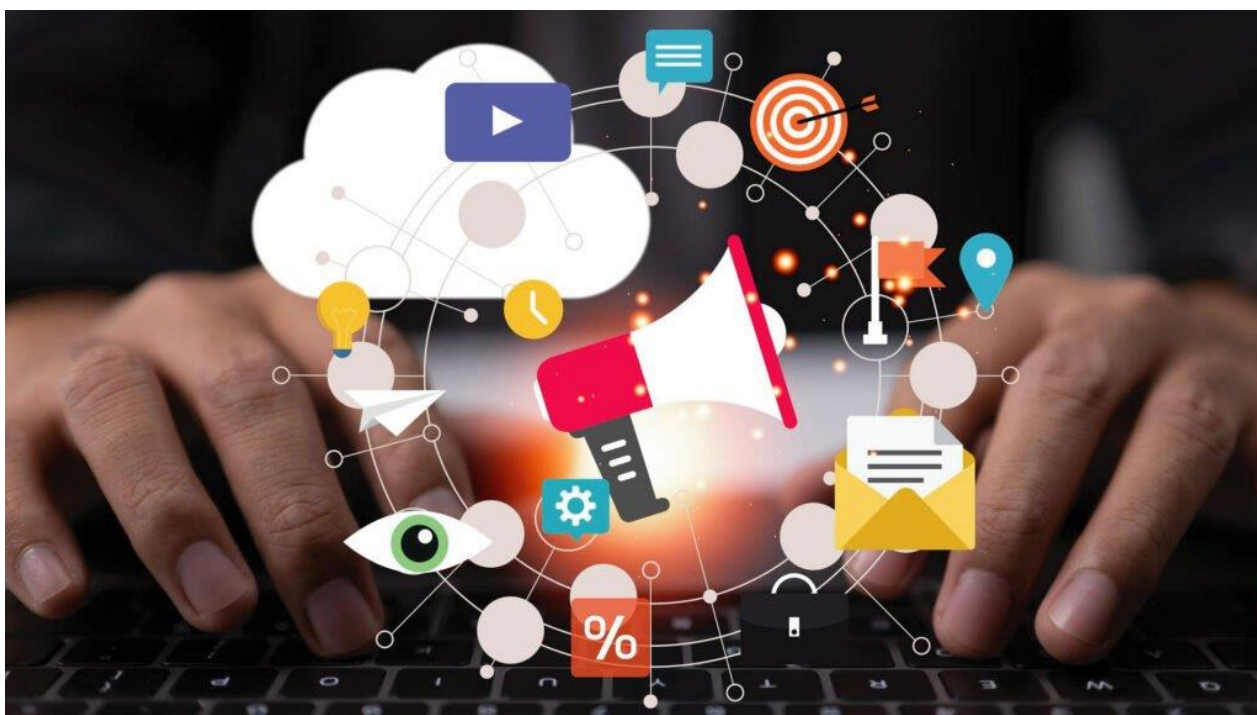# Traditional OOH is Up to 336% More Carbon-Efficient than Programmatic Ad
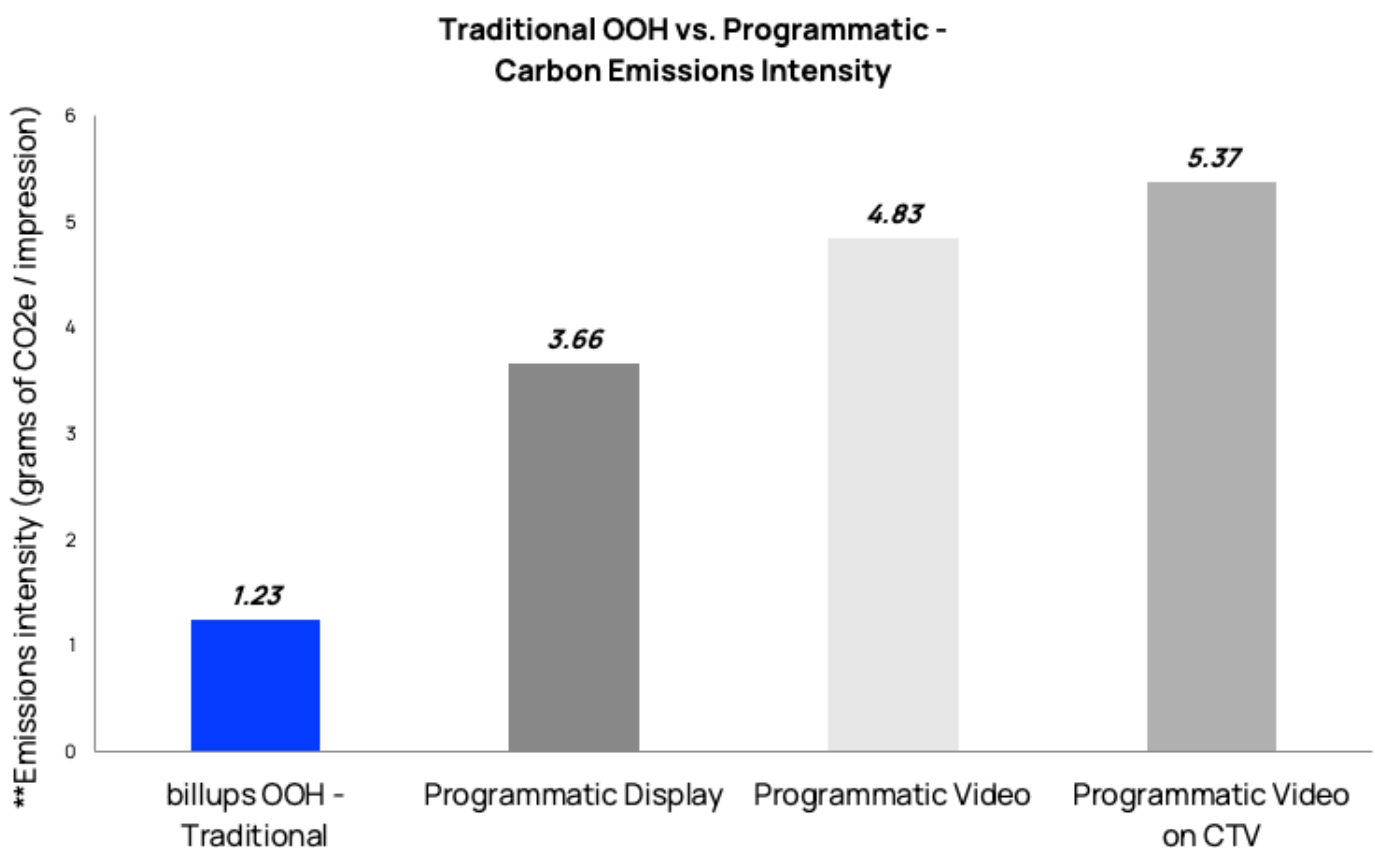
[logo] **Billups**

December 3 2024

billups, the leading independent out-of-home (OOH) agency, announced initial results from its partnership with Cedara, demonstrating that traditional OOH campaigns are among the most carbon-efficient advertising channels. This initiative marks a significant step forward in sustainable advertising practices, offering brands an effective way to meet their carbon reduction goals in media planning while benefiting from the effectiveness of OOH in the media mix.

This inaugural carbon emissions intensity study measured the carbon efficiency of traditional OOH advertising in comparison with non-OOH channels including programmatic display, video and connected TV (CTV) advertising. Carbon intensity/emissions were measured in grams of CO_2e per impression, to compare billups' OOH-delivered campaigns with other advertising channels, according to accepted industry standards. In the future, the agency aspires to release data on digital out-of-home (DOOH) campaign efficiency as well.

Traditional OOH excels in sustainability due to its "one-to-many" nature. A single ad placement can reach millions with a small carbon footprint per impression compared to the energy and resources required to advertise on digital channels across devices, reaching only one consumer at a time. High-quality OOH inventory in highly trafficked areas ultimately leads to a lower emissions intensity.

Key findings from the inaugural data analysis of 1,272 campaigns include:

- OOH campaigns have a lower intensity of carbon emissions compared to other advertising channels.

- Traditional OOH advertising was 188% more carbon-efficient than programmatic display advertising.

- OOH advertising was 246% more carbon-efficient than programmatic video advertising.

- Compared with programmatic video on connected TV (CTV) specifically, billups-delivered traditional OOH campaigns were 336% more carbon-efficient. This is especially significant as both media channels are generally used for brand awareness campaigns.

Traditional OOH vs. Programmatic - Carbon Emissions Intensity

Note: Programmatic display and video blend mobile, desktop, and CTV devices.

*The measured inventory accounted for the majority of billups' traditional OOH business across 1,272 campaigns, excluding only those campaigns where size dimensions were not available due to reporting capabilities.

**Emissions Intensity is measured in grams of CO_2e per impression, which can be used to compare billups' curated OOH inventory to other channels.

"We believe in the power of out-of-home advertising to captivate audiences and lead in sustainable practices," said James McEwan, CEO, EMEA at billups. "This study conducted by billups and Cedara underscores out-of-home's ability to deliver impactful messages with the added appeal of a significantly lower carbon footprint than other mediums. As out-of home

evolves in technological sophistication and performance metrics, it is a compelling choice for advertisers seeking both effectiveness and environmental responsibility."

"As brands seek actionable insights on their sustainability journey, it's critical to have consistent benchmarks to help identify carbon-efficient media choices," said Eric Shih, Chief Operating Officer at Cedara. "Our collaboration with billups highlights how traditional out-of-home can be an impactful channel for brands looking to minimize their carbon footprint without compromising reach and effectiveness. This study is a significant step in empowering advertisers to integrate meaningful, data-driven carbon reduction strategies into their media planning."

billups uses Cedara's Carbon Intelligence Platform to measure emissions from materials, size, power consumption, and installation, providing accurate CO2 footprint analytics for each campaign. The company can then purchase high-integrity, verified carbon credits to fund environmental projects, effectively neutralizing the carbon impact of clients' OOH campaigns.

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