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Media Steering Groups 2023 Priorities

**One
Voice**

2023 Media Groups Priorities - summary

Understand > Share > Influence

Media Leaders

Insight & Effectiveness

TV & Video

Data & Ethics

Programmatic & Perf

Measurement

Responsible Media

Evolution of
landscape: Retail
Media/ OOH/ CTV/
Agency process

Creative /
production
optimisation

Briefing for
Effectiveness

Measurement
Triangulation

Models of working

Sustainable decision
making

Measurement

CTV Transparency

Regulation & Policy

Trading evolution

Sustainability

Post-cookie tech &
identity

Language and
phrasing

Regulation /
Legislation: updates
and positioning

Consumer
understanding

Measurement

Transparency across
programmatic
sustainability

Post cookie Tech

Media owner
support

Scaling creative

Education

Peer-to-peer

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Media Leaders Steering Group

2023 planning outputs summary

November 2022



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1.Measurement

Status: Understand, share & Influence

- **Origin** – push forward with agencies/ industry
- Measurement to support **Brand media** investment to showcase disproportionate value of digital media
- 3rd party **knowledge** support for Media teams

- **Media Equivalence:**
 - Understand collective/ consistent metrics needed
- **Transparency:**
 - Need to break measurement silos across vendors
 - Help with contracting terms for the right access
 - Access to black box buys for better auditing

Workstream potential

- **Papers / webinars / thought leadership:**
- Support Origin Agency tour / conference panels/
Trade press
- Measurement Frameworks and process guidelines
- Justification for spend cheat sheets
- Establish a measurement working group to drive media owners/ agencies to work with metrics brands want

2. Responsible Media

Status: Understand, share & influence

- **Sustainability:**

- Define one industry carbon currency, enabling a standardised approach
- Apply pressure for advertisers to sign up to Ad Net Zero
- Education

- **Brand and online safety**

- GARM in practice; toolkits & training

- **Talent:**

- Diversity, push forward All in Champions and support the 2023 census
- ISBA Mentoring
- Understand where the talent is coming from

Workstream potential

- **Papers / webinars / thought leadership:**
- Work with the AA and Public affairs to broaden Ad Net knowledge
- Work with the Industry taskforce to drive forward a standardised carbon currency
- Translate GARM into a useable UK tool with guidelines and training
- Group to sign up as All-In Champions

3. Creative Optimisation

Status: Understand, share & influence

- **Production efficiency**
 - Scaling creative asset development to deliver against fragmented media plans
- **Storage and delivery** of scaled assets for sharing across agencies
- Dealing with multi-agency model challenges

- **Bridging the gap between creative and media**
- Enabling better use of **data and personalisation**

Workstream potential

- **Papers / webinars / thought leadership:**
- Rethinking production & creative structures
- Understand current tech, models and challenges
- Explore cost efficiencies & develop optimal model
- Digital maturity assessment tool?
- A special influence the 'creatives' opportunity – possibly IPA partnership?

4. Evolution of Landscape

Status: Understand, share & influence

- **Retail Media**

- Transparency
- Value vs other media
- Alignment & consistency
- Measurement standards
- Reporting standards
- Data Exchange
- Internal challenges – who owns the relationships
- Short termism ?
- Can MMM measure it ?

- **CTV**

Streaming Platforms and ITVx

- **Agency Relations**

- Independence and fairness in buying
- How to ensure working in clients best interest
- Share deals / inventory media
- Bridging the divide: procurement & marketing

- **OOH**

- Future buying models
- Digital pricing models
- Specialist's role

Workstream potential

- **Papers / webinars / thought leadership:**
- Establish Retail media working group (identified in 2022)
- Retail Roundtable with OMG in Jan 2023 to laydown challenges
- Establish media leaders/ procurement alignment
- OOH guidance paper
- CTV – led by TV group

Measurement	<ul style="list-style-type: none"> Continued support on Origin , including the Ad Levy Consultation
Talent	<ul style="list-style-type: none"> Developed the ISBA Media Foundation Certificate Supporting the MediaSense talent research
Transparency	<ul style="list-style-type: none"> Barter – peer to peer sharing session , leading to a 101 knowledge session Programmatic Supply Chain Auditor selection – support on process and approach
Brand Safety	<ul style="list-style-type: none"> TAG – tackling Ad support Piracy – project ‘Brand Integrity’ Developed list of compliant suppliers and vendors GARM – supporting the global education working group
Sustainability	<ul style="list-style-type: none"> Ad Net Zero Media Framework – creating a standardised approach
Retail Media	<ul style="list-style-type: none"> Sub group established, meetings held with retail platforms, roundtable diarised for 2023
Agency Relationships	<ul style="list-style-type: none"> Review of the Smarter Partnership Index platform from Aperto Partnership Support for the Pitch Positive Pledge PWC – Digital pitch process – process vs price
Policy	<ul style="list-style-type: none"> Continued work with our Public Affairs team on HFSS and the Online Advertising Programme

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Performance & Programmatic Steering Group

2023 planning outputs summary

November 2022

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A woman with curly hair, wearing a blue jacket and a white bag, is walking and looking at her smartphone. She is holding a coffee cup in her other hand. The image is partially covered by a large blue diagonal overlay that also contains a smaller blue diagonal line.

1. Privacy Centric / 1st party / Post-cookie tech

Status: Understand & share

- **Testing and sharing** the impact of different technologies
 - What does it **mean?**
Technology?
Transparency?
Cookieless? 1PD vs other?
- Evaluation of **clean room** technologies
- **Contextual targeting**
- **Identity resolution**

- Need to understand technologies to manage partnership and investment decisions
- Is it possible to pool advertiser experience with underway test programmes and begin to establish shared understanding in a non-anti-competitive environment?

Workstream potential

- **Papers / webinars / thought leadership:**
- Clean Rooms: explore concept of independent report to explain what they do and who they are: early 23
- Events, continued from 2022
- Thought leadership expressing advertiser preferences and why

2. Measurement

Status: Understand, share, influence

- Framework, future of **attribution**
- **T&C's** transparency with platforms
- **Consent and value** exchanges
- **Role of modelled data** - how do we do it and what should we have
- **Role of deterministic data** - MMP's still have a role? Server to server attribution

- Connected TV, Digital OOH, Video, Live streaming, funnel, measurement
- Also includes mobile
- Performance v Brand - connected TV, digital OOH, Video, Live streaming, funnel measurement
- **Contribution or attribution?**
- **Sustainability impact**

Workstream potential

- **Papers / webinars / thought leadership:**
- Work in partnership with I&E Group
- In-depth sessions to understand new techs (eg, Clean rooms and Server to server) and advertiser testing experience
- Continue engagement on CAPI and all other platform custom audience Ts&Cs
- Partnership opportunities to create resource
- Explore decline of attribution and consider development of **contribution framework**

3. Transparency across programmatic sustainability

Status: Understand, share & influence

- Understand the CO2 impacts of programmatic (online + all channels)
- Need to influence:
 - Media owners
 - AdTech suppliers

- How and what we need to measure, e.g. Page speed, impact on ad blocker uptake, consumer expectation changes and transparency.
- ISBA definition from core group
- How to measure impact

Workstream potential

- Media Leaders: consider within media sustainability brief:
 - Context vs other areas of advertising and the lack of data to track
- Benchmark opportunity for consideration: envision online programmatic PLUS all channels before targeting reductions
 - framework to fit ALL media channels

4. Support from media owners: identifying agendas

Status: Understand & share

- **Understand consent and value exchanges**

- Addressing same audiences

- **Roles of modelled and deterministic data** - how do we do it and what should we have

- DMP's still have a role? Server to server attribution

- **Sustainability impact**

- Framework, future of **attribution**

- **T&C's**: Clarify transparency with platforms

- **Contribution or attribution?**

- **Performance v Brand** - connected TV, digital OOH, Video, Live streaming, funnel measurement

Workstream potential

- **Papers / webinars / thought leadership:**
- Server to server continuation e.g. CAPI
- Wider dialogue with media owners – aim to standardise and establish advertiser expectations and help media owners work to those standards
- Explore publisher-level sustainability initiatives
- Partner opportunity on attribution

5. Scaling creative: dynamic content

Status: Understand & share

- **Dynamic creative, creative optimisation, automation, solutions, deployment**
- Great creative at the right time
- Scalability
- Role in contextual
- Complex ecosystem
- Personalisation?
- Role of 1 to 1 in paid
- Who do we work with (int / ext)
- Technologies & systems

- Need to educate internal teams
- Need top down and bottom up approach
- In-housing / operationally how do we think about this
- Accessible language

Workstream potential

- **Papers / webinars / thought leadership:**
- Understand the components of dynamic content distribution and the creative, internal, partner & environmental impacts
- Digital production maturity assessment tool
- Rethinking creative and production structures
- Influence the 'creatives' on potential of using dynamic creatives at campaign level: IPA partnership?

2022 Progress: meetings, topics, guests and special interest groups

<p>1st party data strategies & cookieless</p>	<ul style="list-style-type: none"> • Cookieless series (examining new technologies / vendors) re-established as 1st party data strategy sessions with vendors and consultants through the year – <u>all</u> resources uploaded • Google Privacy Sandbox briefings Continuing...
<p>Supply chain transparency</p>	<ul style="list-style-type: none"> • Published the <u>Programmatic Financial Audit Toolkit</u>, developed by the Cross-industry Programmatic Taskforce • Set up the 2nd Programmatic Supply Chain Transparency Study (by PwC with the AOP) to test the APL Toolkit provide the Taskforce with the learnings and data to manage the continued development of the Toolkit and set an onward agenda for additional industry reforms, such as improved data standards, appropriate storage of log file data, and range of auditor types. Public results expected Jan 23
<p>Online platform management</p>	<ul style="list-style-type: none"> • The CAPI T&Cs issue... multiple meetings with Meta, some headway achieved including publication of legal / tech whitepaper • Google commit to developing clear and simple integrated tech and legal product descriptions • Apple & Amazon: need to make more headway... prioritise for 23 (plus TikTok)
<p>Measurement</p>	<ul style="list-style-type: none"> • Addressing post cookie measurement and the world beyond attribution via the privacy-centric / 1st party data agenda – <u>all resources uploaded</u>
<p>Technical understanding</p>	<ul style="list-style-type: none"> • Developed the Digital Paid Media Playbook 2022 to support skills development • Expanded the <u>ISBA 101 series</u> of free live and recorded webinars to upskill teams across multiple topic areas • AdTech / Martech immersion: agenda to be developed
<p>Peer-to-peer</p>	<ul style="list-style-type: none"> • To be increasingly addressed in 2023



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TV & Video Steering Group

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1. Measurement

Status: Understand, share, Influence

- Understanding the media measurement landscape
- Value of one impression vs another CTV vs YT etc
- Origin - Support programme internally and externally. Input into which CTV/ AVOD platforms should be prioritised

- Auditing
 - Measure the rigour of the booking process so wastage can be reduced
 - What and where is the auditing tipping point
 - Challenge audit limitations

Workstream potential

- **Papers / webinars / thought leadership:**
- Origin Agency Roadshow – driven by brands
- Brainstorm re Origin supporters
- Create a glossary of AV measurement companies
- Audit analysis
- Understand and challenge Audit limitations with ITVx
- Create Landscape guide
- Case studies to understand value

2. Trading Evolution

Status: Understand, share and Influence

- Influence trading practices of Broadcasters - what is the future of SAP . What are potential new models
- Understand and influence trading practices of new streaming platforms
- Linear/BVOD alignment

- Inflation Mitigation
 - Forecasting and planning strategies
- BVOD delivery – challenges with frequency / under delivery

Workstream potential

- **Papers / webinars / thought leadership:**
- Engage with Broadcasters to input on trading proposals
- Engage with all Streaming platforms and set up workshops/ roundtables to allow advertisers voice to shape their development
- Work with Enders on next steps following the 'future of TV' trading report

3.Regulation & Policy

Status: Understand & influence

- HFSS Consultation - Unintended consequences of minutage and HFSS, how could this impact inflation at different times of day
- Minutage Consultation Impact on cost/ audience quality / availability
- C4 privatisation
- Impact of a new government?

- What sectors are next at risk? Gaming / finance / pharma?
- Understanding ASA complaints
- What regulation do we need for streaming platforms? – a level playing field
- CTV brand safety regulation ?

Workstream potential

- Ensure two way dialogue with ISBA public affairs team
- Engage on consultations as subject experts
- Marketeers working with own public affairs teams
- HFSS inventory options – work with IPA/ agency groups
- ASA working practice education
- Secure bi-annual DCMS updates

4 CTV/AVOD/SVOD/SAVOD/BVOD landscape.

Status: Understand, share, influence

- Define and understand the CTV/AVOD/SVOD/SAVOD/BVOD landscape.
- Advertisers definition of TV like content
- CTV Transparency:
 - Brand safety
 - Verification
 - Frequency caps
 - Programme identification
 - Use of 1st party data
 - Supply chain fraud
 - Cost

- Regulation of streaming platforms
- Guide new platforms to best serve advertisers interests
- BVOD measurement and auditing – what do we need

Workstream potential

- **Papers / webinars / thought leadership:**
- PWC transparency project
- Engage with all Streaming platforms and set up workshops/ roundtables to allow advertisers voice to shape their development
- Work with public policy on regulation
- Build a two way dialogue with all the players
- TV Like content – build on Paul Evans BARB work
- Define Landscape map

5. Sustainability – Media leaders to lead

Status: Understand, share & Influence

- What are the unintended consequences (specifically on carbon emissions) of increasingly digital AV plans?
- Understanding Media Owner targets
- Identify the organisations that are actually making greener operational decisions.

- Standardisation of sustainability targets
- Standardisation of measurement / impact
- Putting Marketing sustainability on the agenda

Workstream potential

- **Papers / webinars / thought leadership:**
- Media leaders to Lead?
- Influence agency groups to be more ambitious with their plans and expedite timelines.
- Conduct a review of media owner targets to give members a chance to see whose leading the way and who's lagging
- Align with the AA on actions
- Best practice
- Collectively drive greater prioritisation

Trading	<ul style="list-style-type: none"> • AB deadlines – discussions on pros and cons of flexibility shared with Broadcasters • Evolving the Audit with Ebiquity (with Media Leaders) • BVOD Auditing – understanding • Ebiquity session on SAP, Inflation and Value Pots
Measurement	<ul style="list-style-type: none"> • C-Flight launch plan presentation • BVOD Auditing – understanding the importance of BVOD cost as an audit KPI • Viewers logic
Transparency	<ul style="list-style-type: none"> • Finecast survey to feedback concerns on their model – follow up session in diary • CTV transparency to be continued, initial meeting diarised with Freewheel and PWC to discuss • Clearcast’s new library and delivery system – work with IPA and Unilever
Influencing and Education	<ul style="list-style-type: none"> • Ensured collective voice heard to Broadcasters on advertisers needs following the Queens death • Highly represented in industry events on panels ensuring collective voice is heard • CTV – presentations from Freewhell, Tradedesk and ITV Labs
Peer to peer	<ul style="list-style-type: none"> • Barter best practice sharing session • Great on going support via the Whats App group
Policy	<ul style="list-style-type: none"> • Response to C4 government consultation • Response to Ad mintage consultation • Response to time length factor consultation



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Insight & Effectiveness Steering Group

2023 planning outputs summary



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1. Briefing for effectiveness

Status: Understand & share

- **Measurability of the brief:** most don't contain effectiveness goals / can't match an effectiveness framework
 - Too many objectives = set-up for failure
 - Brand and agency problem across media, creative, performance etc briefs

- **What is a brief?** Mapping the process and understanding the components
- Reference the Better Briefing project – currency?
- Can we build a 'Measure the Brief' project

Workstream potential

- **Papers / webinars / thought leadership:**
- Ask partners to respond to ideas
- ISBA 101 training

2. Measurement Triangulation

Status: Understand, share, influence

- How can we look at all data points collectively, understand and appreciate the wide distinctions between, say, attention and MMM, and support business to recognise same? Issues:
 - Unbiased insight
 - Attention metrics
 - Creative input
 - Brand vs activation
 - Collegiate understanding
 - Lack of non-mktg data to explain results.

- Stakeholder buy-in - educating the business as to what is and isn't realistic to expect and when
 - Increased need to manage expectations of colleagues.
 - what measurement techniques happen for what... and when!
 - Identify non-mktg campaign data sources to assist
- Broaden focus on ALL channels, not just digital

Workstream potential

- **Papers / webinars / thought leadership:**
- Partner responses
- Concept: can we create a visualisation, an infographic that illustrates what measurement techniques happen for what when... An infographic?

3. Models of working: practice development

Status: Understand, share & influence

- **Tools and partners:** what's good and why and how... and for what
- Best practice for **insourcing analytics**
- How does everyone work for, e.g., effectiveness / creative / media and learn the differences, benefits, pitfalls etc
- Understanding **post-cookie measurement** tests and experiments with suppliers

- Nurture **peer-to-peer** sharing and learning for premium practice development
- Utilise out of meeting comms:
 - WhatsApp Group – use to share e.g., conf notifications, articles, new learnings from vendors, peers etc
 - Show and tell sessions

Workstream potential

- WhatsApp Group
- Consider 2x annual meet-ups

4. Sustainable decision making

Status: Understand & share

- Being able to measure / identify **ethical media** placement
 - Marketing influences behaviours – same is true of media choices
 - Is agency ethical position same as brands?
- Navigating **internal** conversations
- **Purpose:** brand? What do consumers expect? Ensure authenticity
- Understanding pressure on **brand spending** in a downturn & alternative budget deployments

- **Auditing for representative channels**
- Identify consumer data sources on attitudes to brand spending / advertising in a downturn
 - Ditto purpose

Workstream potential

- **Papers / webinars / thought leadership:**
- Open to partners for responses
- Idea: explore consumer data resources and / or partner for some original data

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Data & Ethics Steering Group

2023 planning outputs summary

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1. Data Ethics

Status: Understand, share and influence

- **DE's relationship to, e.g.:**
 - value exchange,
 - brand reputation,
 - consumer trust
 - branding opportunities
- Why it's important
- How to measure (if to measure?) and business case development
- A common understanding of typical ethical dilemmas
- What are the core principles of DE for marketers

- Continuation of Data Ethics sub group – Mission and top-line definition agreed
- Persuade supply chains to take a DE approach to governance management of systems and processes
- Provide members with resources (owned, co-developed or existing 3rd party)
- Clear positioning of brands as the *Principles* in the supply chains which carrying defined ethical risks (and the budgets!)

Workstream potential

- **Papers / webinars / thought leadership:**
- Cross-industry influence thought leadership: industry bodies, regulators
- Operationalising: guides, shareable internal materials for cross-organisational support
- Identify and develop relationships with data ethics and compliance auditors / tech vendors

2. Post Cookie tech and identity

Status: Understand & share

- Understand post cookie technologies and processes and workflow / data flow levels vis a vis:
 - Compliance
 - Ethical considerations / expectations
- Clarify what is meant by identity e.g., its purpose, (providing individual with access to relevant content they are entitled to access) OR predict with data variables an action to an individual without verifying who they are
- Prevent lack of understanding putting the brake on market ops

- Consistent definitions, e.g. IDs, DPIAs, involving clear visualisation of both the legal bases and the processes across:
 - Clear and simple explanations of what and whose data is being used for what and by whom at any given point in a data / work-flow process (and how that status is altered through any enhancement / discard processes)

Workstream potential

- **Papers / webinars / thought leadership**
- **Glossary**
- Continue current work streams with platforms, partners, agencies and widen to include media owners
 - Work closely with P&P Group
- Independent tech descriptions – see P&P outputs

3. Language and phrasing

Status: Understand, share & influence

- How marketers use language at both B2B and B2C level:
 - ‘Tracking’, ‘on-boarding 1st party data solutions’
 - ‘zero-party data’ should never be used
 - Privacy notices; the TCF
- Humanise: consent is a transaction and trust is the ROI – it needs protecting
- Anticipate regulatory changes & tech responses and ensure brands put consumers first

- Improve the way we approach privacy notices, Ts&Cs, legal explanations
- Expose how transparent language could be a branding opportunity

Workstream potential

- Partnership project to produce generic guides to language, technologies, notices... and amplify and draw in cross-industry involvement

4. Regulation & legislation: positioning and updates

Status: Understand & share

- Need an understanding of what's coming out of UK and EU legislatures and regulators impacting data deployment by brands and their suppliers
- What are industry bodies focused on and what is our involvement, esp.:
 - WFA, DMA, AA, IAB etc

- Ensure there is a baseline understanding of all data privacy regulations - for the people looking at compliance and ethics internally x-organisation
- Create analysis and guidance on relevant changes

Workstream potential

- **Papers / webinars / thought leadership:**
- Can we create a data update for members?

5. Consumer understanding of the marketing process & data

Status: Understand & influence

- How modern data-driven marketing works and how that can be made transparent to consumers in a collaborative way

- Working cross industry, cross-organisation
- Is this one for Media Leaders or even council?

Workstream potential

- **Papers / webinars / thought leadership:**

<p>Cookieless / First party data</p>	<ul style="list-style-type: none"> • Continuation of ISBA Cookieless series through the year to examine technologies plus 1st party data operational structures. Review videos of sessions and associated decks to download • Google provides series of updates to its Sandbox project and the CMA makes public Google's updates • Bite-sized guides not instigated • The CAPI T&Cs issue... multiple meetings with Meta, some headway achieved including publication of legal / tech whitepaper • Google commit to developing clear and simple integrated tech and legal product descriptions • Apple & Amazon: need to make more headway... prioritise for 23 (plus TikTok)
<p>Data Ethics</p>	<ul style="list-style-type: none"> • Sub group formed has been meeting though the year to establish a mission and objectives for ISBA. As at November that Mission is developed and due for publication (see next slide for draft) • Group will continue working to develop member resources based on objectives
<p>Regulation and Legislation</p>	<ul style="list-style-type: none"> • Working closely with ISBA's Public Affairs team, ISBA has contributed to multiple government consultations during 2022 including that for the Online Advertising Programme in cooperation with this group • A meeting has been set up with the ICO new Director of Technology and Innovation, Stephen Bonner and his team for 6th December.
<p>Guides / templates for privacy notices</p>	<ul style="list-style-type: none"> • To be initiated and probably integrated with Data Ethics work
<p>Education</p>	<ul style="list-style-type: none"> • To be initiated



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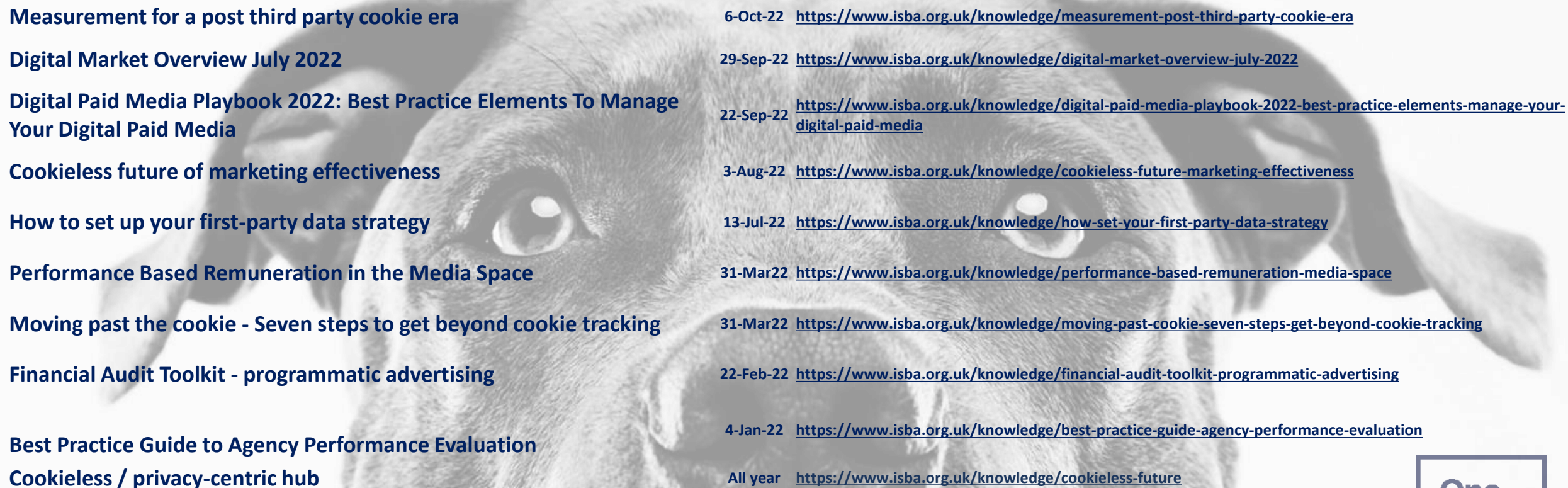
2022 Specialist Published Content

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Media Leaders published content (ISBA Site)

- 7 key behaviours vital for building stronger client agency relationships. Part 1 - Resilience
 Response to Ofcom call for evidence on regulating television advertising on public service channels
 Measurement for a post third party cookie era
 Digital Market Overview July 2022
 Setting up Measurement for Success: Measuring Marketing Effectiveness in an Unstable Economy
 Optimisations: A simple guide
 Developing the retail media opportunity into mainstream media investment. A guide for brands
 Digital Paid Media Playbook 2022: Best Practice Elements To Manage Your Digital Paid Media
 IPA Marketing Effectiveness Roadmap summary
 The power of diversity and reaching diverse audiences
 2022 Connected Viewers. All eyes on streaming
 Cookieless future of marketing effectiveness
 A practical approach to the cookieless future of marketing effectiveness: Embracing privacy and loss of identity
 Response to CMA consultation on changes proposed by ITV to the sale of its advertising time
 Inclusive media planning
 Talent Report - interim findings and update
 The Talent Revolution
 Return on Investment (ROI): A simple guide
 Attention: what advertisers need to know
 Getting the most out of your brand heritage
 How to set up your first-party data strategy
 Remote or On-site Audits - Who Decides?
 ISBA agency remuneration survey 2022 - Executive Summary
 UK agency remuneration survey 2022. Marketing & procurement perspective
 Lessons learned from the marketing community to attract, nurture and retain talent.
 Creating a net zero media plan
 ISBA response to the DCMS consultation on the Online Advertising Programme
 Diminishing Returns - An explanation
 Media Services Framework: A Guide to Barter
 Why have we launched the Pitch Positive Pledge?
 Ebiquity Quarterly Media Update - Q1 2022
 Media Services Framework: A Guide to Value Pots
 Attribution for a post cookie world - Dynamic Marketing Mix Modelling
 Performance Based Remuneration in the Media Space
 Moving past the cookie - Seven steps to get beyond cookie tracking
 Partner thought piece: Inside the new agency model to accelerate brand transformation
 Exploring the future of media and advertising evaluation
 Disinformation and hate speech guide - March 2022
 Media 2025 research
 Inclusivity & Language in Advertising - A Freeda Masterclass
 Green claims and social responsibility
 Financial Audit Toolkit - programmatic advertising
 WFA Diversity & Representation: Focus on Media Planning and Buying
 Linear and Broadcast VOD measurement: C-Flight launch
 Plotting your way through the media market in 2022
 Best Practice Guide to Agency Performance Evaluation
- 24-Oct-22 <https://www.isba.org.uk/knowledge/7-key-behaviours-vital-building-stronger-client-agency-relationships-part-1-resilience>
 7-Oct-22 <https://www.isba.org.uk/knowledge/response-ofcom-call-evidence-regulating-television-advertising-public-service-channels>
 6-Oct-22 <https://www.isba.org.uk/knowledge/measurement-post-third-party-cookie-era>
 29-Sep-22 <https://www.isba.org.uk/knowledge/digital-market-overview-july-2022>
 27-Sep-22 <https://www.isba.org.uk/knowledge/setting-measurement-success-measuring-marketing-effectiveness-unstable-economy>
 26-Sep-22 <https://www.isba.org.uk/knowledge/optimisations-simple-guide>
 22-Sep-22 <https://www.isba.org.uk/knowledge/developing-retail-media-opportunity-mainstream-media-investment-guide-brands>
 22-Sep-22 <https://www.isba.org.uk/knowledge/digital-paid-media-playbook-2022-best-practice-elements-manage-your-digital-paid-media>
 22-Sep-22 <https://www.isba.org.uk/knowledge/ipa-marketing-effectiveness-roadmap-summary>
 13-Sep-22 <https://www.isba.org.uk/knowledge/power-diversity-and-reaching-diverse-audiences>
 8-Aug-22 <https://www.isba.org.uk/knowledge/2022-connected-viewers-all-eyes-streaming>
 3-Aug-22 <https://www.isba.org.uk/knowledge/cookieless-future-marketing-effectiveness>
 1-Aug-22 <https://www.isba.org.uk/knowledge/practical-approach-cookieless-future-marketing-effectiveness-embracing-privacy-and-loss>
 29-Jul-22 <https://www.isba.org.uk/knowledge/response-cma-consultation-changes-proposed-itv-sale-its-advertising-time>
 28-Jul-22 <https://www.isba.org.uk/knowledge/inclusive-media-planning>
 27-Jul-22 <https://www.isba.org.uk/knowledge/talent-report-interim-findings-and-update>
 27-Jul-22 <https://www.isba.org.uk/knowledge/talent-revolution>
 27-Jul-22 <https://www.isba.org.uk/knowledge/return-investment-roi-simple-guide>
 19-Jul-22 <https://www.isba.org.uk/knowledge/attention-what-advertisers-need-know>
 15-Jul-22 <https://www.isba.org.uk/knowledge/getting-most-out-your-brand-heritage>
 13-Jul-22 <https://www.isba.org.uk/knowledge/how-set-your-first-party-data-strategy>
 7-Jul-22 <https://www.isba.org.uk/knowledge/remote-or-site-audits-who-decides>
 30-Jun-22 <https://www.isba.org.uk/knowledge/isba-agency-remuneration-survey-2022-executive-summary>
 24-Jun-22 <https://www.isba.org.uk/knowledge/uk-agency-remuneration-survey-2022-marketing-procurement-perspective>
 23-Jun-22 <https://www.isba.org.uk/knowledge/lessons-learned-marketing-community-attract-nurture-and-retain-talent>
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How to set up your first-party data strategy	13-Jul-22	https://www.isba.org.uk/knowledge/how-set-your-first-party-data-strategy
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Financial Audit Toolkit - programmatic advertising	22-Feb-22	https://www.isba.org.uk/knowledge/financial-audit-toolkit-programmatic-advertising
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Ebiquity Quarterly Media Update - Q1 2022	3-May-22 https://www.isba.org.uk/knowledge/ebiquity-quarterly-media-update-q1-2022
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Content driven by and / or aligned to the Insight & Effectiveness agenda published in 2022

Measurement for a post third party cookie era (MeasureMonks)	06-Oct-22	https://www.isba.org.uk/knowledge/measurement-post-third-party-cookie-era
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Ebiquity Quarterly Media Update - Q1 2022	03-May-22	https://www.isba.org.uk/knowledge/ebiquity-quarterly-media-update
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Plus the continuation of the cookieless and 1st party data agenda:
<https://www.isba.org.uk/knowledge/cookieless-future>

Data & Ethics Published Content (ISBA Site)

Cookieless future of marketing effectiveness

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Plus the continuation of the cookieless and 1st party data agenda: <https://www.isba.org.uk/knowledge/cookieless-future>