

Harnessing the power of collaboration for a sustainable industry

Index¹
Exchange



Stéphane Printz

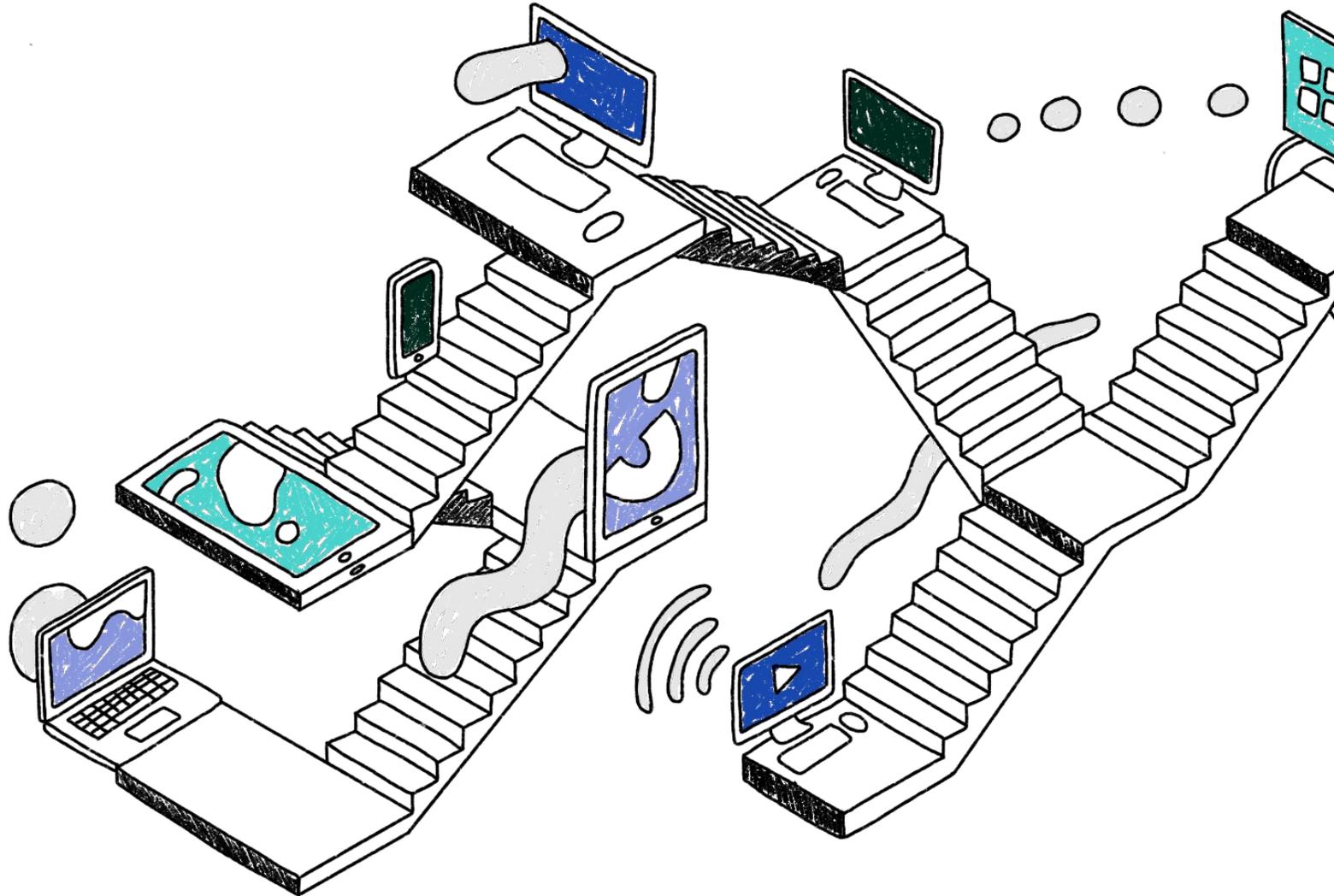
Regional managing
director NCEE

Index⁷ Exchange



20 YEARS ACCELERATING
THE AD TECHNOLOGY
EVOLUTION

Index Exchange helped develop
the protocols that simplified
early programmatic.



Index Exchange's vision

Total market
efficiency

Index Exchange's mission

Accelerate the ad
technology evolution

Harnessing the power of collaboration for a sustainable industry

1M

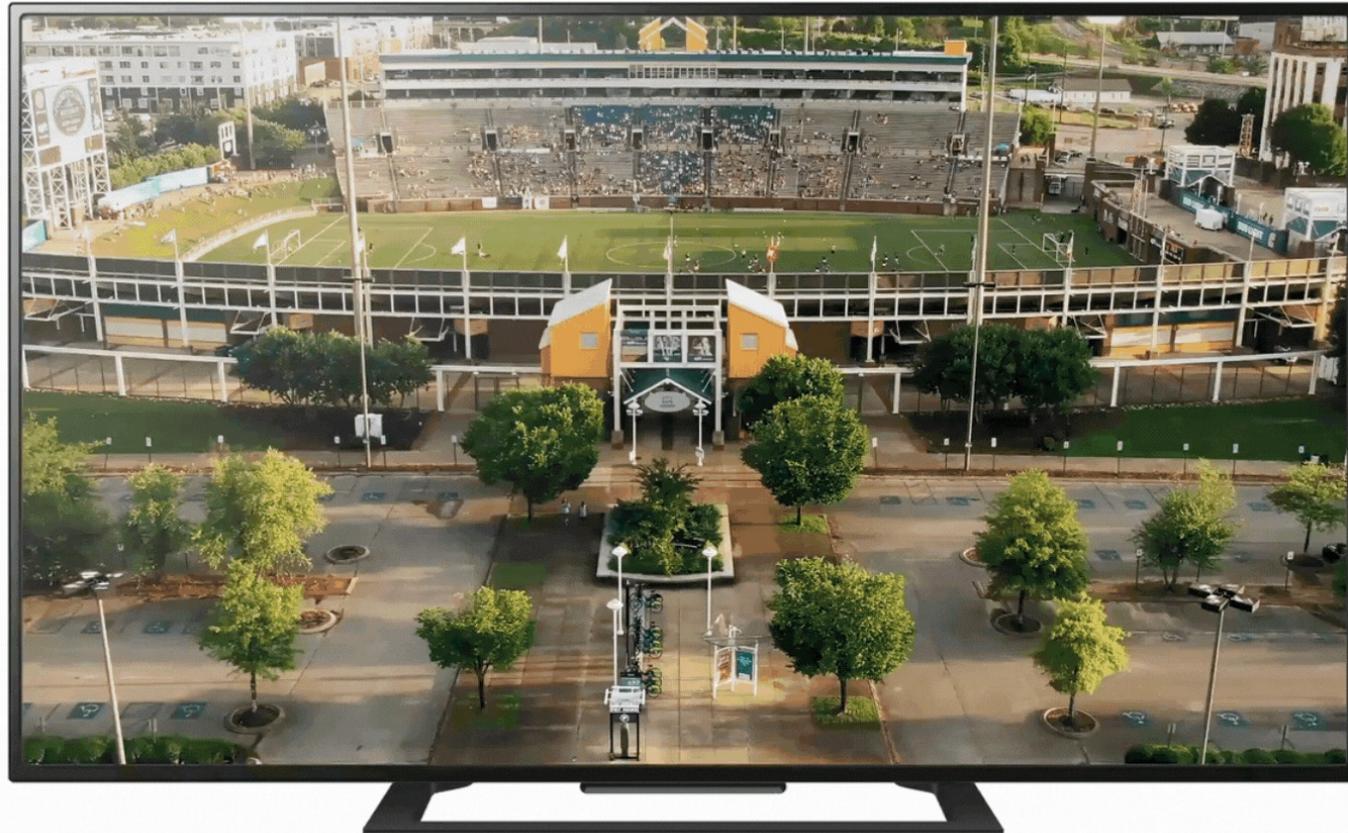
VIDEO AD IMPRESSIONS EMIT
ABOUT 1 METRIC TON OF CO₂.

How to act today to initiate sustainability in advertising:

- Understand your baseline
- Invest in green media
- Initiate more efficient and sustainable supply paths



OpenRTB 2.6 & sustainability



84% drop in ad selection emissions when CTV ad space was purchased from a programmatic supply chain using OpenRTB 2.6's pod bidding.

Thank you!

Index¹
Exchange

Flash this code to
learn more about
sustainability in
digital advertising:

