

Industry Consultation – Origin funding model

What is Origin

Origin is an advertiser-led initiative to create an industry-owned entity that will provide the media industry with a new, independent, cross-media measurement system.

Origin utilises an innovative technical approach that enables digital first-party data to be combined with traditional media measurement (panel) data in a privacy safe way, thereby enabling the independent measurement of cross-media campaign activity at scale for the first time. Independence and transparency are key to the success of Origin, as such it will leverage measurement data from existing JICs.

Origin is being run under the auspices of ISBA on the behalf of all UK advertisers (irrespective of scale or ISBA membership status), with the UK being a pilot market for a global initiative orchestrated by the WFA. The programme is just over half-way through a multi-year development phase which will see a live service delivering cross-media measurement for the industry in early 2024.

The programme is funded and supported by more than 25 leading UK advertisers¹, GroupM, Omnicom, Publicis, Dentsu, IPG and The Kite factory (together representing >80% of UK media billings), Google, Meta, TikTok, Amazon, The Ozone Project, PPA and The Royal Mail. As such, Origin is the product of genuine cross-industry collaboration and funding. Other stakeholders are expected to join Origin as it develops.

In 2021, Origin passed a series of comprehensive technical and methodological trials run by RSMB, an independent media measurement practice. At the same time, detailed plans for the membership, governance and funding of Origin were developed, alongside details of the service offering and commercial model. Across 2022, Origin will build out its technical infrastructure ahead of further testing, trials and a pilot ahead of launch (early 2024).

Service Offering

At launch, Origin will offer a core campaign reporting service that will measure cross-media reach & frequency across video and display activity. The planned scope for core reporting can be summarised as:

- Providing advertisers & their agencies visibility of the total/incremental/unique cross media reach & frequency of their own campaigns (and vs campaign norms), along with associated duration/viewability data reported against pre-set and self-set standards (e.g. MRC 2 seconds, 100% completed views, etc.)

¹ Supporting advertisers include: Barclays, BT, Camelot, Diageo, Direct Line, Dreams, GSK, J+J, Kellogg's, Lloyds, L'Oréal, Mars, Moneysupermarket, NatWest, P&G, PepsiCo, Sainsbury's, Specsavers, Tesco, Unilever, Vodafone.

- Data to be provided at media channel (e.g. social) and publisher (e.g. Facebook) level, and cut by the most important audiences (e.g. age, gender, social grade, presence of kids in household, etc.)
- Incorporates the ability to incorporate time and spend dimensions
- Publishers and platforms will also be able to subscribe to the service to gain verified, independent and audited measurement of their cross-channel reach and frequency

The launch product will be followed by an additional advanced reporting capability and two planning products (one at the campaign level, another at a more granular, executional level). In time, the service will extend to include a broader range of media and will explore the measurement of other metrics such as outcomes, attention, etc.

Commercial Model

To date, the development of Origin has been funded by its stakeholders. The support to date has been in-line with the ambition to create an entity that is industry-owned, creating data that is used by all facets of the media ecosystem. Each phase of the development work has seen an increasing number of stakeholders come on board to commit funds and guidance to the programme. Over the past year, Origin has started to develop a commercial model for the in-life service. The guiding ambition is to make Origin as low-cost and accessible to end users as possible.

Proposed Funding Model

Across 2022, the commercial model for Origin will be finalised. To date, there has been widespread support from across the Origin stakeholder base and wider ecosystem for an opt-out, paid-on-invoice levy to part-fund the service. This document is part of an industry-wide consultation process that seeks to establish if support for the levy is shared more broadly across the advertiser community.

This consultation process seeks to confirm that advertisers support the proposal of part-funding Origin via a levy on the media activity that is measured by Origin. As part of this process, we will give advertisers the opportunity to learn more about Origin, have their questions answered and to have their voice heard. The inbound assumption is that, unless there is a significant movement against the levy, that this will become part of the funding model for the service in the latter stages of its development and in-life.

Levy – background

A levy system is proposed to cover the cost for advertisers to receive the basic level 'core' report (more advanced reporting products could be met by direct fees, whilst planning data costs could be met by pro-rata costs for larger users and a flat fee for smaller users). A levy approach is attractive for a number of reasons:

- **Fairness** – it distributes the costs amongst all those using the service, thereby reducing the burden on any one entity. Costs would be capped for the largest users, with the intention that no individual entity paid more than the data is worth to them. The proposed levy would be open and accessible for all.
- **Progressive** – larger advertisers would pay more than smaller advertisers, since they have greater means and measurement needs.
- **Precedence** – the industry has used a number of levies over the long term to meet the costs of industry-wide initiatives.
- **Efficiency** – Levy capture at point of invoice to the advertiser is proven and established as an efficient method of collection. Synergies with existing mechanisms may exist or more efficient, automated systems could be developed.
- **Familiarity** – Advertisers and their agencies are used to working with collection entities (e.g. ASBOF), to ensure smooth and seamless payment of levies
- **Ease** - Charging via an opt-out, paid-on-invoice levy with a universal, convenient collection mechanic would create a simple, friction-free experience for advertisers and an expedient, low-cost means of collection for Origin.

How much?

Initial planning has been based on an assumed levy of 0.1% of gross media spends (those channels that are measured by Origin only). A charge of this magnitude is felt to reflect both the value of the data and the costs of data provision. As stated, a cap is envisaged for the largest spenders, at a level to be determined to reflect the value received.

Proposed Collection Mechanic

The proposed mechanic for collection is an opt-out charge on invoices for in-scope media. Digital display and all forms of video would be in scope initially. The specifics of collection logistics are TBD.

Consultation process

In early 2022, ISBA is conducting an 8-week industry-wide consultation of UK advertisers to gauge their appetite for a levy as means for charging for the Core Reporting service of the Origin service. The consultation process will comprise the following elements:

- Communication to ISBA members
- Communication via Origin stakeholders
- Communication to all industry actors via trade bodies
- Trade media announcement

The formal launch of the consultation will be on 28 March 2022 and the closing date 20 May 2022.

The questions we are seeking to gain clarity on:

- Are advertisers comfortable with the proposed Levy?
- Over what timeframe is the industry (including advertisers, media owners, agencies, etc.) able to adapt their processes to accommodate this approach?

Further information

To learn more about Origin, please refer to www.originmediameasurement.com

FAQs

What is Origin?

Origin is a new cross-media measurement service being developed in conjunction with advertisers, media agencies, media owners and platforms from across the UK media industry.

What channels are included?

At launch, Origin will measure across video (in all formats) and display. In time, the service will expand to include other channels to create a full cross-media measurement service.

What services will Origin offer?

At launch, Origin will offer a Core Reporting service focussed on cross-media reach and frequency. In time, this will be joined by an Advanced Reporting capability that offers a more comprehensive set of metrics. These reporting services will also be joined by two planning products; one focussed on high level Campaign Planning, the other on more granular Tactical Planning.

We also intend to expand the service further to offer data on campaign outcomes, e.g. attention, brand metrics, commercial outcomes, etc.

How does it work?

Origin's cross media measurement approach is made possible by an innovative technical framework that enables digital first party data to be combined with traditional media measurement (panel) data in a privacy safe way. Digital platforms will provide Origin with independently-audited audience data, and this will be compared with observed viewing (via a panel build specifically for Origin by Kantar) across online and other media. These data will train a VID (Virtual ID) model (a privacy-focussed approach that allows accurate cross-media measurement). The VID model has been subject to intense testing and evaluation over the past 18 months by RSMB, an independent media measurement specialist.

Who will use Origin?

Advertisers have been the driving force behind Origin since its inception. It is built firmly with advertiser needs in mind. Media teams and insight functions within advertiser organisations (of all scales) are a key stakeholder group. Media agencies are another key stakeholder group. A wide range of stakeholders from these organisations have fed into the development of Origin.

A core premise in the development of Origin was to build a service that was as relevant and accessible to as wide a group of users as possible.

Will access be limited to ISBA members?

No. Origin is being built to meet the needs of as wide a stakeholder base as possible. Advertisers who are not members of ISBA will still be able to access the system, as will agencies and other organisations irrespective of their scale or trade body affiliations.

Who is building Origin?

The Origin programme is being run by ISBA. The programme is part of a global framework orchestrated by the WFA, of which the UK is a pilot market. The central Origin team works closely with ISBA colleagues, representatives from all stakeholder organisations, third party providers (including Accenture and Kantar), a centralised global engineering resource co-opted from a wide range of stakeholder organisations and media-measurement specialists.

What will the cost of Origin be?

The intention is that the Core Reporting product will be paid for via an industry-wide levy on the media channels that are measured by Origin. Other Origin services will be charged for via different mechanics, including scale-based fee structures and flat fees.

The approach to pricing is to make all Origin services as accessible as possible.

Who is funding the development of Origin?

The development costs of Origin are being met by all Origin stakeholders, to varying levels based on scale and/or position in the media ecosystem.

When will Origin launch?

Origin will go to market in early 2024.

Where can I learn more about Origin?

For more details about Origin please see:

<https://originmediameasurement.com/2021/11/05/what-is-origin-nov-2021-overview/>

or email MartinL@isba.org.uk