

THE GLOBAL MEDIA SUSTAINABILITY FRAMEWORK

Quick Start Guide



Note: This is a simple guide containing key information, documents and templates to help you get started. For the full version of the GMSF Playbook please click [here](#).

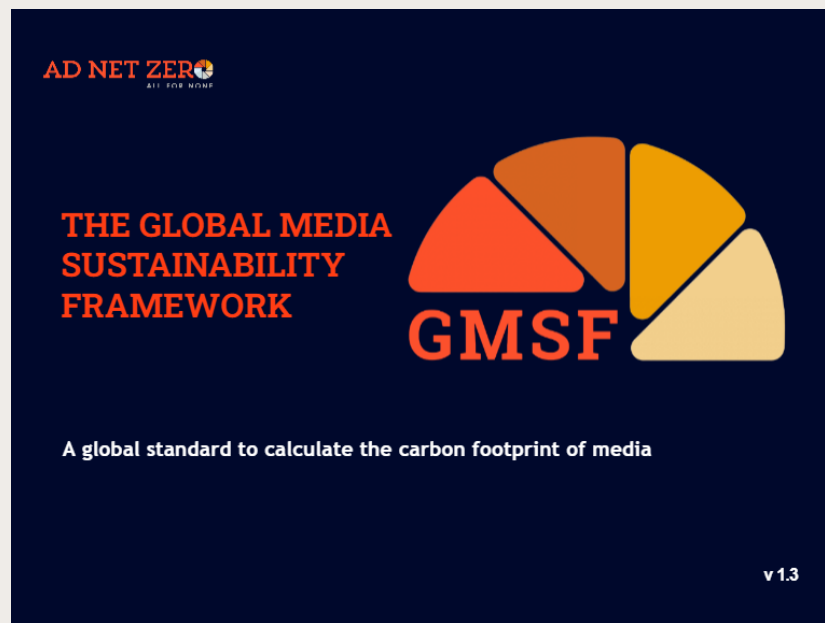
The Global Media Sustainability Framework (GMSF)

The GMSF helps advertisers and their partners calculate and reduce Greenhouse Gas (GHG) emissions from media activity.

It has been developed by Ad Net Zero, with technical input from industry experts across different sections of the media value chain. The GMSF is a voluntary framework designed to support individual organisations in calculating their media emissions in compliance with GHG Protocol standards. Organisations implement the GMSF independently according to their own individual circumstances. The framework is designed to be scalable, allowing organisations of all sizes - from large multinationals to smaller companies - to participate at a level appropriate to their resources and capabilities.

The GMSF is currently built to cover six key media channels: Digital, TV, Out-of-Home (OOH), Print, Cinema and Audio.

In simple terms the GMSF provides a consistent way to calculate emissions across different media channels, globally. It is a transparent methodology with consistent boundaries to increase the comparability of the media emissions calculations.



[Click here for GMSF v1.3](#)



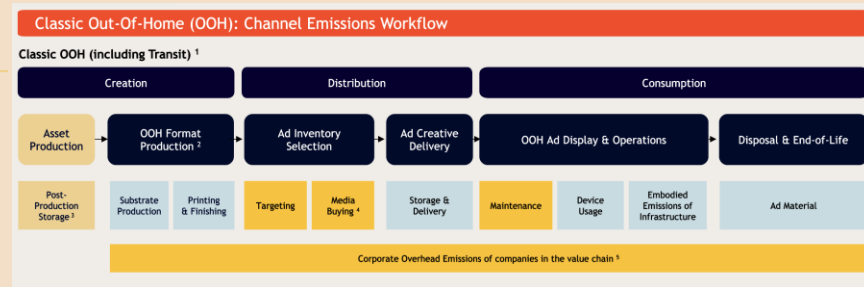
The GMSF provides a common framework for calculating campaign GHG emissions.

If you're interested in exploring the GMSF, we recommend familiarising yourself with the components and definitions below before examining the full [GMSF v1.3](#).

How the GMSF components fit together:

Channel Emissions Workflow

Media campaigns goes through 3 major lifecycle phases: creation, distribution and consumption, and several sub steps (or unit operations). These are defined in our channel specific workflows, which have clear boundaries to capture GHG emissions across different media channels.



Channel Emissions Formulae

The unit operations use energy or resources, creating GHG emissions. These are represented by mathematical formulae which require three different data inputs

$$\text{Distribution_Ad_Creative_Delivery}^1 \text{ Classic OOH, manufacturing to storage} = \text{total_mass_carried}^2 \text{ format (tonnes)} \times \text{trip_distance}^3 \text{ manufacturing to storage, country (km)} \times \text{EF_transportation}^4 \text{ vehicle type, shared, manufacturing to storage (kgCO2e / t.km)}$$

Legend:

- required inputs
- default values
- emissions factors

Data Guidance

Makes the framework actionable

required inputs

default values

emissions factors

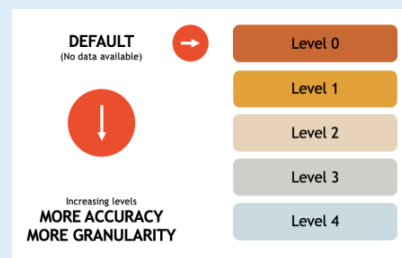
Emissions Data Request Form

A form to collect campaign data

Phase	Step & sub-step	Data type	Parameter of operationalised formula	Expected unit	
CREATION	Tech preparation	Post-production storage	Required input	Total masters size of creative assets used for campaign	MB
			Required input	Copies stored on hard drives	dimensionless
			Required input	Copies stored on LTO	dimensionless
			Required input	Copies stored on cloud	dimensionless
			Required input	Countries of storage for cloud	
			Emission factor (in GMSF database)	Storage impact of hard drives	kgCO2e/kWh
			Emission factor (in GMSF database)	Storage impact of LTO	kgCO2e/kWh
			Emission factor (in GMSF database)	Storage impact in cloud	kgCO2e / MB

Emissions Data Hacks

Defaults when data is missing



Emissions Data Sources

Freely available database including CO2e factors

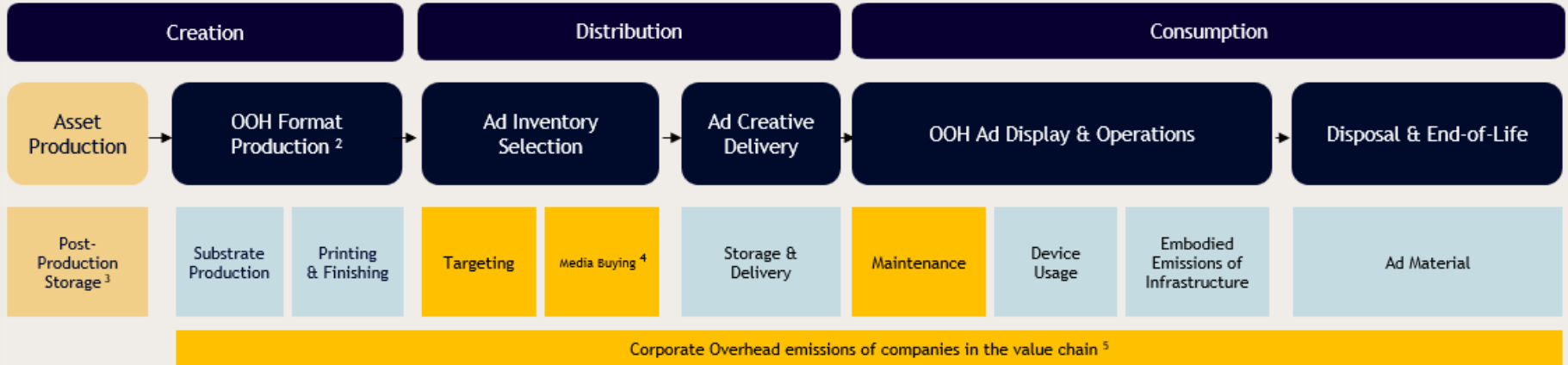
Name	Example EFs		Source
	Unit	Value	
trip_distance manufacturing to storage	Kilometres (km)	200	See GMSF OOH Emissions Factors
EF_transportation manufacturing to storage	kgCO2e / t.km	7.92E-01	
average_distance_fleet_per_format storage to sites	Vehicle.km	0.7	
EF_transportation storage to sites	kgCO2e / vehicle.km	2,56E-01	

Channel Emissions Workflow

All campaigns go through the same lifecycle: they are created, distributed, and consumed. In the release of **GMSF v1.0** we established these three phases and their respective boundaries for each channel.

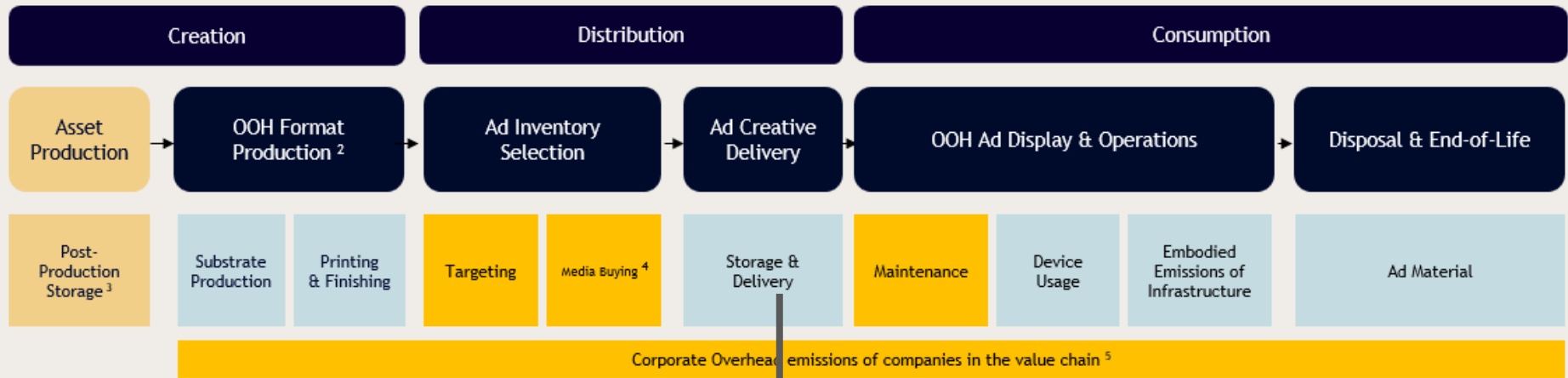


Each phase in the lifecycle has activities that emit greenhouse gases. The unit operations, or steps that describe these channel specific activities sit under each phase and were defined by channel experts in **GMSF v1.0**. The full view below is what we call the **Channel Emissions Workflow**.



Channel Emissions Formulae

Once the workflow for each channel was established, precise mathematical formulae were created, which include all the key variables needed to accurately model the emissions for each unit operation in a workflow. Three specific inputs are required to power these formula, however not all of the necessary data may be available, which is why Data Guidance, explained on the following page, is so important.



Distribution_Ad_Creative_Delivery¹ Classic OOH, manufacturing to storage =

$$\text{total_mass_carried}^2_{\text{format}} \text{ (tonnes)}$$

$$\times \text{trip_distance}_{\text{manufacturing to storage}^3, \text{country}} \text{ (km)}$$

$$\times \text{EF_transportation}_{\text{vehicle type, shared, manufacturing to storage}} \text{ (kgCO2e / t.km)}$$

Distribution_Delivery⁴ physical OOH, storage to sites =

$$\text{number_placements}_{\text{format}} \text{ (dimensionless)}$$

$$\times \text{average_distance_fleet_per_format}^4_{\text{format, storage to sites}} \text{ (vehicle.km)}$$

$$\times \text{EF_transportation}_{\text{vehicle type, dedicated, storage to site}} \text{ (kgCO2e / vehicle.km)}$$

Legend:

- required inputs
- default values
- emissions factors

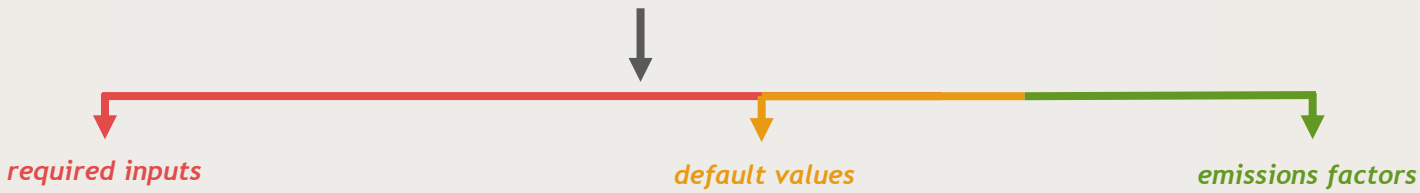


Data Guidance

To make the GMSF fully actionable when emissions data is missing or incomplete, we've created channel specific Implementation Guidance. Subject matter experts from across the industry contributed technical input to develop practical approaches to data collection, default values for data gaps, and guidance on data sources. Individual organisations independently determine how and whether to apply these elements. Organisations are encouraged to use actual operational data wherever available, as this supports competitive differentiation and more accurate emissions calculation than reliance on default values. Digital Data Guidance was added to **GMSF v1.2** and OOH, TV and Print Data Guidance to **GMSF v1.3**. Audio and Cinema Data Guidance will be added late in 2026.

$$\begin{aligned}
 &\text{Distribution_Ad_Creative_Delivery}^1_{\text{Classic OOH, manufacturing to storage}} = \\
 &\quad \text{total_mass_carried}^2_{\text{format (tonnes)}} \\
 &\quad \times \text{trip_distance}_{\text{manufacturing to storage}^3, \text{country (km)}} \\
 &\quad \times \text{EF_transportation}_{\text{vehicle type, shared, manufacturing to storage (kgCO}_2\text{e / t.km)}} \\
 \\
 &\text{Distribution_Delivery}^4_{\text{physical OOH, storage to sites}} = \\
 &\quad \text{number_placements}_{\text{format (dimensionless)}} \\
 &\quad \times \text{average_distance_fleet_per_format}^4_{\text{format, storage to sites (vehicle.km)}} \\
 &\quad \times \text{EF_transportation}_{\text{vehicle type, dedicated, storage to site (kgCO}_2\text{e / vehicle.km)}}
 \end{aligned}$$

- Legend:**
- required inputs
 - default values
 - emissions factors



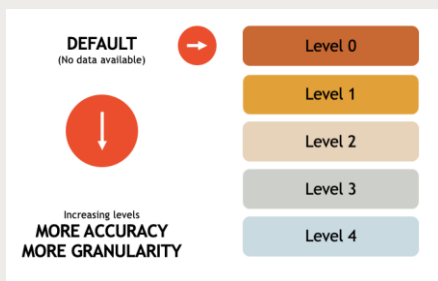
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		Required input	Copies stored on LTO	(dimensionless)
		Required input	Copies stored on cloud	(dimensionless)
		Required input	Countries of storage for cloud	
		Emission factor (in GMSF database)	Storage impact of hard drives	kgCO ₂ e/MB
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Defaults when data is missing



Emissions Data Sources

Freely available database including CO₂e factors

Example EFs			
Name	Unit	Value	Source
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EF_transportation manufacturing to storage	kgCO ₂ e / t.km	7.92E-01	
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EF_transportation storage to sites	kgCO ₂ e / vehicle.km	2.56E-01	



Frequently asked questions

We know that the GMSF can raise a lot of questions, from the basics of what it is, to how to apply it in your organisation. That's why we've put together a dedicated [FAQ](#) document that covers the topics we hear most often.

You can find answers to questions including:

- **Context & purpose:** What Ad Net Zero is and what sustainability means in this context.
- **Framework:** What the GMSF is, what's new in version 1.3, and how it differs from other industry sustainability initiatives.
- **Technical Guidance:** How to use the Channel Implementation Guides including; Data Guidance, Data Request Forms and Data Hacks, how Emissions Factors work, and how the Framework aligns with the GHG Protocol and ISO standards.
- **Practical steps:** The quickest wins for reducing emissions from media planning and buying, and how Generative AI impacts advertising's climate footprint.
- **Stakeholder benefits:** What the Framework means for advertisers, agencies, media sellers, and solutions providers; with use cases and implementation examples.

We'll continue to update this document regularly as the GMSF evolves and as we receive new questions and feedback from subject matter experts across the industry.

[Click here for FAQs](#)



Resources by media channel

Explore the latest developments



Digital

[Digital Implementation Guide](#)

[Data Request Form](#)

[Emissions Data Sources](#)

[Channel Emissions Table](#)



TV

[TV Implementation Guide](#)

[Data Request Form](#)

[Emissions Data Sources](#)

[Channel Emissions Table](#)



OOH

[OOH Implementation Guide](#)

[Data Request Form](#)

[Emissions Data Sources](#)

[Channel Emissions Table](#)



Resources by media channel

Explore the latest developments



Print

[Print Implementation Guide](#)

[Data Request Form](#)

[Emissions Data Sources](#)

[Channel Emissions Table](#)



Cinema

Cinema Implementation Guide
(Coming Soon)

Data Request Form
(Coming Soon)

Emissions Data Sources
(Coming Soon)

[Channel Emissions Table](#)



Audio

Audio Implementation Guide
(Coming Soon)

Data Request Form
(Coming Soon)

Emissions Data Sources
(Coming Soon)


[Channel Emissions Table](#)



Associated GMSF resources

Supplier Emissions Data Request Form

Supplier Emissions - Data Request Form




Number	Topic	Question	Response
1	Internal Efforts Leadership & Employee Policies	a. Does the company have a designated Sustainability leader who is responsible for leading and delivering environmental initiatives?	Please Select
		b. If you answered any phrase provide their name and contact information:	Please detail here
		c. Does the company have a sustainable travel policy in place for employees?	Please Select
2	Internal Efforts Environmental Commitments and Initiatives	a. Does the company have a plan to reduce the carbon pollution generated by their advertising services?	Please Select
		b. Does the company offer leading or ambitious to climate-forward opportunities to promote environmental awareness amongst?	Please Select
		c. If you answered any phrase provide explanation details and account as a percentage or annual forecast.	Please detail here
		d. Does the company have any other climate conscious initiatives that the company would like to share with its media or advertising stakeholders to include (e.g. Biochar, Water, Waste Initiatives)	Please detail here
3	Transparency Environmental	a. Does the company prepare environmental impact or sustainability report?	Please Select

Voluntary form for companies to provide details of their corporate GHG emissions.

Carbon Calculator Services Data Request Form

Carbon Calculator Services Data Request Form



Overview

What is the context for the Carbon Calculator Services Form?
In our most recent landscape assessment, there were over 30 carbon calculation approaches that either estimated or optimized media greenhouse gas emissions. Marketers are faced with a great deal of choice and variability in what these services provide and what standards they use. Similarly, ad sellers and publishers are also faced with the challenge of understanding and engaging with these services.

Intent

How should this form be used and how will it address industry stakeholder needs?
The Carbon Calculator Services Form is part of the Global Media Sustainability Framework (GMSF), and advertising stakeholders within the industry have come together to build a common voluntary disclosure form. This form is for calculator owners to help communicate what and how their services operate, and to bridge an education and communication gap between provider and stakeholders.

Use

When could the form be used by stakeholders?
The Carbon Calculator Services Form could be used during a service selection or service reconciliation process and would be produced by the solutions owner and provided to relevant stakeholders (e.g., advertisers, publishers).

Voluntary framework for disclosing carbon calculation services. Organisations may use alternative data disclosure approaches.

Tips for Low Carbon Media Planning



10 Voluntary Action Points to Reduce Media's Greenhouse Emissions

1. Build a Sustainable Supplier Selection and Infrastructure
2. Streamline Your Media Planning
3. Drive Asset Sustainability
4. Compress & Consolidate
5. Stream Content & User Experience
6. Optimize Flighting
7. Streamline and Optimize
8. Look for Sustainable Suppliers
9. Look for Sustainable Suppliers
10. Consider Emissions

Suggestions for individual organisations considering how to incorporate emissions reduction into their media planning decisions.





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Ad Net Zero Compliance Statement

Ad Net Zero is an advertising industry climate action plan to decarbonise emissions in ad development, production, and media placement, and accurately promote more sustainable products, services and behaviours

It represents the interests of the advertising industry. It acts as a forum for legitimate contacts between supporters of the advertising industry. It is the policy of Ad Net Zero that it will not be used by any company, industry grouping or individuals to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rules or directives of any country, or otherwise impair full and fair competition.

Supporters acknowledge that being a supporter of Ad Net Zero is subject to the competition law rules and they agree to comply fully with those laws. Supporters agree that they will not use Ad Net Zero, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors; (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business; (c) to further any anti-competitive or collusive conduct; or (d) to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.

Organisations are not precluded from using competing, alternative, or supplementary sustainability calculation frameworks or methodologies in addition to or instead of the GMSF. Use of the GMSF does not require exclusive adoption. Use of simplified default approaches should be a fallback, where primary data is unavailable or prohibitively difficult to obtain, not a preferred methodology.

The GMSF is designed to be scalable and accessible to organisations of varying sizes and capabilities. Organisations with limited resources may adopt simplified approaches using Level 0 data or select elements of the Framework. No organisation should be disadvantaged in the market for choosing to implement the GMSF in a simplified manner.

Organisations participating in GMSF development or data contribution processes do so under confidentiality protections.