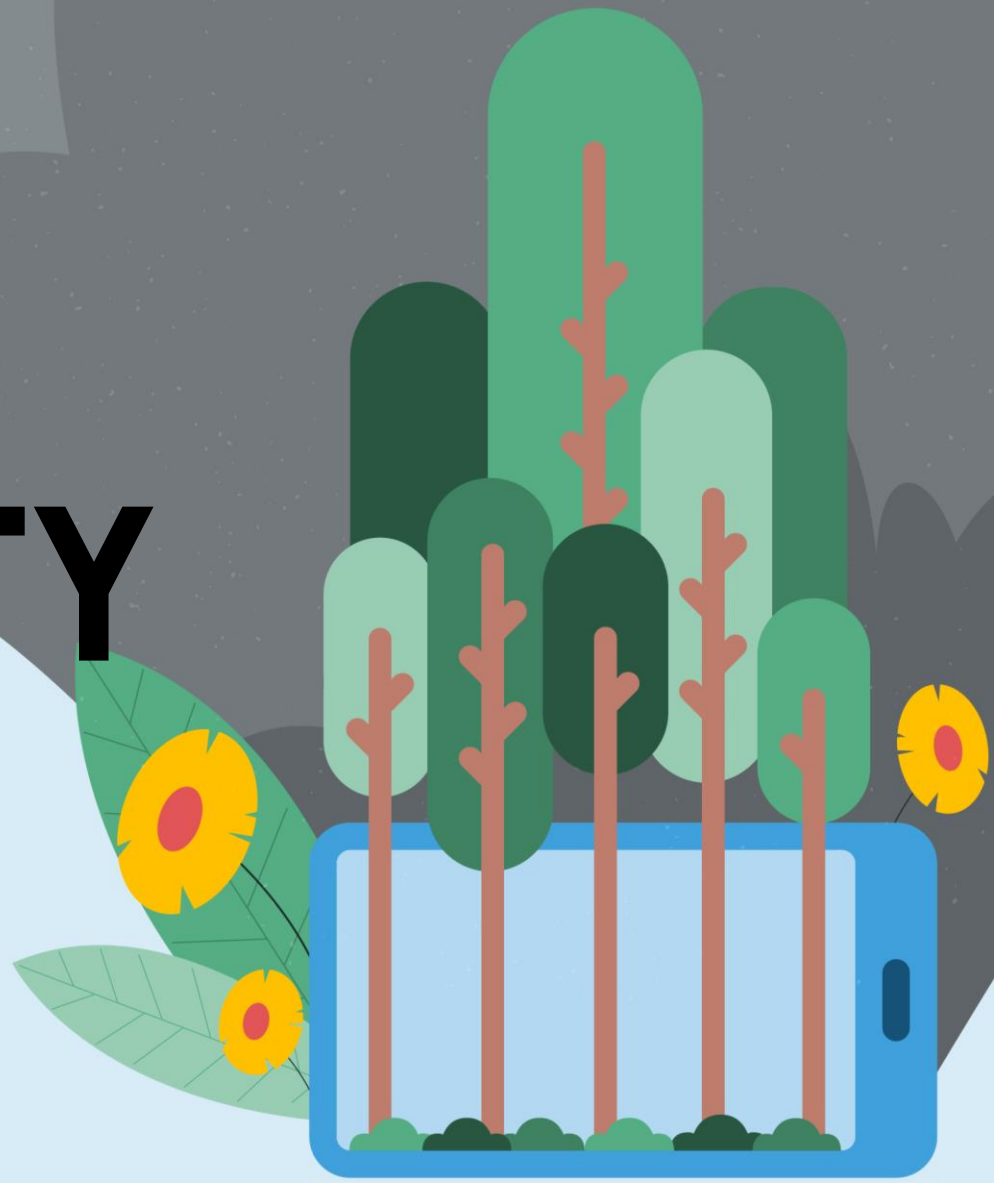
ATTENTION x SUSTAINABILITY

The Benefits Of A Smaller Carbon Footprint In Media

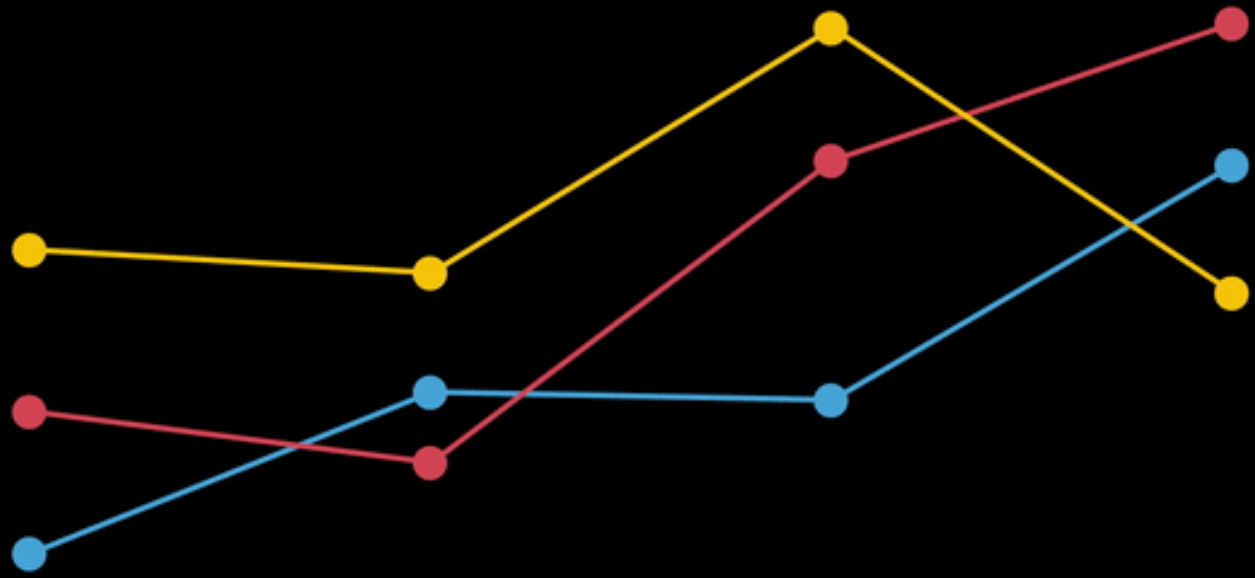


MGNA MEDIA TRIALS ORACLE Advertising SCOPE3

We need to start thinking about…

How we can reflect sustainability in our advertising practices

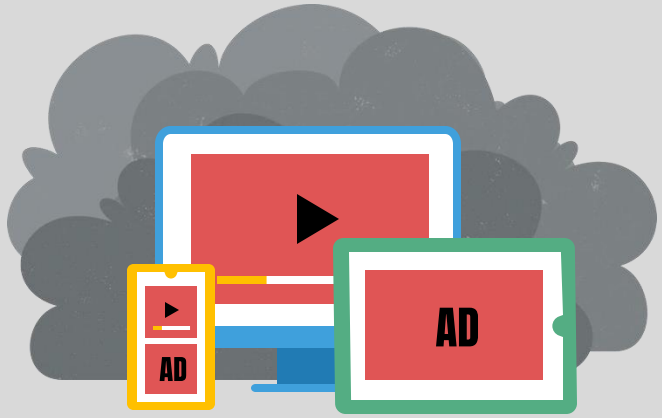
RESEARCH WAS CONDUCTED



…TO EXPLORE THE RELATIONSHIP BETWEEN KEY METRICS AND CARBON EMISSIONS

MGNA METRICS ORACLE Advertising SCOPE3

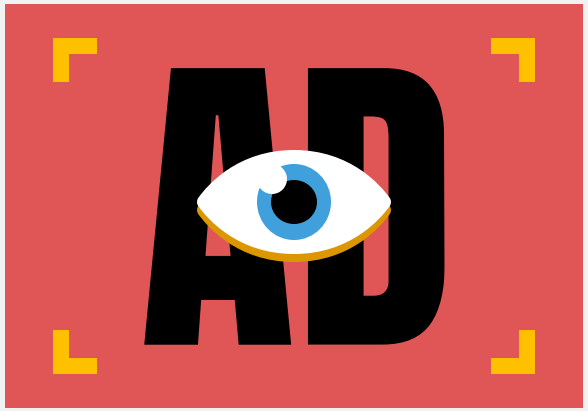
Our approach



Live Campaign Tracking

Measured the effectiveness of display and video campaigns globally, along with carbon emissions

# of impressions = **Over 1 Billion**
# of countries = **55**



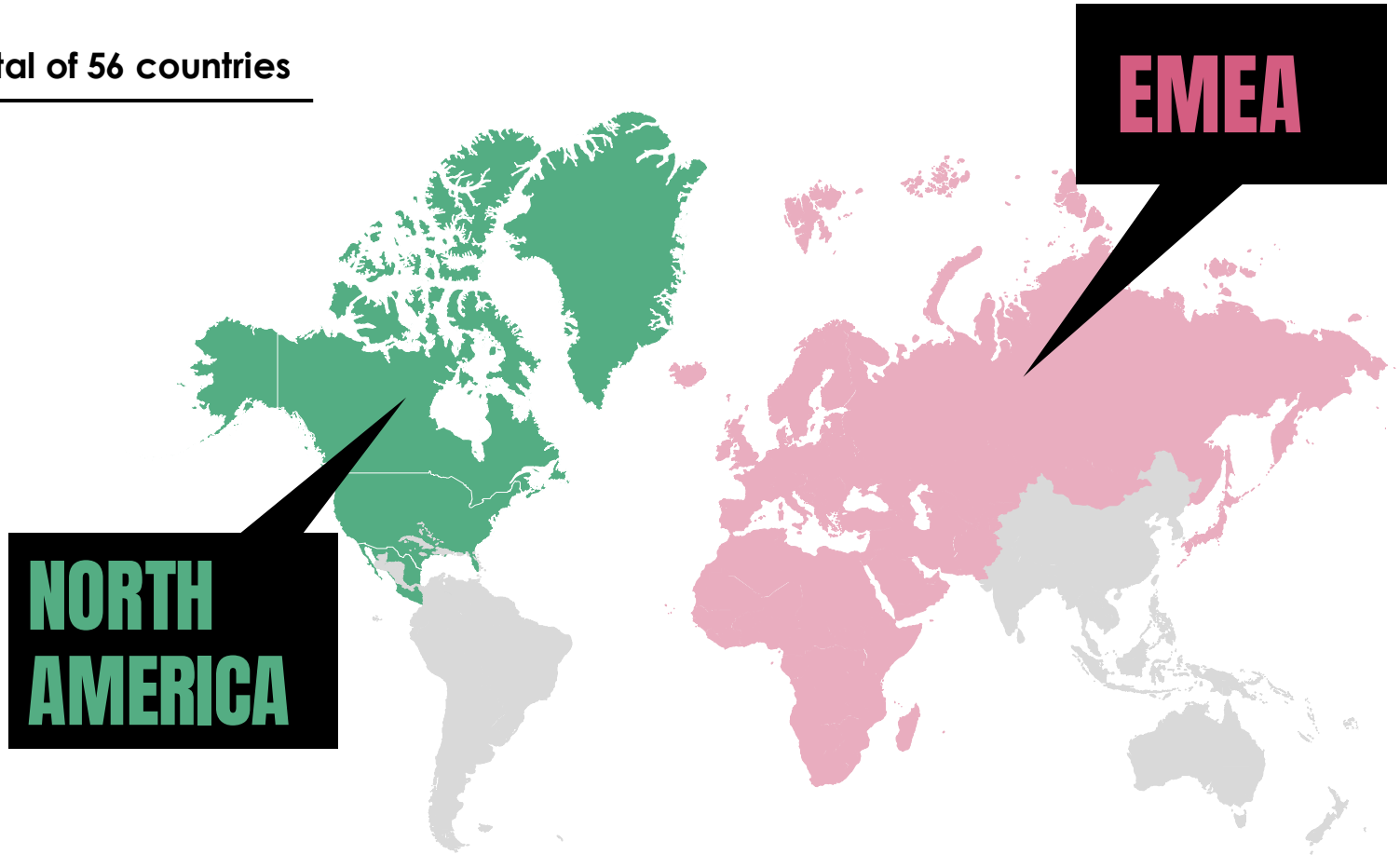
AI Based, Predictive Eye-tracking

Used predictive eye-tracker to measure attention to display ads across a wide range of US websites

# of ads tracked = **349**
# of websites = **100**

Expansive scope

Total of 56 countries



Verticals

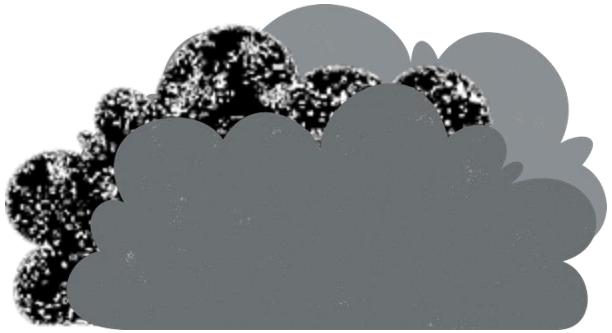
- Tech
- Apparel
- Casual Dining
- Financial Services
- Travel
- Entertainment

Our metrics

SCOPE3 CARBON EMISSIONS

gCO_2e:

Total grams of carbon dioxide released from digital impression delivery



MOAT METRICS

Time In-View:

The average time in seconds the ad met the requirement for an in-view impression

Moat Display Score:

A score (300-850) based on in-view rate, in-view time, universal interaction rate, and universal interaction time, among other factors

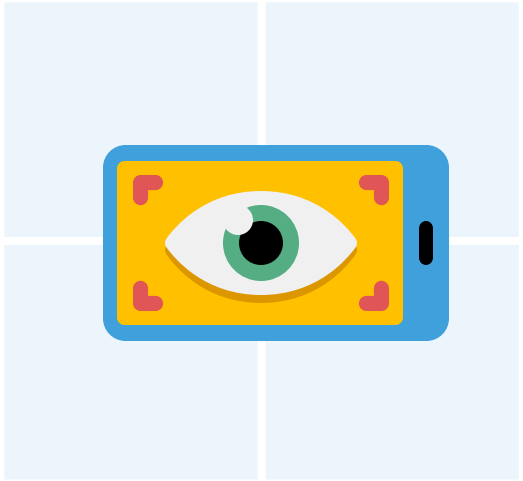
Engagement Score:

A score (0-100) based on the average time spent on the page, average interaction time, among other factors

AI BASED, PREDICTIVE EYE-TRACKING

Predicted Visual Attention:

% of total predicted time spent looking at an ad on a webpage

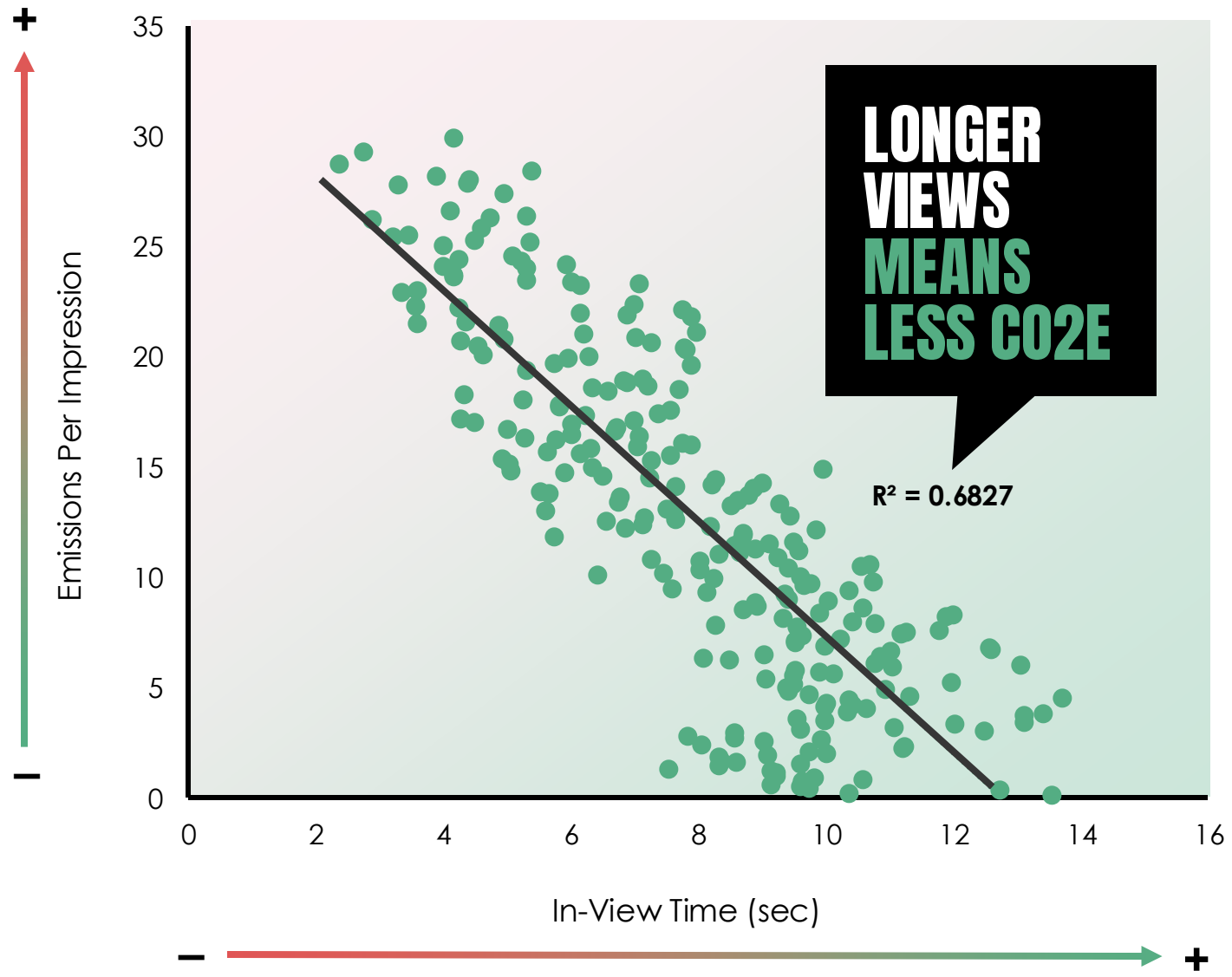


An in-view impression is when the ad appeared at least 50% on-screen and was in-focus for at least one continuous second

Strong correlation between longer in-view time and lower carbon emissions

This is maybe related to the total ad load on each page. Naturally, more ads loading result in higher emissions. At the same time, pages with many ads are less likely to have high viewability for all placements

Correlation between **in-view time & carbon emissions (gCO_2e)**



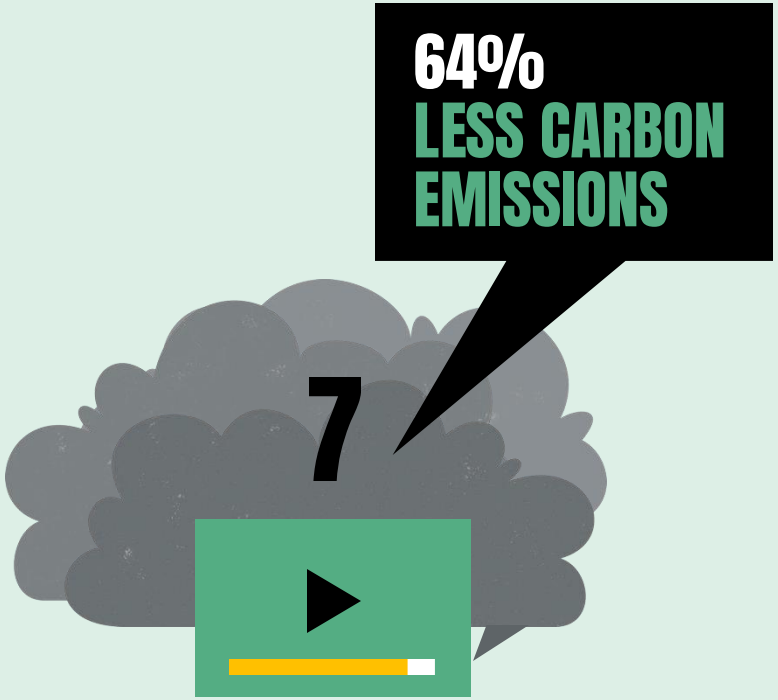
MRC Impressions only (Display and Video) n=866,678,447

In fact, ads in view twice as long can have 2/3rd less emissions

Carbon emissions (gCO_2e) by ad in-view time

In-View Time: 5 Seconds

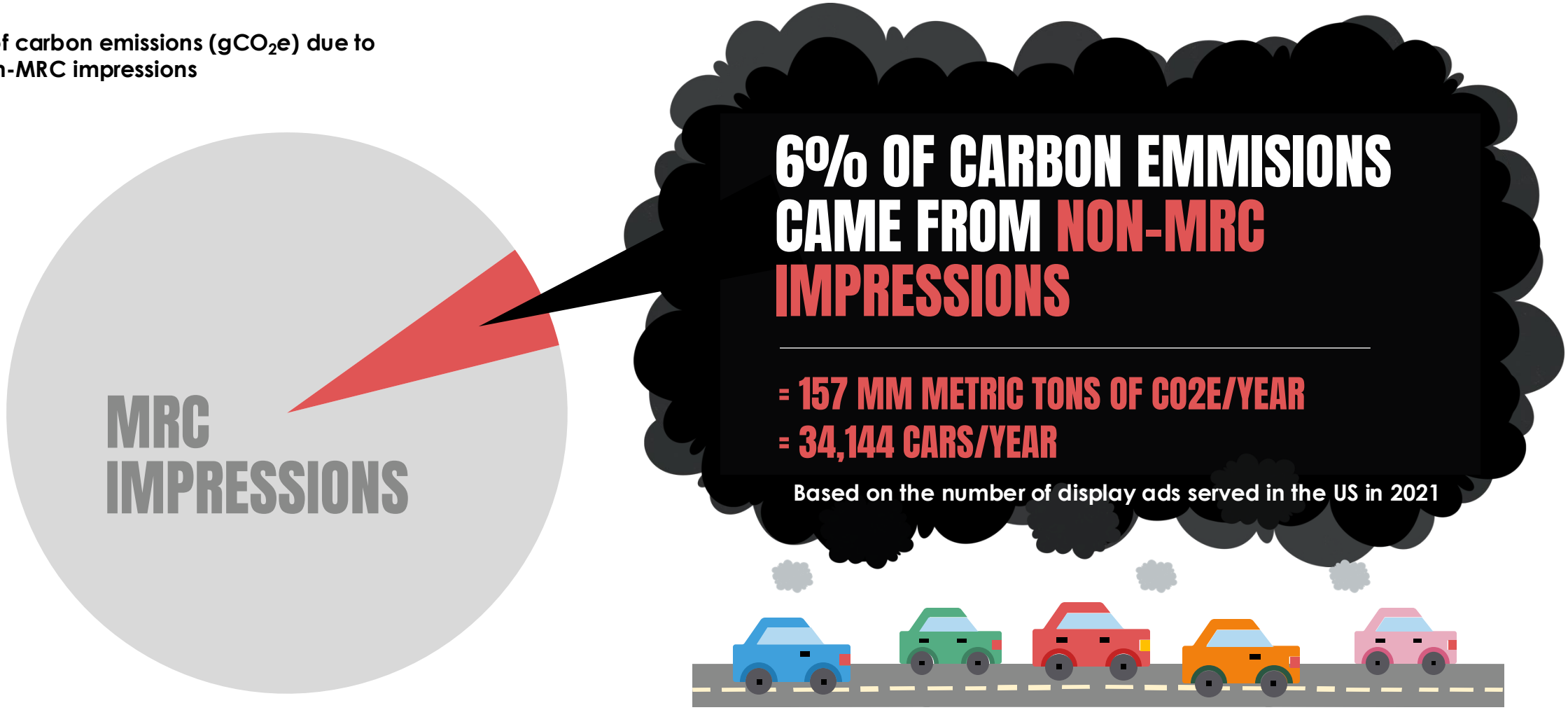
In-View Time: 10 Seconds



MRC Impressions only (Display and Video) n=866,678,447

Non-MRC compliant impressions don't cost the brand, but they cost the planet

% of carbon emissions (gCO_2e) due to Non-MRC impressions



NON-MRC Impressions (Display and Video) n= 55,155,406
MRC Impressions (Display and Video) n=841,064,924
Source: According to Statista, in 2021, there were approximately 5.81 trillion display ad impressions served in the United States https://www.statista.com/statistics/269874/number-of-display-ad-impressions-in-the-us/
Source: According to the US Environmental Protection Agency (EPA), a typical passenger vehicle emits about 4.6 metric tons of carbon dioxide per year1. This number can vary based on a vehicle's fuel, fuel economy, and the number of miles driven per year1. The average gasoline vehicle on the road today has a fuel economy of about 22.0 miles per gallon and drives around 11,500 miles per year. https://www.epa.gov/greenvehicles/greenhouse-gas-emissions-typical-passenger-vehicle

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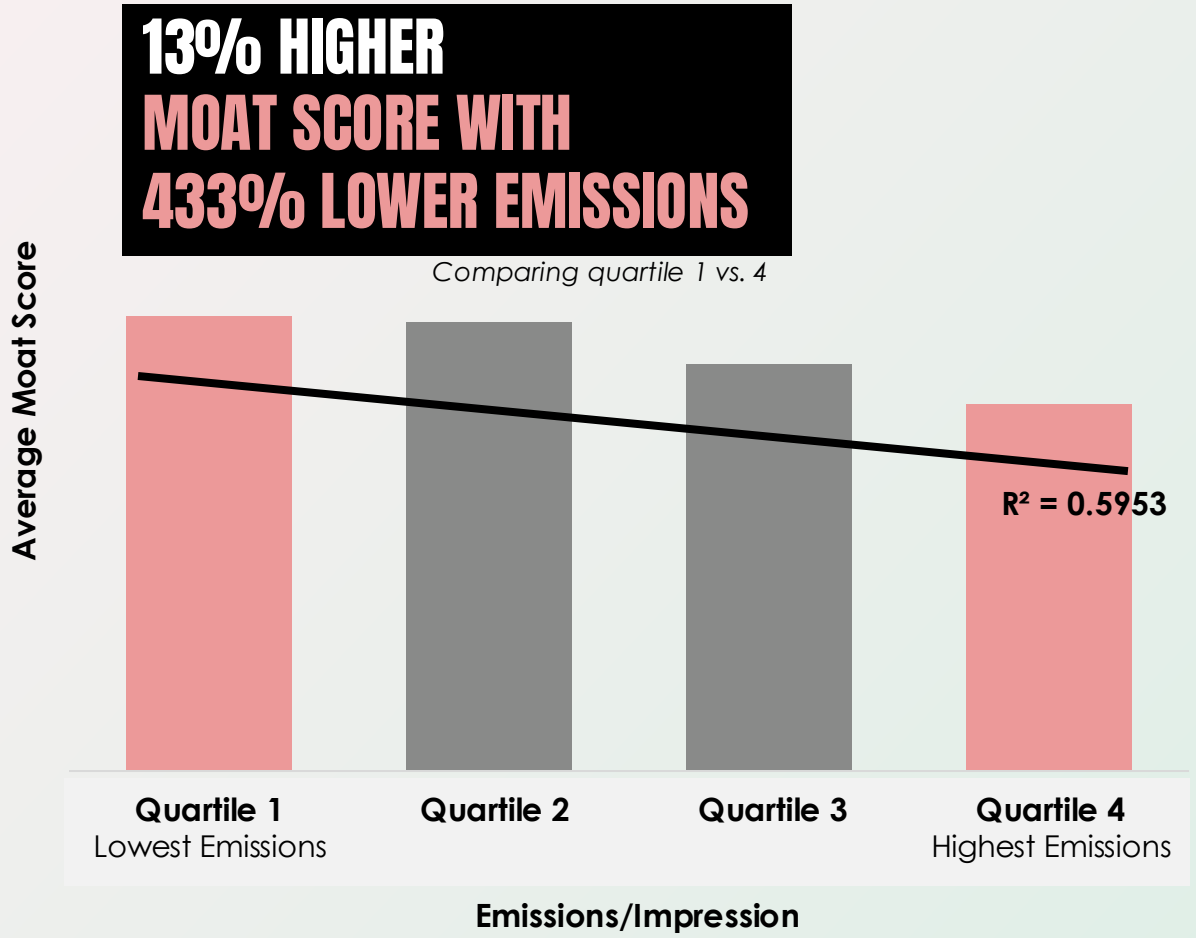
Higher quality metrics strongly correlated to generating lower carbon emissions

Moat display score:

A score (300-850) based on in-view rate, in-view time, universal interaction rate, and universal interaction time, among other factors

Average Moat score for display ads by carbon emissions (gCO_2e)



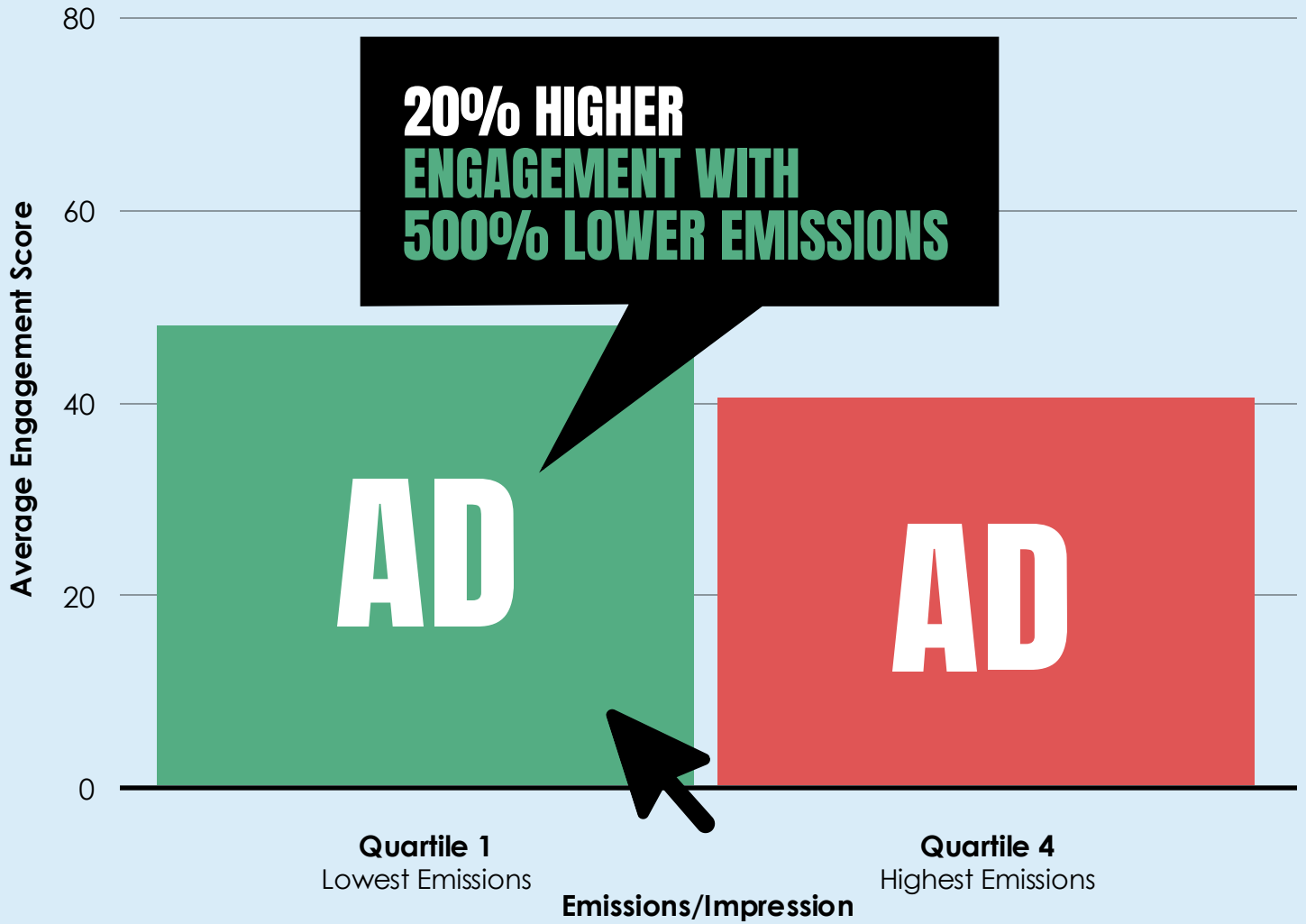
R² value is derived from ungrouped emissions per impression data
Emissions Quartiles, Quartile 1 : 0.1 – 0.5, Quartile 2: 0.6 – 1., Quartile 3: 1.1 – 1.3, Quartile 4: 1.4 – 1.8
MRC Impressions (Display Only) n=17,893,279

Higher engagement had lower carbon emissions

Engagement score:

A score (0-100) based on the average time spent on the page, average interaction time, among other factors

Average engagement score by carbon emissions (gCO_2e)



Emissions Quartiles, Quartile 1: 0.1 – 0.5, Quartile 4: 1.6 – 2.0
MRC Impressions (Display and Video) n=597,326,802

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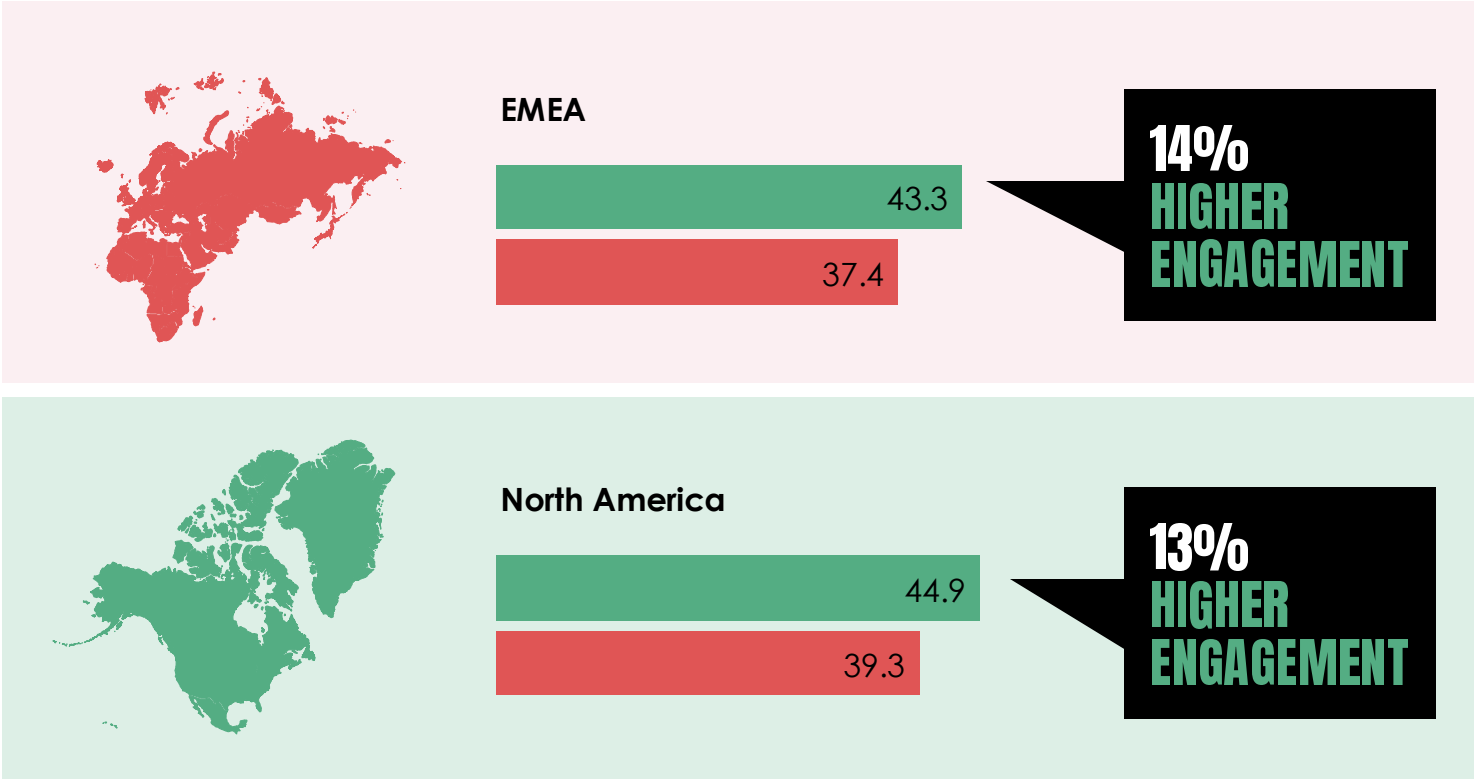
Higher engagement tied to lower carbon emissions is consistent across markets

Average engagement score
by carbon emissions (gCO_2e)

- Quartile 1 (Lowest Emissions)
- Quartile 4 (Highest Emissions)



Engagement Score: A score (0-100) based on the average time spent on the page, average interaction time, among other factors
Emissions Quartiles, Quartile 1: 0.1 – 0.5, Quartile 4: 1.6 – 2.0
EMEA: MRC Impressions (Display and Video) n=26,995,368
North America: MRC Impressions (Display and Video) n=290,686,962

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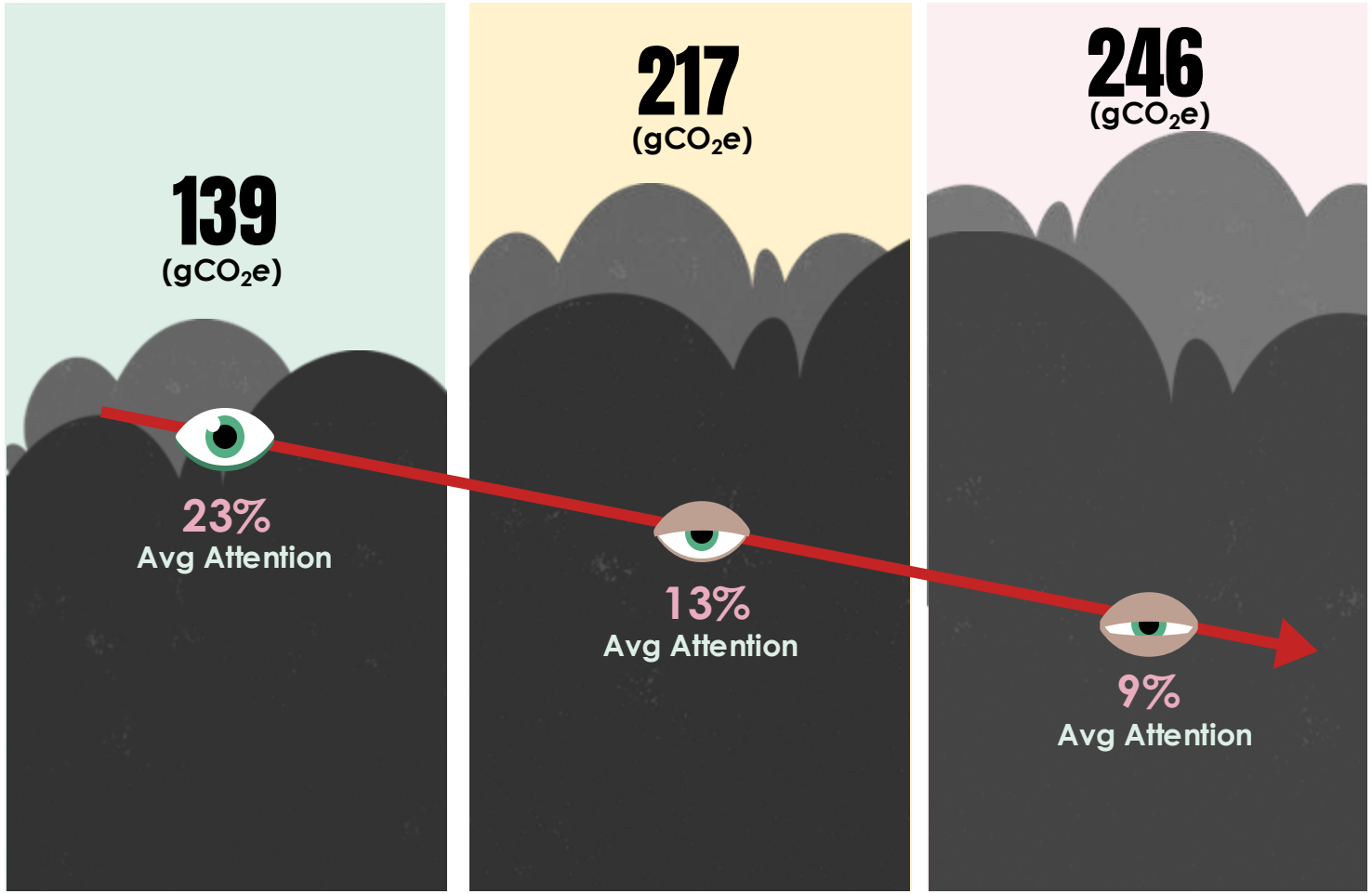
Webpages with fewer ads above the fold garnered more attention and generated fewer emissions

Predicted visual attention (AI based, Predictive eye-tracking):

% of total predicted time spent looking at an ad on a webpage

Average predicted visual attention & carbon emissions (gCO_2e) by number of ads above the fold

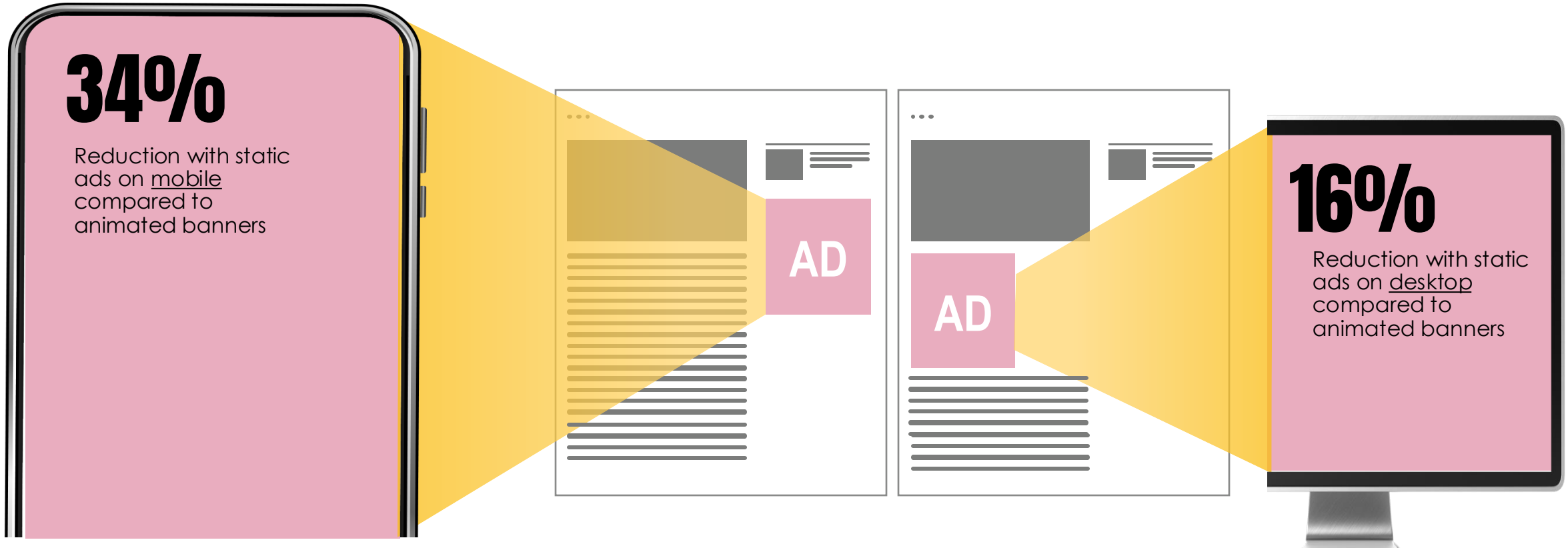


One ad above the fold | Two ads above the fold | Three ads above the fold

Carbon emission data per domain was provided by Scope3
Domains with low carbon emissions n=61
Domains with high carbon emissions n=61

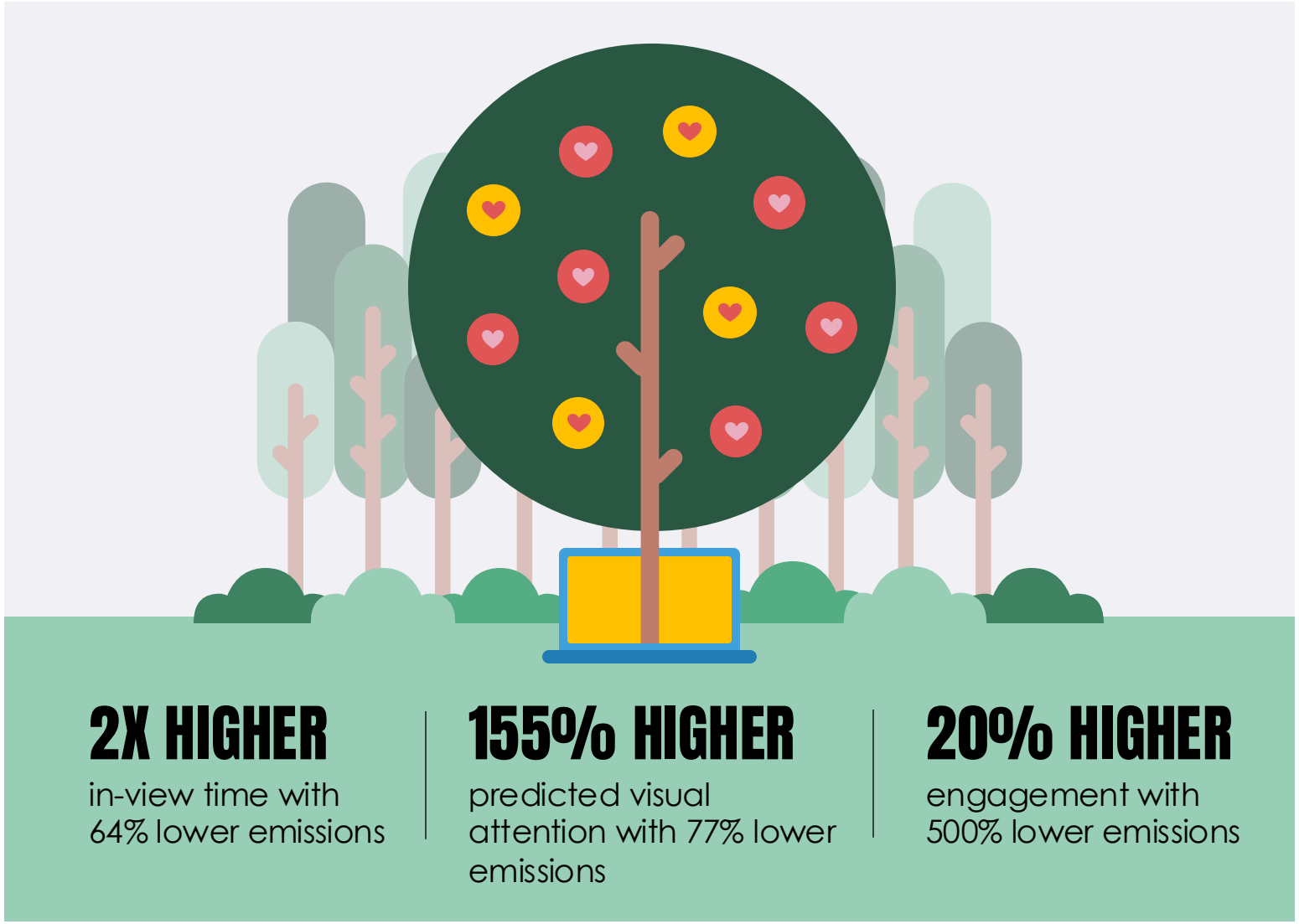
Regardless of device, static banners produce less carbon emissions

% Reduction in carbon emissions using static instead of animated banners



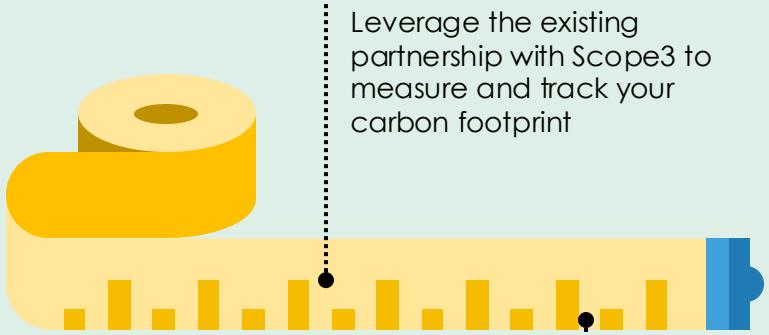
Based on impression estimates on top news site(s) using Scope3's January emissions model (gCO_2e) per 1MM impressions

It’s within reach to be both purposeful and profitable



What now?

MEASURE



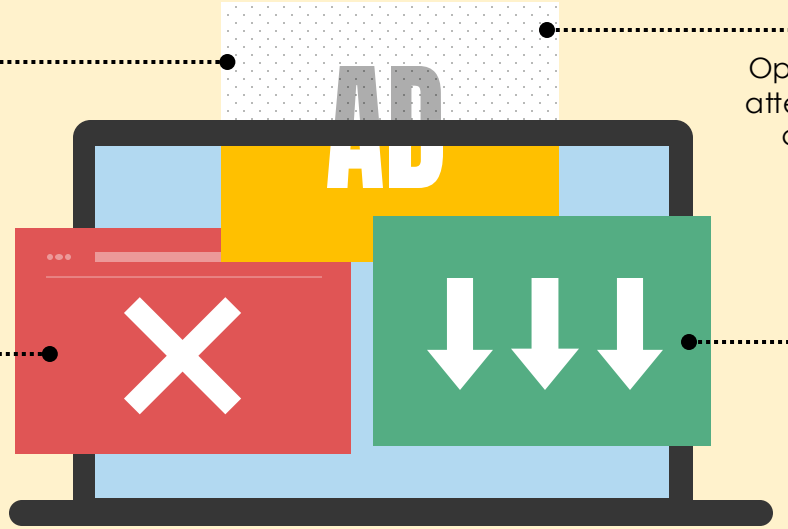
Leverage the existing partnership with Scope3 to measure and track your carbon footprint

Continue to track viewability and attention to digital ads

ACT

Avoid non-MRC compliant impressions

Shift spend to lower emissions partners and sites



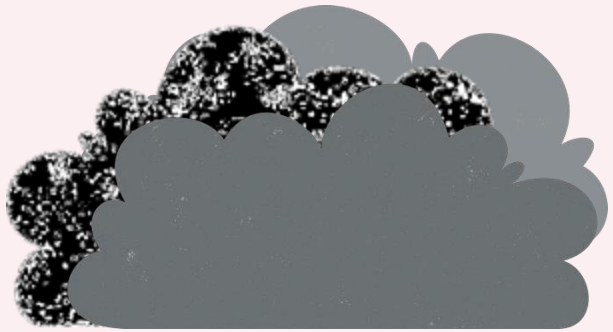
Optimize to greater attention and lower carbon emissions

Lean into formats that have lower carbon emissions

What's next?

OPTIMIZATION:
Are campaigns more sustainable when we actively optimize towards attention?

CONSUMER POV:
The why's behind sustainability



THANK YOU

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