



# Origin – The UK Cross-Media Measurement Programme

## March 2024

### What is Origin?

Origin is a UK-based, advertiser-led cross-media measurement service. Established by the Incorporated Society of British Advertisers (ISBA), Origin is a pilot market for the WFA North Star Cross-Media Measurement initiative. The other pilot market is the USA. Origin now has over 50 funding stakeholders, including 35 advertisers<sup>1</sup>, global media agency networks, media owners and digital platforms.

After raising >£50m in development funds across 4 years of development, Origin will launch later in 2024. At launch, the service will provide de-duplicated reach & frequency measurements across linear TV, digital video and digital display. As such, the service will measure  $\frac{2}{3}$  of UK adspend. This proportion will grow post-launch as other channels (CTV, VOD, audio, OOH, print, DM etc.) are included in the service.

At launch, the service will offer historical campaign reporting. In time, capabilities will expand to include future-facing planning services and the measurement of outcomes (e.g. brand lift, sales, etc.).

***Advertisers have predicted making 10-20% improvements in campaign performance as a result of using Origin data***

### What is the Purpose of Cross-media Measurement?

As the media landscape proliferates, advertisers use an increasing array of channels and formats in order to connect with consumers. Most media measurement happens within silos; either within channels or even limited to specific individual platforms. As such, it is increasingly difficult for advertisers to understand who has seen their ads, where they saw them, how often they were exposed and what the quality of exposure was.

Origin will solve this challenge by creating an independently-audited, privacy-safe, single-source cross-media measurement solution. The UK will be the first market to launch, though other markets (Canada, western Europe, etc.) will follow the UK and USA.

### Current Programme Status

Origin will launch in Q4, 2024. The service is currently about to enter the Beta Trial stage, during which 35 advertisers and their agencies will use and test the platform. A key

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<sup>1</sup> Stakeholder advertisers: Allwyn, BT, Barclays, Boots, British Gas, Colgate-Palmolive, Confused, Diageo, Direct Line, Dreams, Haleon, HSBC, Just Eat, Kellanova, Kraft Heinz, Lloyd's, L'Oréal, Mars, MoneySupermarket, Nationwide, NatWest, Nomad, PepsiCo, P&G, Red Bull, Sainsbury's, Sanofi, Specsavers, Tesco, Unilever, Virgin Media/O<sub>2</sub> and Vodafone



feature of the Beta Trial will be the inclusion of real campaign data for the first time. Beta Trialists will be the first to access this data, with participation in the trial securing exclusive access to this data ahead of general market adoption post-launch.

During the Beta Trial, advertisers will be able to measure the delivery of their video and display campaigns across linear TV, YouTube, Meta and TikTok. Amazon inventory will also be onboarded either during the Beta Trial or shortly thereafter. Other media owners and channels will follow on in rapid succession.

### **Next Steps**

We are currently preparing to onboard advertisers for the Beta Trial which commences in April. Alongside this, the Origin platform is in continual development, as we ramp up capabilities ahead of launch. A key part of the Beta Trial will be to capture end-user feedback that helps us determine and prioritise future features.

### **Benefits of Participating in the Beta Trials**

Origin will provide advertisers with a robust, independent means of understanding how their campaigns are reaching audiences across a range of different media channels and platforms. Trial participation guarantees first-mover access to live campaign data (ahead of general market adoption), with commensurate insight benefits as outlined above.

Beta trialists will also get to feed into the development and prioritisation of future features and have access to future Origin services ahead of their release to the wider market.

### **Dependencies**

There are a number of formalities to address in order to participate in the Beta Trials:

- Trialists must be an ISBA member
- Trialists must have made provision to pay the FAC across 2024<sup>2</sup>
- Trialists must commit to paying the 2024 Origin stakeholder fee (£41,000)
- Signed measurement consent documentation must be in place
- Campaign IDs must be shared to ensure data access from the digital platforms

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<sup>2</sup> The Fractional Advertiser Contribution (FAC) is a 0.1% levy applied to net media spends (bar direct mail). Advertisers that pay the FAC in life will be entitled to access the core Campaign Reporting. This process is managed by media agencies but requires advertiser authorisation before collection can commence.