



Viant Unveils Carbon-Free Programmatic Supply Chain and Carbon Label in Expanded Adtricity Program

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Adtricity® Now Delivers Net-Zero Emissions Across Viant's Programmatic Supply Chain

IRVINE, Calif.--(BUSINESS WIRE)--Jun. 4, 2024-- Viant Technology Inc. (NASDAQ: DSP), a leading advertising technology company, today announced a significant expansion of its flagship sustainability program, [Adtricity](#). At the core of this expansion is the groundbreaking Supply Decarbonization Initiative, which ensures that ad campaigns executed through Viant's demand-side platform (DSP) are powered by 100% renewable energy. This initiative extends to Viant's entire programmatic supply chain, including supply-side platform (SSP) and publisher emissions, with the goal of making the digital advertising supply chain carbon-neutral.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240604730340/en/>



Viant's Carbon Label for digital ads. (Graphic: Business Wire)

To provide transparency to consumers, Viant will introduce a "Carbon Label" – a green leaf icon – on digital ads. This label indicates that the ad was delivered through the purchase of renewable energy,

reinforcing the company's commitment to sustainability and giving consumers confidence in the environmental impact of their interactions.

"Viant's new Supply Decarbonization Initiative demonstrates our commitment to sustainability beyond our own operations. By neutralizing 100% of the carbon emissions across our supply chain, we are leading the way for marketers to reduce the emissions of their digital ad campaigns," said Tim Vanderhook, CEO and Co-Founder, Viant Technology. "Our Carbon Label on digital ads signifies that these ads are delivered through the use of renewable energy, providing transparency and assurance to our clients."

This expansion solidifies Viant's focus on sustainability leadership in programmatic advertising. Viant's commitment to a carbon-free future is reinforced by the company's plans to neutralize all carbon emissions across the supply chain, providing a fully transparent and carbon-neutral supply chain for advertisers.

"Viant has shown exceptional innovation and leadership in driving carbon reduction in digital advertising," said Rob Davis, President and CMO, Novus Media. "Starting with transforming client media investments into renewable energy credits, Viant has now expanded to tackle the entire supply chain's decarbonization."

Key milestones in Viant's sustainability journey include:

- Founding Member of U.S. Ad Net Zero: Viant helped establish this cross-industry coalition to drive sustainability.
- Green-e® Certification: Adtricity's renewable energy meets the highest standards in North America.
- [Consumer Sustainability Study](#): Highlighted the importance of sustainability in consumer decision-making.
- [Carbon Emissions Calculator](#): Helps advertisers estimate RECs earned through Adtricity.
- Supply Path Optimization: Viant's [Direct Access program](#) reduces costs and carbon emissions.
- Infrastructure Rebuild: Reduced carbon emissions by 526 metric tons of CO2 per year.
- Carbon Neutrality: Achieved for the entire company in 2023.
- [First Sustainability Report](#): Released in February 2024.

With the new Supply Decarbonization Initiative, Viant continues to lead by example, fostering a sustainable future for digital advertising by ensuring a carbon-neutral supply chain.

ABOUT VIANT

For over 25 years, Viant® (NASDAQ: DSP) has been at the forefront of technology innovation for advertisers. As a premier enterprise-grade Demand Side Platform, Viant excels in delivering omnichannel digital advertising, driving growth through connected television (CTV), advanced identity solutions, and AI-driven Autonomous Advertising. Through the Adtricity® sustainability program, Viant champions a more sustainable future for digital advertising. Headquartered in Irvine, CA, Viant has received accolades from G2 as the Best Software in Marketing & Advertising, Great Place to Work® certification, and the Business Intelligence Group's Innovation award for AI advancements. Learn more at viantinc.com

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Marielle Lyon
press@viantinc.com

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