

I S B A

ISBA Briefing Session Phil Smith, Director General ISBA

**One
Voice**

Agenda

- Introduction and welcome - **Phil Smith, Director General, ISBA**
- The Media Services Framework 2021 - **Andrew Lowdon, Director of Agency Services, ISBA**
- ISBA & Enders Consulting's Future of TV Trading Study findings - How ISBA's Broadcast taskforce Group is driving industry change – **Bobi Carley, Head of TV & Video, ISBA and Sam Taylor, Head of Group Commercial/Performance Marketing, Direct Line Group**
- ISBA / AOP / PwC programmatic supply chain transparency study key findings – **Clare O'Brien, Head of Media Effectiveness & Performance, ISBA and Sam Tomlinson, Partner, PwC**
- Q&A



ISBA

ISBA

- Powerful community of marketers
- Understanding the industry
- Shaping the future
- Empowering decision-making
- Giving single voice to advocacy



Our Purpose

- Environment that is transparent, responsible and accountable
- Trusted by public, advertisers and legislators



Principles

- Positive social and economic impact
- Media, agency and digital supply chain relationships that deliver value
- Thought leadership, learning, advice and guidance



I S B A

Our Big, Audacious Goal

Pilot a world-first global prototype for cross media measurement in 2021, driven by advertiser demand

Secure industry commitment to roll-out in 2022



Origin



Positive social and economic impact



Department for
Digital, Culture,
Media & Sport

Closed consultation

**Introducing a total online advertising
restriction for products high in fat, sugar
and salt (HFSS)**

Updated 18 December 2020



Policy paper

Online advertising - call for evidence





ALL IN
UK ADVERTISING CENSUS

One day to register the make-up of UK advertising's workforce

[CLICK HERE TO FIND OUT MORE](#)

ARE YOU ALL IN FOR 10TH MARCH?

AD NET ZERO 
ALL FOR NONE

UK advertising's response to the climate emergency









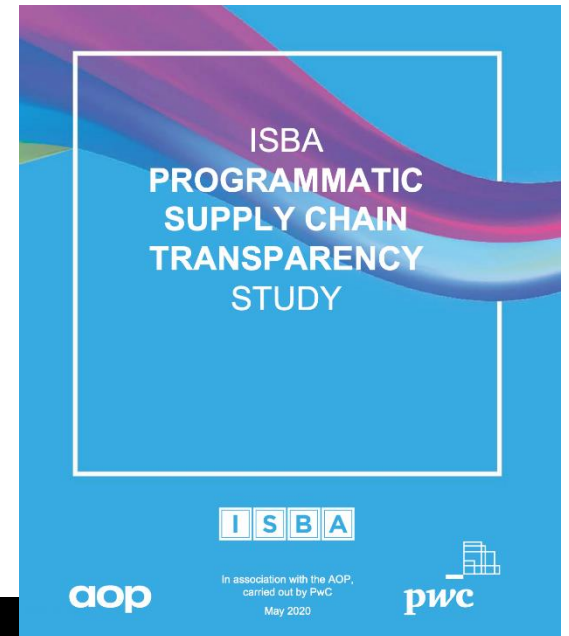


Media, agency and digital supply chain relationships that deliver value

ENDERS | ANALYSIS

ISBA:

Future TV trading model



How we work with our members

Council



Executive Committee



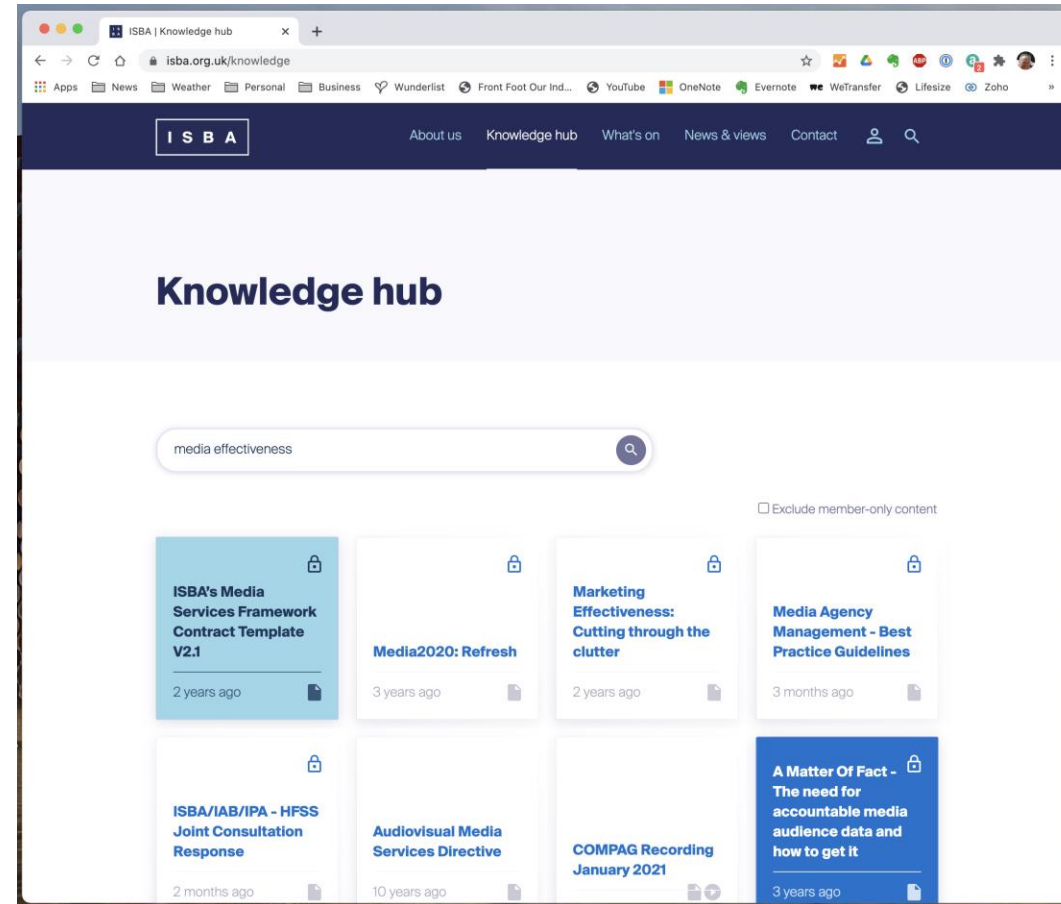
ISBA Groups



One Voice

Thought leadership, learning, advice and guidance

- Active member engagement
- Online knowledge base
- A proactive agenda: strategic thought leadership



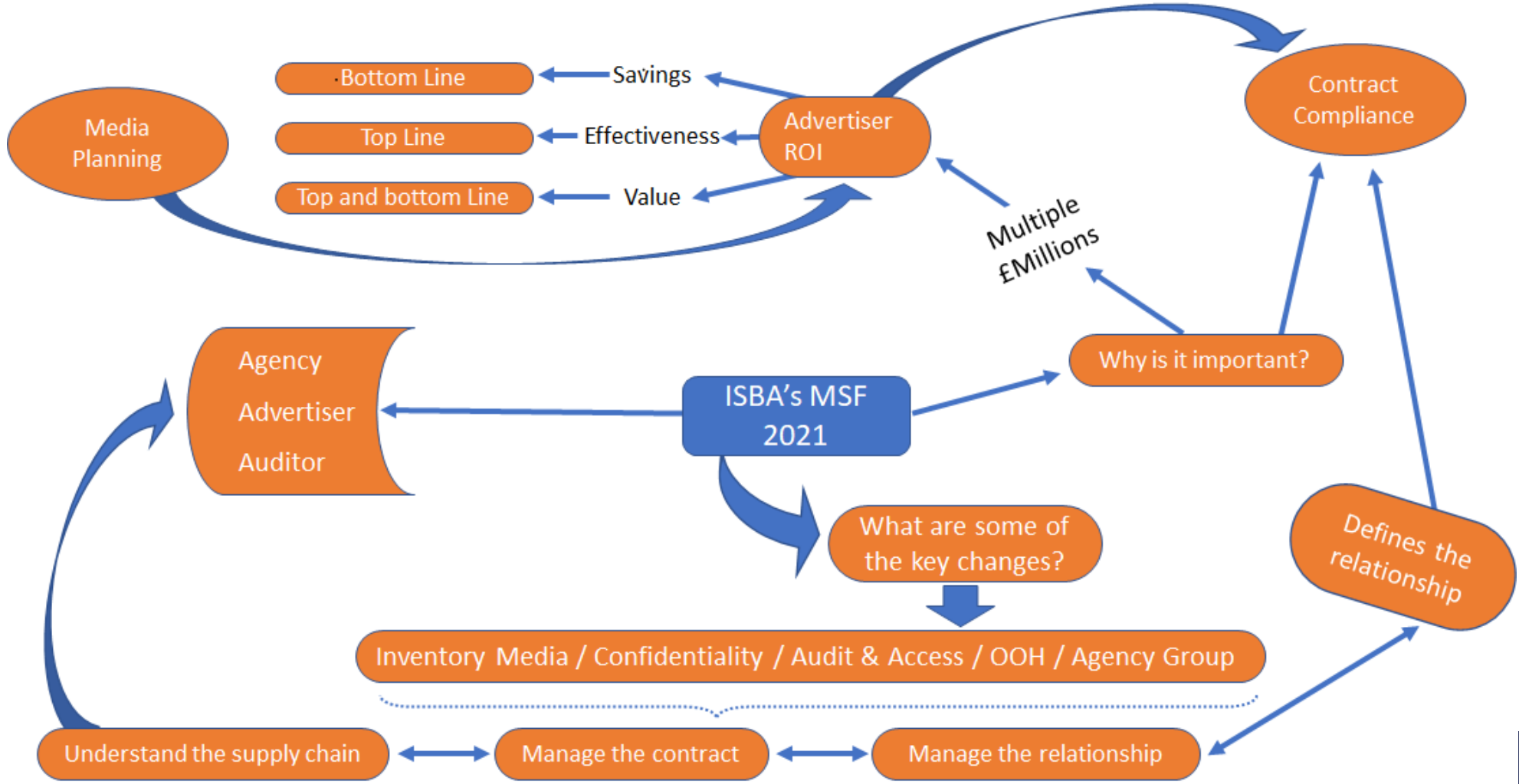
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The Media Services Framework 2021



Andrew Lowdon
Director of Agency Services, ISBA

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The Media Services Framework 2021

- Access to the Media Services Framework is only a starting point
- Regular updates
- Access to expertise
- Industry partner sessions
- COMPAG and a new media contract group





ISBA & Enders Consulting's Future of TV Trading Study



Bobi Carley, Head of TV & Video ISBA
Sam Taylor, Head of Group Commercial/Performance Marketing, Direct Line Group



ISBA & Enders Consulting's Future of TV Trading Study

- Why ISBA commissioned the Enders Study
- How brands drive these conversations with a collective voice
- Why is it important and what needs to change in TV trading



ISBA

ISBA / AOP / PwC programmatic supply chain transparency study key findings



Clare O'Brien, Head of Media Effectiveness & Performance, ISBA
Sam Tomlinson, Partner, PwC

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Q&A



*Parent company logos shown only

