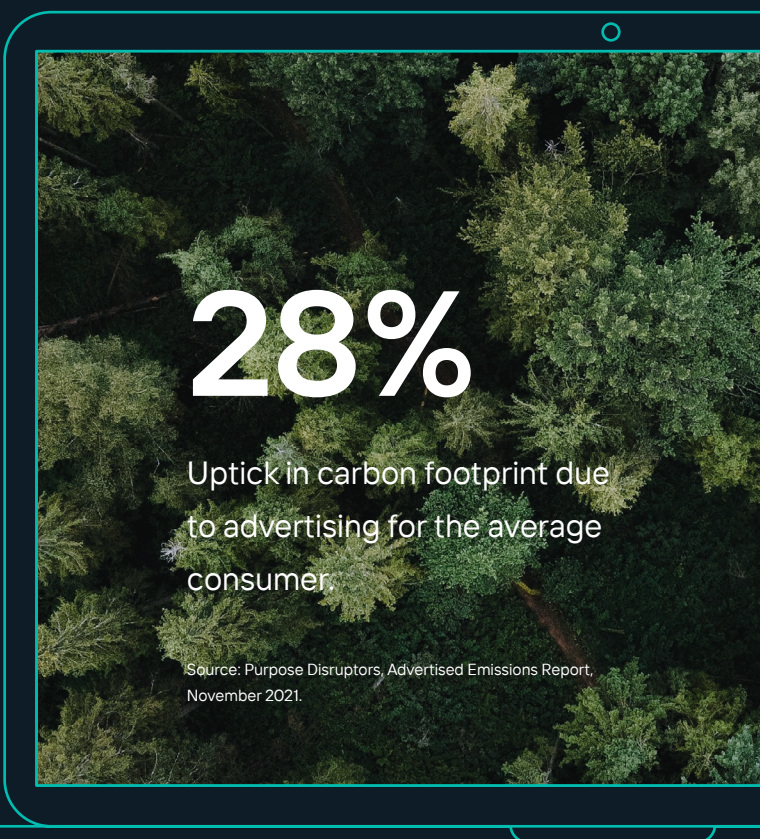


Decarbonizing the Programmatic Supply Chain

Global CO₂ Emissions Are on the Rise... **Even in the Digital World**

In fact, **1 ad impression** represents an average of 1g of CO₂



Internet Emissions = Aviation Industry

The internet is responsible for 2% of total global CO₂ emissions, which is equivalent to the global CO₂ emissions from the aviation industry.

Source: OVO Energy, "The Carbon Footprint of the Internet: What's the Environmental Impact of Being Online?", February 2022.

2%

Emissions From the Internet



2%

Emissions From the Aviation Industry



1M Ad Impressions = 1 Metric Ton of CO₂e

That's also equivalent to...



1

Round Trip Flight From Boston to London per Passenger



121k

Fully Charged Smartphones



2.4M

Plastic Straws



1.2

Acres of Forest to Offset Emissions in 1 Year



2.4k

Miles Driven in the Average Car



200k

Plastic Grocery Bags

Source: EPA, Greenhouse Gas Equivalencies Calculator, March 2022.

Consumers Want Brands to Take Action

80%

Of consumers will favor brands that are actively working to reduce their carbon emissions.

Source: Sharethrough, "Consumer Understanding of Internet Carbon Emissions", May 2022.

Brands Can Rebuild the Future

55%

Of consumers believe brands play a more important role than governments to **create a better future**.

Source: Havas, Meaningful Brands Report, May 2021.



Most Were Not Aware of Their Digital Footprint

6 out of 10

Users were not aware that navigating the internet generates carbon emissions.

Source: Sharethrough, "Consumer Understanding of Internet Carbon Emissions", May 2022.



But Consumers Are Willing to Change Online Habits

76%

Of consumers are willing to **reduce their time online by up to 2 hours** to offset carbon emissions.

Source: Sharethrough, "Consumer Understanding of Internet Carbon Emissions", May 2022.

To offset their emissions, consumers are willing to:

Shut Down Computer (86%)

Clean Out Cloud Storage More Often (85%)

Keep Phone For Longer (81%)

Going As Far As Reducing Their Streaming Habits

75%

Of consumers said they would be willing to **reduce streaming habits** if it could have an impact on carbon emissions.

NETFLIX YouTube TikTok
prime video HBO Disney+

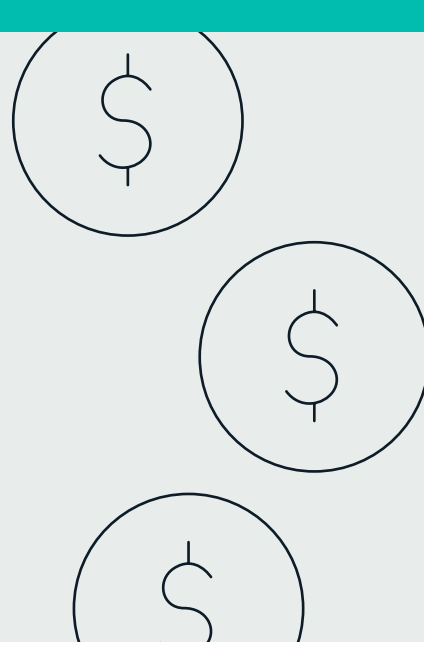
Source: Sharethrough Research, "Consumer Understanding of Internet Carbon Emissions", May 2022.

...And Even Paying a Carbon Tax Out of Their Own Pockets

37%

Of online users said they were **willing to pay a carbon tax** related to their browsing habits.

Source: Sharethrough, "Consumer Understanding of Internet Carbon Emissions", May 2022.



We Must Act Now

Decarbonize the Programmatic Supply Chain With Green PMPs by Sharethrough

Sharethrough launches **Green PMPs**, part of the initiative to decarbonize digital advertising with Green Media Products in partnership with Scope3, becoming the first SSP to offer media with net zero carbon emissions.



The **Green Icon** identifies advertising creatives that are delivered through a supply path neutralized via **carbon removal projects**.

Let's Work Together to Build a **Clean Media Ecosystem**

