

Sustainability

Accelerating Media Decarbonization from a Measurement Perspective: Best Practices and Challenges

Roundtable Summary

- Introduction to the topic of media decarbonization and its importance
- Review different approaches to measure media decarbonization and their challenges
- Discuss measurement requirements from different perspectives of market participants (brand/advertiser, agency, media production and publisher perspective)
- Discuss current and future challenges in decarbonizing the media and advertising industry

Description

The advertising industry, especially the media sector, contributes to CO2 emissions in a not inconsiderable way. In the last years, there have been many initiatives to quantify ad based carbon emissions, resulting in a lot of different standards and KPIs.

Since a lot of clients in the industry want to prioritize media investments with publishers and platforms that are actively decarbonizing their media supply, GroupM has introduced a newly developed global carbon measurement framework. It breaks down the media value chain and defines the necessary data inputs to measure carbon emissions across all five stages of the advertising lifecycle for all formats, channels and markets in accordance with the Greenhouse Gas Protocol's standards.

To achieve a broad acceptance, an approach to carbon measurement in the advertising industry needs to be globally scalable. In this round table we want to discuss current measurement approaches from different market perspectives. For example we would like to discuss with the participants to what extent the GroupM approach is purposeful, which challenges still need to be solved and what a globally adaptable framework needs to achieve from a measurement perspective in order to be practicable and scalable.

Roundtable Discussion Outline:

- Introduction to the topic of media decarbonization and its importance
- Overview of current efforts and challenges in decarbonizing the advertising and media industry
- Call for participation of audience to share the challenges they have encountered in implementing decarbonization strategies and how they have addressed or overcome these challenges.
- Presentation of GroupM measurement approach and Deutsche Telekom case study
- Discussion of the key factors that need to be delivered by a global carbon measurement framework, ideally by sharing perspectives of different market participants in the audience.
- Summary of the key points and takeaways from the discussion and invitation to the audience to share final thoughts or recommendations.
- Conclusion of the round table with a call to action for media companies to prioritize decarbonization in their operations and for the media industry as a whole to continue driving progress in this important area.

Roundtable Chairs



Inga Tegelaers
Managing Director,
Mindshare Germany
[LinkedIn](#)



Norman Wagner
Head of Group Media,
Deutsche Telekom
[LinkedIn](#)

Our Roundtable focuses on the advertising industry's contribution to CO2 emissions and the need for a globally scalable approach to carbon measurement. We will review different approaches to measure media decarbonization, explore measurement requirements, and discuss current and future challenges in decarbonizing the media and advertising industry.