

# **2023 Viant** **SUSTAINABILITY** **REPORT**



**Viant.**



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An aerial photograph of a winding asphalt road that curves through a dense, green forest. The road has white lane markings and is bordered by a rocky shoulder. The surrounding trees are tall and lush, creating a vibrant green canopy. The road disappears into the distance, following the natural contours of the landscape.

# A LETTER FROM OUR CO-FOUNDERS

Over the past couple of years, digital advertising has faced a paradox. Though our industry is rooted in the virtual world, it makes a significant contribution to world-wide carbon emissions.

According to **recent estimates**, digital advertising accounts for roughly 3.5% of global carbon emissions—a number that is reportedly growing at a rate of 6% annually. Said another way: While the aviation industry receives attention for its carbon emissions, when it's all **added up**, each day digital advertising's impact is equivalent to hundreds — if not thousands — of international flights.

What's worse is that much of that energy is wasted in inefficient auctions, intermediaries and/or fraud from impressions that no human ever sees.

By taking action, we can make a difference. At Viant, we've applied what we like to call an "action-first mindset" to bring tools to market that help the industry work on carbon reduction. These tools allow our customers to calculate the carbon emissions of their ad campaigns and increase advertising efficiency by buying ad inventory directly from publishers. Through our Adricity program, we now allow advertisers to earn renewable energy credits to help achieve sustainability goals and support U.S. clean energy production.

The issue of carbon impact, however, is also personal for us. In 2020, nearly four years ago, we began work on a 100 acre solar farm containing roughly 35,000 solar panels in North Carolina. Today, that facility currently provides 14 megawatts of clean, renewable energy per hour for the region.

As one of the leading demand-side platforms to achieve carbon neutrality, and the first to bring an offering like Adricity to market, we're proud of the steps we have taken. And yet, the challenge of curbing carbon impact is vast; and given digital advertising is an outsized contributor, we know more will be expected in the future.

We'll keep innovating and leading to reduce our environmental footprint and inspire our industry. Together, using technology and creativity, we aim to significantly fight climate change for a more sustainable future.

Tim & Chris Vanderhook





## ABOUT THIS REPORT

In the past year, sustainability has taken center stage for the digital advertising industry where the carbon impact may be less obvious compared to many sectors, yet no less significant. The **\$600 billion global digital advertising industry** has an important role to play in sustainability. The backbone of the digital advertising ecosystem are little snippets of code, executed in online auctions held inside data centers. Individually, the auctions use a tiny amount of electricity. But taken together – all the auctions, in every data center, all over the world – and the amount of electricity devoted to digital advertising is significant. Estimates vary, but the electricity consumed by digital advertising directly combined with the energy spent on displaying ads on televisions, smartphones and other devices creates a very real and measurable impact.

At Viant, we believe that the digital advertising industry drives change. It helps economies and communities thrive. We also believe that as an industry and as a company, digital advertising can be a force for meaningful action on sustainability. We can do this by reducing the amount of energy we consume and by leveraging climate-friendly sources of renewable electricity to power our businesses.

Viant's 2023 Sustainability report — a first for the company — details our efforts to decarbonize digital advertising in 2023 by fostering better measurement, improving efficiency and facilitating the capability to replace non-renewable energy used to power ad campaigns with renewable sources, like solar and wind.

Viant's approach to sustainability revolves around three core pillars: our company, our industry and our clients. The results have been remarkable.



# KEY TAKEAWAYS

**OUR COMPANY:** Viant has taken a proactive stance on sustainability as a company, driving innovation and setting strong targets for environmental responsibility. Viant is proud to announce we have achieved carbon neutrality for the calendar year 2023.<sup>1</sup> This was accomplished through strategic collaborations with cloud providers to source renewable energy for powering Viant's platform when feasible, while also purchasing carbon offsets and renewable energy credits (RECs), which help to increase the broader supply of renewable energy throughout the United States.

**OUR INDUSTRY:** We believe that a challenge of this magnitude cannot be solved by one company alone, and that we are stronger when we work together. To that end, Viant actively collaborates with sustainability organizations and industry leaders to address challenges in the advertising supply chain, driving waste reduction and enhancing economic and energy efficiency in digital advertising practices.

**OUR CUSTOMERS:** In 2023, Viant launched an innovative sustainability program called Adtricity. The Adtricity program is designed to help our customers achieve their sustainability goals while supporting U.S. clean energy production. With Adtricity, media investment with Viant generates clean energy credits for our customers, which can then be used to further our clients' own sustainability efforts. In 2024, the Adtricity Program will see further enhancements as we continue to make this program more robust and comprehensive.







# STRIDES IN SUSTAINABILITY: AS A COMPANY

Viant is dedicated to and focused on improving sustainability for company operations and is pleased to announce our own successful accomplishment in achieving carbon neutrality for calendar year 2023. This is an area that is important to our founders and employees alike, and we want to demonstrate industry leadership. We have applied our “innovation in action” mindset to our approach to sustainability. Here are a few highlights and accomplishments of Viant’s innovation in sustainability in 2023:

## GREEN-E® CERTIFICATION

As part of our sustainability journey, we looked to reputable partners in the space to certify and guide our plans. Green-e is one of those partners. Green-e® certified renewable energy is renewable energy that meets the highest standards in North America; it must be generated from new facilities that meet rigorous standards for environmental quality, marketed with complete transparency and accuracy, and delivered to the purchaser, who has sole title.

## SETTING A NEW STANDARD FOR BID PERFORMANCE

Viant recently rebuilt our entire bidder infrastructure to drive efficiency on all fronts. Our goal was to improve bid response times while integrating AI into the bidding process to drive cost efficiency. The results exceeded our expectation — bids are now up to 50 times faster (versus competition) with average latency of 1.2 ms.<sup>2</sup>

Viant’s new bidder infrastructure, which runs on energy efficient AWS Graviton-based Amazon EC2 instances, contributes to a greener planet by using less energy for computations. With a tenfold reduction in carbon emissions, Viant’s bidder prioritizes performance and sustainability. In addition to the performance and cost improvements we achieved, Viant’s new bidder reduced carbon emissions by 526 metric tons of CO<sub>2</sub> per year<sup>3</sup>, which is equivalent to:

- Reducing 589,201 pounds of coal burned
- The amount of carbon absorbed by 627 acres, roughly the size of 474 football fields of U.S. forests in one year

## CARBON EMISSIONS CALCULATOR

Powered by our emissions measurement partner, Scope3, the [Viant Carbon Emissions Calculator](#) estimates emissions generated from ad campaigns based on several campaign parameters including channel, device type and buying method — and the potential renewable energy credits (RECs) advertisers can earn through Adtricity.

The Viant Carbon Emissions Calculator provides our clients and customers a clear understanding of the impact of the carbon emissions from their ad campaigns, while providing a solution to help achieve environmental goals through our Adtricity program.



# SUPPLY PATH OPTIMIZATION: DIRECT ACCESS

While today's programmatic ecosystem is full of contributors to the industry's carbon footprint, there is one area digital advertising can address today: the opaque digital supply chain.

When an ad is served to a consumer, it often follows a complicated and disjointed path. Between the advertiser and the consumer, there's a variety of intermediaries and resellers: some are participating in online auctions, some are simply reselling ad inventory. Whatever their role, each is consuming electricity to facilitate the transaction. **Digiday** notes that only one auction is truly needed to transact this inventory, but securing a willing buyer is imperative for publishers — especially in a challenging economic climate.<sup>4</sup>

Reducing the carbon impact of digital advertising means making online auctions more energy efficient. We've done this by supporting supply path optimization, which reduces the number of intermediaries in online auctions by allowing advertisers to purchase directly from premium publishers. It's a way of doing business that reduces the amount of energy used in each auction, leading to higher yields for publishers and better results for advertisers.

In 2023, Viant launched Direct Access, our supply path optimization initiative that drives cost efficiencies and carbon reduction for advertisers by forging direct partnerships with publishers. Our Direct Access program works with the top streaming platforms that collectively represent over 75% of the addressable CTV market in the United States<sup>5</sup>, and that number is only increasing as momentum for this program grows.

On October 11, 2023, capitalizing on the momentum for Direct Access, Viant hosted "The Future of Supply Path Optimization in CTV" at Nasdaq's headquarters in New York City. At the event, we joined leading publishers and advertisers to chart a path forward for creating more sustainable and efficient supply paths in CTV.

## THE FUTURE OF SUPPLY PATH OPTIMIZATION IN CTV EVENT, NYC OCTOBER 11, 2023



**VIANT.**





# CARBON MEASUREMENT

In digital advertising, measurement isn't just a metric — it sits at the core of our business value. Similarly, in our carbon reduction initiatives, meticulous measurement and evaluation guide our journey towards sustainability. Just as data drives digital advertising, our focus on measurement allows our company and our customers to see where they are and where they are going.

In Viant's sustainability journey, we understand what can be measured can be improved. We have engaged partners including UL Solutions and Scope3 to drive our measurement strategy. Their expertise ensures that the numbers we provide are generated at arms-length. They're verifiable and reliable. Their commitment to transparency aligns seamlessly with our values, fostering trust in our carbon reduction efforts. This collaborative approach ensures not only accuracy in data but also accountability in our environmental impact.

## DETAILED SCOPE 1-3 TABLE

Greenhouse Gas Emissions Profile: Scope 1-3

SCOPE	ACTIVITIES	TCO2E*
Scope 1	Natural Gas used for heating in buildings	75
Scope 2	Electricity used in facilities – Location-based approach	348
Scope 2	District steam used in facilities	77
Scope 3, Category 1	Purchased goods and services	2,784
Scope 3, Category 5	Waste generated in operations	5
Scope 3, Category 6	Business travel	1,052
Scope 3, Category 7	Employee commuting	386
Scope 3, Category 8	Upstream leased assets	18

\* Values have been rounded to the nearest metric tonne

\*UL Solutions Greenhouse Gas Verification Report, 4/23/24



# STRIDES IN SUSTAINABILITY: AS AN INDUSTRY

## INDUSTRY PARTNERS

We recognize that carbon reduction is a far-reaching initiative and no one company can drive the needed change alone. We are pleased that many in our industry are stepping up to the challenge and are proud to support those efforts. Every initiative counts, which is why we've joined forces with industry partners to tackle climate change.

The greatest strength the advertising industry has is collective action. We're proud of our membership in the industry's leading decarbonization initiatives, Ad Net Zero and IAB's Sustainability Working Group. These coalitions have global impact, and Viant is a founding member of the U.S. chapter of Ad Net Zero, which is dedicated to decarbonizing the entire advertising industry. From the business operations of advertising agencies, to the climate impact of advertising production, Ad Net Zero is truly focused on the entire ad industry value chain. Similarly, IAB's Sustainability Working Group includes industry participants who work to develop guidelines and standards to advance efficiency and transparency in the digital advertising ecosystem.

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**Now more than ever, solving the climate crisis requires collaboration between the entire advertising industry and ecosystem. Viant has demonstrated its commitment to sustainability as a founding supporter of Ad Net Zero U.S., and by remaining committed to innovation and partnerships dedicated to eliminating carbon emissions throughout the advertising industry.**

JOHN OSBORN, DIRECTOR, AD NET ZERO

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**IAB TECH LAB IMPACT SUMMIT:**  
JON SCHULZ ON A PANEL ABOUT  
SUSTAINABILITY FOR THE INDUSTRY



**GREEN MEDIA SUMMIT**  
JON SCHULZ, VIANT CMO







# STRIDES IN SUSTAINABILITY: WITH OUR CUSTOMERS

## INTRODUCING ADTRICITY™

Consumers are increasingly looking for ways to make the world more sustainable through the products they use. In fact, our recent [Consumer Sustainability Study](#) found that **75% of consumers took sustainability into account when making a purchasing decision**. Advertisers are waking up to the sustainability imperative.

In 2023, Viant launched Adtricity, an incentive program for our customers that delivers Renewable Energy Credits (RECs) for media investment, which helps our clients reach their sustainability goals.

RECs are an accounting tool that help businesses certify their claims that they are using renewable energy. The market for RECs incentivizes renewable energy investment and additional clean energy. This means companies around the nation, even in states that do not offer or produce renewable energy, can use RECs to further support U.S. production of renewable energy while working towards achieving their own carbon reduction goals.

## WHAT'S NEXT

Although we have had great initial success with our carbon credit program, we are looking to further expand our impact in 2024. We will be launching programs focused on reducing carbon from our supply chain and announcing more developments later this year.

There is no question there is a lot of work to be done to reduce carbon in advertising and all aspects of our lives as consumers. We are just beginning that journey, but progress will only be achieved through real action. That is our goal at Viant, to do our part to improve the world we live and operate in.

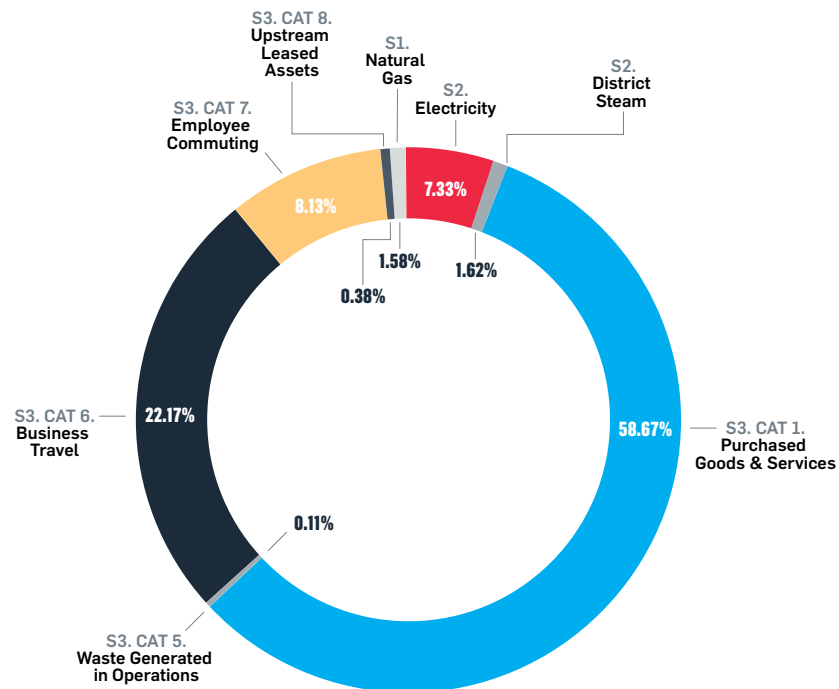


# APPENDIX: VIANT'S CARBON FOOTPRINT

## SCOPE 1-3 EMISSIONS OVERVIEW

SCOPE	TOTAL EMISSIONS (MTCO2e)*	% OF TOTAL
SCOPE 1	75	1.58%
SCOPE 2	425	8.95%
SCOPE 3	4,245	89.46%

## SCOPE 1-3 EMISSIONS BREAKDOWN



\*UL Solutions Greenhouse Gas Verification Report, 4/23/24



# ABOUT Viant

Viant® (NASDAQ: DSP) is the leading people-based, advertising technology company that enables marketers to plan, execute and measure omnichannel ad campaigns through a cloud-based platform. Viant's self-service Demand Side Platform powers programmatic advertising across Connected TV, Linear TV, mobile, desktop, audio, gaming and digital out-of-home channels. As an organization committed to sustainability, Viant's Adricity® carbon reduction program helps clients achieve their sustainability goals. In the past year, Viant was recognized by G2 as a Leader in the DSP category and as the Best Software in Marketing & Advertising, earned Great Place to Work® certification, and became a founding member of Ad Net Zero. Viant's Co-Founders Tim and Chris Vanderhook are also past recipients of EY's Entrepreneurs of the Year award. To learn more, please visit [viantinc.com](https://viantinc.com).

## FORWARD-LOOKING STATEMENTS

This report may include "forward-looking statements" within the meaning of United States federal securities laws. Any forward-looking statements contained in this report are made as the date they were made, are subject to change without notice, and are not guaranteed to be updated, except as required by applicable law. Such forward-looking statements are based on historical performance and management's current plans, estimates and expectations in light of information currently available. Actual results may differ materially from these plans, estimates and expectations, and we caution that you should not place reliance on any of our forward-looking statements.



# FOOTNOTES

- **1:** Viant Technology, "As of December 31, 2023, we have purchased the carbon offsets required to offset our fiscal 2023 Scope 1 and Scope 3 emissions. In early 2024, Viant is purchasing and retiring requisite qualified RECs to neutralize our fiscal 2023 Scope 2 emissions."
- **2:** Most DSPs have response times that range from 50-100 milliseconds. Our new bidder code based on the energy efficient AWS Graviton-based Amazon EC2 instances has improved the performance of our current response time average to 1.2 milliseconds.
- **3:** Emission reduction figures are derived from projected estimates calculated through methodologies consistent with standard industry practices.
- **4:** Barber, Kayleigh. "Media Briefing: Why Publishers' Sustainability Efforts Should Start with Supply Path Optimization." Digiday, 10 May 2023, [digiday.com/media/media-briefing-how-publishers-are-addressing-the-carbon-emissions-from-their-digital-ad-businesses/](https://www.digiday.com/media/media-briefing-how-publishers-are-addressing-the-carbon-emissions-from-their-digital-ad-businesses/)
- **5:** Viant Strengthens Foothold in CTV with Direct Access." Viant Technology LLC, 2 Dec. 2023, [www.viantinc.com/company/news/press-releases/viant-strengthens-foothold-in-ctv-with-direct-access/](https://www.viantinc.com/company/news/press-releases/viant-strengthens-foothold-in-ctv-with-direct-access/).

Actions described and statements made herein are based on expectations, assumptions, methodologies and third-party information that we currently believe to be reasonable, but which may subsequently be determined to be erroneous or be subject to misinterpretation. There is no consensus on ESG best practices and related standards and methodologies, all of which continue to evolve.



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