

METHODOLOGY

Evaluating the carbon footprint of Digital Ad Display and Video

Flow mapping for Digital Ad



Storage

Data Storage



Distribution

Elements used for the broadcasting and campaign allocation



Use

Terminals used to consume the ad (laptop, 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 (Programmatic or Direct/IO)

The calculation is as follows

$$\text{CO2 emissions} = \text{Quantity used} \times \text{Emissions factor}$$



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 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

FRANCE





INTERNATIONAL



Contributing to most market initiatives












Let's decarbonize!

Contact: bonjour@d-k.io · www.d-k.io