

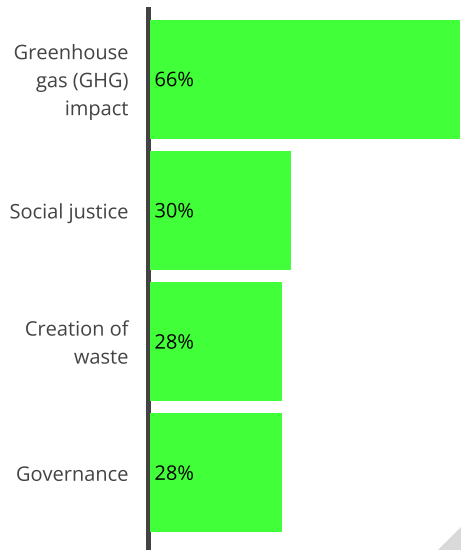
# STATE OF READINESS - SUSTAINABILITY IN DIGITAL ADVERTISING 2024

IAB Europe has compiled key stats from the State of Readiness - Sustainability in Digital Advertising Report 2024. The survey received 186 respondents from across 29 European markets.

## Sustainability is a Top 3 Business Challenge

- 1 Deprecation of third-party cookies (36%)
- 2 Measurement (35%)
- 3 Sustainability (27%)

## Most Important Aspects of Sustainability



70%

of digital advertising businesses have started their journey towards Co2e reduction

## Sustainability Progress

- ✓ 51% of businesses have undertaken an audit
- ✓ 51% have participated in industry forums
- ✓ 48% have created a checklist

90%

cited the adoption of solutions that reduce GHG emissions in the digital ad supply chain as key to **driving progress in environmental sustainability**

89%

cited the development of tools to reduce GHG emissions

89%

cited the creation of consistent standards for GHG estimation

24%

of businesses have adopted a GHG estimation framework, methodology or model to measure impact of digital ads

## Get more insight!



[Download](#) our State of Readiness - Sustainability in Digital Advertising Report for more insights and data.

