



The Origin Cross-Media Measurement Platform:

**Why it exists, what problems it will solve and how
it will transform media planning and buying**

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1. The problems that Origin help solves for advertisers and their agencies (that can't be done currently)

In an increasingly complex advertising and media ecosystem characterised by rapidly accelerating advertising audience fragmentation, a proliferation of ad formats and an audience measurement system that is siloed and increasingly proprietary, Origin will help navigate and solve these problems in a number of ways:

a. The ability to measure cross-media reach and frequency.

At launch of the Minimum Viable Product (MVP) in Q3 2024, Origin will allow the measurement and reporting of **ad-level deduplicated** cross-media reach and frequency across linear TV, digital video and digital display from a single-source data set incorporating traditional panel measurement with first-party data from the digital platforms.

The Origin outputs will conform to privacy-safe standards as articulated by EU General Data Protection Regulation (GDPR) and other global standards e.g. California Privacy Rights Act (CPRA) which is critical for any measurement platform involving the large digital players e.g. Google, Meta and Amazon.

b. The ability to optimise campaigns by improving campaign and tactical planning.

The measurement and reporting of deduplicated cross-media reach and frequency is the first stage of the Origin roadmap.

As the platform is developed, it will allow the measurement and reporting at a more granular level (e.g. more sub-demographic audiences) and then, as an advertiser's/agency's knowledge set builds it will enable the optimisation of campaigns designed to achieve the specific reach and frequency objectives for the target audience in question and by allowing the best mix of channels to add incremental reach to a campaign.

This will operate at a tactical level allowing for the adjustment advertising weights, channel mix etc. Again, in time, the building of the knowledge base will assist advertisers and their agencies at the broader strategic level to determine the contribution of media channels and media owners in efficiently and effectively reaching their target audience.

c. The ability to make informed comparisons between the performance of different ad formats and different standards for viewability.

The number of ad formats are proliferating faster and faster with vastly differing characteristics on hugely different devices and the classification of these formats is increasingly difficult – for example, video is no longer one homogeneous market and the pace of change is staggering. For example, TikTok's short-form portrait videos are being imitated by competitors in an attempt to keep pace with their rapid growth.

In addition, each media owner/platform lobbies for the effectiveness of their particular offering. So in rapidly-scrolled feed based environments typical of social media platforms, it is often argued that a 'small' amount of viewability is still effective.

The Media Ratings Council (MRC) in the US has set defined standards of viewability which have been adopted by many organisations. For example, its guidelines for video ad impressions are that they will only be counted if 50% of pixels are viewable (in the viewable space in the browser) for a minimum of two seconds and these two seconds are only counted for the first two seconds of the ad.

Some organisations (e.g. WPP's GroupM) have set much higher standards of video viewability and will only trade against their more exacting standards.

It is not Origin's role to determine which is the 'right' definition of viewability but what Origin will allow is the comparison of industry-accepted definitions and customised definitions (as well as other parameters such as sound-on or off, completion rates etc) so that control is put into the hands of advertisers/agencies to make informed views as to what is right to achieve their campaign objectives.

d. The ability to use independently audited and verified data from the digital platforms.

At present, no independent JIC system exists for the measurement of audiences delivered by the digital platforms. So, the common criticism has been that these platforms are open to self-reported and non-verifiable data – much was made of Meta reporting universes bigger than the population.

Whilst it is true that the platforms have made approaches in the past to be measured by JICs this has never come to fruition. Origin will be the first time globally that the platforms have so publicly committed to independently audited, verified and objective audience measurement. This will enable the breaking down of the walled gardens and allow more insight into customer journeys across all channels.

e. The ability to deliver a better consumer advertising experience.

At a fundamental level, Origin allows the optimisation of reach and the reduction of excessive frequency which has so often been a by-product of the digital advertising experience.

This sense of ad bombardment, we know is a big factor in the undermining of trust and favourability in advertising.

f. True media-neutral planning.

With data from an independent single-source that levels the playing field for all Origin measured entities, truly neutral media planning is achievable for the first time.

g. Outcomes-based measurement.

An increasingly demanding regulatory environment, the deprecation, therefore, of third-party cookies and tightening privacy provisions from Apple and others means accurate attribution is becoming harder and harder.

Built into the vision of Origin is the ability to provide, as soon as is feasible, the capability to support the measurement of business outcomes (e.g. brand-lift, attention and, indeed, sales). We believe that this is an imperative and not a nice to have.

2. Origin can drive efficiencies and help save money

Origin is built with the express purpose of driving efficiency and effectiveness. If a brand can optimise cover and reduce wastage through unwanted frequency, then clearly expenditure can be reduced by not delivering excessive frequency or chasing unachievable coverage levels.

Savings can clearly be deployed to other elements of the media and advertising mix.

Whilst it is difficult to estimate efficiency levels and these will vary depending on the task in hand, our stakeholder base reports expected efficiencies in the region of 10% to 20%.

3. The impact of Origin on agencies

Agencies will be a significant end user of the Origin platform.

We believe that Origin will be genuinely transformative for agencies, will change the way they are structured, how they work and scale their strategic importance to advertisers.

Agencies have long adopted a structure that generally tends to be driven by media channel. As the number of media channels has increased dramatically and has grown in complexity this has been a necessity in order to remain experts and to continue to add real value to their clients' businesses.

A downside of this approach can be a siloed career path and a focus on the detail at the expense of the bigger picture. Origin will allow a much broader overview and will afford a return to a much more holistic view of strategic and media planning and, we would argue, more general, varied and interesting career paths.

We have a vision that Origin will become an 'industrialised' day-to-day planning system that is critical for agencies. Those that adopt it the fastest and use its outputs as a feed into their own proprietary planning systems will increase their strategic importance as trusted advisors to clients and will benefit significantly from a new-business perspective.

4. Origin's role in helping future-proof the industry

Origin is a ground-breaking, and highly ambitious programme. It will be a world-first for a new-type of JIC-based entity that will be majority-funded by the buy-side and not the sell-side of the industry.

Origin adheres to the World Federation of Advertisers (WFA) 'North Star' principles which sets out the global framework for global cross-media measurement which must satisfy both industry and advertiser requirements.

As such, origin has built an ambitious road map for the next 5 years which allows for the integration of all media channels that wish to integrate into the platform. Our vision is to have a truly comprehensive platform that is the de-facto standard for media planning for many years to come.

It will evolve subject to market needs and demands and will ultimately deliver the first fully privacy-safe outcomes-based audience measurement system in the UK – forming the blueprint for cross-media measurement, reporting, optimising and planning globally.

5. FAQs

a. **Doesn't the ability to measure reach and frequency exist across different delivery methods in the current JIC systems, for example, television via BARB?**

Only to a very limited extent.

Most JIC measurement does not measure real-time ad exposure but uses various methodologies to approximate this.

So, for example, Out of Home (OOH) uses a travel survey, visual attention via sophisticated eye tracking, volumetric data (counts of traffic and pedestrians) and a traffic intensity model to model the whole country. It then applies this data to every poster (paper or digital) site. It doesn't measure audience to individual campaigns but this aggregated audience at each location. This means that audience is measured and reported as soon as a campaign is booked and placed.

BARB, does measure actual ad-level data for big screen linear TV by the use of a 5,300 homes panel. It also tracks viewing of Subscription Video On Demand (SVOD) services (e.g. Netflix) on the big screen by the use of a meter attached to panel homes' wi-fi routers and it also measures whenever anyone in the UK watches a Broadcaster Video On Demand (BVOD) service (e.g. All4) on a PC, smartphone or tablet.

However, this measurement is currently limited to programme measurement only – it does **not** cover the measurement of ads.

The broadcasters are currently in the early stages of using the CFlight system developed by Comcast (the owners of Sky) to measure BVOD advertising but are still in early stages of development. Measurement is limited to all adults and there is no stated timeline for measurement of other sub demographics.

Currently, CFlight is not part of the BARB platform but are in discussions with BARB.

b. Doesn't the IPA's Touchpoints platform provide ad-level reach and frequency data?

The short answer is no.

Touchpoints is an excellent platform for helping to understand people's media consumption habits in and out of home across many media channels and it does provide a channel planner which enables the calculation of reach for a combination of different media types. But Touchpoints does not measure **real** ad level data meaning cross-media reach and frequency can't be measured for actual campaigns.

c. Does Origin give rise to lowest common denominator planning?

No.

The Origin platform will be duration weighted so that a 2 second social media ad isn't directly compared to a 30 second TV ad in terms of the number of impressions. But the platform will allow the flexibility demanded by advertisers, agencies and, indeed, media owners to make whatever comparison is deemed appropriate. It is our belief that, agencies (who will be a key user of the platform) will always advise on the correct comparison and metrics just as they do currently.

Comparisons can be made at a media owner and media channel level but again, because of the lack of a single-source data set, cross-media side-by-side comparison isn't possible.

d. Why can't cross-media measurement, reporting, optimisation and planning be done currently?

Because audience measurement in the UK operates on a siloed basis in that there are separate JICs covering each of the major media channels but no JIC operates across channels. So, it is impossible to get a 'single version of the truth' as regards reach and frequency.

As previously mentioned, audience data for the digital platforms is proprietary and sits behind walled-gardens so it is extremely difficult if not impossible to measure ad exposure across these platforms linked to those measured by the JICs.

e. Why is cross-media campaign frequency capping not possible currently?

It is possible to frequency cap in some individual environments and adept buying can limit excessive frequency in the traditional media channels but as yet, no system exists that allows frequency capping across multiple channels. Origin will facilitate this.

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