

Origin Ad Levy Consultation – Q&A – April 2022

ISBA is conducting an eight-week industry-wide consultation of UK advertisers to gauge their appetite for a levy as a means for charging for the Core Reporting service of the Origin product.

On 20 April 2022, ISBA hosted a Q&A session with members on the ad levy. Below is a transcript of this session.

Q. Which media owners (ie. “Lines on a media plan”) will have the levy charged against?

The plan is that we charge the levy on all media measured by Origin. This is regardless of if whether it is already measured by a JIC, the reason behind this is that Origin will offer additional metrics (e.g. unique and incremental reach & frequency, etc) to those currently offered by the JICs..

From launch, Origin will measure against video and display and then we will bring other media channels and owners into the mix. As these become live, the levy would apply to these channels too.

Over and above the levy, Origin will charge media owners who aren't currently served by a JIC (e.g. the digital platforms) to be measured. Such charges would not apply to those media owners already served by a JIC.

Q. What will the collection method be for the levy i.e. will it be done like the ASA through ASBOF and the media billing system?

There are some precedents for how levies can be collected, however we would like to have a fresh run at this and look at whether there are more technological solutions. So, we can't confirm at this stage but we will be looking at all options.

Q. What do you call ‘core reporting services’? What will advertisers get for the levy they pay?

We have done a considerable amount of work with end users to define products which meet their needs. The ambition for ‘Core Reporting’ is to create a set of data which has immediate relevance to campaign reporting. This will focus on reach and frequency data, offer campaign measurement around total, unique and incremental reach and frequency of any media channel/media owner over another. We are also really keen to be able to surface duration and viewability metrics in the core reporting service and offer the end user the ability to set their own viewability duration parameters. Having end user control is a fundamental ambition of Origin.

We recognise that from a planning point of view end users require the granularity to understand audiences so we will be looking to offer perspectives on age and gender,

household composition etc to understand and give a sense of how those impact on metrics across different elements of the campaign.

We will also offer a more advanced reporting service. This will have additional granularity, e.g. more detailed information on audiences, and highlight the devices and screen types they are using.

It's really important that these core services have value and get traction and we are still working with our stakeholders to nail down the specifications.

Q. Will there be any broader reporting at an industry level, beyond the levy payers and other supporters?

It's still to be agreed, we are still working on who gets to see what data from the service. The ambition is to do some sort of meta-analysis so we can report back on macro trends that don't impinge on commercial confidence but do provide insights back to the wider industry.

We would also hope to provide end users with benchmarks that they can compare their results with.

Q. If an advertiser opts out, will they still be allowed access/use Origin?

The thinking at the moment is that there would be some sort of ratecard but the pricing would incentivise paying a levy rather than not.

The guiding assumption 'you don't pay, you don't get' seems sensible, but we do want to make this as accessible and democratised as possible. We are trying to create the right incentives.

Q. Presumably the measurement is intended to be alive for years and contract(s) for measurement will be issued. How will ISBA give research organisations comfort that the funds will be raised over the long term?

Clearly the levy is one funding component, another component will come from platforms and publishers. We have been working to create mechanisms in our governance to ensure contract liabilities are covered.

Q. Does full campaign measurement require tagging only of the ad creative or does it (also) require tagging of the content by the publisher/platform on which the ad is delivered?

The short answer is no - it's an ads-first solution but there are opportunities if we want to understand more about context to add that in the reporting of the ad itself. Reporting back on the content itself is part of the WFA north star, and we aim to deliver on this in due course. One of the things we will be looking at is can we enrich the impression data.

The second element about content is that it's likely going to come from a different measurement stream, it's likely that the methodology will be slightly different.

Q. Is there a session planned to get more insights on the methodology? Single-source across different channels is a challenge itself?

If you require a full briefing on Origin please [contact Phil](#) or [Bobi](#). A deck is [available here](#) which has more background

Q. Are there any future plans to roll out to other countries?

The WFA currently have two pilot markets: UK led by ISBA and the US led by ANA. We have taken a slightly a different path to the ANA due to different media markets. Cross-media measurement is not constrained to these two markets, there is a ground swell of interest from other markets and we are working closely with them to support that ambition. At the WFA Global Marketer Week, it was a key topic of discussion and there is real belief in this will succeed.