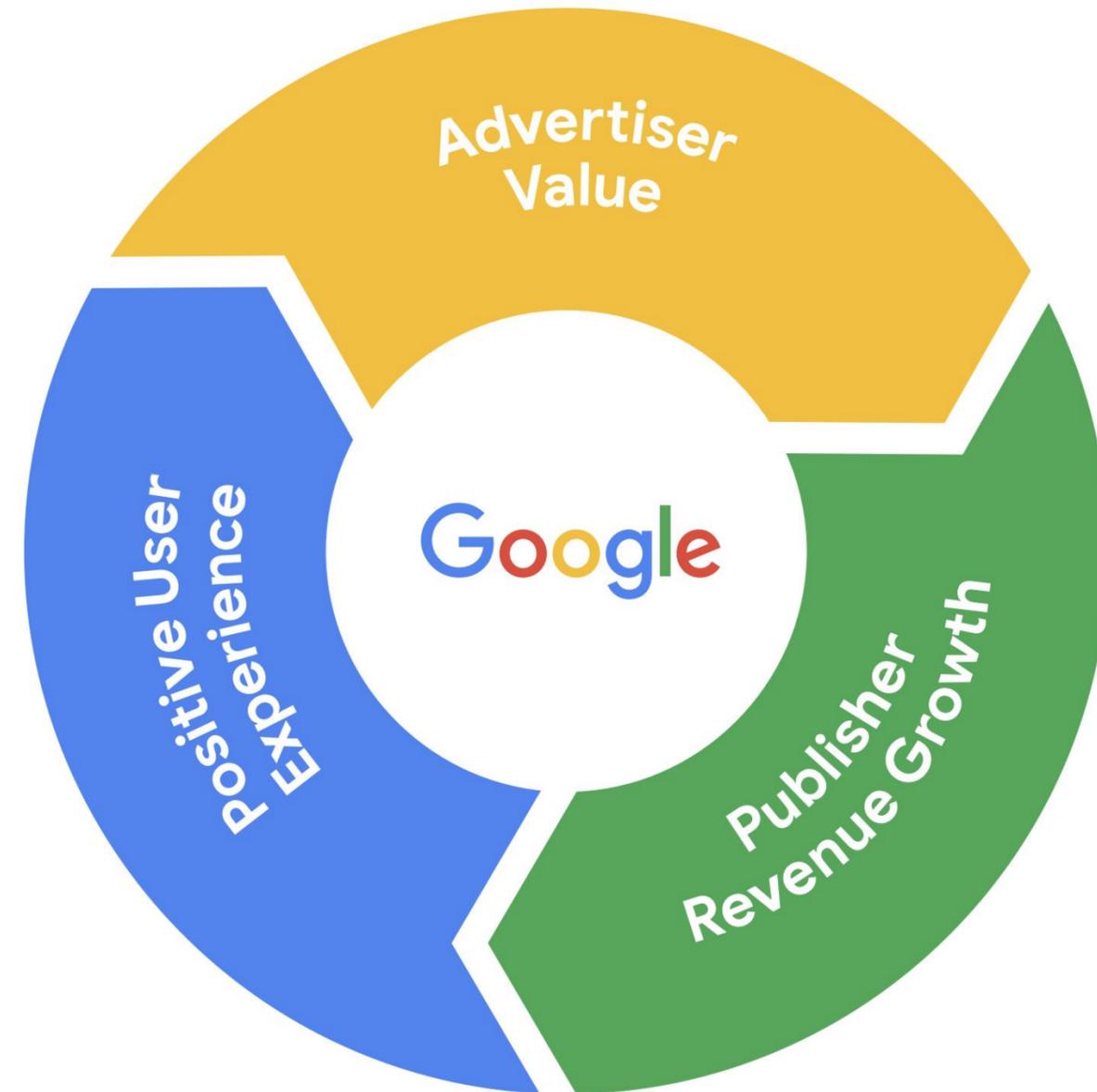
Aldrich Christopher

*Policy Transparency
Google, Trust & Safety*

Balancing the needs of the digital advertising ecosystem

The advertising ecosystem

Google values **Users**,
Advertisers and **Publishers**,
and we create and enforce
policies to help enable a
healthy digital advertising
ecosystem



Policy updates

Publisher policies help center

Understand the **Google Publisher Policies** and **Google Publisher Restrictions**.

The screenshot shows the top navigation bar of the Google Publisher Policies Help center. It includes a hamburger menu icon, the text "Publisher Policies Help", a search bar with the placeholder "Describe your issue", and a grid icon. Below the navigation bar, the main heading reads "Google Publisher Standards Overview of Google Publisher Policies and Restrictions". A navigation bar contains a left arrow, a blue button labeled "Next: Google Publisher Policies", and a right arrow. The main content area contains a paragraph: "Google helps to enable a free and open internet by helping publishers monetize their content and advertisers reach prospective customers with useful, relevant products and services. Maintaining trust in the ads ecosystem requires setting limits on what we will monetize and the behaviors we allow from both publishers and advertisers." Below this is another paragraph: "Google Publisher Standards cover two areas: [Google Publisher Policies](#) and [Google Publisher Restrictions](#)."

Publisher policies help center

Keep up to date with policy and restriction changes.

 Publisher Policies Help 

Change log

Google Publisher Standards change log

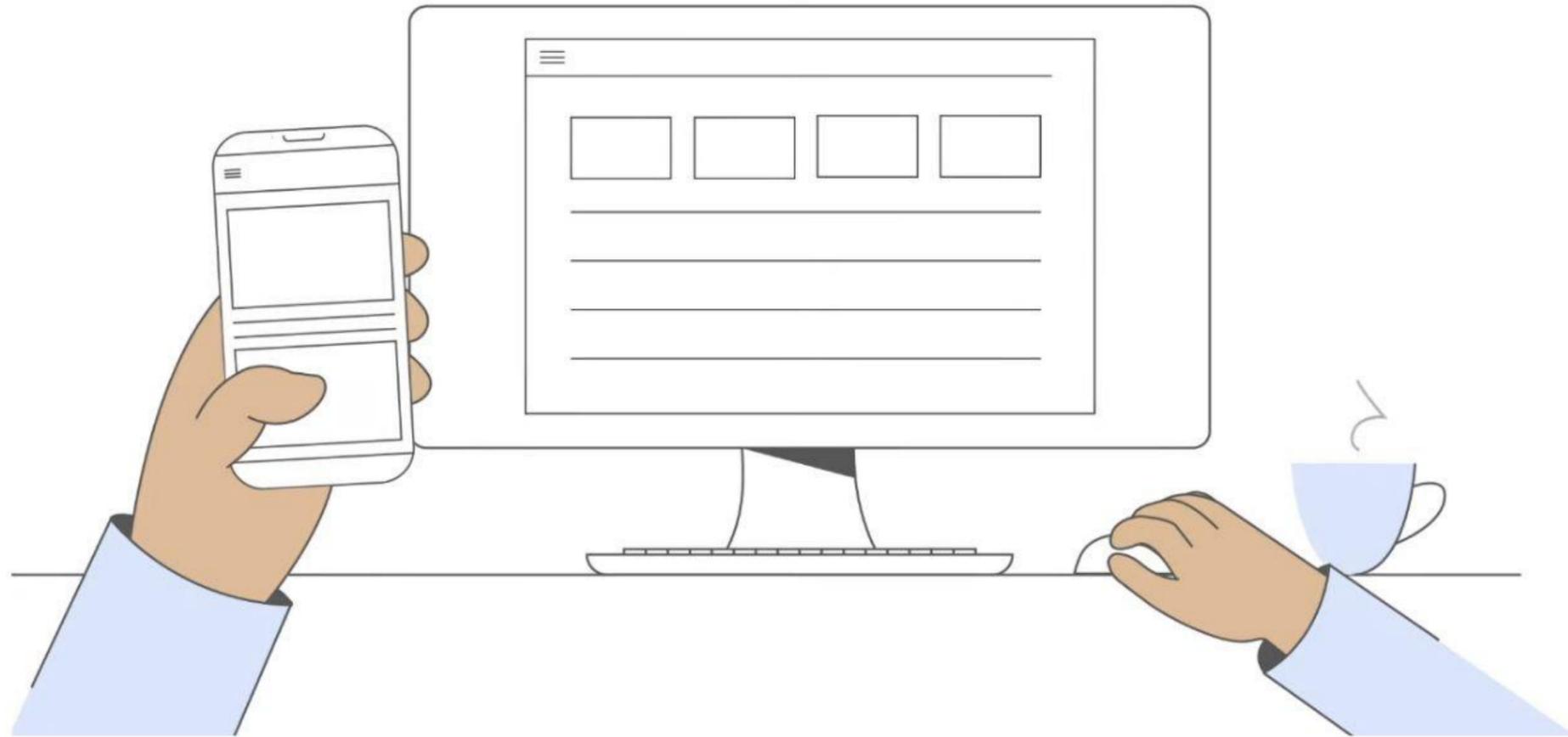
Google announces updates to our policies and restrictions for AdSense, AdMob, and Ad Manager on this change log. Publishers are required to keep abreast of changes to policies and be in compliance with them at all times.

Google Publisher Policies (January 2023)

In January 2023, Google will make the following updates to the Google Publisher Policies:

- We are bringing our existing Malware and Unwanted software policy into the [Google Publisher Policies: Requirements and other standards](#) as part of our continued efforts to simplify and streamline our policies.

Inside the Policy center video series



Inside the Policy center | Welcome to the series

Inside the Policy center series ✕

Google AdSense - 1 / 7

↺ ↻ ⋮

- 1** **Inside the Policy center | Welcome to the series**
Google AdSense **0:53**
- 2** **Inside the Policy center | Policy center overview**
Google AdSense **2:29**
- 3** **Inside the Policy center | Issue notifications**
Google AdSense **1:16** ⋮
- 4** **Inside the Policy center | Filters**
Google AdSense **1:56**



Ads Safety Report

Proprietary + Confidential

5.2B

bad ads stopped in 2022

Report an ad/listing at goo.gle/adfeedback

Ads Transparency Center

Ads transparency for a safe and open internet

Find active ads published through Google

 Any time ▾  Shown anywhere ▾ All formats ▾

 All topics ▾ Search by advertiser or website name

Ad Traffic Quality (g.co/adtrafficquality)

Google Ads

Traffic Quality Overview Invalid activity How we prevent it What you can do

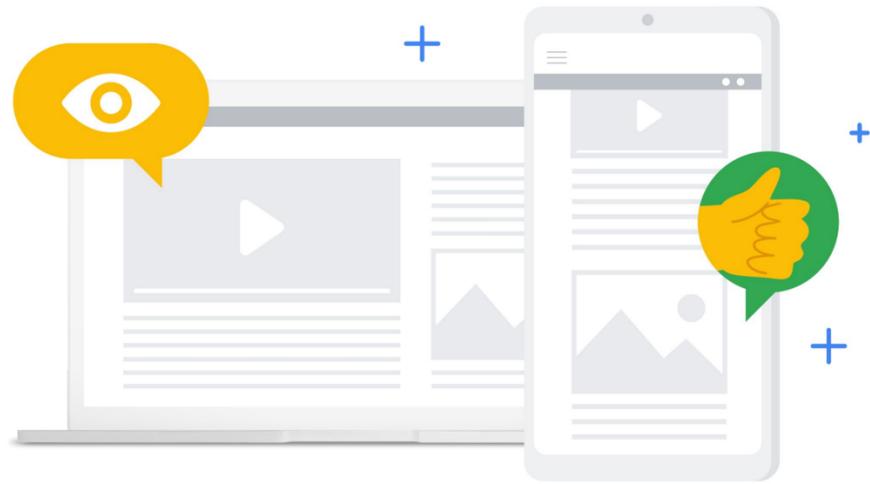
We protect you from invalid activity and advertising fraud

An illustration of a woman with dark hair, wearing a blue shirt, sitting at a laptop. To her left is a blue shield with a white padlock icon. The entire scene is enclosed in a dashed blue oval.

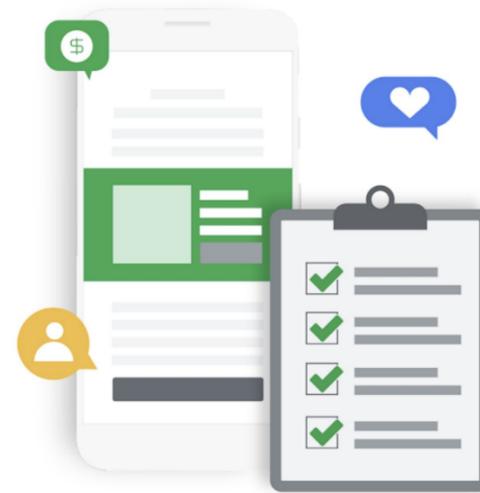
We work hard to get you real results from advertising.

Best Practices

Best practices to remain policy compliant



Create outstanding
content



Policy compliant
ad implementation



Focus on the
user

Resources

Resources



Help center



Policy center



Help community



YouTube

Infographics

AdMob

bit.ly/admob-infographic

AdSense

bit.ly/adsense-infographic

Ad Manager

bit.ly/admanager-infographic

YouTube



Abusing the Ad Network Policy

Google Advertiser Policies

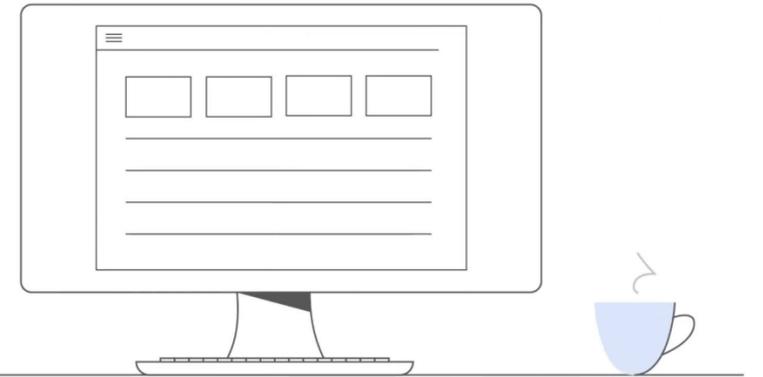


Google AdMob



Getting started with AdMob:

The role of policy in the ads ecosystem



Product Policy Hub
[@googleproductpolicyhub](#)



Policy Playlist
[@admob](#) [@adsense](#)



Inside the policy center



Thank You



welcome to
digital
adops
summit

iab.
australia