

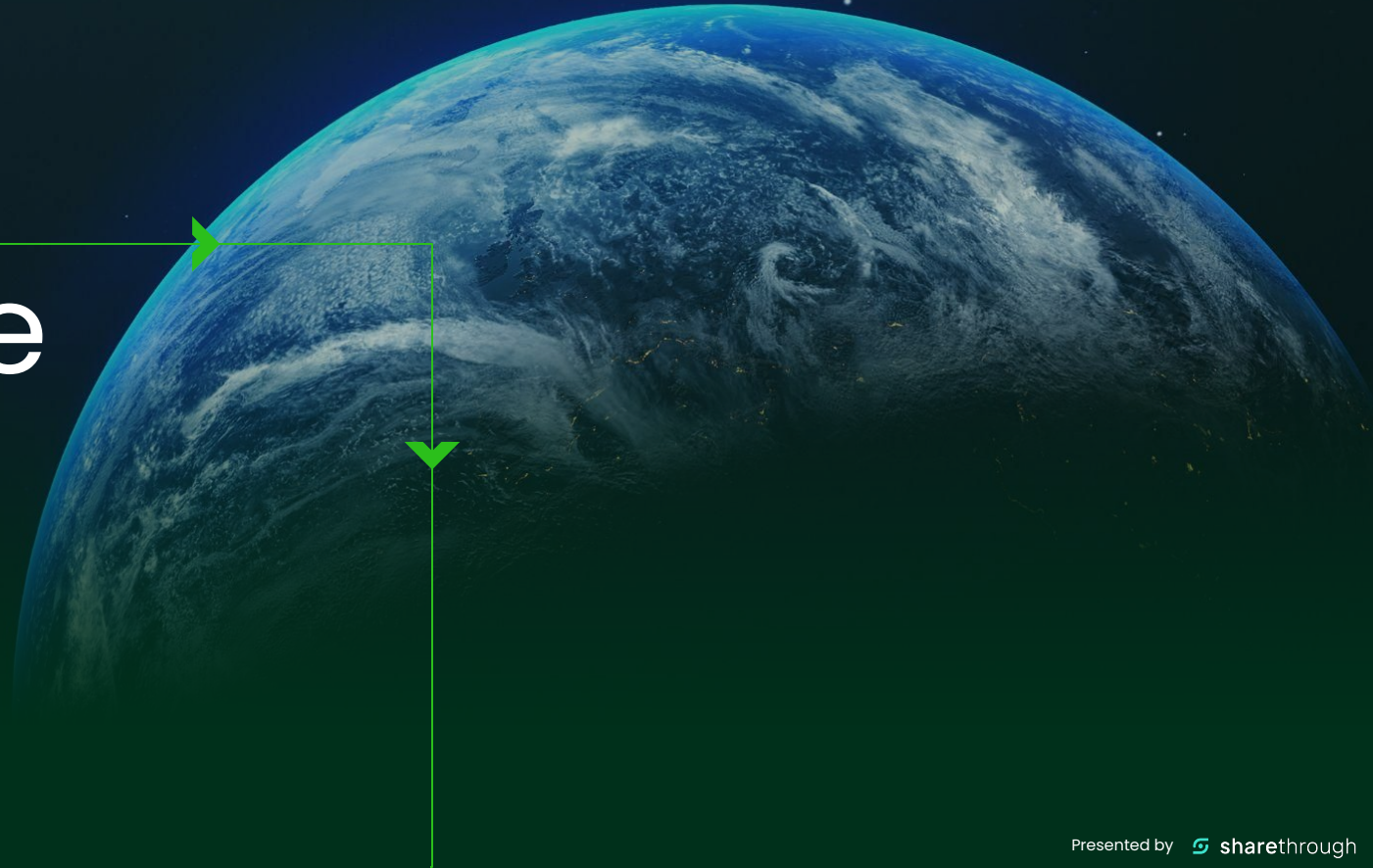

Opening Remarks



Frank Maguire
VP, Insights & Strategy

 sharethrough

Why Are We Here?





1



Responsibility

We Must Cut Global Emissions in Half by **2030**

Otherwise...

1.5°C → **2.0°C**

Doubles the Destruction...

From **6%** to **18%** of **insects** affected

+10cm higher sea levels will expose **10 million people** to risks

From **70%** to **100%** of **coral reefs** are **lost** by 2050



Source: Based on the IPCC Special Report on Global Warming of 1.5°C and Special Report on Oceans and Cryosphere in a Changing Climate.

Powering The Internet Generates **More Carbon Emissions** than Global Aviation!

The Internet

~4%

Of Total CO₂
Emissions

Global Aviation

~3.5%

Of Total CO₂
Emissions

Source: UPI, Sept 2021

And Digital Advertising is Part of the Problem

1 Million Impressions = 1 metric ton of CO₂e

=

The Emissions From

1

Round Trip Flight
From Boston to
London per
Passenger

=

Fully Charging

121,643

Smartphones

=

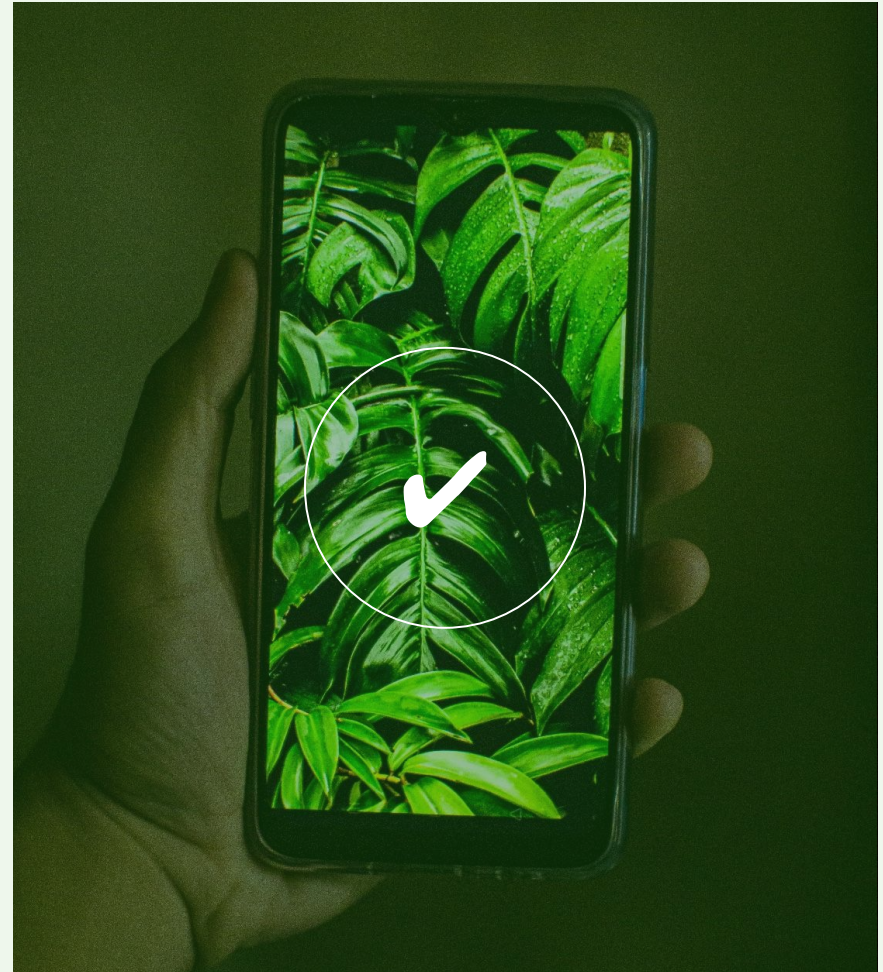
The Carbon in

2.4

Million Plastic
Straws

Unlike Aviation...

Advertising can
become **one of
the first industries**
to reach net-zero
emissions.



Why Are We Here?



2

To Learn



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2023 Digital Advertisers Sustainability Survey

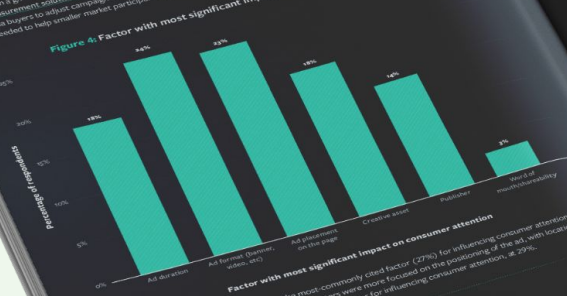


Factors impacting consumer attention

Across the UK market, a wide range of factors were identified as having the most significant impact on consumer attention, indicating that attention has no one-size-fits-all approach and is highly dependent on elements such as audience and brand vertical.

Ad format (for example banner versus video) was the most commonly cited factor (24%), closely followed by where an ad was positioned on a given page (23%), and both ad duration and creative asset used (both 18%). The emergence of attention-based media, quality measurement solutions, ad enhancement technology and dynamic creative optimisation (DCO) solutions in recent months has also seen media buyers to adjust campaigns according to these factors, through further testing and the development of industry standards that may be needed to help smaller market participants to capture on these tools.

Figure 4: Factor with most significant impact on consumer attention — UK



Factor with most significant card factor (27%) for influencing consumer attention, followed by the duration of the ad (23%). Memorable, brand-related letters were more focused on the positioning of the ad placement and ad format cited as the joint-most impactful factor for influencing consumer attention, at 24%.

Among agencies, the creative asset used was the most commonly cited factor (27%) for influencing consumer attention, followed by the duration of the ad (23%). Memorable, brand-related letters were more focused on the positioning of the ad placement and ad format cited as the joint-most impactful factor for influencing consumer attention, at 24%.

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Attention measurement

A wide variety of methodologies are currently used by UK media buyers to measure attention. Despite only being a measure of whether an ad has the opportunity to be seen (defined as 50% of the ad's pixels visible in the browser window for a continuous one second for standard display ad formats), rather than a true measure of attention, viewability remains a leading metric for tracking attention according to surveyed buyers, cited by 37% of respondents overall.

Indeed, previous testing performed by Meta and Double determined that there is only a weak correlation between the percentage of an ad that is "viewable", and the percentage of an ad that is actually seen. This is likely to stem from a current lack of industry standards around the need to train media buyers on attention measurement. Encouragingly however, during the survey period of identical deep-dive on desktop and mobile, attention measurement remains a primary high proportion of responses (27%) for tracking attention performance. Similarly, high proportion of responses (27%) for tracking attention performance from generally active-to-passive measured UK media buyers are experimenting with alternative methods for measuring attention beyond viewability, with 32% exploring eye tracking and facial recognition technology, and 24% using heat and survey tools.



UK media buyers are experimenting with alternative methods for measuring attention beyond viewability

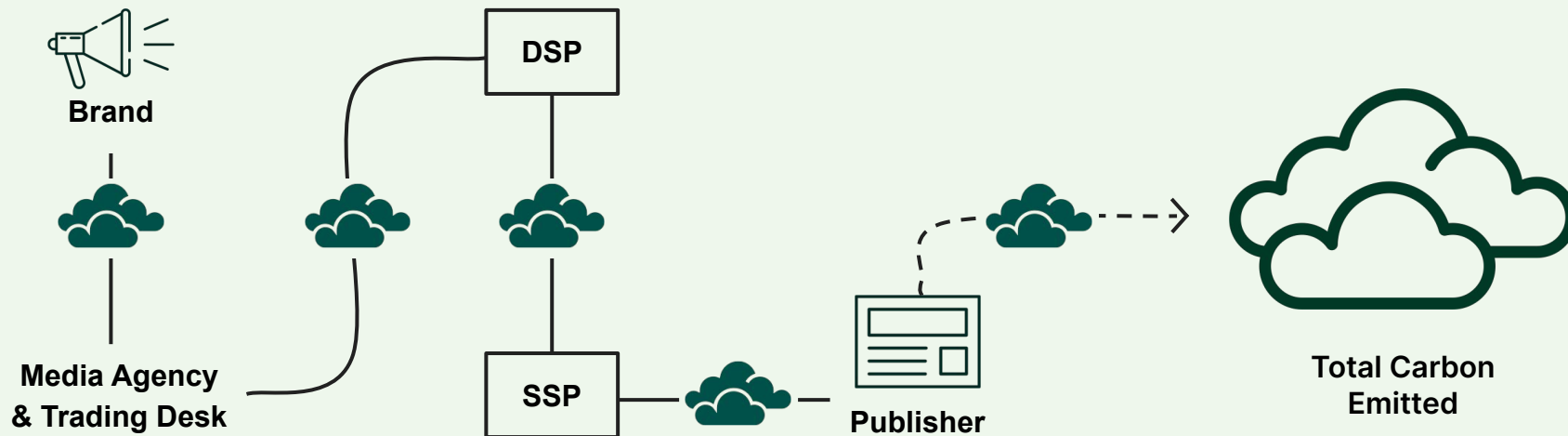


30% of respondents are exploring eye tracking and facial recognition technology.

Top Advertiser Priorities to Help Reduce Digital Advertising Emissions

- 1 Educate & Study**
- 2 Measure Emissions
- 3 SPO/Reduce Partners
- 4 Prioritize Partners with Lower Emissions

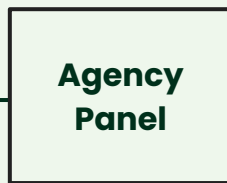
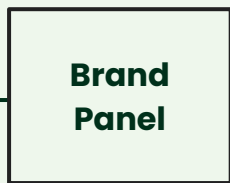
Where Do Advertising Emissions Come From?



Examples of emissions

- Servers (*electricity*)
- Cloud computing (*electricity*)
- User device (*electricity and embodied emissions*)
- Data transmission (*electricity*)
- Distribution of content

Here From This Full **Supply Chain** Today



9:30 AM - 10:00 AM ET

Building a Sustainable and Profitable Brand



11:00 AM - 11:40 AM ET

How Agencies Will Hold the Digital Industry Accountable for Reaching Net-Zero Emissions



3:10 PM - 3:40 PM ET

Green by Default: How DSPs Can Empower Buyers and Sellers to Reduce Carbon Emissions



1:10 PM - 1:45 PM ET

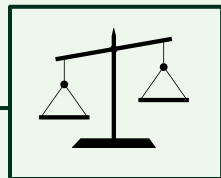
Less is More: Can Publishers Reduce Carbon Emissions Without Impacting Revenue?



Top Advertiser Priorities to Help Reduce Digital Advertising Emissions

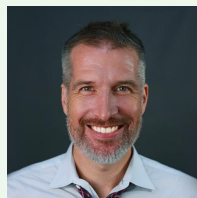
- 1 Educate & Study
- 2 Measure Emissions**
- 3 SPO/Reduce Partners
- 4 Prioritize Partners with Lower Emissions

Measure & Standardize Emissions



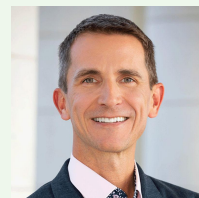
10:30 AM - 10:55 AM ET

Lessons from Year 1 at Scope3:
Brian O'Kelley Shares Next Steps to
Accelerate Sustainability in Media



11:45 AM - 12:10 PM ET

How IAB Tech Lab Best Practices
and Standards Can Help Lower
Emissions



Of the **Brands,**
Agencies & Ad
Tech Co's
Surveyed, Only...



25%

Have Made Commitments to
Reach Net-Zero Emissions



31%

Currently Track Their
Carbon Emissions



×

sharethrough

2023 Digital Advertisers Sustainability Survey

However...



62%

Plan to Measure Their
Carbon Emissions Within
the Next 1-2 Years

1:40 PM – 2:05 PM ET
Learn How From...



Richard Davis

CEO & Co-Founder,
51toCarbonZero (51-0)

KEYNOTE

5 Steps to Build Your
Company's Path to Net Zero



3

Take action

The Goal of Every Session Today

- 1 Learn from advertising sustainability leaders
- 2 Provide **actionable solutions** and next steps for attendees



Learn How
You Can
Individually
Make a
Difference

2:40 PM - 3:05 PM ET
Learn How From...



John Osborn

Director,
AdNetZero

KEYNOTE

The Power of We: The 5-Point-
Plan & How Small Actions Can
Amount to Big Change

We Believe That...

If We Are
Part of
the Problem

Let's Also
Be Part of
the Solution

Committed to Reduce our Own Carbon Footprint And Help our Industry Reach Net-Zero Emissions

WINNER



**BEST SUSTAINABLE
AD TECH PLATFORM**

Officializing our Commitment
to Net-Zero by 2030



Measuring Our Own Emissions
With Recognized Partner

51-

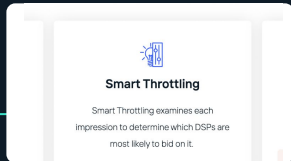
Active Member



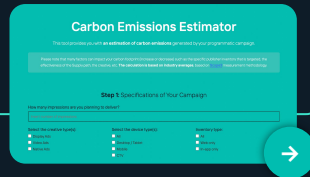
Measurement Partnership



Building Efficient Technologies
to Reduce Carbon Emissions



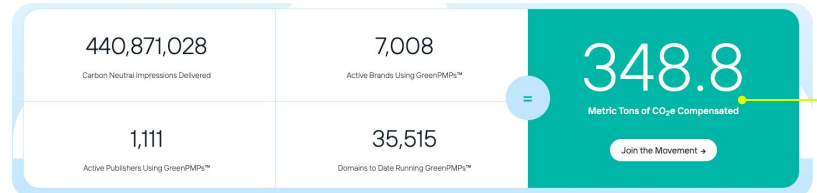
Direct Supply Paths and Free
Tools for Brands & Publishers



Track our progress
on greenpmp.io

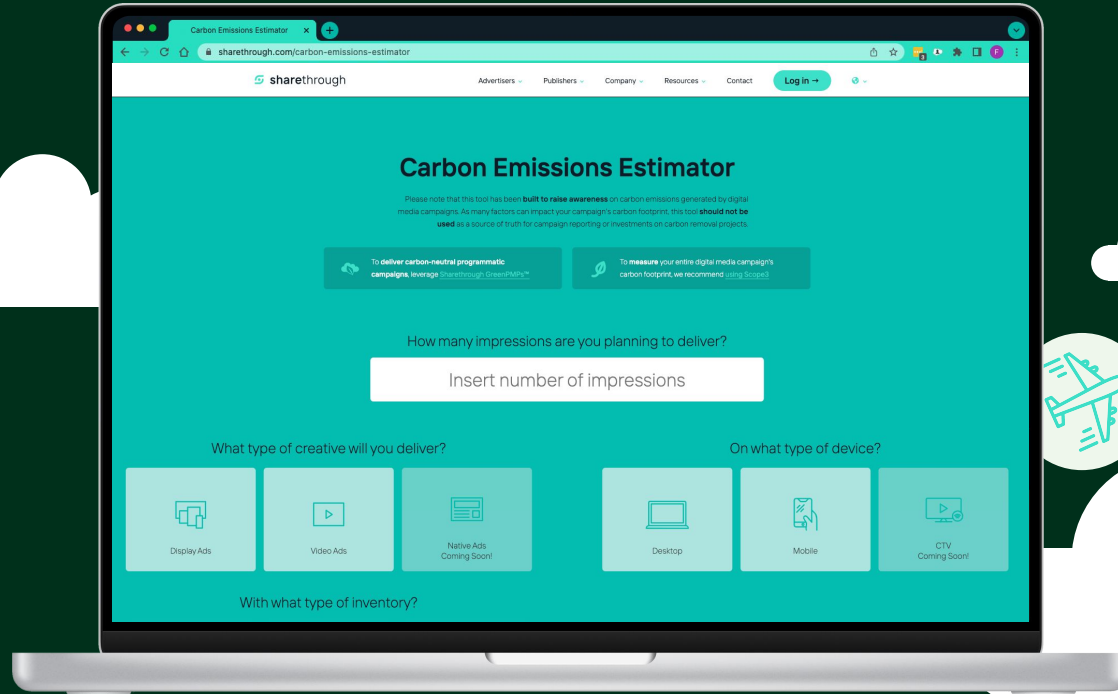
Industry-First Green Media Product, already with:

- **7068+** Active Brands
- **515M+** Impressions Delivered
- **349M+** Grams of Carbon Emissions Compensated
- **36K** Targeted Domains



Introducing: Carbon Emissions Estimator

A free tool to estimate the carbon emissions from your digital ad campaigns.



Test it
[sharethrough.com/
carbon-emissions-
estimator](https://sharethrough.com/carbon-emissions-estimator)

The Green Media Summit Will be a **Carbon-Neutral Event**

