

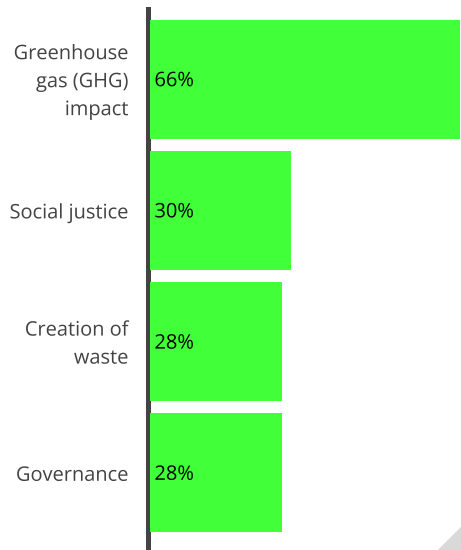
# STATE OF READINESS - SUSTAINABILITY IN DIGITAL ADVERTISING 2024

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.

