

STATE OF READINESS - SUSTAINABILITY IN DIGITAL ADVERTISING 2025

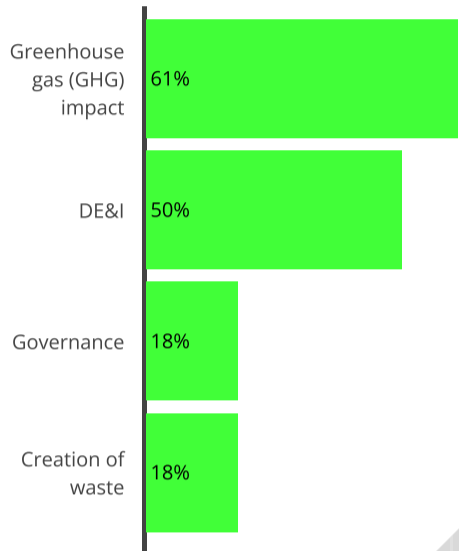
IAB Europe has compiled key stats from the State of Readiness - Sustainability in Digital Advertising Report 2025.

The survey received 102 respondents from companies in the digital advertising ecosystem.

Sustainability is a Top Business Challenge

- 1 Measurement (42%)
- 2 Sustainability (29%)
- 3 Viewability (21%)

Most Important Aspects of Sustainability



48%

of digital advertising businesses now estimate emissions produced by digital media products.

Sustainability Progress

- 51%** of businesses have undertaken an audit
- 56%** have participated in industry forums
- 42%** have disclosed environmental impacts to clients

92%

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

90%

cited the development of tools to reduce GHG emissions

90%

cited the creation of consistent standards for GHG estimation

68%

of businesses think the industry should consider the carbon footprint of the consumption it drives.



Get more insight!



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