

I S B A

Priorities Scorecard

Q3 2025



**One
Voice**



Successfully launch Origin in 2025 as a global prototype to meet the WFA's Industry Principles

Origin moved to **expanded availability**, opening up the service to further advertisers. The number of advertisers on the Origin platform increased, to **40 brands** and their agencies. Analysis of the **beta trials** identified requests for feature developments and improvements to the user interface. The fifth wave of Origin's **Landscape Study** was published to advertisers contributing to Origin. At a summit with Aquila, the **US cross media measurement initiative**, we agreed collaboration on the product roadmap for 2026.



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

We published the first phase of the **Retail/Commerce Media Study**, as we drive to build a responsible Retail Media ecosystem. We launched the **Pitch Consultant Guide** to help advertisers understand the commercial models of Pitch Consultants. New resources for members on the **Responsible Use of Generative AI** were created, with a fresh study and outputs from a well-attended event. We published the **2025 Agency Hourly Rates Benchmarks**, based on a survey of our members.



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

We met with Government to agree a **voluntary agreement on 'less healthy' food & drink** advertising for Q4, clarified a **brand exemption** for advertisers, and provided resources. We met the minister and officials to present progress on the Influencer and Age Assurance goals of the **Online Advertising Taskforce**. We met with the regulator to review the **'strong appeal' rules applied to gambling**. We continued to promote accessible advertising and the resources available on the **Ad Accessibility Network Hub**. We convened a parliamentary dinner for members with **Labour MPs**, focused on **responsible advertising**.



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

Ran 10 events engaging 325 members and added 21 new pieces of content and 8 news stories to the ISBA site for members. 421 new users registered on the site and there were 2,200 pieces of content downloaded.

We engaged 373 members at working groups and member forums.

Updated Industry Capability Matrix and highlighted alongside industry training in our Learning & Development member comms

Q4 2025 Goals

Continue **onboarding advertisers** onto the Origin platform to reach target of 80 brands and their agencies.

Integrate new media owners' data into the Origin platform, **increasing coverage of UK advertising spend** to 70%.

Create a new member working group dedicated to **Generative AI**, to lead ISBA's future initiatives.

Progress work with **the Online Advertising Taskforce**, including delivering our report on the effectiveness of age assured targeting and working with influencers to promote the ISBA/IMTB Code of Conduct.

Publish a framework to understand **accessible media** placements on Digital platforms.

Release the results of **2026 Media Budget Survey** to help brands understand market dynamics in 2026.

Deliver the 2025 **Media Excellence Certificate** programme