



Viant Achieved Carbon Neutrality for Calendar Year 2023

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Viant Releases Inaugural Sustainability Report

IRVINE, Calif.--(BUSINESS WIRE)--Feb. 29, 2024-- [Viant Technology Inc.](#) (NASDAQ: DSP), the leading people-based advertising technology company, today released its first [Sustainability Report](#) for the calendar year 2023. The Viant Sustainability Report recaps Viant's efforts to decarbonize digital advertising last year, fostering better measurement, improved efficiency and facilitating investment in renewable energy. Viant also achieved a significant milestone by attaining carbon neutrality for the calendar year 2023.

Viant's carbon neutrality was achieved by 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.

Along with carbon neutrality, key highlights from Viant's Sustainability Report for 2023 include:

- Viant's launch of [Adtricity](#) — the company's sustainability program which includes a customer incentive program that delivers RECs for media investment. Adtricity not only helps clients reach their sustainability goals but also contributes to the advancement of clean energy production in the United States.
- The debut of [Direct Access](#) —Viant's supply path optimization initiative that drives cost efficiencies and carbon reduction for advertisers by forging direct partnerships with the leading streaming services and publishers.
- Viant launched its first ever [Carbon Emissions Calculator](#) powered by emissions measurement partner Scope3.
- The company also became a founding member of Ad Net Zero as well as a supporting member of the IAB's Sustainability Working Group.

"2023 was a big year for Viant with a number of firsts for us around sustainability, yet the challenge of curbing carbon impact is vast, and there is more we can do as an industry to reduce digital advertising's carbon footprint," said Tim Vanderhook, Co-Founder and Chief Executive Officer, Viant Technology. "We have focused plans to advance our sustainability efforts in 2024 with the growth and expansion of Viant's Adtricity program guided by an action-first approach to sustainability."

To view Viant's 2023 Sustainability Report, please click [here](#).

ABOUT VIANIANT

Viant® (NASDAQ: DSP) is a 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 Adtricity® 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](#).

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Media:
Marielle Lyon
press@viantinc.com

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