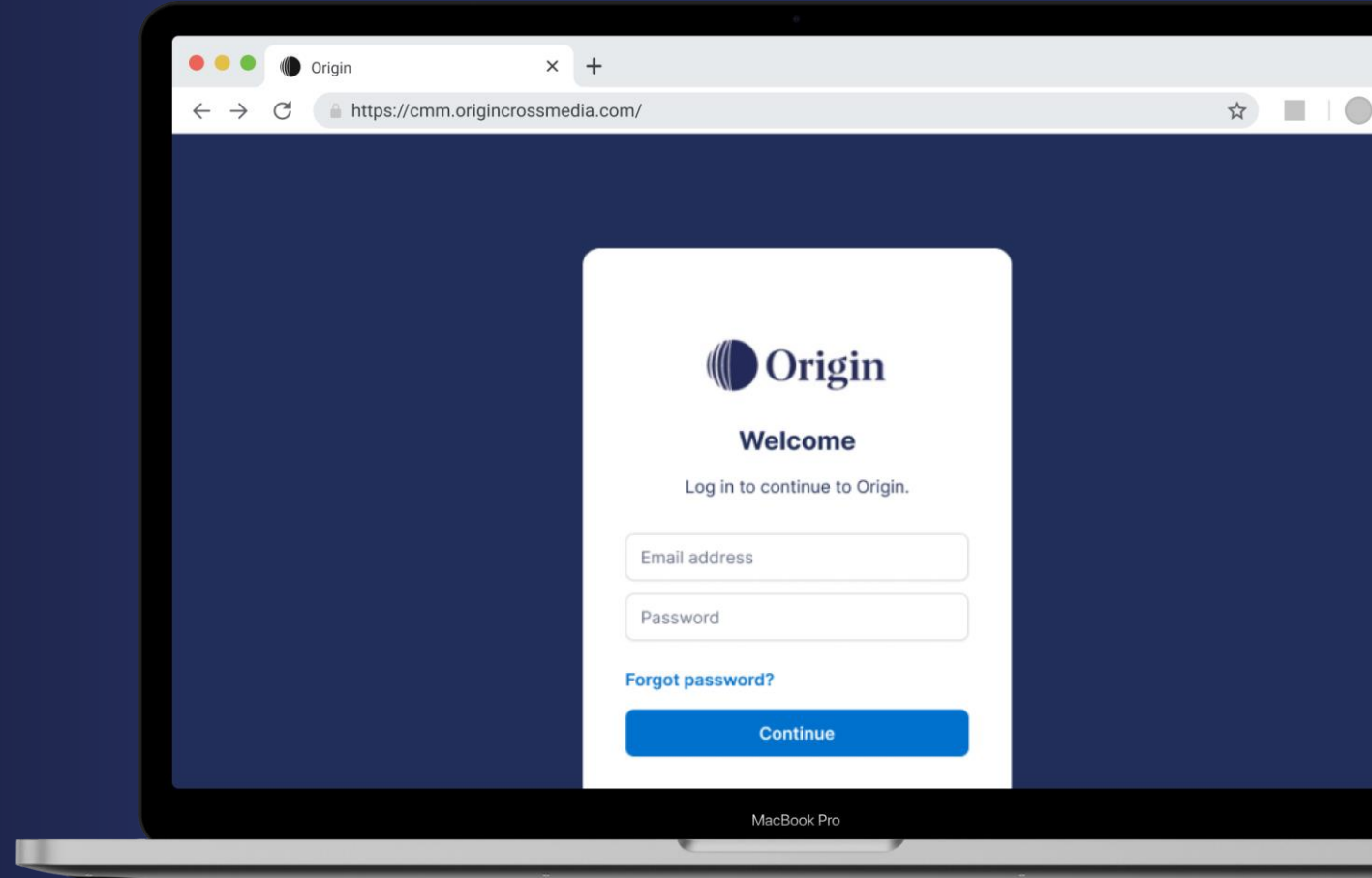




Frequently Asked Questions

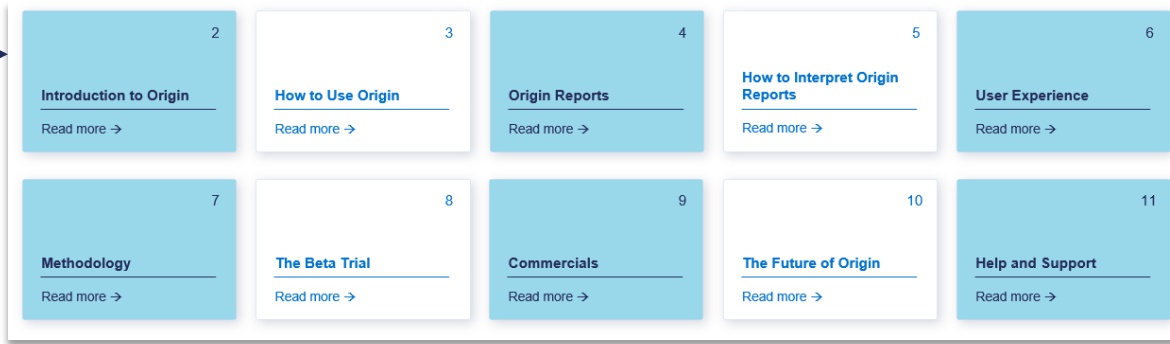
Dive into the most common questions about the Origin platform to better understand and leverage Origin's capabilities.



How to use this document

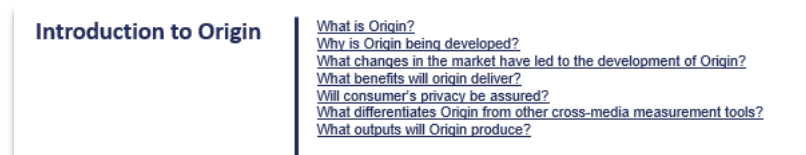
You'll find links throughout this document to help you find the answers you need...

On the homepage, simply click the panel to jump to the topic you are interested in.



Use the buttons at the bottom of the page to jump between sections.

Click on the 'home' icon to navigate to the home page.



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Introduction to Origin

What is Origin?

Origin is a programme led by the Incorporated Society of British Advertisers (ISBA) on behalf of brand owners, to create an independently audited and verified UK cross-media audience measurement platform for advertising campaigns. It is the UK manifestation of the World Federation of Advertisers (WFA) global cross-media measurement framework that was launched in 2020. This framework lays out a set of advertiser and market requirements which must be adhered to by any party wishing to develop a platform under the WFA auspices. The Origin product is based upon the WFA's Halo infrastructure – a central collaboration of engineers provided by a number of Origin stakeholders producing open-source code that provide the building blocks for the development of the Origin platform. Utilising this code enables the Origin platform to scale effectively and incorporate new media owners easily from across the advertising ecosystem. The goal is to make media neutral planning a reality for advertisers and their agencies.

Why is Origin being developed?

The advertising and media ecosystem is becoming increasingly complex. Origin is designed in response to this complexity – it seeks to help the market (brand owners, media owners and agencies) in making better-informed decisions as regards the deployment of their advertising campaigns – with commensurate benefits for the market and for the consumer.

What changes in the market have led to the development of Origin?

1. Rapidly changing media consumption: Media consumption habits have changed dramatically since the arrival of the big digital platforms and with advances in technology, which have given us the tablet, the smartphone and subscription-based media like Netflix.

This means that people can consume media in a myriad of places and in a plethora of different formats.

2. Accelerating fragmentation of audiences for advertising: This, in turn, has led to the fragmentation of audiences for advertising (particularly amongst younger audiences) which is accelerating at an ever-increasing rate, and an explosion in the number of advertising formats available.

3. Increasing challenges in comparing ad formats: Ad formats themselves, historically diverse, are proliferating faster and faster, with vastly differing characteristics on hugely different devices. Video itself is no longer one homogeneous market and the pace of change is meteoric. Competitors are imitating TikTok's short-form portrait videos in their attempts to keep pace with its staggering growth. And there are myriad digital display formats, witness the IAB's own ad taxonomy.

Whilst some in the market claim that ad formats should only ever be compared on an 'apples with apples' basis, the reality is that people don't insist on (or even register) the necessity of such a comparison when they're consuming ads.



Introduction to Origin

Advertisers (and their agencies) increasingly need the ability to measure across different media channels and get a holistic view of their campaigns – if an advertiser campaign is using linear TV, Broadcaster Video On Demand (BVOD), YouTube and TikTok, for example, it is not an unreasonable requirement to be able to measure the campaign audiences across all these channels collectively.

4. Siloed and supply-side driven audience measurement: And that leads us on to measurement because that isn't possible to do today from a single-source dataset.

Audience measurement in the UK remains siloed and supply-side driven. The existing Joint Industry Currencies (JICs) are confined to the measurement of audiences on single media types. These JICs serve the industry well in their role as a currency for each particular medium, but in isolation, don't allow for the measurement of cross-media campaigns as outlined above. It is an increasing advertiser requirement to measure audiences across different media channels – e.g. on linear television, on broadcaster video on demand (BVOD), on YouTube, on TikTok and so on. However, there is currently no one industry standard platform for measuring the reach, efficiency and effectiveness of cross-media advertising campaigns from a single-source dataset.

Additionally, measurement is too often proprietary and opaque, sometimes within walled gardens without independently audited and verified data and with unclear standards for comparability. Meanwhile, tightening privacy provisions from Apple and others mean attribution methodologies are losing their potency.

What benefits will Origin Deliver?

Origin will help solve a number of problems for advertisers, their agencies and the industry at large:

- Enable the measurement and reporting of deduplicated cross-media reach and frequency across advertising campaigns.
- Allow the optimisation of ad campaigns using more detailed and comprehensive information.
- Facilitate media-neutral planning at the strategic and tactical level.
- Incorporate independently audited and verified data from the large digital platforms for the first time e.g. Facebook, Instagram, YouTube, TikTok, etc.
- Ultimately deliver audience measurement on real business outcomes like engagement, attention and harder measures such as brand-lift and sales.

And in doing so, will deliver clear benefits:

- Improve advertising campaign efficiency by reducing the wastage from duplicated reach and unwanted frequency.
- Improve the consumer's experience of advertising by reducing the sense of ad bombardment that undermines the public's favourability towards and trust in advertising.
- Drive campaign effectiveness by putting the tools in the hands of advertisers (and their agencies) to power the media choices that need to be made to meet their own campaign goals.



Introduction to Origin

Will consumers' privacy be assured?

Yes. Origin will utilise digital first-party data combined with traditional media measurement panels in a privacy-safe way, so there is no risk of re-identification. Independence and transparency are key to the success of Origin and will be built into its approach and culture from the outset.

The Origin outputs will conform to the privacy-safe standards set out in the EU General Data Protection Regulation (GDPR) and other global standards, such as the California Privacy Rights Act (CPRA). This is critical for any measurement effort involving the large digital platforms, such as Google, Meta and Amazon.

What differentiates Origin from other cross-media measurement tools?

Origin's mission is to build the most-trusted, single-source platform that allows the planning, measurement and optimisation of cross-media campaigns – improving the effectiveness and efficiency of media investment. There are numerous systems in the market that reportedly deliver some form of cross-media measurement.

Origin is different for the following reasons:

- **Origin is comprehensive:** Origin is designed to be able to integrate all media channels. Whilst the launch product will incorporate linear TV, digital video and digital display comprising 64% of UK ad spend (excluding PPC), the roadmap seeks to scale that by integrating more media types. Other systems operate on a reduced footprint (mainly incorporating TV and digital video).
- **Origin is ad-based:** Origin measures ad impressions. Other systems, such as the excellent IPA Touchpoints, whilst being comprehensive in the number of media types covered, analyses share of time spent in each channel and not ad impressions.
- **Origin is non-proprietary:** Origin is an independently audited and verified measurement platform like the exiting UK JIC offerings. Indeed, Origin has been designed on JIC principles. As mentioned, it will allow the integration of JIC data and data inputs from the large platforms only once these datasets have been independently audited. Other cross-media tools tend to have been developed by agencies and therefore are proprietary.



Introduction to Origin

What outputs will Origin produce?

Origin will produce many outputs across the course of its development. At launch of its Minimum Viable Product (MVP), Origin will accurately measure cross-media reach (how many people saw an ad campaign) and frequency (how many times they saw it) of advertising campaigns across linear TV, digital video and digital display (via Google and Meta assets such as YouTube, Facebook and Instagram).

Post-launch more media types will be integrated.

Also on the roadmap are modules that will allow users to plan and optimise campaigns:

- By providing benchmarking capabilities (most likely by business sector).
- At an overall level by media type and at a more granular level by media owner (campaign and tactical planning).

In addition, the vision of the longer-term roadmap is an ability to also measure business outcomes (e.g. engagement, sales-lift).

The exact specification of the Origin outputs will be developed with the stakeholder user base during the trial phases and in-life, as the platform is developed and reacts to market requirements.

The vision is to facilitate cross-platform audience measurement incorporating common minimum measurement standards by medium – Media Ratings Council (MRC) or equivalent, and to adopt standards as they develop and/or as different ad formats are developed. It is NOT Origin's role to define standards but to accommodate their inclusion on the platform.

Origin will also allow the interrogation across the most appropriate user-defined standards for individual advertiser needs and will allow the reporting on multiple facets of quality – for example, screen size, completion, duration and sound. Again, these variables will be developed across the trial phases and in-life subject to market requirements.



How to use Origin

After my campaign goes live, how long until I see it in Origin?

There is a minimum 8-day period between a TV campaign starting and being available to view within the Origin platform. The time lag is due to the ClearCast approval process.

For Google and Meta, with new campaigns under an established Account ID, the campaign should be picked up under a day for Google, and up to 2 weeks for Meta.

For campaigns under new Account IDs, there is a minimum 3-week period between Account IDs for Meta and Google being shared with the Origin team, and then the campaigns becoming available in the platform.

N.B. Origin will become a more and more sophisticated product over the next few months as we get ready for launch and beyond. We are aiming to have Account IDs automatically available to users in the platform as we move into launch. Stay tuned for updates on this feature development!

What browsers support Origin?

Origin is supported on each of the below web browsers. N.B. Firefox is not supported:

- Chrome (minimum version “85”)
- Edge (minimum version “85”)
- Safari (minimum version “14”)

How far back does historical campaign data go?

We currently only allow the generation of reports for a reporting window of the past 89 days. This means that campaigns that have ended before the 89-day window, will not be viewable within the platform. However, campaigns that started before the 89-day window and are still ongoing will be shown and eligible to create reports for.

The limited reporting window is due to data retention rules during the Beta Trial and will improve throughout 2024 and 2025.

How recent is the campaign data in Origin?

Cross media campaigns take 8 days to be available within Origin. For example, if it is currently the 21st June you will be able to see cross media data (Linear TV, Google and Meta data) up to the 13th June.

- Linear TV has an 8-day delay for event data to become available, with spot logs being delivered at 11 am the next day. The initial data may have some adjustments, as it takes up to 8 days before all viewing figures are captured (e.g., impressions from recorded content).
- Google has a maximum 7-day delay for event data to become available.
- Meta has a maximum 3-day delay for event data to become available.



Origin reports

How do I receive my Origin report?

Origin reports are returned to you as an Excel document, which you will be notified are ready to download, via email.

What media types can I measure with Origin?

Origin measures video, display and other format campaigns across YouTube, Facebook, Instagram, Facebook Messenger and Linear TV.

What metrics can I measure in my report?

Total Reach - The percentage of a designated audience (e.g., All adults, Females aged 16-34 years, etc.) exposed to a campaign during a given period, where 1+ is at least once, 2+ is at least twice, and so forth.

Unique Reach - The number of people who have seen an advert on a specific measured entity only (e.g. YouTube only) during a given period. This metric is only available for reports where more than one measured entity has been selected.

Cumulative Reach – Raw data of the 1+ reach build-up, reported weekly across the selected time period.

Average Frequency - The average number of times an advert is seen by those within the target audience who see it at all.

Impressions - The total number of views or engagements of an advert (typically online) during a given period, including repeated views. 'Impacts' is an equivalent term for ads seen on TV.

Gross Rating Point - The total impressions related to the size of the target population, during a given period. One GRP is the equivalent of reaching 1% of the total potential audience. Two GRPs is the equivalent of reaching 1% of the audience twice or 2% of the audience once, and so forth.

Impression Filters – Define your own impression filters with reports pulling either all measurable impression, MRC standards for Display and Video (i.e. 100% in view, 2 continuous seconds) or your own custom filter.



Origin reports

Key Definitions

Media Type – The formats in which advertisements can be displayed across different media channels (TV, Social, Print etc.).

Display – Online graphic advertising through banners, text, images, video, and audio.

Video – Video advertising online or on TV

Publishers – An organisation that prepares, issues, and distributes media (online and in print).

Demographics – The description of a population based on certain characteristics e.g. age, gender, etc.

Viewability - Viewability is a measure of whether a user was given the 'Opportunity to See' an advertisement on a given platform.

Digital Video Completion Status - Completion is expressed as a percentage of times the video is played to the end (or to a lower completion threshold within the ad, e.g. 75% completion of a 20 second ad is 15 seconds). This filter only applies to video ads.

MRC Standard – The Media Rating's Council (MRC) standards for viewability are applied differently across Video and Display ads where pixels are required to be viewed for 1 and 2 continuous seconds, respectively. [Read more](#)

All Measurable Impressions (AMI) – An impression is counted whenever your ad is served. AMI includes all impressions, even those which don't meet the MRC standard. Not all impressions are measurable as some factors may prevent key data from being captured.

Numerical Values – Show both the numerical and percentage values for the selected Total Reach % metrics.



Origin reports

What can I expect to see in my report?

The content of the report will depend on the media channels, the impressions filters and the metrics chosen during the report build.

Are any of your current partners measuring ROI uplift of reduce frequency management/incremental audiences?

The Beta trial is the first time we will have live data in the Origin platform, so this kind of analysis is not currently possible. Our aim is that by the end of the Beta Trial, we will have use cases to share from trialists.

How can i trust the accuracy of the data? Why are your results different to what I'm seeing on my tool?

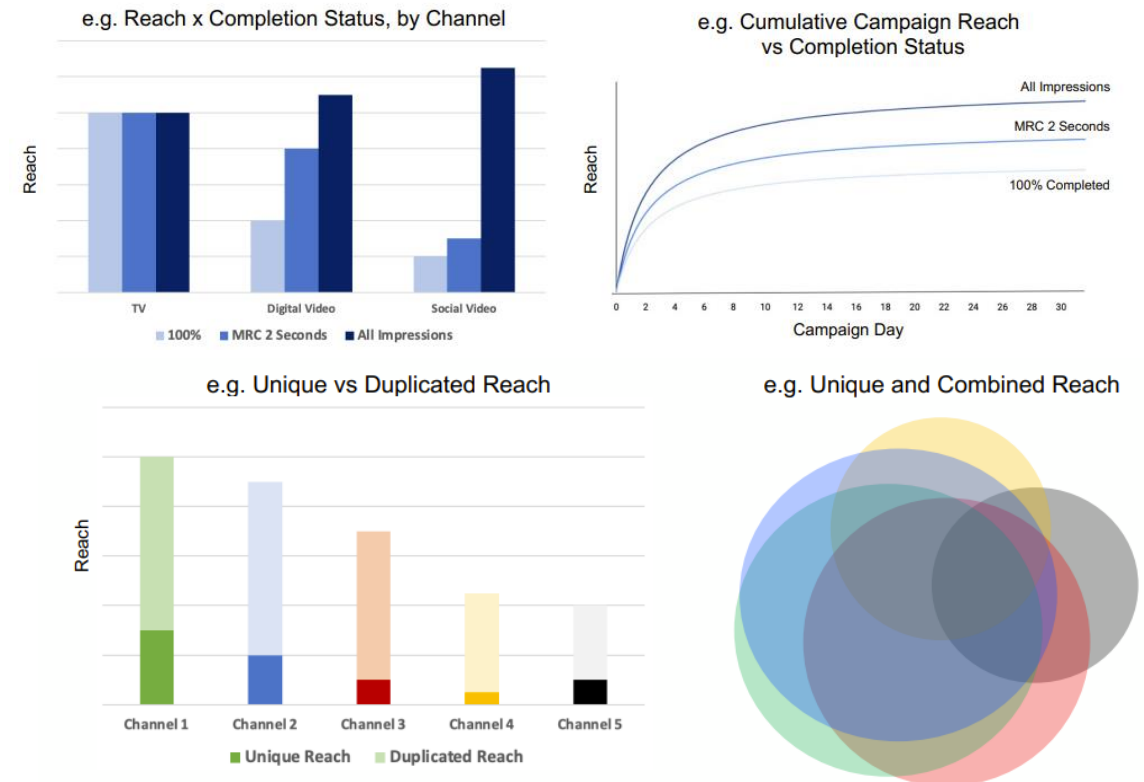
Our report outputs are the result of data sourced directly from our trusted partners, (Meta, Google, Linear TV) which is then fed through highly complex statistical modelling to allow for the industry's first single source cross media measurement. You may see slight differences in Origin's reports than what you see in your legacy reporting tool, due to the increase in levels of accuracy of deduplication.

Please note that over the course of the Beta trial, you will see significant improvements in the tool. Both as new features get released and as the data becomes more reliable.

If you believe there are errors in your campaign data, please let us know via origintrials@isba.org.uk.

Can I create a visualisation of my report?

Your report would be output to you in an Excel format. From there, you can visualise the data in any way chosen. Some examples of how you could visualise the reports are below:





Origin's methodology

What is Origin's approach to measurement?

Origin have a new approach to campaign measurement which is single source, tagless and with direct access to data behind the walled gardens. Origin measure deduplicated reach and frequency data based on advanced statistical modelling of the UK which is trained by the Origin panel and overlaid with data direct from the platforms (Meta, Google and TechEdge).

Reach and frequency calculations at campaign level usually require counting unique User IDs (cookies/ logged-in IDs) and aggregating campaign results from multiple different sources or relying on campaign tags, which are time consuming and costly. Attempting to identify individual people at a cross-media level would be complex and a privacy risk. The Virtual person ID (VID) Model is Origin's solution to this problem.

The VID model is a statistical model which allows for campaign-level cross-media measurement without privacy risks for consumers. This means Origin's users can get truly single source, neutral, cross-media campaign measurements for the first time.

Origin's report outputs are the result of campaign data sourced directly from our trusted partners (Meta, Google, TechEdge), which are fed through the VID model to allow for the industry's first single source cross media measurement.

The Origin product is based upon the WFA's Halo blueprint. Utilising this open-source code, our platform can scale effectively and incorporate new data providers easily from across the ecosystem.

What is a VID model?

The secret to making Origin work is our Virtual person ID model (VID Model). The VID model is a virtual representation of the UK population. The VID Model creates a unique Virtual person identifier for each member of the UK population. The model consists of approximately 55 million Virtual person IDs which are representative of the 55 million people in the UK over 16 years' old.

Crucially, these Virtual Person IDs are a demographic representation of the UK population but cannot be mapped directly to individual people.

Each impression (cookie) which is recorded by publishers (linear TV, YouTube, Instagram, etc.) gets assigned to a Virtual person ID. This Virtual Person ID will match the same demographic profile as the 'real' person who saw the advertisement.

For almost all Virtual person IDs, no two cookies assigned to them belong to the same real person. Yet the model allows for the Virtual person IDs to closely approximate counts of the 'real' population, in most cases to within a 95% accuracy rate.

Total reach of an audience across multiple publishers (linear TV, YouTube, Instagram, etc.) can be estimated as a simple count of unique virtual people assigned to the corresponding set of impressions.



Origin's methodology

How did you train the VID model?

Origin runs a single-source, cross-media usage panel (run by Kantar) which accurately collects ad viewing data across TV and digital publishers.

This is enhanced further with panelist event logs shared from the publishers via our double-blind panelist exchange. In the panelist exchange, publishers submit their ad impressions to the Panel Exchange. A double-blind match is used to match impressions with panelist data based on identifiers such as email addresses or device identifiers, without revealing the identity of panelists to publishers.

The panelist impressions and panel data are combined and used to train the VID Model.

The VID model is a statistical model that maps publisher impressions and data to Virtual person IDs in a privacy safe way.

This VID model is used to label impressions from publishers to estimate the true de-duplicated cross-media reach and frequency of ads.

Why is the VID Model needed?

In order to calculate deduplicated reach and frequency across multiple media platforms, Origin needs a way to combine impression data from multiple publisher sources and aggregate that data at the person level. This implies some handling of personally identifiable information (PII). One of the Global Principles of the WFA CMM North Star is for any solution to be Privacy-Safe, i.e., to protect the privacy of any individual whose data is used as part of our calculations. The VID model provides a privacy-safe universal identifier to combine impressions across different publisher sources.

What is Halo?

Halo is a team of software engineers and a group of stakeholders joining forces under the WFA's facilitation. This programme has been developing open-source code components to deliver a common cross media measurement platform using a peer-reviewed methodology.

The Halo components sit at the heart of the Origin platform and are the key piece to power a secure, privacy safe and standardised way of measuring campaigns across platforms.

The open-source code can be found in the [WFA's public repository](#).

What is the Origin panel?

The Origin panel is a single-source measurement panel consisting of a group of households or individuals who have agreed to share personal details.

The Origin panel run by Kantar measures ad exposures across linear TV, online digital video advertising and online digital display advertising across 2,500 UK homes.



Origin's methodology

How is data privacy ensured?

Origin is built with privacy as a central principle. No personally identifiable data is integrated into the system. This is achieved through the application of Origin's **VID model** and the use of **differential privacy** techniques.

This means that no personally identifiable data leaves the publishers' own infrastructure.

What is differential privacy?

Differential privacy is a privacy framework applied to population studies. It is an open-source framework and methodology that has been subject to extensive peer review.

The implementation of differential privacy provides a mathematical guarantee that nothing can be learned about the identity of an individual ad consumer from the set of Virtual IDs returned from successive measurements.

Each publisher uses the same Halo open-source code to apply a differential privacy treatment to the VID labelled data that is returned to the Origin Platform. The data from each publisher is then combined to calculate the exposure probabilities of each VID.

Differential privacy is achieved by describing the patterns within the population while withholding (or adding) information about specific individuals. We call this additional information 'noise'.

Why do we need differential privacy?

VID labelling of ad impression data replaces sensitive personally identifiable information (PII, such as email address, logged-in user ID, etc.) with a new set of Virtual person IDs. In data privacy regulations this is called 'pseudonymisation' and is not sufficient to fully protect user privacy.

Pseudonymised PII is still considered sensitive personal data because it could theoretically be combined with other data sets (e.g. data sets stored by the publishers) and result in learning information about individual users. The Origin Platform therefore uses a second layer of protection in the form of differential privacy.

How does 'noise' work?

In practice, differential privacy is achieved by the addition of 'noise' into the data set that is under investigation. This 'noise' is achieved by changing some of the data points by a small, predefined amount. The Origin computation protocol adds noise into the data sets to ensure that the aggregated result (the Reach & Frequency measurement) is differentially private. This ensures the VID-labelled data cannot be tracked back to a specific individual.

These changes are so small that they do not change the overall statistics of the population, but big enough that they do protect the individuals whose data is being tracked.



Origin's methodology

How does noise impact my results?

The trade-off to adding noise is the loss of a small amount of accuracy. i.e., the Reach and Frequency values contain some variance (error bars) compared to the true value as would be calculated from counting the unique Virtual Person IDs (VIDs) in the input data prior to the addition of noise.

When the differences between two measurement results in a report is very small, for example, the incremental daily reach for a particular day is only a few hundred unique users, Origin's use of noise can cause some unexpected results. In this specific case, you may see a small negative daily incremental reach. This is because the variance due to noise, which was added when computing each of the individual measurements, is larger than the true difference between the two measurement values.

A similar scenario may occur if two measurement results are compared using different filters. e.g., if the majority of the measured views for a video ad meet the MRC-2 second standard, then the Origin calculated MRC standard reach may be slightly lower than the all-measurable impressions reach. Again, this is because the difference between the two measurements is lower than the noise variance.

One example of what this might look like can be found below:



For queries with true reach above 1M, Origin guarantees 90% accuracy (i.e., error is below 10%) and achieves 97% accuracy (i.e., error is below 3%) for most queries.

Over the course of the trial, you should see these error bars reduce significantly as our privacy methodology becomes increasingly sophisticated.



Origin's methodology

How does Origin obtain campaign data?

When a user requests a measurement report, this creates a set of data requests directly to our data providers (currently Meta, Google and Linear TV) to provide VID labelled impression data into the Origin Platform. The data requests are specific to the list of campaigns selected within Origin that you want to report on, and the filters you have applied, e.g., MRC 100% Viewable.

Once the data is received into the Origin Platform, a multi-party computation protocol is run, which outputs the required de-duplicated metrics. The Origin platform then prepares the final report and makes it available for you to download.

How is data pulled?

The Origin UI is already live and operational and will evolve continually across the trials to launch and beyond. At the start of the trial, reports will be requested manually by you, via the UI, and there will be a delay as the data is requested and returned from each of the platforms and then computed. Refreshes of data will become automated over the course of the trial.

In addition to this, we are gathering requirements for the Origin API and will release this capability during the Beta trials. We envisage that the API will be the preferred access point for many agencies and larger clients. Capturing your specific API requirements would be a key part of the Beta trial process.

What campaign information does Origin get from the platforms?

The following campaign information will be released from the publisher directly to the Origin platform:

- Campaign Start Date
- Campaign End Date
- Campaign Code/ ID
- Campaign Name
- Account IDs
- Brand Name

What campaign data does Origin get from platforms?

Origin receive two types of campaign data from the platforms:

VID-labelled impression data are returned to enable computation of de-duplicated metrics. VID-labelled impression data from multiple platforms are combined and processed by Origin's multi-party computation engine to compute de-duplicated reach and frequency measurements.

In addition, each platform will directly return pre-computed reach and frequency measurements based on a single platform source.

De-duplicated and direct measurements are combined into a single report. This allows comparison of single platform reach vs cross-platform de-duplicated reach, and the computation of unique reach and incremental channel reach.



Origin's methodology

What granularity of audiences can we see in the measurement (i.e., how specific can audiences be in the panel)?

We collect a multitude of demographics from the panel itself, mirroring those that you can itemise within the BARB panel. However, for the campaign reporting launch this year, we will be restricted to age, sex and social grade. Decisions regarding the validity of applying additional breaks to campaigns will be made on an ongoing basis, with sample size and sampling variation being key criteria. The agreed ambition is to surface in addition to age, sex and social grade, the following at a minimum: Region; Geodemographics (MOSAIC etc.); Houseperson; Presence of Children; Ethnicity (categories and granularity to be confirmed).

For planning purposes however, it may be possible to surface additional sub-level audiences as the precision will be less variable (you're applying demographics to channels rather than individual campaigns).

Are there any other data privacy / consent considerations for advertisers?

Advertisers will need to provide consent to Origin for their campaigns to be measured. In addition, advertisers will need to consent for their campaign data to be used as part of VID model training. All panelists have consented to the use of their data, but platforms require advertiser consent for their campaign data to be passed to the panel vendor.

Does Origin access any first party data?

No first party data collected by the platforms is shared with Origin. No first party data is used in the production of campaign reach and frequency within Origin.

What are each Advertiser's Account IDs used for?

1. Beta Measurement

Account IDs are shared with the publishers who enable the campaigns associated with that Account ID for Origin measurement.

Please note that Origin will become a more and more sophisticated product over the next few months as we get ready for launch and beyond. We are aiming to have Account IDs automatically available to users in the platform as we move into launch. Stay tuned for updates on this feature development!

2. VID Model Training

Account IDs shared by trialists will also be used for VID Model Training. Trialists have consented for Origin to share campaign data specific to the advertiser with Origin and Kantar for the use of mapping historic campaigns across different data providers to support the VID model training.

All data shared with Origin will be treated as strictly confidential and used only for the defined purposes of the Origin measurement platform.



Origin's methodology

How is Origin measuring TV campaigns?

Linear TV campaign audience data is being measured via Origin's own cross-media usage panel.

This panel measures TV ad exposures via peoplemeter hardware and software, which is installed in Origin's 2500 panel homes. Viewing by panel members to channels is then mapped to commercial spot times, with that data weighted to the UK population. This replicates the approach taken by BARB for linear TV but in the case of the Origin panel, this also measures online digital video advertising and online digital display advertising (as well as linear TV).

The longer-term aim is to augment this data further through the use of additional available datasets. Whilst the current size of the Origin panel is more than sufficient for the task at hand, our ambition is to further evolve our industry-leading and future-proofed ad campaign audience dataset.

For more information on the Origin panel please see [here](#).

How has the Origin panel been validated?

Comprehensive testing of the Origin panel has been conducted and will continue to be undertaken, as necessary.

This consists of side-by-side audience comparisons by channel of the Origin panel against other industry standard TV panels.

The results show an extremely close match at this overall level.

Can I expect variation from the data found in my legacy TV measurement tool?

Yes, all measurement panels have an expected sampling error which occurs as a result of the statistical process, where the panel is scaled up to be representative of the entire population.

This sampling error will therefore cause variation in audience measurement from one panel to another.



Origin's methodology

Why is Origin not using Barb?

From the outset, Origin has been designed to incorporate audience data from existing Joint Industry Currencies (JICs), including Barb.

Indeed, Barb data has been used in the development phases of Origin. From 2024 onwards, Barb have introduced an audit requirement for any third-parties wishing to integrate Barb data (with audit costs to be borne by the third party).

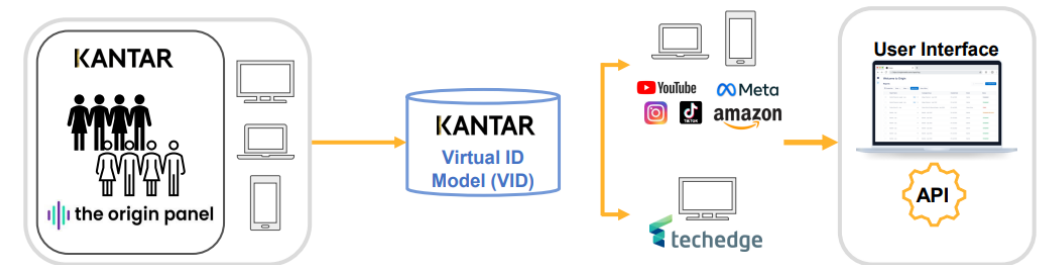
At the time of writing, Origin are still in discussion with Barb's appointed auditors, PwC, and are seeking clarity regarding some of the detailed audit requirements and the overall audit cost.

Given the uncertainty around some of the audit clauses (including whether the audit would preclude the use of Barb data in some of the cross-media measurement required scenarios), the overall cost and Barb license conditions which are published and require renewal annually, Origin stakeholders have instructed Origin to develop its own source of linear TV audience data.

Origin remains open to using Barb data as the source of linear TV measurement but cannot jeopardize the progress and the momentum of the Origin programme. Whilst discussions with PwC continue, the Origin panel has been created to provide a clear and guaranteed path for TV measurement.

What benefits could the Origin panel bring to TV audience measurement?

We believe that there is a strong case that an Origin-derived TV panel can provide a better source of enhanced TV audience measurement – via the aforementioned panel augmentation, the production of second-by-second (rather than minute-by-minute) data, and through universes which reflect the total UK household population rather than just TV homes.



A visual representation of Origin's methodology



The Beta Trial

What is the Beta Trial?

The Beta Trial is a key opportunity to shape the future of Origin with the needs of the industry in mind. 35+ advertisers and agencies will see their real deduplicated campaign data on Origin for the first time. However, during the trial Origin is still in development and trialists will see new product features released throughout the trial.

What is the onboarding process?

Consent Form – The Origin team will share a consent form with trialists which covers the use of your Account IDs for Beta Trial Campaign Measurement and VID Model Training.

Technical Onboarding - Once the consent form is signed, trialists share some details on Account IDs for campaigns which have run across TV, Meta and Google. The crucial thing is that trialists share all the Account IDs you use across Meta and Google. This will allow Origin to set up the account on Origin and link the correct campaign information to your account.

Induction Session – The trialist will then join an induction session. During the session the trialist will log into Origin and be given all the information needed to participate in the trial.

Trialists are welcome to invite anyone in your internal and agency teams who would benefit from using Origin to the induction session to receive an Origin log in.

How is feedback gathered during the trial?

The trial is most importantly an opportunity for us to get feedback from the industry which will help us improve Origin.

The trial will consist of a series of self-guided tests through which trialists can give feedback. These will be completed via a tool called User Testing. Trialists will be emailed a link to the test and will be given 2-3 weeks to complete the test in their own time. Tests will vary in length from 10 minutes to a maximum of 30 minutes. We anticipate a maximum of one test a month during the trial, but this will depend on product feature improvements over the course of the trial.

Trialists will also have the opportunity to participate in live (in person) testing and desirability studies. These are optional depending on your availability during the trial.

When does the trial end?

Trials will close in Q4, 2024 although trialists will continue to have access and be able to use the platform to suit their own needs beyond this period.



The Beta Trial

How can I use Origin throughout the Beta Trial?

Trialists will have unlimited access to their Origin accounts during the trial.

However, the Beta Trial is not the launch of Origin. During the trial the product is still in development, our measurement model will be under training, and trialists will see new product features added throughout, based on trialist feedback.

Due to this reason, please note that during the trial, trialists are advised to refrain from using these reports to inform business decisions.

What new features will be made available during the trial?

Origin will become a more and more sophisticated product over the next few months as we get ready for launch and beyond.

New features including incrementality reporting, and demographic slicing will be made available on the tool over the summer. Trialists will receive an email and be notified on teams when each new feature drops.

How will data accuracy improve over the course of the trial?

The Origin VID model will continue to be improved over the course of the trial. With each iteration of the VID model, the quality of the data in your reports will improve as a result.

Are there any other asks/ commitments for being part of the Beta Trial?

The trial is intentionally light touch, however, the trial is a learning experience for all parties and we welcome trialist involvement. We need as much feedback from trialists as possible in order to make Origin the best that it can be. We may seek trialist input into press releases and whitepapers during the trial process, but this would be entirely optional.



Commercials and governance

How is Origin governed?

During its development/trials phase (ahead of incorporation), Origin is governed on a consensus basis between the 50+ stakeholders involved in the programme (advertisers, agencies and media owners).

All decisions are ratified via the monthly Origin Steering Groups, comprised of representatives from across our stakeholder base.

We anticipate formally incorporating Origin as an independent venture ahead of launch. Once this is done, Origin members will be able to vote on decisions, with voting rights allocated across advertisers (40%), agencies (20%) and media owners (40%).

Alongside the Origin Steering group, there are a number of other working groups that meet on a periodic basis to discuss a host of topics relating to the design and build of the Origin service. Interested Beta triallists will be encouraged to attend these across the duration of the trial and beyond.

What is the cost of participating in the Origin Beta Trial?

The cost of participation in the Beta Trial is £41k per Advertiser. Participation provides Trialists with advance access to the platform. A chance to test live data in the system and feedback on product functionality ahead of full product launch.

Beta trial participation is contingent on the following factors:

- Open to ISBA members only
- Open only to those advertisers making provision to pay the FAC (0.1% levy on all media bar direct mail)

What are the payment terms for the trial?

For the Beta Trial fee, we would invoice with 30-day payment terms. We have flexibility here if needed.

FAC payment would be collected by the Advertiser's Agency in line with agency terms and conditions. Agencies have a number of options available here, both directly linked to media plans and alternatively through quarterly reconciliations.

Origin has agreements in place with all the major agency groups and all agencies have dedicated platforms and finance sponsors.

What will Origin cost after the trial? Advertisers will continue to receive access to the platform from launch as long as their FAC provision is in place.

What is the Fractional Advertiser Contribution (FAC)?

The FAC is the mechanic by which advertisers will pay for the 'Core Reporting' service offered by Origin. Core Reporting will show the de-duplicated reach and frequency achieved by the channels and media owners measured by Origin, against end-user specified parameters including creative, time period, audience, viewability and video completion status. In essence, the FAC is a small charge applied to media activity that runs in the UK. A key principle that informed the design of the FAC was the desire to replicate, as closely as possible, the Advertising Standards Board of Finance (ASBOF) levy which funds the industry's self regulation service, the Advertising Standards Authority.



Commercials and governance

How much will the FAC cost?

Following a twin-stage consultation with the UK media industry across 2022-23, it was determined that the FAC would be applied as a 0.1% levy to all net media spend in the UK, with the exception of direct mail. Again, this was intended to mirror the sum collected as part of the ASBOF levy. One key difference between the FAC and ASBOF is VAT; as a commercial service, VAT will be applicable to the Origin FAC.

What media channels are liable for the FAC?

In line with ASBOF, the FAC will be applied to all media channels, with the exclusion of direct mail. We are looking at options for the future integration of Direct Mail data and at that point, will revise the calculation to include Direct Mail spend. We are also working with supply side platforms to assess the ability to collect FAC on advertiser direct spend. The FAC applies to activities running in the UK only.

Are contributions capped at a threshold?

No. There is no cap to the total contribution any advertiser would make across any given year. Total contributions will grow directly in line with media spend.

Who is being asked to pay the FAC?

The ISBA Council and ISBA Executive Committee have approved the collection of the FAC, on behalf of all members, ahead of the Origin Minimum Viable Product (MVP) launch (the MVP launch is currently scheduled for late 2024). Advertisers were asked to make provision for the payment of the FAC from September 2023. At this stage in the development of Origin, the platform is only available to ISBA members who contribute towards the FAC. As we approach the launch of the live service and the automated collection of the FAC via MediaOcean (the company which most agencies use for advertising purchasing and accounting), we will broaden this opportunity out to all advertisers.

In summary:

- Sep 2023 onwards ISBA members only
- Post Launch/post MediaOcean automation: All advertisers

Is FAC payment mandatory?

No. Whilst the FAC was approved by the Executive Committee and Council, ISBA members were given the option to opt out by notifying ISBA directly. Doing so would preclude them from accessing Origin data services.



Commercials and governance

How will the FAC be collected?

The FAC will be collected by media agencies. We are working with the agencies and MediaOcean to establish a means to add the FAC to invoices automatically, as per ASBOF. We have worked with the agencies to devise a number of interim measures which facilitate FAC collection on a 'manual' basis. Agencies will be able to share these options with advertisers to agree the most suitable solution. This process will facilitate the initial payments of the FAC, with an automated, on invoice process replacing it once established. Payments will be requested quarterly following ad appearance.

Is VAT applicable?

Yes, VAT applies at the prevailing rate.

When should collection start?

Collection provisions were requested from September 2023. Media agencies have options available for prior period collection:

- Make provision for FAC in your campaign planning from September 2023 onwards
- Liaise with your media agency to ensure the manual collection process is in place
- Confirm with RosinaB@isba.org.uk that you have put FAC collection provision in place



The future of Origin

What is on the Product Roadmap?

Origin will become a more and more sophisticated product over the next few months as we get ready for launch and beyond.

New features including incrementality reporting, and demographic slicing will be made available on the tool across 2024. Other features including the Origin API and additional media channels are also in the plan. The feedback we gather across the Beta trials will help us scope and prioritise future features.

The technology which underpins Origin is entirely scalable. We are rapidly onboarding TikTok and Amazon as platform data providers. The ultimate goal is to have ~100% media channel coverage.

Origin will take inputs from the Beta Trialists and the broader industry to define additional product features for the Origin tool.

Stay tuned for more updates!

How can I feedback on the evolution of Origin?

We run a governance process designed to capture end user feedback. End-users have been telling us their requirements since early 2021. We recently started a series of regular end user requirements workshops designed to capture feedback and prioritisation of future features. Over and above this, we will also capture requirements during informal discussions with trialists as they get more involved with the platform. Any suggestions that come up in these conversations will be taken to the workshops for review.

Origin is being 'built by the industry, for the industry', so we always welcome end user feedback.



The future of Origin

Will Meta and TV data be broken into channels?

As part of the ongoing evolution of Origin, we intend to report back on the contribution of different media partners with increasing granularity.

During the Beta trials and at launch, TV will be reported as an aggregated (all stations combined) number. However, we know that being able to report at a more granular (e.g. sales house level) is of interest. We will capture more feedback on this during the trials.

Meta is a similar instance also. During the trials, all Meta inventory will be reported as an aggregated number. We will use the trial period to understand more about what the market would like to see, and what the options around more granular reporting look like.

What will Incrementality reporting look like within Origin reports?

Incrementality will be released during the Beta trial and will evolve thereafter. We envisage the initial functionality will be to enable end users to rank channels in their preferred order and to measure the incremental reach each channel offers above the channels preceding them in the ranking. In time, we expect that this will evolve to accommodate more sophisticated cuts of data, e.g. frequency-bound ranking, etc. One of the benefits of participating in the trial will be the opportunity to feed into the specification and prioritisation of future features.



Help and support

What help and support is available during the Beta Trial?

Help and support will constantly be available via email (origintrials@isba.org.uk) and Teams throughout the trial.

We will also have documentation (How to Guides, Methodology, etc.) available for reference on the Beta Trial Teams channel.

There will also be touchpoint calls which are optional for trialists to join and there as a source of support for trialists.

The feedback we gained from trialists during the Alpha trial was hugely encouraging, both in terms of the overall trial experience and the potential for the Origin platform.



Thank you

