

Origin – The UK Cross Media Measurement Programme

Status as at January 2023

What is Origin?

- An advertiser-led initiative, convened at a global level by the World Federation of Advertisers (WFA) with the UK as a lead implementation partner (Origin UK) to enable the planning and evaluation of cross-media campaigns
- A platform which offers unprecedented accountability across all major global digital platforms, with an audited, independently managed source of data which conforms to new industry standards for measured impressions and reporting
- An innovative technical framework that enables digital first party data to be combined with traditional media measurement in a privacy-safe way through the use of a Virtual Identity (VID) model that acts as a privacy-safe proxy for all individuals in the UK.
- An opportunity to create a new UK joint industry federation, to ensure the principles of independent, audited data are delivered across media in tandem with existing media trading currencies

Background

- Origin is designed to address the needs of advertisers in a rapidly-changing media environment as new ways to consume advertising (driven by digital technology) accelerates at an ever-increasing rate. This has resulted in the fragmentation of audiences and a proliferation of ad formats and experiences.

When this is coupled with the fact that historically, audience measurement is siloed and increasingly sits behind walled-gardens, then advertisers and their agencies are presented with the real challenge of delivering effective and efficient advertising campaigns.

Origin is designed to offer a solution to this challenge. At launch, it will allow the measurement of deduplicated cross-media reach and frequency (across linear TV, digital video and digital display). This will be a first in allowing the surfacing of such data from a single-source in a privacy-safe way.

Subsequent developments will offer:

- More granular and advanced reporting.
- Planning modules at a strategic and a tactical level allowing advertisers/agencies to plan more effectively and deliver better advertising campaigns which will also deliver a better advertising experience by reducing the sense of bombardment which undermines people's trust of advertising.
- Outcomes based measurement (e.g. sales, brand-lift, attention etc)
- Additional media channels across the advertising ecosystem (e.g. audio, OOH etc).
- ISBA made this work a priority and has been working with the WFA (World Federation of Advertisers) to convene advertisers, online platforms and broadcasters to discuss a common global approach.

- Key principles across measurement, privacy, governance and infrastructure have been agreed between advertisers under the WFA umbrella and were published in September 2020.
- It was agreed that the UK would be one of the lead markets for the implementation of this approach and begin work in parallel – a similar initiative is underway in the US led by the ANA.
- Origin commissioned audience measurement experts RSMB, who responded with an endorsement of Origin’s privacy-safe Virtual ID cross-media measurement framework, and recommendations on how TV panel data can be integrated within the Virtual ID framework, alongside how this should be tested and evaluated

Goals

- The work is designed to address three key gaps in the global measurement market
 1. The lack of a commonly agreed standard definition of ‘a view’ across digital platforms. The proposed approach will build on the standard proposed by the MRC and recently endorsed by the WFA.
 2. The need for a single, privacy safe, independently auditable data set showing unduplicated reach across YouTube, Facebook and other online platforms which may include Twitter, Snap, Amazon and Ozone in the UK.
 3. The ability to compare the resulting data with viewing to broadcaster content watched live on TV or on demand across a range of devices.
- The outcome is to produce a data set and tools that enable advertisers to plan and evaluate campaigns across and between media with the confidence of independent oversight in a privacy-safe environment.

Approach to online services and benefits

- Origin will require online platforms to provide audience data on a census basis which can be compared with observed (panel) viewing across online and broadcast TV platforms.
- The most novel aspect of the approach is that it will enable advertisers to see viewing across online platforms in a privacy-safe environment. Today advertisers buy views on a standalone basis and despite cross platform tools like Touchpoints and proprietary solutions deployed by media agencies, there is no independent, audited, real time data set to provide this information.
- This aspect of the approach represents an unprecedented collaboration between the online platforms enabled by Origin, both to publish the data in a privacy safe environment and to create a single picture of reach across services by targeted audiences.
- This will improve the efficiency of ad spend and create a trusted source for such data. For consumers it means a more targeted advertising offer and reductions in frequency (bombardment was cited in the AA 2019 Trust research as a major issue in consumer trust in advertising).
- The aim of the programme is to provide comparable data for cross-media views respecting the conventions of TV measurement standards and the recognized MRC standards for digital video and display (for example Facebook infeed).

- The intention is that the approach to metrics will evolve over time as the market matures and that the MRC or similar global forums will continue to maintain these standards.

Approach to cross-media measurement and benefits

- Bringing accountable measurement to digital platforms that have previously not been party to industry audited measurement services. This is a UK first and a vital step for advertisers to understand the true value of their digital spend.
- A cross media view is central to the programme aims and will enable marketers to plan and evaluate campaigns. This is separate to the goals of BARB, which offers a trading currency for TV.
- Achieving a cross-media view will require a true single-source panel that covers all media exposure, including those from online platforms. This single-source panel will act as a source of truth, providing valuable calibration and adjustment factors to collected census data, as well as provide inputs to coverage and deduplication models.
- A technical design that has future use-cases and roadmaps at its core, allowing the extension from reach and frequency to outcomes measurement by harnessing publisher 1st party data. This will allow advertisers to understand the brand and sales lift impact of those exposed to their ads, and the relative impact via each media channel.
- The imperative is an approach that follows current JIC principles of independence, transparency and accountability and that can be mapped to the census data for online platforms.
- The WFA/Halo (the engineering collaboration team) have developed a proposed technical blueprint to achieve this which has been shared with advertisers, broadcasters, platforms, media agencies and measurement companies.
- We appreciate that other panel options for cross-media measurement exist and welcome developments in the industry. We will explore potential areas of alignment, as well as a new standalone approach that meets the needs of advertisers and cross-media requirements.

Progress and next steps

- **Phase 2b** in 2021 delivered a working prototype that tested the end-to-end 'plumbing' and proved the viability and scalability of the methodology.
- **Phase 3** (across 2022) focused on panel build and installation, VID model development (including the testing of publisher integrations) and the building of the Origin platform infrastructure.
 - Considerable work was done with stakeholders and the wider industry end users to agree the product features of the Minimum Viable Product (MVP) of the Origin Service.
 - A 5-year commercial plan was produced and presented to stakeholders. This plan highlighted the predicted revenue streams by service & product offering and outlined the transition from a sell-side majority funded to a buy-side majority funded model.
 - Funding and governance: Work also commenced on the legal framework requirements ahead of incorporation of Origin into a legal entity at the end of 2023. In 2022, significant progress was made across the necessary measurement policy (for platforms to be measured by the Origin service,

the data reporting policy which details who has access to what data and the privacy policy to ensure compliance with regulatory requirements. The work is being overseen by our legal partners, Fieldfisher and will culminate in the signing of a Long Form Agreement (LFA) by all stakeholders.

- **Phase 4** (across 2023) will see the trial & test launch phase of Origin with real data being surfaced from the platform for the first time. This will comprise a number of elements:
 - Further panel build – with a target of installing the full complement of 2,500 panel households by Q4.
 - The training and evaluation of the VID model to ensure measurement robustness.
 - Early Integration Testing (EIT) to ensure the components of the platform are operating correctly – this will be initially tested using synthetic data followed by real data (from the relevant platforms).
 - Alpha testing using campaign data from 5 advertisers (BT, L’Oréal, Pepsico, P&G, Unilever) together with linear TV, digital video and digital display data.
 - Beta testing will follow on from the Alpha trial and will incorporate additional advertisers and platforms as appropriate.
 - Funding and governance: Work will continue on the binding legal framework requirements ahead of incorporation of Origin into a legal entity at the end of 2023. Our legal partners Fieldfisher are overseeing the work which will culminate in the Long Form Agreement (LFA) signed by all stakeholders, based on the already agreed Heads of Terms. This will set out 3 year funding commitments by stakeholders including finalisation of the Company articles of association, membership agreement with other Project Members (or other founding members who choose to become founding members of the Company), measurement agreements with platforms to be measured by the Origin Service, and user agreements with users of the Origin Service. Such agreements will cover governance, standards, privacy, data access, IP, and funding, in accordance with the Heads of Terms and aforementioned policies.
 - Additional stakeholders – work will continue on the wider communication of the Origin benefits and the attraction of additional stakeholder to cover as much of the advertising channel ecosystem as possible.
- **Phase 5** (across 2024) will see the continuation of the trial launch phase in the form of rigorous Pilot testing in H1 with the launch of the MVP in Q3

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