

I S B A

Tom George
CEO, Origin



**One
Voice**



Origin

originmediameasurement.com

Origin update:

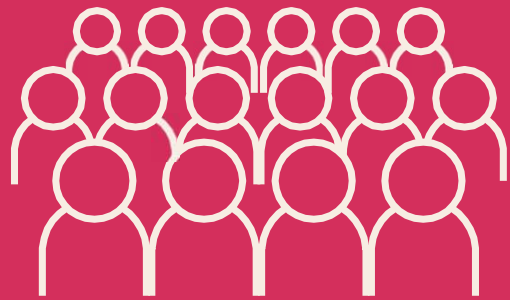
Turning Theory Into Practice

February 2024

Advertiser needs



Origin



**Fragmenting
audiences**



**Proliferation
of ad formats
& experiences**



**Siloed,
proprietary
measurement**



**Drive
Efficiency**



**Improve
Audience
Experience**



**Deliver More
Effective
Campaigns**

Over 50 funding stakeholders investing over £50m



Origin

ISBA

	L'ORÉAL				British Gas
DIAGEO	HALÉON		MARS	Nomad Foods	
TESCO			allwyn	Confused.com	DirectLine Group
			Money Super Market		Sainsbury's
		Kellanova			nationwide
sanofi	KraftHeinz	+TBA	+TBA	+TBA	+TBA

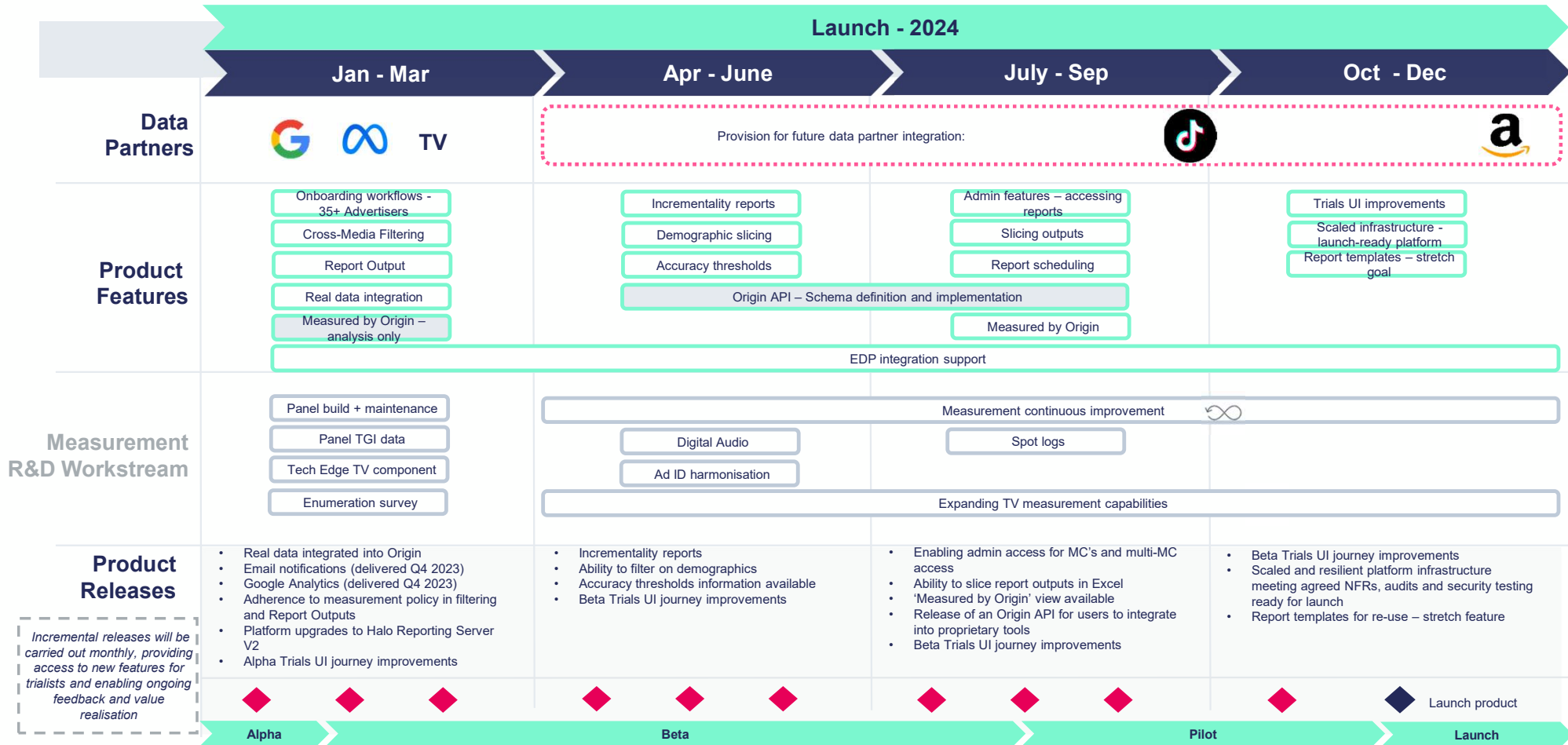
groupm	dentsu
IPA MEDIABRANDS	THE KITE FACTORY
IPA	+TBA

amazon ads	Google
∞ Meta	
theTradeDesk	OZONE
BAUER MEDIA GROUP	ppa
N Newsworks	

Launch Roadmap: TV, digital video & digital display....



Origin



Incremental releases will be carried out monthly, providing access to new features for trialists and enabling ongoing feedback and value realisation

... and integration of more media types post-launch

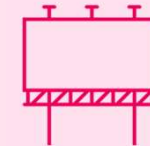


Origin

2024



Post-2024



...other channels will come on stream post-launch

64%

UK media spend

80+%

UK media spend

Q&A



Origin



Bhavin Balvantrai
Chief Market Analyst
OMG



Martin Lawson
Product Lead
Origin