



Origin

originmediameasurement.com

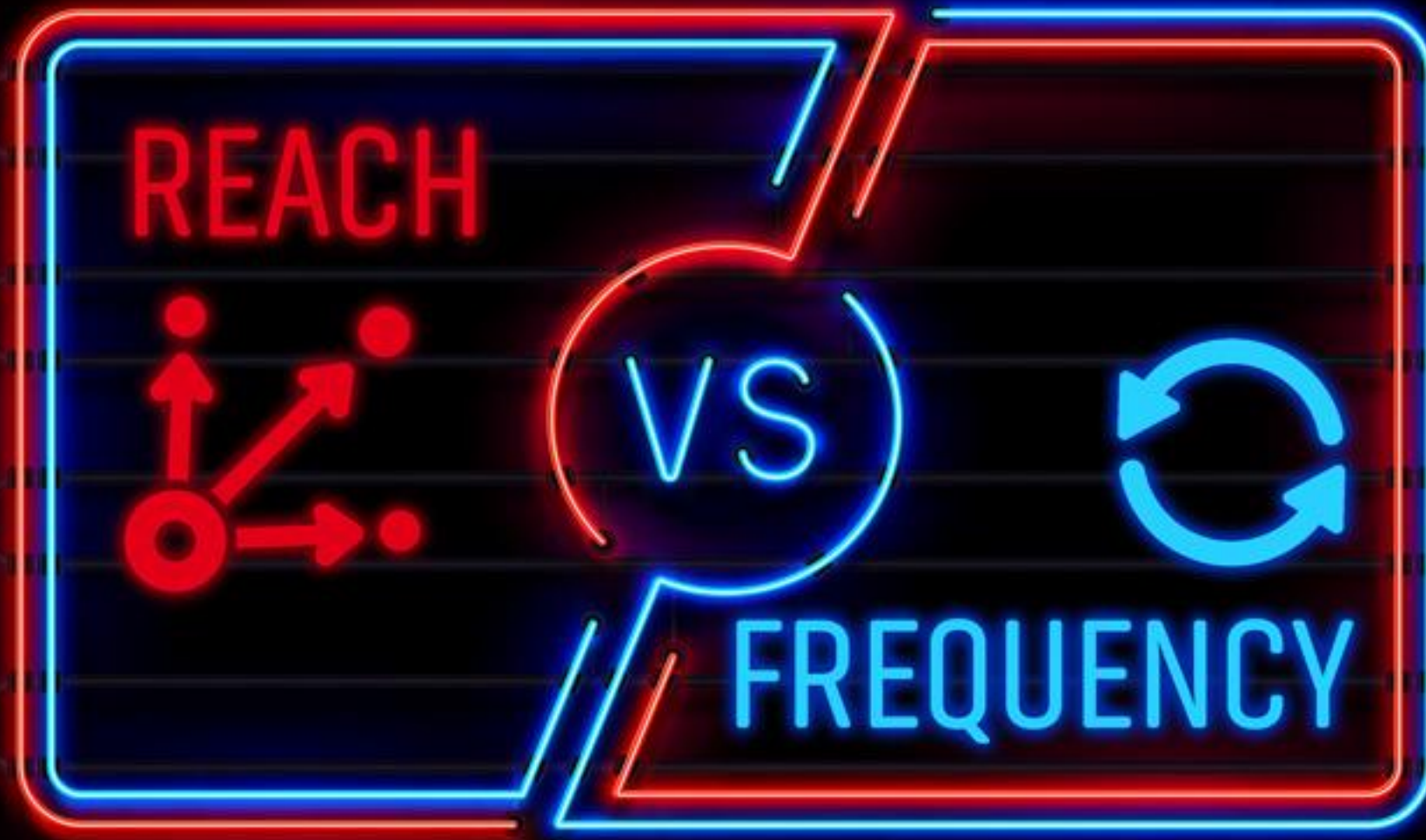
Origin Update

March 2024

As media choices proliferate, it gets harder for advertisers to know who has seen their ads, and where they saw them...



...As such it gets harder to manage campaign delivery effectively...



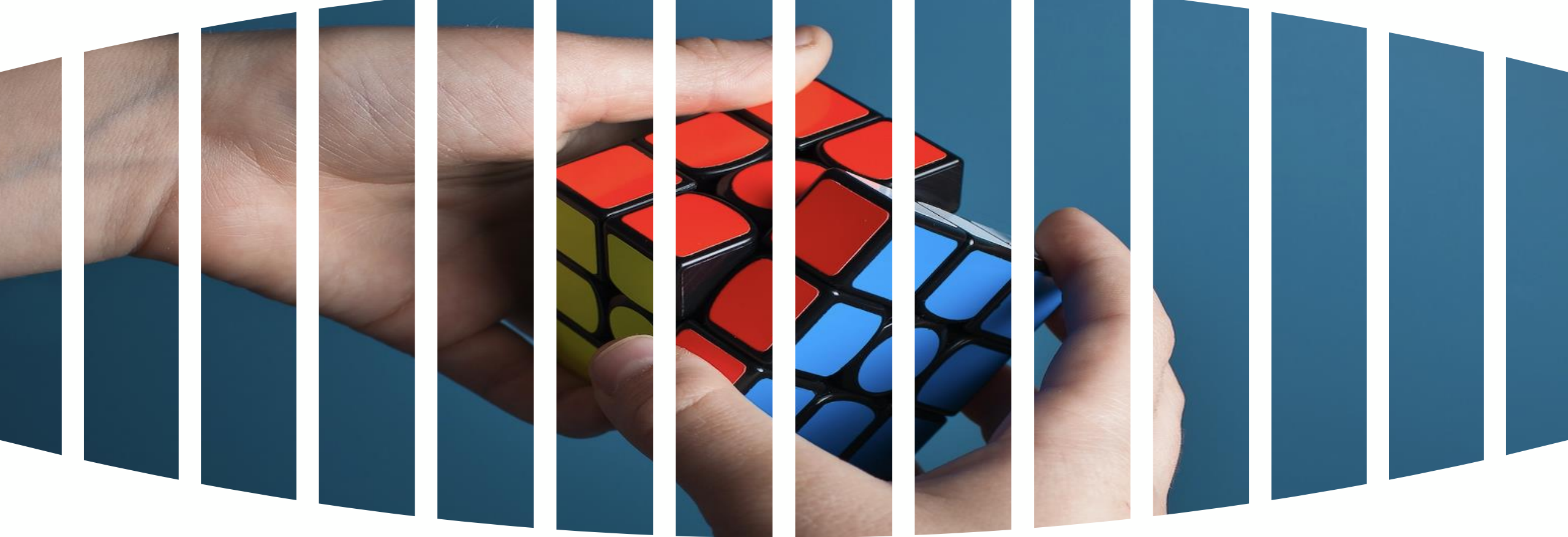
...Which in turn leads to wastage and consumer bombardment



Inefficient



Ineffective



Origin solves for this through the creation of a world-first, single-source, cross-media campaign measurement solution

Our ambition

Strategy:

To build the most-trusted, single-source platform that allows the planning, measurement & optimisation of cross-media campaigns – improving the effectiveness and efficiency of media investment

Vision: To empower marketers to master the ever-changing media landscape

Mission: To improve advertising globally

Delivering WFA Principles:



Accountability



Transparency &
Neutrality



Consumer-
Centric



Protected & Privacy-
safe



Comprehensive

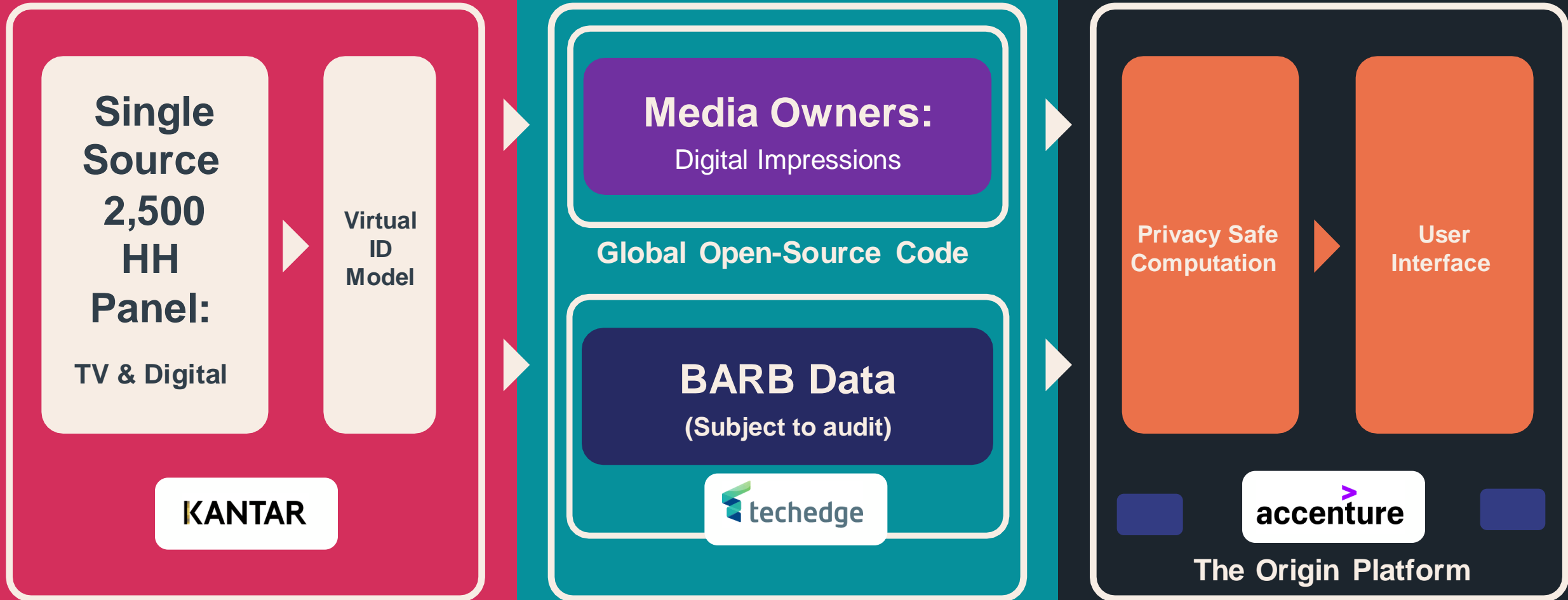


Universal

How does it work?



Origin



Over 50 funding stakeholders involved in building Origin



I S B A


	L'ORÉAL				British Gas
DIAGEO	HALÉON		MARS	Nomad Foods	
TESCO			CAMELOT	Confused.com	
Dreams					Sainsbury's
		Kellanova			
			sanofi		+TBA

groupm	dentsu
IPA	+TBA

amazon ads	Google
SAMSUNG Ads	+TBA

TV, Digital Video & Digital Display will be measured at launch in 2024...

2024



Three icons representing TV, digital video (laptop with play button), and digital display (laptop with globe).

64%
UK media spend

Post-2024

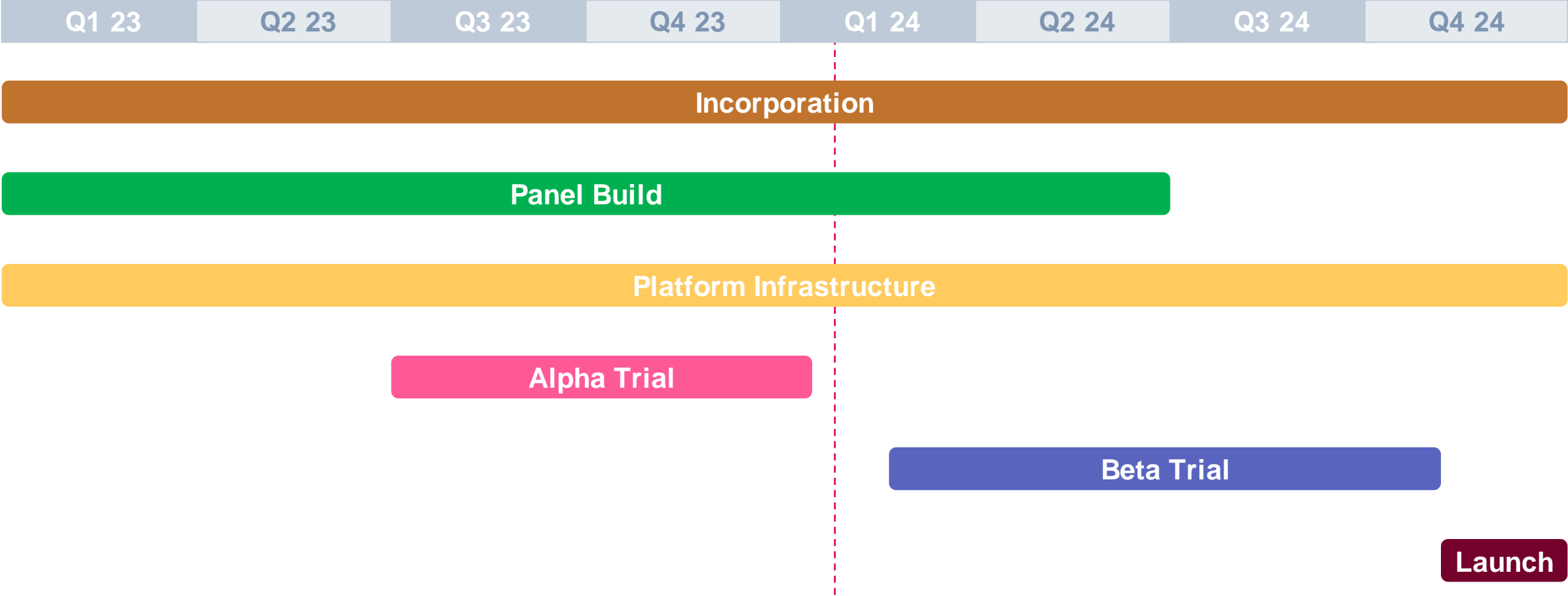


Four icons representing radio, billboard, newspaper, and email.

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

80+%
UK media spend

The 2023-24 programme timeline: trials, then launch!





“All of media planning would use Origin, day-in, day-out.”

Rhian Feather
Chief Planning Officer



We have launched the Fractional Advertiser Contribution (FAC) – an innovative means of distributing buy-side funding



FAC: 0.1% levy applied to all media channels (bar direct mail)

Pre-launch:

- ISBA members only
- 'Manual' collection (agencies)
- Encouraging uptake so far
- Still need to 'normalise' amongst ISBA members
- £2.5m estimated for 2024

Post launch:

- Whole UK market
- Automated collection

Your asks of us

Simple Explanation

Member Benefits

★★★★

★★★

£7.5 million
Excess: £125

£5 million
Excess: £100

£3000
Excess: £125

£1500
Excess: £100

£2000
Excess: £125

£1000
Excess: £100

£200

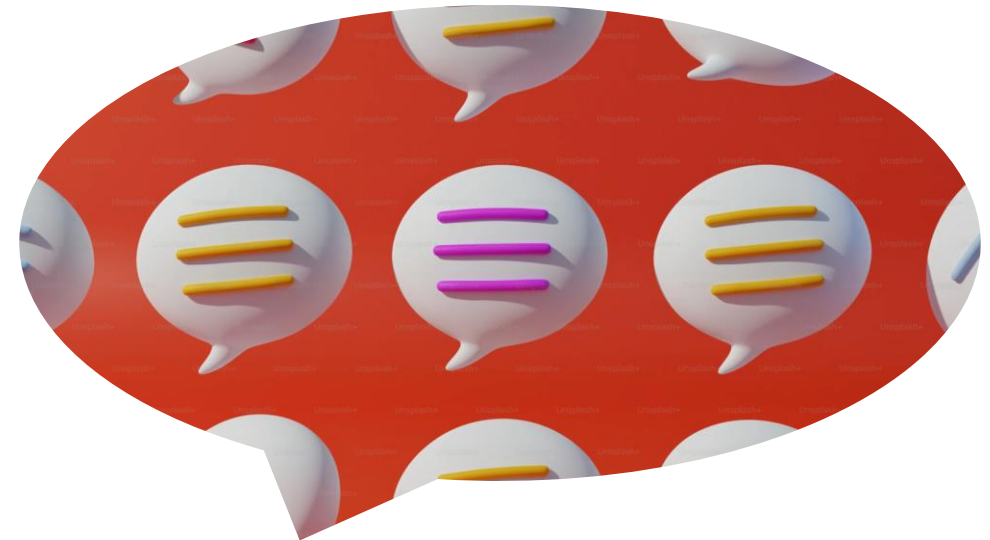
£150

...Our asks of you

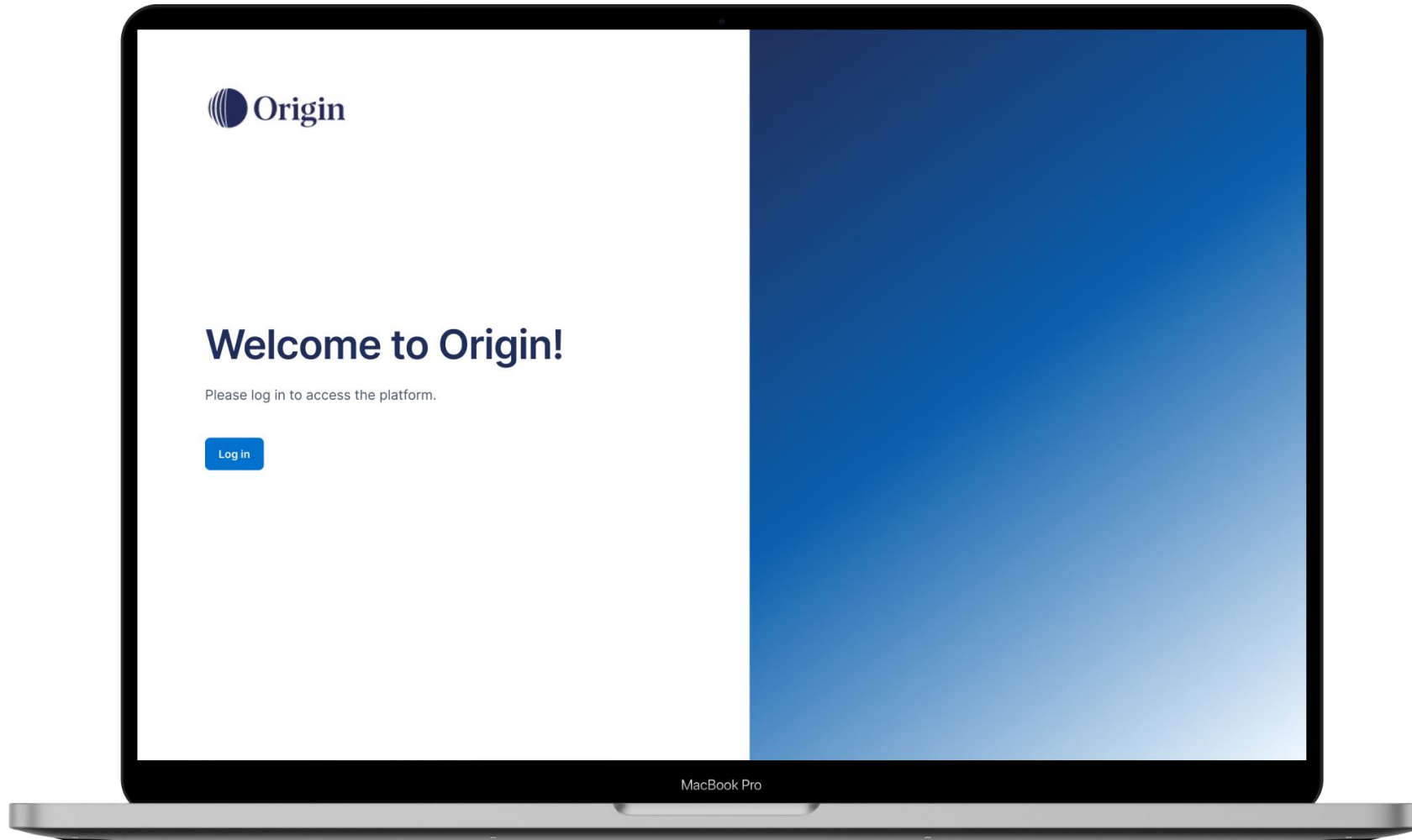


**Encourage FAC adoption
- pressure agencies as required**

Big up Origin



Origin is here. We launch in Q4, 2024



originmediameasurement.com



Origin

Thank you

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London
WC2E 8LH

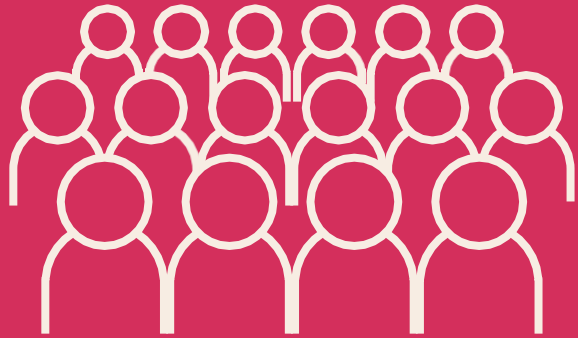
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origin

Advertiser needs



Origin



**Fragmenting
audiences**



**Proliferation
of ad formats
& experiences**



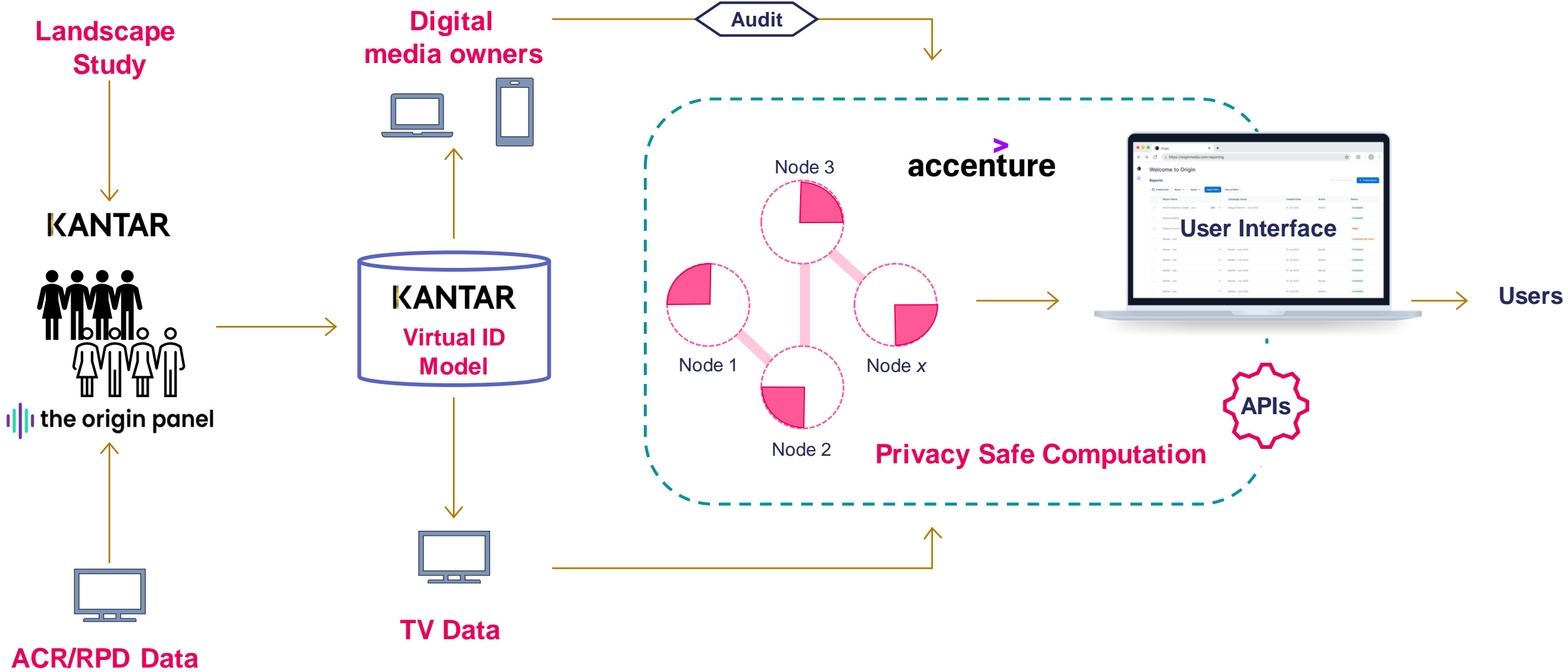
**Siloed,
proprietary
measurement**

**1 Drive
Efficiency**

**2 Improve
Audience
Experience**

**3 Deliver More
Effective
Campaigns**

Origin – how it works





Launch Narrative

Origin will launch with...

Key data providers integrated with Origin

Covering display, video & other media types & can ingest other data sources on our roadmap.

Our data partner roadmap is designed to scale up our video data set initially & then diversify the media offering to continually increase our advertising market share & coverage.

Trusted, neutral cross-media measurements & reports

Enabling the measurement & reporting of deduplicated cross-media, cross-channel reach & frequency using a trained VID model powered by a 2,500-household panel.

Additionally, Origin will begin analysis into expanding TV Measurement capabilities.

A tried and tested user experience with Advertisers & Agencies

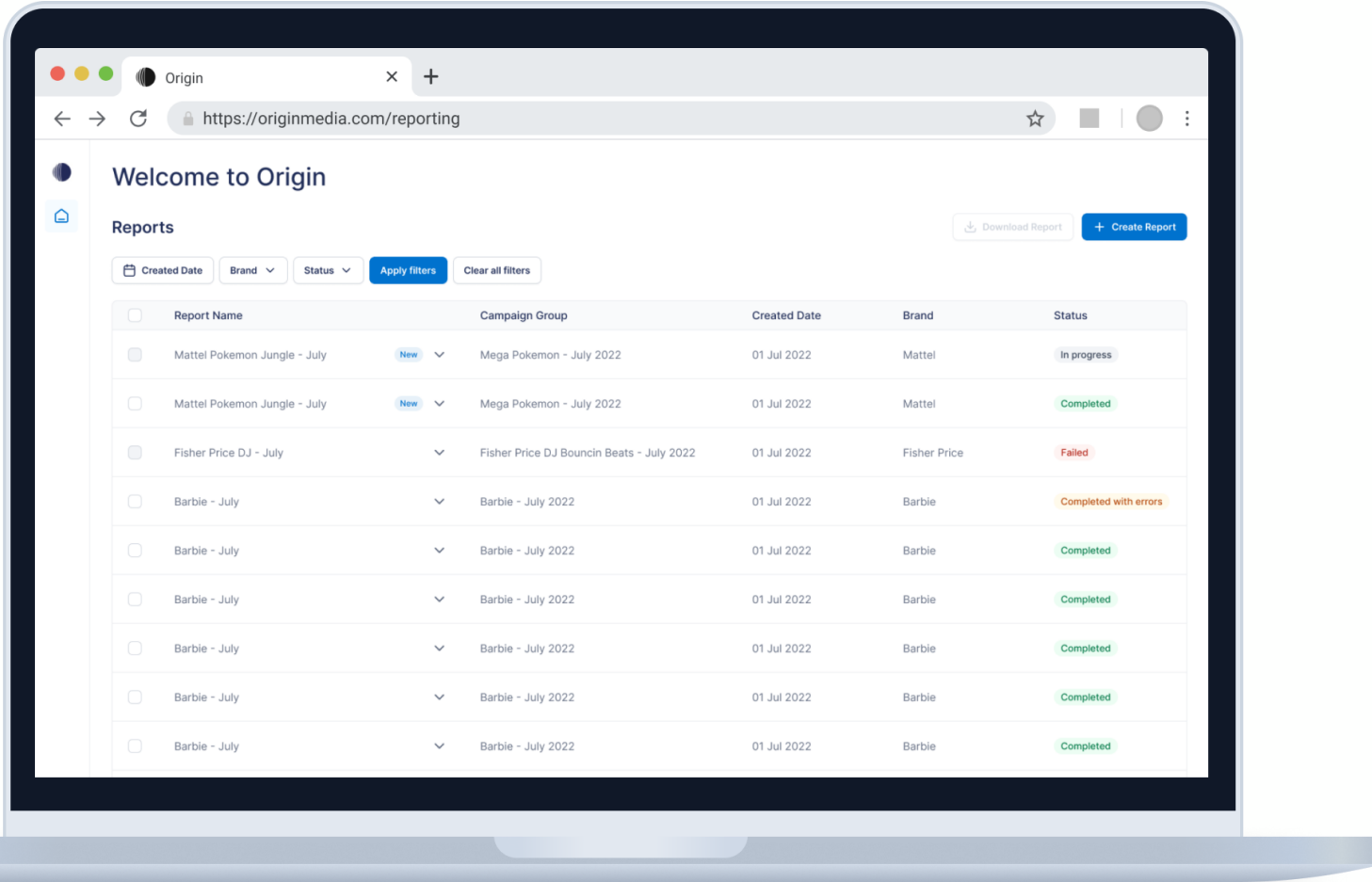
35+ Advertisers & Agencies onboarded to the Origin platform, with feedback from our user trials built into the platform design and feature set.

An insights led set of launch product features

This package of priority launch features are designed to meet needs based on direct user feedback & aim to support day-to-day media planner activities.

Priority has also been given to features that provide an additional revenue stream to Origin.

The Alpha trial saw 5x advertiser/agency using the platform



essence**mediacom**

L'ORÉAL

essence**mediacom**



MINDSHARE

Feedback gives clear guidance, yet shows that Origin's benefits have landed



"The UI is clean and simple"

"All of media planning would use Origin, day-in, day-out."

"I want to tell the platform what filters I want, not pick from a prescribed list"

α

"Origin can pull everything together and produce an output that doesn't polarise different people"

"Restricting campaign data to 90 days is going to be an issue"

"The biggest opportunity is being able to tell clients where their audiences actually are, and how we can provide the most cost-efficient reach for that audience. It's going to allow us to be more innovative as well."

The Beta trial will give access to real campaign data for the first time



When	Q1-Q3 2024
Who	35+ Advertisers + agencies Linear TV (min) YouTube, Meta, & AN Other (min)
Scope	Real campaign data! Expanded feature set, e.g. Demographics Incrementality reporting, Email notifications, etc.
Process	Initial onboarding starts early 2024 Induction in waves
Why join?	Access to live campaign data months ahead of the market Feed into future product scope

Media Neutral Planning



Origin

Deduplicated cross-media reach & frequency reporting...

...which will evolve into

An evolved reporting capability with new datasets (e.g. additional demographics) and product features

MVP Reporting

Core Reporting

Premium Reporting

MVP Planning

Tactical Planning

Campaign Planning

Outcomes

... **10-20%**
estimated efficiency gains from leveraging Origin datasets

Planning at the *media owner* (e.g. Instagram) level

Planning at the *media channel* (e.g. Social Video) level

Ability to scenario plan the deduplicated and incremental R&F from future campaigns