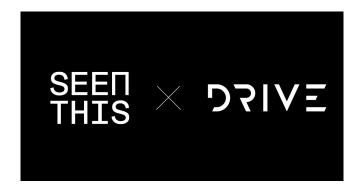
DZIVE

MEDIA RELEASE

Drive embarks on digital sustainability journey with streaming technology partner Seen This.



Thursday 1st June 2023

Drive.com.au has announced a partnership with ground-breaking adaptive streaming technology company, SeenThis, to deliver its latest brand campaign whilst positively reducing its digital carbon footprint.

With 30% of internet energy consumption being attributed to the transfer of data, partnering with SeenThis means Drive can offer its clients 4K high quality definition ad units whilst reducing data wastage by up to 25% and improving the overall user experience at the same time.

"We're conscious of the impact our role as one of Australia's leading digital publishing sites has on the environment," says Drive CEO Simon Halfhide. "We're proud to be partnering with SeenThis in delivering high impact, innovative solutions for our clients as we strive to improve our digital supply chain."

SeenThis Partnerships Director ANZ, Steve Alpe, explains: "Our technology works by streaming the digital ads in bite-sized pieces when in-view. This ensures that data is transferred only when actively consumed by users and is otherwise paused. This approach significantly reduces data wastage as well as associated carbon emissions related to excessive buffering and offscreen loading."

"Clients are looking for greener solutions and the ability to make a positive environmental impact with their media partnerships. Drive is proud to be an early adopter of this technology;



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technology we hope will be standard practice for publishers in the not-too-distant future," adds Drive Commercial Director, Carl Davies.

END

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About Drive:

Drive.com.au showcases the best of all things automotive, with its team providing trusted advice and helping to simplify the Australian motoring landscape for all types of drivers. Over 3m Australians visit its network each month, where over thousands of articles and over 200 videos are published each year.

About SeenThis:

Since 2017, Swedish tech company SeenThis has been evolving screen experiences for everyone, everywhere. With its groundbreaking adaptive streaming technology, SeenThis is transforming the distribution and climate impact of digital content compared to traditional technology. With billions of streams served for 1000+ brands in 40+ countries, the company is on a journey to reshape the internet — for good. Working across seven offices globally, SeenThis employees are obsessed with creating a truly high-speed and energy-efficient Internet. For more information, visit seenthis.co.



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Learn more about SeenThis methodology and carbon footprint measurement here.