

I S B A

Priorities Scorecard

Q1 2025



**One
Voice**



Successfully launch Origin in 2024 as a global prototype to meet the WFA's Industry Principles

Beta trial running at scale – 46 advertisers and agencies representing £3 billion of annual ad spend
 New features released – demographic filters and incremental reach
 First quality control + audit contracts awarded – quality control (RSMB), panel (Milton), VID (ABC), reach & frequency (Pure X Media)
 Landscape study – third wave released to triallists



Empower advertisers to create media, agency and digital supply chain relationships which deliver value transparently and sustainably.

Delivered ISBA/Enders event - TV advertising's evolution: The broadcasters' perspective.
 Co-hosted ISBA/BARB/Thinkbox/Origin event – Maximising TV effectiveness.
 Hosted *How to succeed with retail media in 2025* event
 Media Services Framework 2025 update launched
 Held workshop with supportive guidance on addressing bias in Generative AI
 Held workshop on output and performance-based agency remuneration models



Lead the industry in creating an inclusive and sustainable advertising environment that delivers positive societal and economic impact.

Launched the All-Party Parliamentary Group on Advertising alongside the AA and IPA
 Responded to CAP's further consultation, strongly arguing against proposed restrictions for LHF brand advertising
 Launched the ISBA Responsible Media Guide



Work with our community of members and with partners to deliver though leadership and actionable learning, advice and guidance.

Launched Cycle 4 of the Media Foundation Certificate

Ran 15 events and added 38 new pieces of content to the ISBA site for members

1467 new users registered on the site and there were 2,678 pieces of content downloaded

Engaged 587 members at working groups and member forums

Held our joint industry event LEAD with the AA and IPA, ISBA hosted panels on brand safety and Gen Ai introduced by a speech from Pete Markey, ISBA President

Q2 2025 Goals

Exit Origin beta trials with demonstration of benefits

Launch and complete Origin pilot phase

Announce Expanded Availability of Origin service

Launch phase 1 of Commerce/Retail Media study

Release updated Brand Safety guidance/hub

Run *Bringing Creative & Media Together* event and create supporting resources

Launch 2025 Creative Services Framework

Launch of next wave of signatories to the Influencer Marketing Code of Conduct

Hold engagement dinners for ISBA members with Labour and Liberal Democrat MPs

Launch Cycle 3 of the Media Excellence Certificate

Publish Industry Training Matrix curated for ISBA members