

METHODOLOGY

# Evaluating the carbon footprint of Television Ad

## Linear TV and Catch-Up TV

### Flow mapping for TV Ad



#### Storage

Data Storage and query response



#### Distribution

Elements used for the broadcasting and campaign allocation  
Satellite Direct-to-Home, Terrestrial networks (e.g. Cable, IP and DTT distribution) & OTT



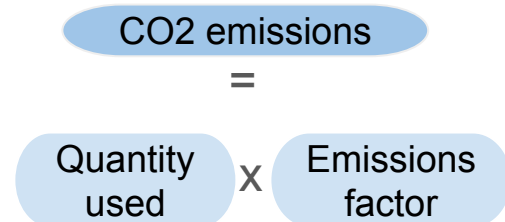
#### Use

Devices used for the connection (TV screen, Laptop, cell-phone, Tablet...)

### How is a CO2 equivalent calculated?

- Power consumption of servers, networks and terminals
- Manufacture and end-of-life of servers, networks and terminals  
+ Allocation for replay/Catch-Up TV (Programmatic or IO)

The calculation is as follows



For example, the emissions factor used for electricity in France = 0.052 kgCO2e/kWh.

If 1,000 people use their computer, which consumes 300W, to watch a 30 sec TV ad spot:

- Consumption = 1000 \* 0.3 (kW) \* (30/3600) (hours) = 2.5 kWh
- Impact generated = 2.5 (kWh) \* 0.052 (kgCO2e/kWh) = 0.13 kgCO2e

### Bilan Carbone® Methodology



### Contributing to most market initiatives



Let's decarbonize!

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