



High-Quality Campaigns, Lower Emissions

Discover the power of smart
sustainability with SeenThis



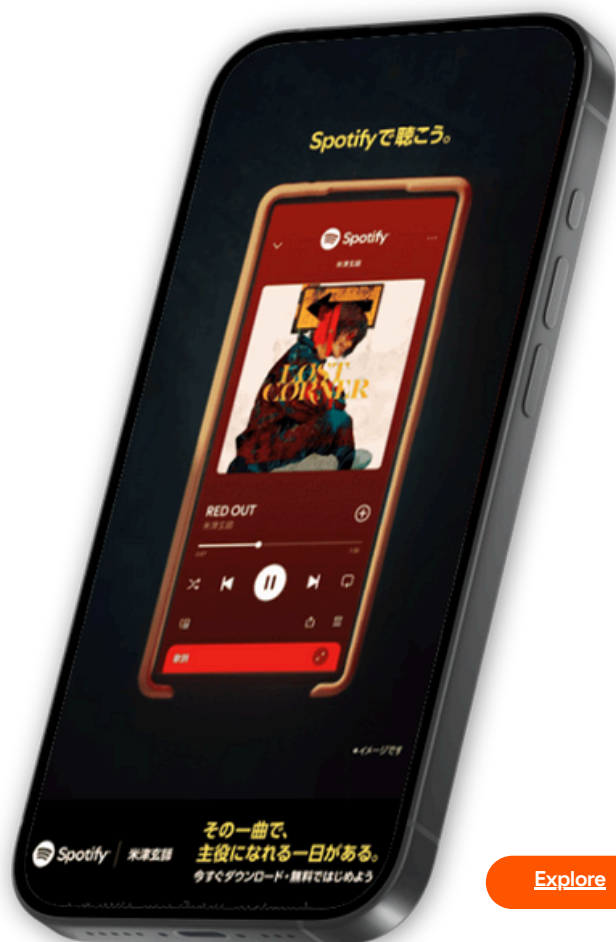
SEEN
THIS

Spotify Japan turned to SeenThis to bring their campaigns to life with faster, smarter and greener delivery.

By replacing conventional download technology with SeenThis adaptive streaming, Spotify delivered two multi-format campaigns that blended static creative with seamless, high-quality video.

The result?

A smoother experience for audiences, and substantial emissions avoided through smarter creative delivery.



Data Reduction

Estimated avoided impact*

74%

Data waste avoided from creative delivery

Avoided Emissions

Estimated avoided impact*

51%

CO2e avoided from creative delivery

*Data and estimates are sourced from the SeenThis Emissions Dashboard. Calculations are based on data transfer from CDN centers and measured in CO₂ equivalents (CO₂e) across scopes 1-3, following the SRI & Alliance Digitale framework. Avoided impact figures compare SeenThis adaptive streaming with conventional download technology (e.g. h264 mp4, static jpeg/png). gPM = grams CO₂e per 1,000 impressions. Equivalent emissions of other activities are shown as indicative comparisons only.