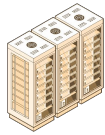


METHODOLOGY

Evaluating the carbon footprint of Radio Ad

Radio and Audio Digital

Flow mapping for Radio Ad



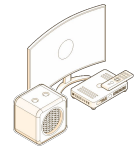
Storage

Data Storage and query response



Distribution

Elements used for the broadcasting (FM or DAB) and campaign allocation

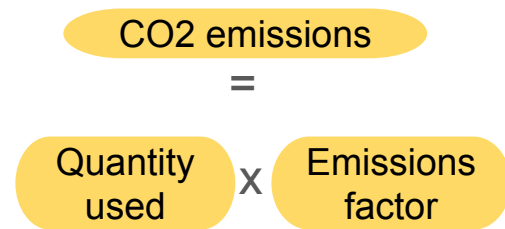


Use

Terminals used for Digital or FM listening (radio, mobile phone, tablet, etc.)

How is a CO2 equivalent calculated?

- Life cycle and power consumption of the datacenter
 - Transmission power consumption - Life cycle of digital networks
 - Manufacture and end-of-life of equipment - Playback power consumption
- + Allocation for digital audio (Programmatic or Direct/IO)



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 listen to a 30 seconds spo :

- 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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