Decarbonizing the Programmatic Supply Chain

Global CO₂ Emissions Are on the Rise... Even in the Digital World


Of online users said they were willing to pay a carbon tax related to their browsing habits.


37% of online users said they were willing to pay a carbon tax related to their browsing habits.


In fact, 1 ad impression represents an average of 1g of CO₂. That’s also equivalent to...

- 1.2 Acres of Forest to Offset Emissions in 1 Year
- 2.4k Miles Driven in the Average Car
- Fully Charged Smartphones
- Plastic Straws
- Plastic Grocery Bags

Decarbonize the Programmatic Supply Chain With Green PMPs by Sharethrough

Sharethrough launches Green PMPs, part of the solution to the rising digital carbon emissions with Green Media Products in partnership with Scope3, becoming the first SSP to offer media with net zero carbon emissions.

The Green Icon identifies advertising creatives that are delivered through a supply path neutralized via carbon removal projects.

Brands Can Rebuild the Future

55% of online users said they believe it is more important for national governments to create a better future.

Most Were Not Aware of Their Digital Footprint

Users were not aware that navigating the internet generates carbon emissions.


80% of consumers want brands that are actively working to reduce their carbon emissions.

Going As Far As Reducing Their Streaming Habits

75% of consumers said they would be willing to reduce their streaming habits to have an impact on air pollution.

But Consumers Are Willing to Make Other Online Habits

76% said they would be willing to make other online habits to offset carbon emissions.

And Even Paying a Carbon Tax Out of Their Own Pockets

37% of online users said they would be willing to pay a carbon tax related to their browsing habits.


We Must Act Now

Global CO₂ Emissions Are on the Rise... Even in the Digital World

Uptick in carbon footprint due to advertising for the average consumer.


Internet Emissions = Aviation Industry

The internet is responsible for 2% of total global CO₂ emissions, which is equivalent to the global CO₂ emissions from the aviation industry.


2% Emissions From the Aviation Industry


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