

MEASURE

sustainable media measurement: 2023 update



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[sli.do #measureup2023](https://sli.do/#measureup2023)



ACTION PLAN

Ad Net Zero's five-point Action Plan provides our industry with a guide for its transition to net zero. The actions are:

ACTION 1

Reduce Emissions from Advertising Business Operations

ACTION 2

Reduce Emissions from Advertising Production

ACTION 3

Reduce Emissions from Media Planning & Buying

ACTION 4

Reduce Advertising Emissions Through Awards and from Events

ACTION 5

Harness Advertising's Power to Support Behaviour Change

An Uncommon Collaboration On Media Sustainability



Marketing's contribution to Sustainability



Voluntary framework to improve media's environmental efficiency through suggested common standards



Programmatic best practices, standardised signaling, and telemetry to signal within the Programmatic Supply Chain



Eliminate the negative environmental impacts of production



Advertising industry approach to sustainability

10
Voluntary
Action Points
to Reduce
Media's
Greenhouse
Emissions

**Sustainable
Supplier Selection
and Infrastructure**

- 1** Build a Sustainability-Assured Media Partner List
- 2** Streamline Your Media Value Chain & Technology

**Optimise
Assets for Media
Decarbonisation**

- 3** Drive Asset Sustainability Based on Media Sufficiency
- 4** Compress & Consider Length of Digital Creative Formats
- 5** Stream Content & Landing Destinations versus Preload

**Sustainable
Media Planning
& Buying**

- 6** Optimise Flighting to Include Off-Peak Energy Periods
- 7** Streamline and Optimise Data Usage
- 8** Look for Sustainability in Print
- 9** Look for Sustainability in Outdoor
- 10** Consider Emissions Data in Media Measurement Models

The Sustainability Playbook: Starter Guide for a **Sustainable** Programmatic Marketplace

IAB Tech Lab has launched recommendations for some quick wins that companies can implement to reduce the carbon impact of the programmatic marketplace.

[READ MORE!](#)

iab.TECH LAB



industry briefing

sustainability in digital advertising

initial best practices
& recommendations

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top 5 sustainability tips for buyers & sellers

understand your company's position on sustainability

buyers

1. ensure measurement is consistent & transparent
2. ensure you are only working with lean creatives
3. avoid ad inventory that is "Made for Advertising", poor quality or climate risk
4. leverage SPO practices including deals
5. insist partners are running the latest IAB Tech Lab standards

sellers

1. start measuring the impact media has on carbon emissions
2. only accept lean creatives & enforce guidelines
3. use lazy loading for all ads on sites
4. review all demand partners & enable DPO to reduce bid intensity
5. adopt latest IAB Tech Lab transparency standards