

# THE AD NET ZERO GLOBAL MEDIA SUSTAINABILITY FRAMEWORK

**A Playbook of voluntary industry standards that address media greenhouse gas emissions.**

Note: This is not the *GMSF Playbook*. It's a quick start guide containing key information, documents and templates to help you get started.

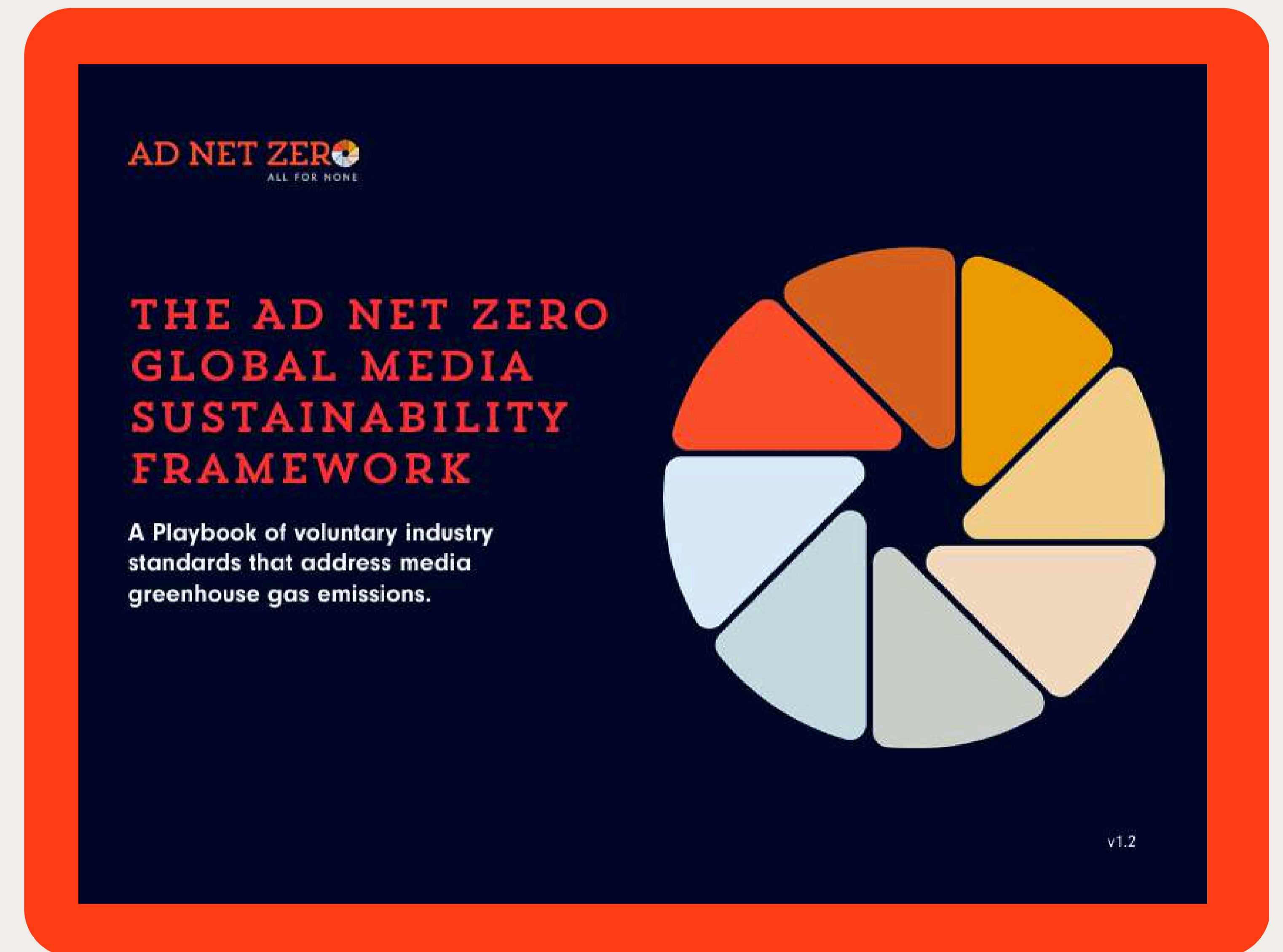


# GLOBAL MEDIA SUSTAINABILITY FRAMEWORK

A Playbook of voluntary industry standards that address media greenhouse gas emissions.

The Global Media Sustainability Framework (GMSF) helps advertisers and their partners calculate and reduce greenhouse gas (GHG) emissions from media. It provides a consistent, comparable approach aligned with international standards including the Greenhouse Gas Protocol and ISO 14067.

Developed by advertising industry climate action programme Ad Net Zero with support from trade organisations, global advertisers, agencies, tech platforms and media owners, the framework currently covers six key channels: Digital, TV/Video, Out-of-Home (OOH), Print, Audio and Cinema.

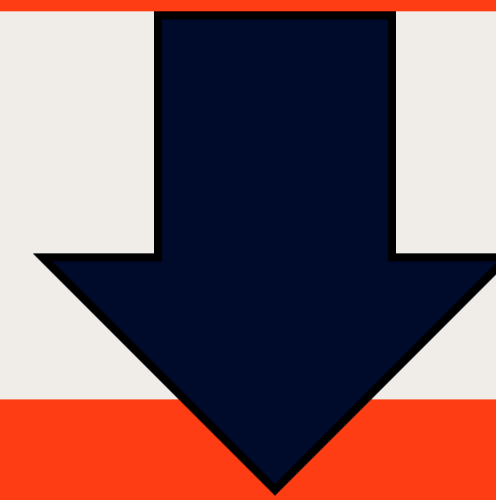


**Access the [GMSF Framework v1.2](#)**

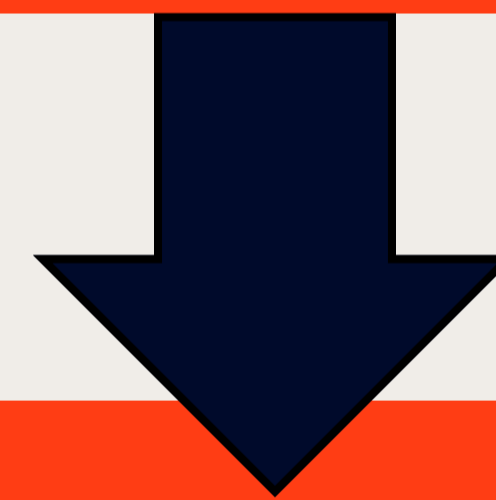
Learn more in the press release:  
[Ad Net Zero strengthens global framework to calculate media emissions](#)

# WHAT IS THE GMSF?

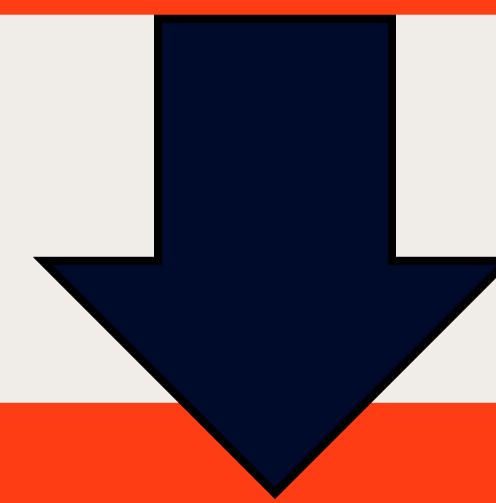
The GMSF is six voluntary frameworks built on climate-science standards and advertising industry best practices



To measure media emissions more accurately across channels, geographies, and providers



It aims to increase transparency, consistency, and accuracy, with a useful, usable, evolving framework



It fosters an activity-based approach, rather than a spend-based estimate that is often used to quantify these emissions

## CURRENT INDUSTRY CHALLENGES



Variability in emissions calculations



Fragmentation of data requests



Impending reporting requirements

## WHAT THE GMSEF WILL HELP THE INDUSTRY ACHIEVE



Advertiser management of emissions targets and reporting



Agency support of their client's emissions considerations



Clarity and consistency for media owners

# FAQS - GENERAL OVERVIEW

[Read all the FAQs here](#)

## What is the **Global Media Sustainability Framework (GMSF)**?

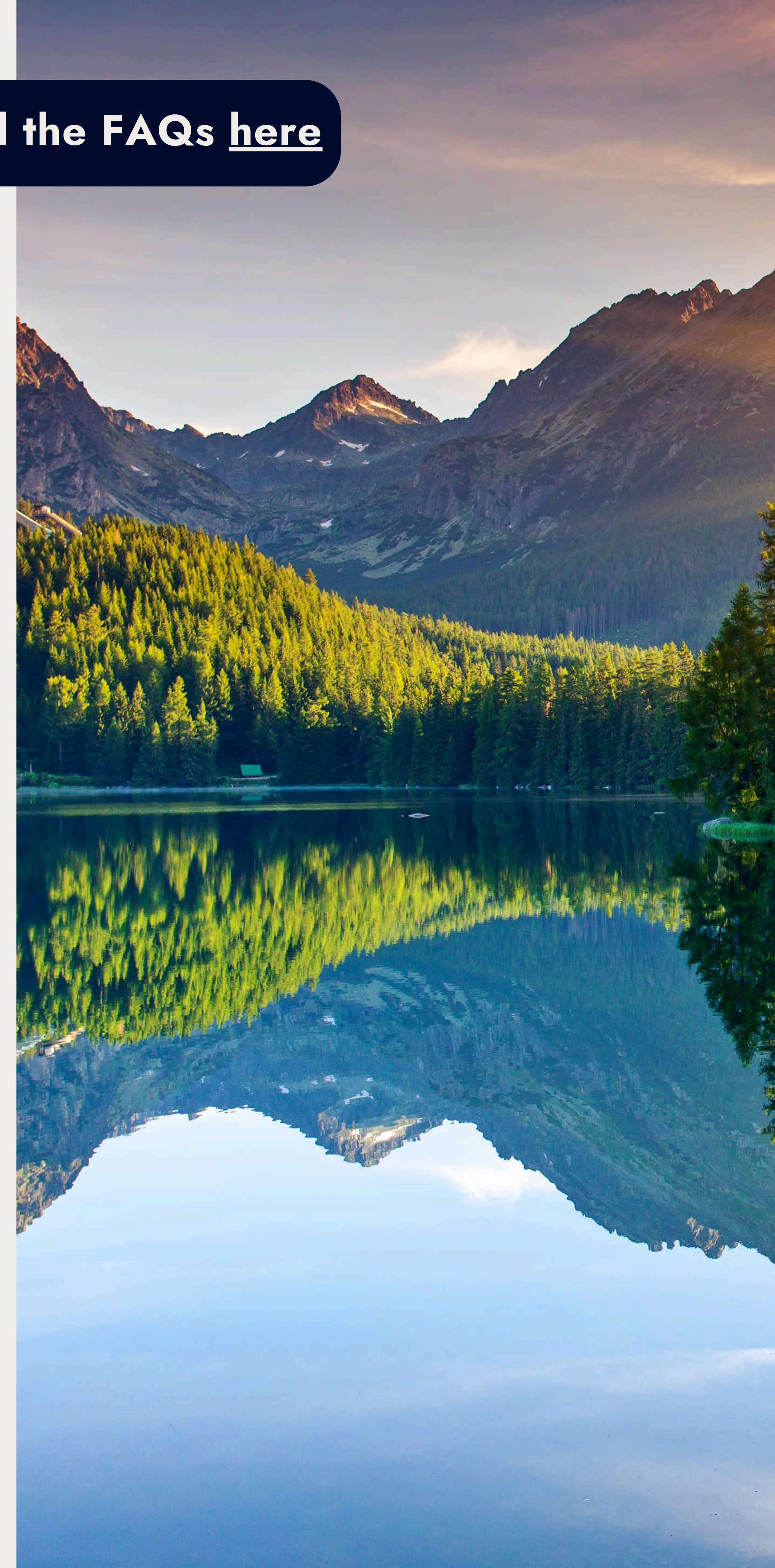
In March 2023, Ad Net Zero established a project to create a universal framework for estimating the GHG (greenhouse gas) emissions from media campaigns. The Global Media Sustainability Framework is a series of voluntary industry standards to improve consistent, comparable calculation of greenhouse gas emissions from digital, television, print, audio, outdoor, and cinema channels.

## How is the **GMSF** different from other industry sustainability efforts?

The Global Media Sustainability Framework is based on voluntary work from Working Groups, and voluntary submissions to Ad Net Zero. This is similar to the process Union des Marques ran in France via OneFrame, the French industry standard, for different channels. By inviting organisations into a voluntary process with the wider industry, we have sought to create a single universal framework that can be used across all main channels and markets, with scope to improve over time. This will add much needed consistency across territories and channels and give full transparency to the methodology.

## How much the advertising industry accountable for in terms of emissions footprint?

It's difficult to pinpoint an exact percentage for the advertising industry. The World Economic Forum have stated that digitization generated 4% of global greenhouse gas emissions in 2020. Data centres (responsible for 2.5% of all human-induced carbon dioxide) have a greater carbon footprint than the aviation industry (2.1%). Therefore, it seems likely that, factoring in non-Digital advertising channels, and taking account for the fact not all digitisation is due to the advertising industry, we can estimate that the advertising industry likely has a footprint between 2 and 4% of global emissions



# FAQS - SPECIFICS COVERED

Read all the FAQs [here](#)

## Context & Purpose:

- About Ad Net Zero
- What sustainability means in this context
- Links to UN SDGs (esp. SDG 13 & 12)

## Framework Overview:

- What the GMSF is
- What's new in version 1.2
- How it differs from other initiatives

## Technical Guidance:

- Data Guidance, Request Forms, Hacks
- Emissions Factors
- Alignment with GHGP & ISO standards

## Stakeholder Benefits:

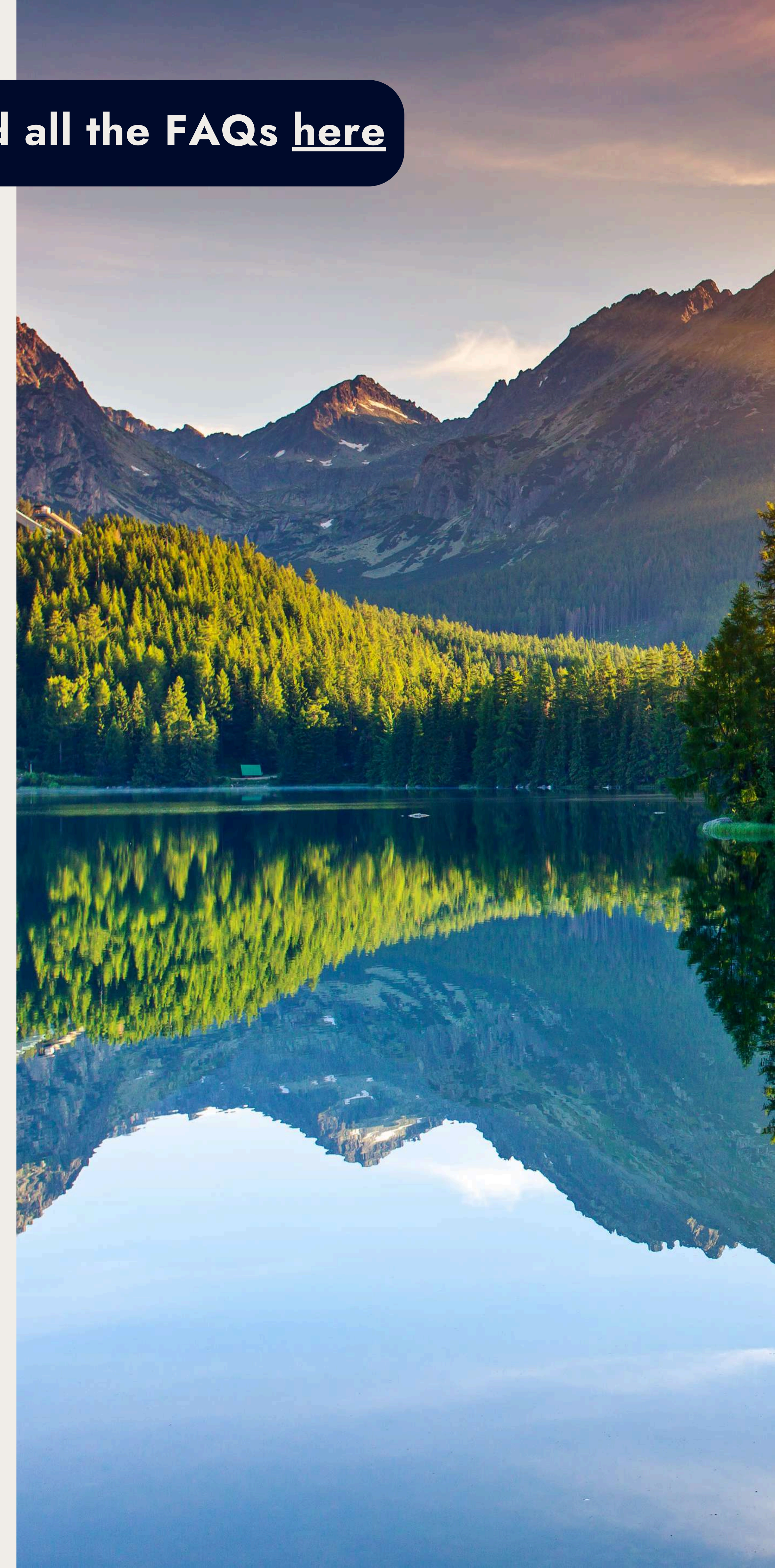
- For advertisers, agencies, media sellers, and solution providers
- Use cases and implementation examples

## Governance & Updates:

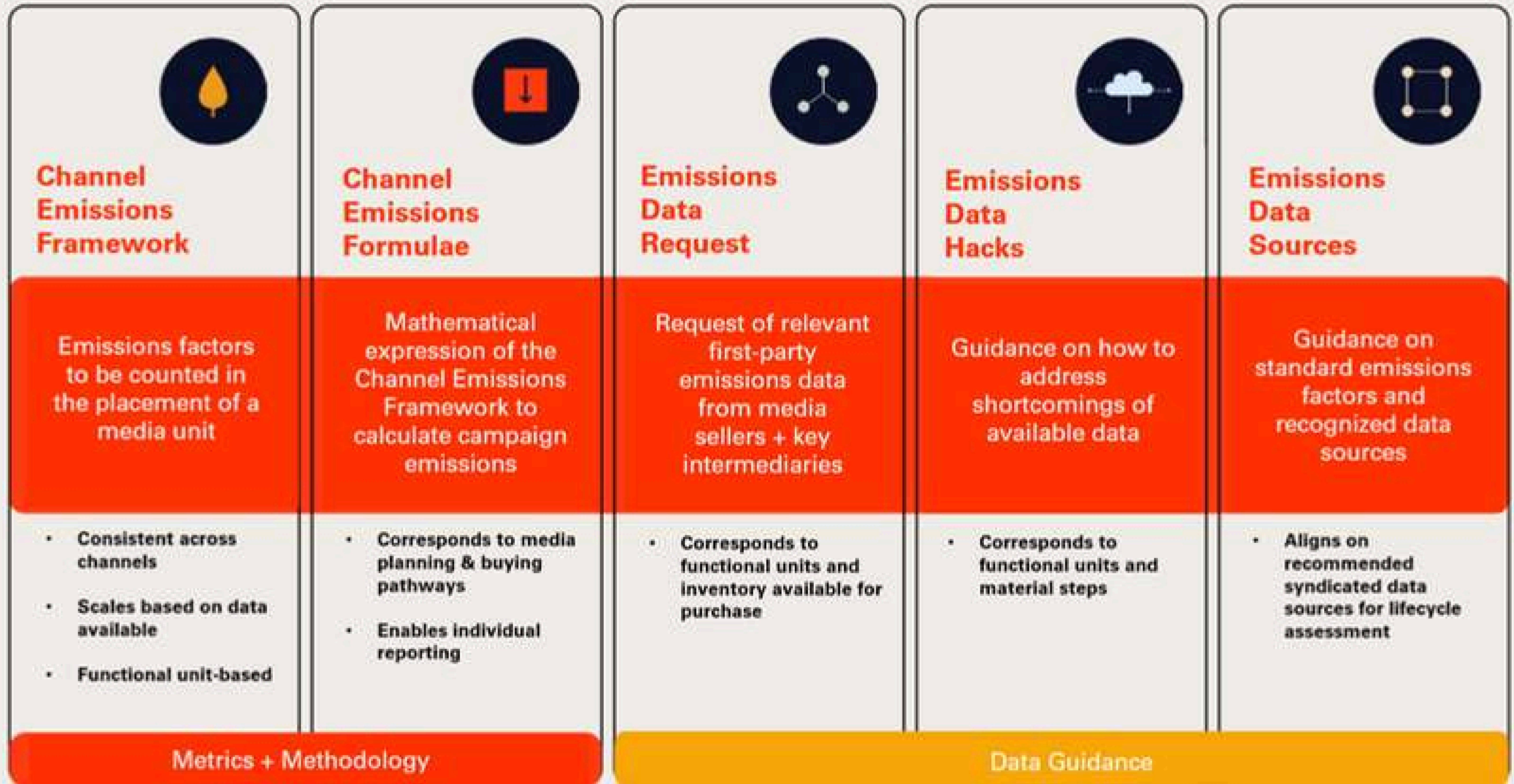
- How the framework is developed
- Role of trade associations and expert groups
- When will the GMSF be updated

## Practical Actions & Emerging Topics:

- Quick wins for reducing emissions
- Impact of Generative AI on sustainability



# THE COMPONENTS OF THE GMSF FRAMEWORK



# RESOURCES BY MEDIA CHANNEL

Explore the latest developments



## Digital

[Channel Emissions Framework and  
Formulae - Extended Version](#)

[Data Request Form](#)

[Data Sources](#)



## TV / Video

[Channel Emissions Framework and  
Formulae - Extended Version](#)



## OOH, DOOH and Transient

[Channel Emissions Framework and  
Formulae - Extended Version](#)

# RESOURCES BY MEDIA CHANNEL

Explore the latest developments



**Print**

[Channel Emissions Framework and  
Formulae - Extended Version](#)



**Audio**

[Channel Emissions Framework and  
Formulae - Extended Version](#)



**Cinema**

[Channel Emissions Framework and  
Formulae - Extended Version](#)

# ADDITIONAL KEY LINKS

## GMSF Enterprise Level Data Request Form

**AD NET ZERO**  
ALL FOR NONE

**Sustainability Framework: Data Request Form - Enterprise Level**

Does the company have a designated Sustainability leader who is responsible for leading and delivering environmental initiatives?	Please Select
If you answered yes please provide their name and contact information;	Provide detail here
Does the company have a sustainable travel policy in place for employees?	Please Select
Does the company have a plan to reduce the greenhouse gas emissions generated by their advertising services?	Please Select
Does the company offer funding or subsidies to climate-forward organizations to promote environmental awareness campaigns?	Please Select
If you answered yes please provide organisation details and amount as a percentage on annual turnover?	Provide detail here
Does the company have any other climate-conscious initiatives that the company would like to share with us outside of GHG emissions measurement & reduction? E.g. Biodiversity, Water, Waste initiatives	Provide detail here
Does the company prepare environmental impact or sustainability reports?	Please Select

Standardised form to support  
GMSF implementation by guiding  
consistent data collection,  
identifying data owners, and  
enabling repeatable stakeholder  
engagement.

## GMSF Sustainability Services Transparency Form

GLOBAL MEDIA SUSTAINABILITY FRAMEWORK SOLUTIONS TRANSPARENCY FORM

Company Completing the Template	Click or tap to enter company name
Name of carbon calculator or toolset	Click or tap to enter a name
Date of completion	Click or tap to enter a date

**Scope of Service Overview**  
Please indicate what services or benefits your media sustainability solution provides

<input type="checkbox"/>	Estimation of enterprise level GHG emissions to create a GHG inventory
<input type="checkbox"/>	Estimation of creative production GHG emissions
<input type="checkbox"/>	Estimation of media placement GHG emissions
<input type="checkbox"/>	Monitoring or reporting of media placement GHG emissions
<input type="checkbox"/>	Reduction or optimisation of media placement GHG emissions
<input type="checkbox"/>	Verification of GHG emissions estimates, reports, and/or reductions
<input type="checkbox"/>	Other [please specify] Click or tap here to enter text.

**Fit with Media Process**  
Please indicate where your service integrates into the media process

<input type="checkbox"/>	Media budgeting or annual planning
<input type="checkbox"/>	Media planning or campaign planning
<input type="checkbox"/>	Media buying and/or campaign optimisation
<input type="checkbox"/>	Post-campaign reporting

Consistent framework for  
disclosing media sustainability  
services, including data sources,  
methodologies, and scientific  
oversight.

## Guide to Sustainable Media



10 actions that can be taken now  
to reduce emissions from media,  
addressing integrated nature of  
media supply chain emissions.