German National Tourist Office UK & Ireland Insetting Case Study

Summary

A pioneering insetting initiative by Open Media and the German National Tourist Office has set a new benchmark for reducing energy consumption and CO_2e emissions in DOOH campaigns – right from the planning and buying stage.

By tracking real-time campaign delivery against confirmed targets, the campaign was paused once goals were met, preventing unnecessary energy use and waste. This was made possible through UniLED's advanced analytics, which provided transparent playout reporting, overlaid with verified audience insights, and precise energy consumption data.

As part of a broader industry shift towards sustainable media, UniLED is integrating DOOH Screen Energy & Emissions Reporting into its UniLIVE platform, addressing the urgent need for accurate emissions measurement and targeted reductions in campaign footprints.

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German National Tourist Office UK & Ireland Campaign Summary

Campaign Live Dates | 04/11/2024 – 26/11/2024

Campaign Number | #9710

Performance Headlines

Impacts

Performance	**109.14%**
Total	981,747
Expected	899,500
In Schedule	981,747
Out Schedule	0
Unbooked	0

Plays

Performance	**102.14%**
Total	51,186
Expected	50,115
In Schedule	51,186
Out Schedule	0
Unbooked	0

Time Played

Performance	**102.15%**
Total	142 hrs 11 mins
Expected	139 hrs 12 mins
In Schedule	142 hrs 11 mins
Out Schedule	0 hrs
Unbooked	0 hrs

Key :

Performance = % Delivered Against Target * **Total** = Total Quantity Achieved * **Expected** = Booked /Target Delivery

In Schedule = Delivered as Planned * **Out of Schedule** = Delivered Outside Booked Days/Times * **Unbooked** = Additional Screens

Running Total Impacts

Expected Impacts · Total Impacts
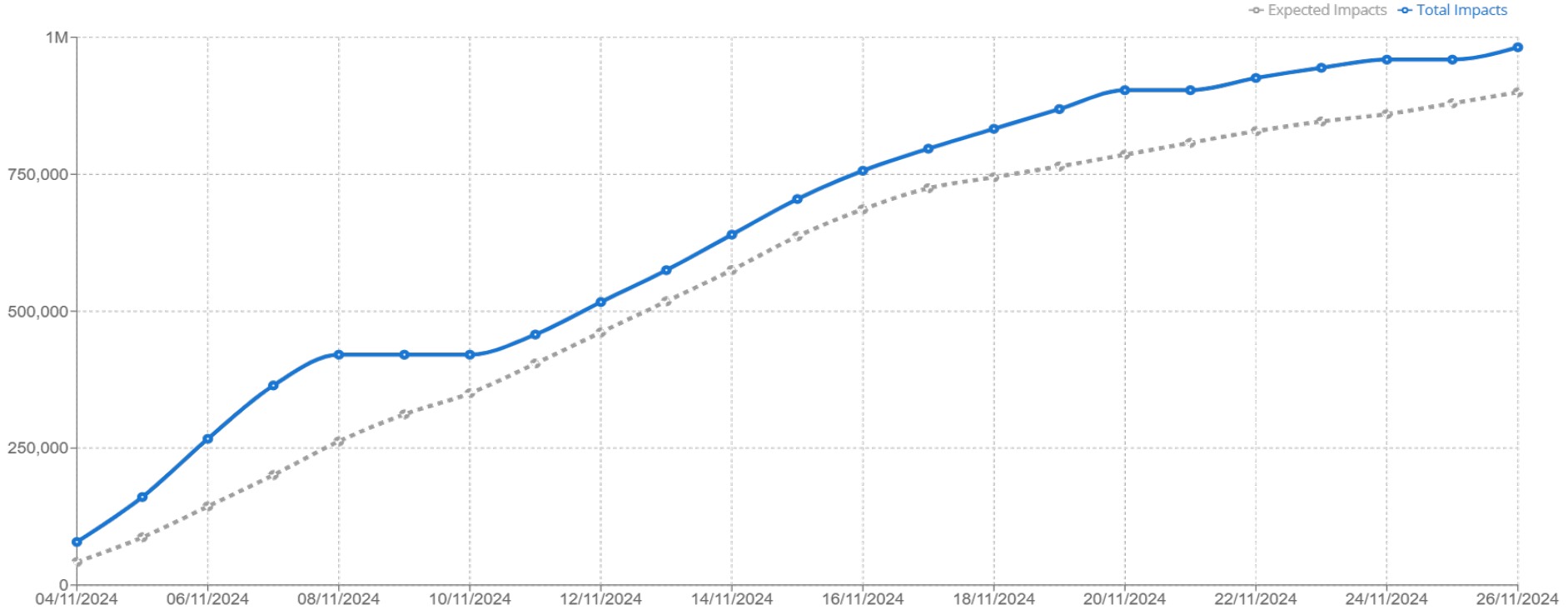
51,186
Plays

142 Hours
Total time Played

899,500
Target Impacts

0.49
kWh per 1000 impacts

981,747**
Total Impacts

0.11KG
CO₂e per 1000 impacts***

**Includes aggregated footfall data supplied by vendor for sites without Route scores
***2024 UK government GHG grid conversion factor

Emissions by Screen

German Tourist Board - #9710 0000

Booked by	David Shamash
Brand	German Tourist Board
Duration	04-Nov-2024 - 26-Nov-2024

Displays | Creatives | **Reporting** ⚙ | Pop Images

Summary	Impacts	Plays	Time Played	Energy Usage
		51,186 Plays	477.42 kWh	107.59 kgs CO2e

< All time > 📅 All ⌄   ≡ Filter by ⌄   ▦ Group by ⌄   ⊞ View by ⌄

#	Screen Name	Plays ↓	Plays Time	kWh	kg CO2e
1	The Wandsworth High Street Showcase	10,650	29 hrs 35 mins	159.39	35.92
2	Hotel Football 99 Sir Matt Busby Way, Stretford, Manchester	10,436	28 hrs 59 mins	54.73	12.33
3	The Moor	6,793	18 hrs 52 mins	59.69	13.45
4	Boxpark Liverpool	6,577	18 hrs 16 mins	57.49	12.96
5	42-50 LIVAT Hammersmith, King Street	6,292	17 hrs 28 mins	54.87	12.36
6	Penistone Rd, Sheffield	5,325	14 hrs 47 mins	46.41	10.46
7	Newcastle Haymarket upon Tyne	5,113	14 hrs 12 mins	44.84	10.11

Total Campaign Emissions

Dates : 04/11/2024 – 26/11/2024

Additional Campaign Emissions MOBSTA

Total Green energy kWh = 431

Total Fossil Based energy kWh = 46

Total tCO_2e = 0.11

Green Tariff tCO_2e = 0.10

Total Net tCO_2e **impact = 0.01**

1 tonne of CO_2e impact avoided through peatland restoration & conservation **= DOOH screen impact offset**

Total Campaign Metric Tonnes CO2e = 0.01t

Total Metric Tonnes of Carbon Investment CO_2e= 1t

Climate Positive by 0.99t

DOOH Campaign Carbon Impact
Based on Average Screen
Energy Usage

Total Net tCO_2e *Impact Equivalent:
10% of heating an average UK home for 2 weeks (all offset)

Ecologi | UNI LED | open media | NORTH STAR SUSTAINABILITY | MOBSTA

Appendix/Glossary

Total Kwh	Total energy consumed by all screens for duration of the campaign
tCO$_2$e	Carbon Dioxide Equivalent (number of metric tonnes of CO2 emissions with the same global warming potential as one metric tonne of another Greenhouse Gas).
Total Green energy kWh	100% green/renewable electricity
Total Fossil based energy kWh	Electricity from non-renewable energy sources
Total tCO$_2$e	Total GHG - Greenhouse Gas emissions (2022 Greenhouse Gas conversion factors for purchased electricity consumption – following GHG protocol and Government guidance on company reporting - Scope 2 & Scope 3)
Green Tariff tCO$_2$e	Emissions from renewable energy sources
Fossil Fuel Tariff tCO$_2$e	Emissions from non-renewable energy sources
Total Net tCO$_2$e impact	Total residual campaign emissions to be offset

UniLED is a DOOH technology company. The data provided in this report was delivered through **UniLIVE** their DOOH delivery, 3rd-party verification and energy reporting platform.
www.uniledsoftware.com

Open Media have a portfolio of large-format digital out of home screens and premium banners. They are BCorp certified and allowed UniLED to report the energy usage of their screens for this campaign.
www.openmedia.uk.com

North Star Sustainability is a media consultancy supporting OOH to take actions needed for positive impacts on people, planet, and profits. For this campaign North Star advised on CO2e methodologies and supported with independent calculations.
www.northstarsustainability.co.uk

Ecologi provide businesses with impactful climate solutions to help reduce their carbon footprint. For this campaign Open Media, through Ecologi, invested in carbon offset projects to offset the campaign CO$_2$e impact.
www.ecologi.com

Mobsta's market-leading solution re-engaged DOOH-exposed audiences via mobile, amplifying message frequency while reducing carbon emissions produced in the data transfer process, in line with their B Corp values and Climate Leader status.
www.mobsta.com

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DOOH Screen Energy & Emissions Measurement and Reporting Methodology
Insetting Case Study

Campaign Live Dates | 04/11/2024 – 26/11/2024

Methodology:

1. Live 'ecotrack' monitor was installed in-situ to record screen energy consumption
2. UniLIVE platform directly ingests campaign play and audience data and calculates total time played and impacts delivered.
3. Platform multiplies the play duration by the energy used per second, which provides campaign energy consumption data.
4. Platform applies Government protocol GHG conversion factor for relevant period to calculate the total CO_2e emissions for the campaign.
5. Platform divides the total energy consumption and total CO_2e, by the total audience impacts to show energy usage and emissions per audience impact.
6. UniLIVE collects the (third-party verified) energy source split between green/renewable vs fossil based/non-renewable to calculate the total net CO_2e impact.

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