

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.

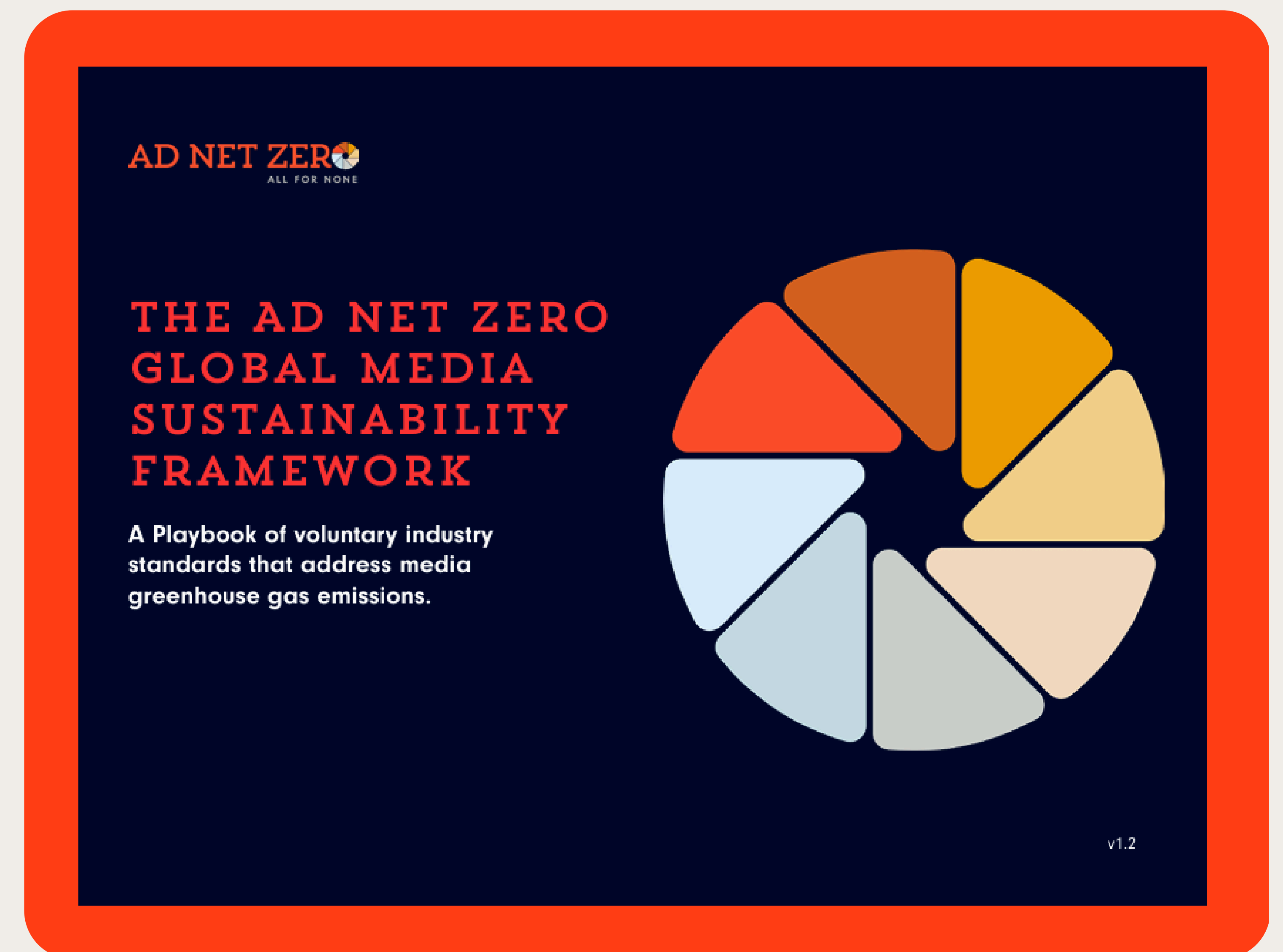


GLOBAL MEDIA SUSTAINABILITY FRAMEWORK

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](#)

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 DOCUMENTS

- Forms:
 - GMSF Enterprise Data Request Form
 - GMSF- Solutions Transparency Form
- Guide to Sustainable Media
- Supporter FAQ's
- Ad Net Zero strengthens global framework to calculate media emissions – [Press release]