

DOOH Energy Reporting Case Study

BACKGROUND

The climate emergency is the most pressing issue affecting us all, and the advertising industry has a huge role to play in driving positive change. Dr Bill Westcott, advisor to Ad Net Zero, says “while advertising itself only directly accounts for around 2% of the world’s emissions, advertising has an outsized impact on the other 98% - and is therefore responsible for enabling the shift in behaviour change the world so urgently needs”

These environmental considerations have become a focal point for companies, making it imperative for advertisers to understand the environmental impact of their media investment.



CHALLENGE

DOOH is one of the largest, most visible, and most trusted media formats on the market with a long legacy of innovation, funding, and action to improve its environmental impact. However, because of inaccurate media energy emissions reporting, or media carbon calculators relying on estimations and incomparable methodologies that can provide a distorted picture, DOOH is often a victim of inaccurate energy consumption assumptions.

For brands, media agencies and media owners to accurately assess the carbon emissions linked to their DOOH campaigns, they need access to reliable information. Access to this data can empower them to pinpoint and prioritise actions aimed at significantly reducing the energy emissions associated with their DOOH media campaigns.

SOLUTION

UniLED's extensive expertise and heritage in screen technology and the DOOH independent verification space gave them a unique opportunity to play a part in driving the task of understanding the environmental impact of DOOH advertising.

UniLED's ad verification services already provide the underlying data needed to accurately measure DOOH campaign energy consumption. This includes managing the creative transmission, verifying the actual plays on screen, and converting these plays into audience delivery metrics.

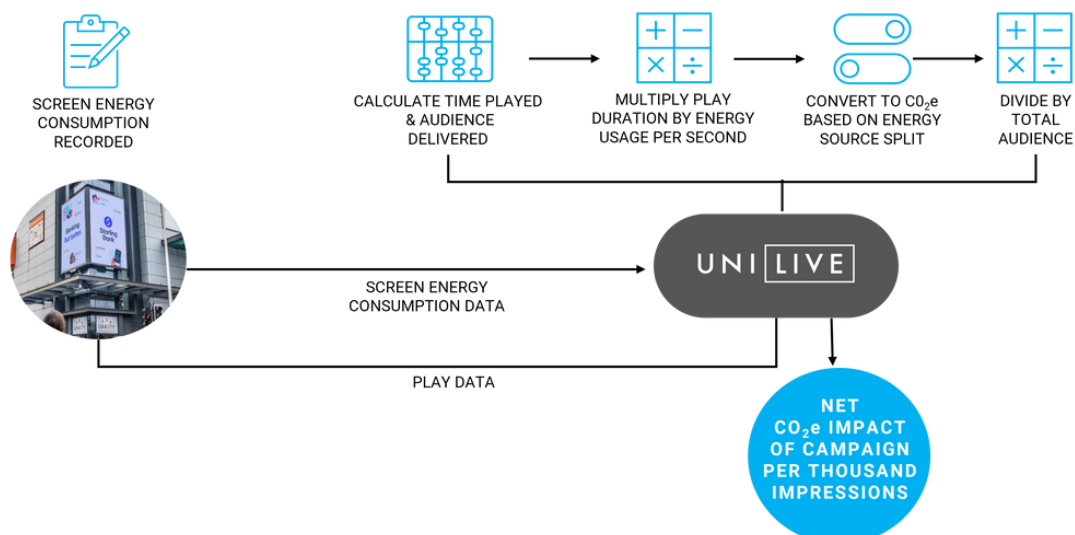
By adding the missing element of screen energy consumption data into their verification platform, UniLIVE can help brands and agencies to measure, analyse, and ultimately optimise their DOOH campaigns across vendors, formats, and audiences, to reduce emissions within channel

HOW IT WORKS

UniLED collaborated with OPEN Media and Electric Glue to trial energy reporting for a Starling Bank campaign. To facilitate this, a live 'ecotrack monitor' was installed on OPEN Media's screens, capturing real-time screen energy consumption data in the actual environment. This raw data was seamlessly integrated into the UniLIVE platform, where it was analysed to calculate the total time played and impacts delivered.

UniLIVE's functionality extended to multiplying the play duration, by the energy used per second, generating detailed campaign energy consumption data. Subsequently, the platform employed the Government's Greenhouse Gas (GHG) conversion factor to calculate the CO₂e emissions for the campaign. To offer more insightful metrics, UniLIVE then divides the total energy consumption and total CO₂e emissions, by the total audience impacts, to provide a precise measurement of emissions per audience impression.

In addition, the platform also collects data on energy source split, third-party verified for accuracy, to differentiate between green/renewable and fossil-based/non-renewable energy. This granular information allows the platform to calculate the net CO₂e impact of the campaign.



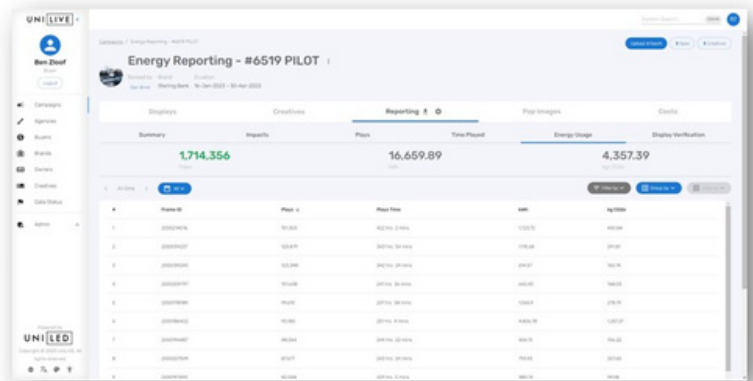
RESULTS

The results of the energy reporting trial showed that the total net CO₂e impact for the Starling Bank verified campaign activity was 220g CO₂e per thousand impacts. This figure is significantly below the benchmarks of other mediums*. Additionally, once the green energy source has been verified the net impact will be even lower.

Importantly OPEN Media took proactive steps by offsetting the residual impact through participation in Ecologi's carbon offsetting projects.

The campaign also served as a valuable learning opportunity for UniLED. The insights gained through this trial provide crucial feedback for refining and enhancing their energy reporting platform for future campaigns.

*Lifecycle and audience methodologies between channels are not directly comparable.



NEXT STEPS

Moving forward, the next step is to encourage more media owners to contribute their screen energy consumption data. This collaborative effort will expand the scope to conduct further trials to provide more actionable insights.

These insights, once gathered, can be leveraged by brands to optimise their campaigns. Such as by prioritising green and energy-efficient vendors, testing the significance of hardware and creative variables, and identifying emission hotspots through analysing the granular data sets.

Additionally, the data can help to measure and address any unplanned emissions resulting from overshoot to enhance the environmental efficiency of future campaigns.

UniLED will then be able to produce learnings and guidelines with the aim of helping the DOOH industry optimise campaigns and make significant reductions in the emissions from DOOH screen activity, without reducing campaign quality or performance for advertisers.

ABOUT

● **UniLED Software** is a leading technology provider for the digital out-of-home industry. Our mission is to build trust and raise the bar for digital out-of-home advertising across the world, by making it the most accountable, transparent, sustainable and brand-safe medium for advertisers, where digital screens are always on and always viewable. Many of the world's leading advertisers, agencies and media owners across Europe and the US use our technology to deliver and monitor the performance of their DOOH campaigns.

● **Starling Bank** is an award-winning, fully licensed and regulated bank built to give people a fairer, smarter and more human alternative to the banks of the past. It offers personal, business, joint, euro and dollar current accounts alongside a children's card. Starling also provides a Software-as-a-Service (SaaS) proposition through its subsidiary Engine, using the proprietary technology platform that it uses to power its own bank. Headquartered in London, the bank has offices in Cardiff, Dublin, Manchester, and Southampton.

● **OPEN Media** is a premium OOH and DOOH media owner, with a growing portfolio of sites across the UK comprising 4 networks across 12 cities. Shaped from humble beginnings back in 2015, the business's core mission remains to transform the way the OOH industry operates. OPEN's 'Changing Outdoor' slogan exists to instate positive change within the sector. True to this mission, earlier this year OPEN became the first out-of-home media provider in Europe to be certified as B Corp and the business continues to make ripples within the industry, through driving constant innovation and championing market-leading sustainability initiatives.

For more information on DOOH energy reporting please contact sales@uniledsoftware.com

