

**I S B A**

# Priorities Scorecard

Q1 2024





### Successfully launch Origin in 2024 as a global prototype to meet the WFA's Industry Principles.

Concluded the Origin Alpha trial

Confirmed eight new funding stakeholders: Havas, Samsung Ads and six advertisers

Demonstrated Origin to ISBA Media Leaders and TV & Video group members.

Appointed Origin CFO, responsible for collection of Fractional Advertiser Contribution

Presented with a Beta triallist at the Campaign TV Advertiser Summit



### Empower advertisers to create media, agency and digital supply chain relationships which deliver value transparently and sustainably.

Confirmed inclusion of ISBA's Retail Media Framework in IAB Europe's metrics and measurement standards

With trade body partners, convened cross-industry forum on the impact and implementation of Google Privacy Sandbox

Produced Generative AI contract terms to support the responsible use of Gen AI with media agencies

Updated the Tripartite Production Covid 19 Addendum to reflect industry changes

Ran workshop on "the language of performance" - effectiveness concepts for Marketing Procurement



### Lead the industry in creating an inclusive and sustainable advertising environment that delivers positive societal and economic impact.

Took on leadership of Ad Access Alliance to drive European pilots for accessible advertising adoption

Delivered latest tracker results measuring representation in UK advertising

Held GARM bootcamp and implementation workshops with key platforms

Set 2024 deliverables for ISBA Sustainability Forum, including content and regulator engagement

Hosted dinner with Labour Parliamentary candidates with a tech and digital policy background

Convened Age Assurance and Influencer Marketing Sub-Groups for government's Online Advertising Taskforce



**Work with our community of members and with partners to deliver thought leadership and actionable learning, advice and guidance.**

Launched the Media Excellence Certificate

Launched third cohort of the Media Foundation Certificate

Ran 15 events and posted 40 new pieces of content for members

Engaged 481 members at working groups and forums

Published member survey on brands' preparedness for a cookieless future

#### **Q2 Goals**

Commence Origin Beta Trials

Engage global agency and advertiser leadership on Origin at Cannes

Launch Gen AI terms to members

Hold Ad Access Alliance events at Cannes and initiate digital and French working groups

Draft version 4 of Influencer Marketing Code of Conduct

Hold second dinner with Labour Parliamentary candidates

Establish member awareness of key ISBA priorities through a member pulse survey