REFERENCE FRAMEWORK FOR CALCULATING THE CARBON FOOTPRINT OF DIGITAL CAMPAIGNS: STEP BY STEP

"

The Reference Framework for Calculating the Carbon Footprint of Digital Campaigns is an ambitious project, since its aim is to provide a methodological framework for all the digital advertising players involved, whatever their size and activity. Published in October 2021, this work on a common language is seminal and today, with the new version published here, becomes a standard for our market.

This V2, co-constructed by SRI and Alliance Digitale members with carbon measurement players, has been enriched by numerous exchanges and iterations with this community, which have made it possible to specify its scope within the advertising value chain, as well as to update the database, notably with market data, and to refine programmatic modeling now based on «active path» optimization.

This unprecedented collaborative work, offered in open source and regularly updated, is based on the conviction that the resources essential to unified measurement are destined to become common property. "

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1 • THE CARBON FOOTPRINT: DECODING

In its March 2023 report, the IPCC reminded us that human activity is « **unequivocally** » responsible for global warming, which causes «rapid changes in the atmosphere, oceans and land». It is indisputable that greenhouse gas (GHG) emissions from human activities are responsible for global warming. In 2015, the 195 countries that signed the Paris Agreement (2015) committed to reducing them with the aim of containing the rise in global average temperature to well below 2°C above pre-industrial levels.

WHAT IS THE CARBON FOOTPRINT?

Calculating a carbon footprint means **measuring the greenhouse gas emissions of a product or service** over its entire lifespan or, for a company, over its annual activities. There are many sources of greenhouse gas emissions: extraction of raw materials, energy consumption for heating, transportation, air conditioning, construction, animal husbandry, deforestation...

HOW IS THE CARBON FOOTPRINT MEASURED?

It is impossible to measure everything directly; estimates must be made and the unit of measurement and expression of the carbon footprint must be agreed upon. **The common unit is the metric ton of CO_2 equivalent (t CO_2 e)**, which puts all GHGs on the same scale according to their global warming potential (GWP), i.e. their ability to warm the atmosphere. *For example, a GWP of 30 for methane means that 1 kg of methane will warm the atmosphere as much as 30 kg of CO2 in the century following its emission.* Because although CO2 is the main greenhouse gas, it is not the only one:
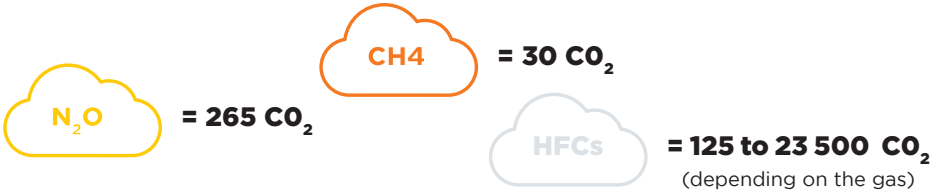
BREAKDOWN OF GLOBAL GHG EMISSIONS (INCLUDING LULUCF*) BY GAS
according to their 100-year global warming potential

20%
5%
2%
73%

■ CARBON DIOXIDE (CO_2)

■ Methane (CH4)

■ Nitrous oxide (N_2O)

■ Fluorinated gases (HFCs)
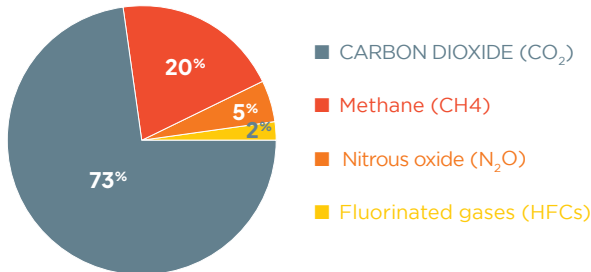
Source: IPCC 2014

* Land use, land-use change and forestry

And each gas has a different warming potential:

N$_2$O = **265 CO$_2$**

CH4 = **30 CO$_2$**

HFCs = **125 to 23 500 CO$_2$**
(depending on the gas)

Source: IPCC 2014

WHAT DO SCOPES 1, 2 AND 3 MEAN IN THE CALCULATION OF A COMPANY'S CARBON FOOTPRINT?

To account for a company's emissions, different emission items are studied according to the scope of the study:

- **SCOPE 1** accounts for the company's GHG emissions: *combustion of fuel by the company's vehicle fleet, for example.*

- **SCOPE 2** covers the indirect GHG emissions related to the site's energy consumption: *mainly the purchase of heat, cold or electricity.*

- **SCOPE 3** includes the reporting company's upstream and downstream emissions: *transportation of goods, treatment of waste products, staff and visitor travel, fixed assets, purchases of goods and services, use and end of life of products.*

HOW IS A CARBON FOOTPRINT CALCULATED?

$$CO_2 \text{ emission} = \text{Quantity consumed} \times \text{Emission factor}$$

The quantity consumed is an activity data that is expressed in the unit of the product. *For example, liters for gasoline or fuel oil.*

Emission factors (EFs) give the amount emitted when a quantity of product is consumed. *For example, when we use one liter of gasoline, we emit 2.7 kg of CO$_2$.*

Source: Base Carbone, ADEME

Now that we have clarified the carbon impact principle, let's take a closer look at the footprint of a digital service such advertising. Although transmission may seem 'invisible', the infrastructure, especially the network, is real, and the entire digital chain consumes resources and energy that generate greenhouse gases.

HOW TO FIGURE OUT THE GREENHOUSE GAS EMISSIONS OF ONLINE ADVERTISING?

Let's take the example of **displaying an ad on a website or a digital application**. The user calls up a service from their smartphone via the interface (application or website). A request to display an ad is sent through the 4G mobile network and the internet network and will collect the expected data from the datacenter, before making it follow the same path in reverse in order to display it on the user's smartphone screen:
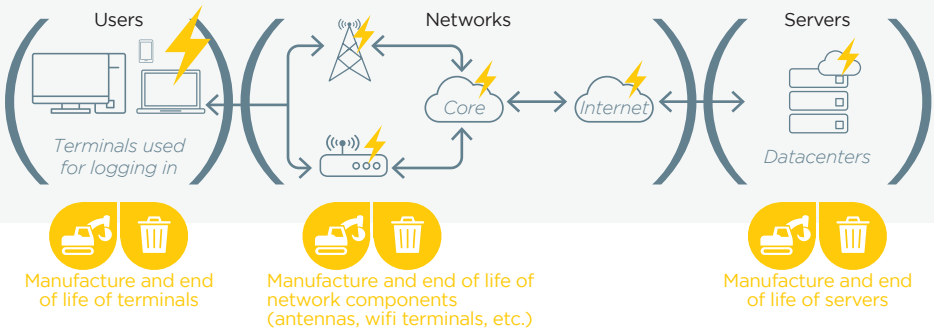

Smartphone → Application interface → 4G network → Internet network → Datacenter
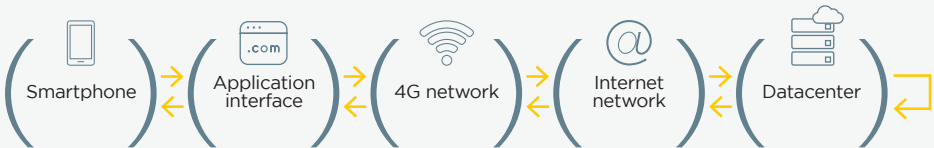
Like any digital service, running advertising involves 3 parts:
- ■ **The users** who receive the service on their terminals,
- ■ **The networks** that deliver the information,
- ■ **The servers** that store the data and respond to the requests via calculations.

The impact of this service therefore stems from the manufacturing, consumption and end-of-life impacts of the three parts involved in providing the service (otherwise known as the equipment life cycle).

In this diagram, the sources of the carbon impact are shown in yellow:

Users — Terminals used for logging in

Networks — Core / Internet

Servers — Datacenters

Manufacture and end of life of terminals

Manufacture and end of life of network components (antennas, wifi terminals, etc.)

Manufacture and end of life of servers

So, throughout the digital advertising distribution chain, there are several players whose different functions generate carbon impacts. At the origin of advertising, an advertiser, often accompanied by their media agency, defines a communication strategy to promote products or services. A creative agency is in charge of content production (filming, graphics, etc.). The site publisher provides digital spaces on which the campaign will be broadcast. To structure the campaign, a sales house manages the sale of space from the publisher to advertisers for each impression on the various media.

This sale can be made directly or via bidding (programmatic) using third-party adtechs (DSPs, SSPs, etc.). Other adtechs linked to targeting, tracking and media planning can also be called upon before, during or after the distribution of each impression. Finally, at the end on chain, there's an Internet user who views the advertising content. The impacts considered here only concern the distribution of advertising content. However, it's important to remember the indirect impact of advertising in increasing consumption of the products or services promoted by the advertiser.

The roles and operations with a potential carbon impact in the digital advertising chain can be summarized in the following table:

PLAYERS	FUNCTION	EXAMPLES OF OPERATIONS WITH CARBON IMPACTS
Advertisers and media agencies	Define the products or services to be promoted and the communications strategy (message, medium, format, target, volume)	Choice of products featured in the advertising
Creative agencies	Production of advertising content	Travel for shoots, use of equipment and energy consumption for shooting, pre- and post-production, support functions, etc.
Website / app publisher	Provision of digital spaces in various formats	Online data storage, website maintenance, website analytics
Digital sales houses	Distribution of advertisements to Internet users	Solicitation of servers and networks for ad delivery
Adtechs linked to space allocation (SSP, DSP, etc.)	Bidding system and analytics for optimized digital space sales	Adtech servers and networks used for space allocation

PLAYERS	FUNCTION	EXAMPLES OF OPERATIONS WITH CARBON IMPACTS
Other adtechs solicited pre- and post-distribution (DMP, DCO, third-party tracking, etc.)	Various functions related to advertising optimization, targeting and tracking	Solicitation of adtech servers and networks for various functions (tracking, targeting, etc.)
Internet users	Viewing advertising content	Solicitation of user terminals for content viewing
Landing page	Depending on the campaign objective (branding or performance): site visits, making appointments, form filling, sales, etc.	• Solicitation of servers, networks and user terminals • Online data storage, website maintenance, website analytics

The functions specified in this table can sometimes be extended. For example, in some cases, a sales house can offer creative advertising. This scenario has not been taken into account in defining the common base, the aim of which is to define the minimum requirements for measuring the carbon footprint of a digital campaign.

HOW TO MEASURE CARBON FOOTPRINT?

For companies offering digital services, there are two complementary approaches to measuring their carbon footprint: **the service-based approach** (carbon footprint of the digital service) **and the organizational approach**. These two approaches do not meet the same need and are often used by companies in a complementary way.

Let's compare the pros & cons of these two methodologies

	«SERVICE» APPROACH	«ORGANIZATION» APPROACH
	Horizontal approach covering the entire ad delivery chain	**Vertical approach for each player in the delivery of an ad**
USE CASES	• Create carbon calculators to **measure the impact** of different media and serve as a decision-making tool (internal aim) • Integrate this impact in the sales proposition and in the pricing strategy **to engage customers** (external target) • Identify the action levers to **reduce and optimize** the emissions linked to the delivery of a campaign	• Draw up an **overall assessment of the emissions** of an internet sales house in order to be able to commit to an action plan to reduce the emissions where it is most significant. • Comply with the regulations and have results that can be directly delivered in the 'carbon footprint' format
⊕	• Enable **operational decision-making tools** to reduce the impact of each campaign • **Segment the impact** by volume of impressions or by format type, for example, in order to engage and educate customers on the impact of their activities	• Provide **global view** of the company's emissions and basis for a strategy to reduce emissions throughout the company's value chain • Provide easy access of **data as** it is specific to the company (balance sheet, energy bills, etc.). Indirect emissions can be more easily estimated on a global volume. • Provide direct levers for reducing the footprint as they relate to the company's activities
⊖	• Fewer direct levers for action to reduce the company's carbon footprint through the effect of scale (division of the organization's impact by the number of services)	• The global scope of the assessment makes it more difficult to break it down by type of activity or service rendered (e.g.: by type of media sold, by type of customer or campaign, by number of impressions, by target, etc.)

SRI and Alliance Digitale have adopted the service-based approach which measures the impact of a digital campaign as a whole, including its distribution to each terminal. Along with campaign reports, this horizontal approach gives us a better view of the carbon emissions linked to the formats and to the volume of distribution and their allocation.

Each player, if it so wishes, can also carry out an analysis of its overall carbon footprint, using the vertical approach.

3 • OUR COMMON MEASUREMENT BASE

The SRI and Alliance Digitale common base consists of:

■ This document establishing a methodological reference framework, as well as a step-by-step guide to calculating the carbon impact of digital ad delivery.

■ A database to harmonize modeled data for the sector and provide market averages accessible to all.

WHAT ARE THE OBJECTIVES?

■ Provide the market with the **first common, reliable and transparent industry framework** with calculation methods, scope and certain modeling assumptions already defined in a database. This framework provides a standardized process for the industry to engage in a consistent and ambitious manner.

■ Clarify the needs of players in **defining their specifications and thus facilitate the tooling** of those with the fewest resources and/or the least advanced.

WHAT IS THE FORMAT USED?

The calculation focuses on **the carbon impact of online** advertising delivery in a "service" approach. It can be used:

■ To diagnose where the carbon impact lies in the advertising distribution chain.
■ To raise awareness and help make decisions internally and with customers.

■ To manage a strategy to reduce the impact of advertising.

Based on the "service" approach, the scope of the campaign will be used as the unit for measuring impact: i.e., displaying an advertisement on X media with a target of Y impressions.

WHAT IS THE SCOPE OF OUR COMMON BASE?

The ecological transition consulting firm, BL Evolution, has determined the most relevant scope of analysis to date for the common base proposed by SRI and Alliance Digitale thanks to:
- a comparative analysis of the scientific literature and other references and studies published on the subject,
- interviews and feedback from SRI and Alliance Digitale members
- consultation with engineering offices and tools working on the subject
- organization of an SRI and Alliance Digitale working group on programmatic issues, made up of advertising network and technology players (SSP, DSP, etc.) and other industry stakeholders.

In line with their members' positioning in the value chain, this joint SRI and Alliance Digitale base models the digital part of campaign distribution. However, it is possible to turn to other reference systems to broaden this scope.

Two main parts are thus modeled:

■ The first is the allocation of advertising space, through various data exchanges, algorithms and a bidding system, assigning an advertising placement to a request.

■ The second is the actual distribution of the advertising once the allocation has been made, including the use of the terminal (computer, tablet, smartphone, etc.) by the user to view the ad.

The perimeter modeled is in line with the recommendations of the Product Category Rules (PCR) published by ADEME (French Ecological Transition Agency) for digital services. The data proposed in the SRI common base is based on the latest work on the impact of digital technology: work by the NegaByte consortium, joint studies by ADEME and ARCEP (French regulatory authority for electronic communications, post and press distribution), the French Senate report on digital technology, etc.

Since modeling the carbon impact of a digital service is a complex subject for which numerous studies are underway, SRI and Alliance Digitale are keeping a close eye on the situation, regularly updating the data and scope defined in this reference framework. They will be attentive to changes in sector information and to exchanges with the industry to complete and refine their model.

SCOPE OF THE COMMON BASE

		V1 (October 21)	V2 (April 23)
ADVERTISERS & MEDIA AGENCIES: Communication strategy			
CONTENT PRODUCTION: CREATIVE AGENCIES, FILMING, ETC.			
BEFORE DISTRIBUTION & ADVERTISING ENVIRONMENT: Marketing, media planning, targeting (DMP), DCO			
AD SPACE ALLOCATION & ANALYTICS (SSP, DSP, ETC.)	ADTECH OPERATION		
	PROGRAMMATIC SERVERS	🟠	🟢
	OTHER SERVERS*		🟢
	NETWORKS	🟠	🟢
DISTRIBUTION OF ADVERTISING	SALES HOUSE OPERATION		
	SERVERS	🟠	🟢
	NETWORKS	🟠	🟢
	TERMINALS	🟢	🟢
THIRD–PARTY TRACKING: SOLICITATION OF ADTECH SERVERS AND NETWORKS			
POST–CLIC : Landing site / app, analytics			

* «Other» servers refer to servers used for purposes other than bidding and distribution (reporting, machine learning, back-end)

Legend: ☐ Out of scope 🟠 Consideration of use only 🟢 Consideration of the entire life cycle

The life cycle of user terminals represents a very significant part of the impact of most digital services. It is therefore necessary to include it in the scope of this impact assessment, although it does not always represent a direct reduction lever for all digital players, in particular sales houses. Note that each of the upstream and downstream players can set up a process to measure and reduce their carbon footprint.

How to use this framework as a media buyer

Designed primarily for sales house and advertising networks, this framework can also be used by players on the purchasing side (agencies, advertisers). Market data is available in open source for all players in the value chain. It will then be necessary:

- to integrate additional steps into the campaign creation process if required: creative production, tracking, or landing page. There are guidelines (such as the AACC guidelines), while others have yet to be developed.
- to find out about the technical implementation between direct and programmatic from the main partner sales houses. By default, it must be considered that direct is in competition with programmatic.
- to customize data relating in particular to the PUE of the adservers hosting the creations.

UNDERSTAND THE MECHANICS OF CALCULATION

Here's how the impact of online advertising is calculated. The data required for this calculation depends on the characteristics of digital advertising files (size, duration), and user practices (type of network, viewing terminals, exposure duration, location, etc.) and data specific to the company and its partners (technical stack, third parties, hosts, servers, etc.).

The data processed in this computational mechanics are compiled in the SRI and Alliance Digitale database. Some of the data in the database are fixed (common base market data), while other data can be configured. To better understand the details of how the database has been built, see Steps 1 and 2 below.

		FORMAT 1	FORMAT 2	FORMAT N
DATA TO BE ENTERED WHEN USING		Number of impressions	Number of impressions	Number of impressions
		Sales mode: programmatic or direct without competitive bidding	Sales mode: programmatic or direct without competitive bidding	Sales mode: programmatic or direct without competitive bidding
LEVELS OF COLLECTION	Level 1 DATA TO BE COLLECTED OR ENTERED DURING INSTALLATION	Size 1	Size 1	Size 1
		Average viewing time / exposure	Average viewing time / exposure	Average viewing time / exposure
		Audience location: % France vs Intern.	Audience location: % France vs Intern.	Audience location: % France vs Intern.
		User terminals: % PC, % tablet, ...	User terminals: % PC, % tablet, ...	User terminals: % PC, % tablet, ...
	Level 2 DATA FOR REFINEMENT	Audience location: % by country	Audience location: % by country	Audience location: % by country
		Type of network: % fixed, % mobile, ...	Type of network: % fixed, % mobile, ...	Type of network: % fixed, % mobile, ...
	Level 3 DATA FOR REFINEMENT	Server impact (space allocation and campaign delivery)	Server impact (space allocation and campaign delivery)	Server impact (space allocation and campaign delivery)
	MARKET DATA	Network impact (space allocation and campaign delivery)	Network impact (space allocation and campaign delivery)	Network impact (space allocation and campaign delivery)
		Impact of user equipment (manufacture, use, end-of-life)	Impact of user equipment (manufacture, use, end-of-life)	Impact of user equipment (manufacture, use, end-of-life)

This mechanism is built in 2 stages:

- ■ An initial data collection phase is used to build the tool's calculation model (steps 1 and 2 below). The information in the colored boxes is collected and averaged over Levels 1, 2 or 3 according to the maturity of the sales houses and the availability of indicators: in blue for level 1, green for level 2 and orange for level 3. The sales house can collect this data through a study of all ads broadcast over a representative period, as well as specific internal data collection (technical stack, data hosts, etc.). If some of the data is not accessible, then the data provided in the database must be integrated.

- ■ Then the use of each campaign: the boxes on the first line, corresponding to input data, must be filled in for each campaign measured (step 3). They must be completed for each assessment, once the calculation model has been created. For greater precision, level 1 data can also be entered as input data for each campaign.

THREE STEPS TO BUILD A CAMPAIGN IMPACT MEASUREMENT TOOL

To set up the tool, follow these 3 steps:

STEP 1 – DATA COLLECTION

In order to determine the function, the format and the level of detail of the measurement tool, it is necessary to take some time to define it. This will allow each player, depending on its resources and its maturity with regard to collecting data, to go into more or less detail in the measurement and monitoring of an action plan.

There are 3 levels to collect data. The higher the degree of detail in the collection, the more support will be needed.

- ■ **Level 1** corresponds to 'basic' data collection (name/dimension/weight/format/file viewing time of the file/viewing terminal) and can be done completely autonomously using the data provided by SRI and Alliance Digitale in the common base.

- ■ **Level 2**, intended for players that have already made progress in measurement (additional distribution data), can be done independently with an external service provider validating the data.

- ■ And **Level 3**, intended for the most mature players, will allow to dig deeper into the data linked to the servers and allocation mechanisms. This level will allow for iterative refinement of knowledge and thus the advancement of the SRI and Alliance Digitale database and hence the growth of collective expertise.

Below is an example of a data collection matrix available in the common base:

LEVEL 1 – KEY DATA TO BE COLLECTED		Video	Classic	Native	Audio	Other
Formats used	**Format Category**	Video	Classic	Native	Audio	Other
	Format name*					
	File format **(image, video, text, other)**					
	Average file size* **(specify unit - e.g. MB)**					
	Average viewing **/ exposure time (in seconds)**					
Audience terminal type**	**Desktop (%)**					
	Tablet (%)					
	Mobile (%)					
	Other (%)					
Audience location**	**Audience share in France (%)**					
	International audience share (%)					

LEVEL 2 – DATA FOR REFINEMENT						
Audience network type**	**Share of fixed network** **(fiber, ADSL, etc.)** **(%)**					
	Share of mobile networks (3G, 4G, etc.) **(%)**					
Audience location****	**Audience share country 1 (%)**					
	Audience share country 2 (%)					
	Audience share country 3 (%)					
	...					

 * Average file size: enter here the average weight of ads displayed according to file size and format. To do this, enter the maximum recommended weight for each format, or carry out a study over one year, for example, of the average weight of ads sold on this type of space. Please specify the hypotheses in the comments.

 ** Terminal type: to be filled in if a format is reserved for a particular type of device, or with a breakdown of impressions by type of device.

 *** Type of network: optional (level 2) if you know how impressions are distributed according to the type of network used for the user connection (fixed or mobile). Failing that, a hypothesis on this distribution based on national data is available in the database.

 **** Audience location: have at least the French/foreign breakdown. To go further (level 2), fill in the audience breakdown by country of broadcast.

The format adopted for the tool can also be more or less complex: a simple Excel tool developed in-house or a more complex online tool requiring the use of an external service. Depending on the volume of the campaigns processed by the sales house, an automated calculation tool may be recommended or absolutely necessary.

STEP 2 – CREATE A MEASUREMENT TOOL

Based on a synthesis of existing data in the scientific literature and business data, the SRI and Alliance Digitale database was modeled by BL Evolution, a consulting firm specializing in ecological transition. It integrates all the impact factors and models used to calculate the footprint of a campaign, for example, the electricity emission factor in France for the consumption of ad storage servers. This database will enable each player to develop its own calculation tool - or to add information to tools already on the market - **on the basis of harmonized information that has been shared, reviewed, discussed and agreed** between the various stakeholders in the sector.

The database is made up of fixed data from the common base (evolving in line with ongoing monitoring and collective enrichment by SRI and Alliance Digitale members and industry stakeholders) and configurable data for actors who opt for the finest level of information granularity (e.g.: type of audience usage terminal, share of 4G / wifi mobile network, etc.) In this case, the SRI and Alliance Digitale framework reference should serve as the basis for creating the tool.

The SRI and Alliance Digitale database is available in open source. Here, all data listed in Levels 2 and 3 have default values (modeled or derived from the literature) in the common base, which allows calculations to be made on a shared basis even without extensive collection.

Example of how a conventional carbon calculator works:
Note: the level of granularity of the output result will depend on the intended use of the calculator.

INPUT		Calculations based on the data collected by the sales house and common base models	SORTIE		
Campaign	Number of impressions		Campaign impact:	50*	kgCO$_2$e
Format 1	100,000		Impact format 1 :	30*	kgCO$_2$e
Format 2	5,000		Impact format 2 :	20*	kgCO$_2$e

Dummy data

To ensure that the tool is used correctly, it is key that all the employees get involved in the process, specifically:
- **In raising employee awareness** of climate and energy issues, with a focus on the specifics of digital technology.
- **By training them** in the use of the tool and the assumptions made during its design.

STEP 3 – USE THE METRIC

This step will take place once a player, an organization or a trade body has developed its calculation tool. It can then **integrate the evaluation into its internal processes** depending on the function chosen for the calculator: this may be as an awareness-raising function, or to help make choices prior to the campaign, or as a post-campaign assessment for a carbon footprint.

	PRE-CAMPAIGN USE	**POST-CAMPAIGN USE**
External aim	Impact study of formats prior to the campaign to guide the client's choices	Measure the actual impact of a campaign a posteriori to meet client request / raise their awareness
Internal aim	Upstream impact study of formats to directly offer less impactful campaign formats	Measure the actual impact of all the campaigns delivered to feed a global carbon footprint

The calculator may of course be updated following internal improvement measures:

- New formats offered by the sales house that are added to the database.
- Regular review of the collected data and update on a defined frequency of major changes of the distribution data.
- Set up a feedback process on the operational use of the tool: does it fill its objective?
- Where is the impact? Identification of corrective actions to reduce this impact and consequent improvement of the tool.
- If necessary, assess the need to move to a higher level of precision in collecting data in order to implement reduction actions.

During this last step, the tool will be populated for each campaign, to facilitate tracking and continuous improvement of data collection.

The collective work undertaken within SRI and Alliance Digitale is based on a philosophy of continuous improvement; the publication of these guidelines is only a first step towards defining best practices for the industry aimed at reducing our carbon footprint.

SUMMARY OF THE 3 STEPS INVOLVED IN DEVELOPING THE MEASUREMENT TOOL

1 • COLLECT DATA

↓

Framing to define the purpose of the tool, how it is to be used and the level of detail required for data collection

↓

List of the formats offered by the sales house: name, dimensions, file format and **data collection** according to the level of detail selected

↓

At the end of this step: Collection matrix completed with the list of formats and the data by format according to the collection level selected. This inventory could be carried out, for example, on the basis of a representative sample of campaigns delivered by the sales house.

2 • CREATE A MEASUREMENT TOOL

↓

Creation of an internal carbon footprint calculation tool based on the database and models provided by SRI and Alliance Digitale

↓

Operational teams getting started in using the tool

↓

At the end of this step: Ready-to-use tool based on sales house data multiplied by emission and conversion factors from the database provided by SRI and Alliance Digitale.

3 • UTILISATION DEUSE THE METRIC

↓

Integrate campaign assessment into your internal processes (e.g.: integration into the upstream sales process)

↓

Update regularly with your new formats and updated and/or more accurate campaign statistics

↓

Integrate the tool into a process **to improve carbon** impact

↓

During this step: Tool filled in for each campaign, tracking of campaign impact and continuous improvement of data collection

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Example of Level 1 collection

Format category	Format name	Viewing time (sec)	Average file weight (kB)
Classic	Pavé	4	100
Classic	Wide angle	4	100
Video	Instream	20	512,000

Data collected in Step 1

X Emissions and conversion factors from the SRI and Alliance Digitale database

SRI and Alliance Digitale common base database

→ Impact of Campaign 1

→ Impact of Campaign n

= Tool / Calculation mechanism / Template to quantify the impact of each campaign

ABOUT

This Reference Framework was co-constructed by members of the SRI and ALLIANCE DIGITALE, to which Aktio, Bilobay, Carbone4, DK, Ekimetrics, Ekodev, Fifty-Five, Fruggr, Greenbids, Impact+, Labelium, Sami and Scope3 also contributed.

The SRI - Syndicat des Régies Internet - is an interprofessional organization representing the interests of sales houses in the digital advertising value chain in France. Our 31 members work in a spirit of cooperation and are divided into 2 colleges: digital sales houses and their technology partners. In order to have an impact on the digital advertising value chain, SRI is working on three complementary fronts: deciphering the market, improving practices and defending the interests of our collective. Together, they share their expertise, for example through the publication of the Observatoire de l'e-pub, and promote responsible digital advertising, notably with "SRI, committed to the climate".

www.sri-france.org

Alliance Digitale is the association that represents the digital marketing players and aims to structure, federate and develop the digital marketing sector. Thanks to the diversity of its members, Alliance Digitale provides a strategic vision of all current and future digital marketing issues.

It is the result of the merger, in 2022, of the IAB France and the Mobile Marketing Association France, whose respective brands continue to exist within a single entity. To serve the interests of its members, Alliance Digitale has established itself as the point of reference for public authorities, the media and other professional organizations in matters of digital regulation and the promotion of an open Internet. Through its commissions, working groups and events, it addresses the challenges of digital marketing. The association brings together the vast majority of digital marketing players in France, over 230 companies (Brands, Media, Agencies, AdTech, Martech).

www.iabfrance.com