



The UK Cross-Media Measurement Platform

Introduction

November 2025

An advertiser-led response to an increasingly complex market



Channel & Format
Proliferation



Audience
Fragmentation

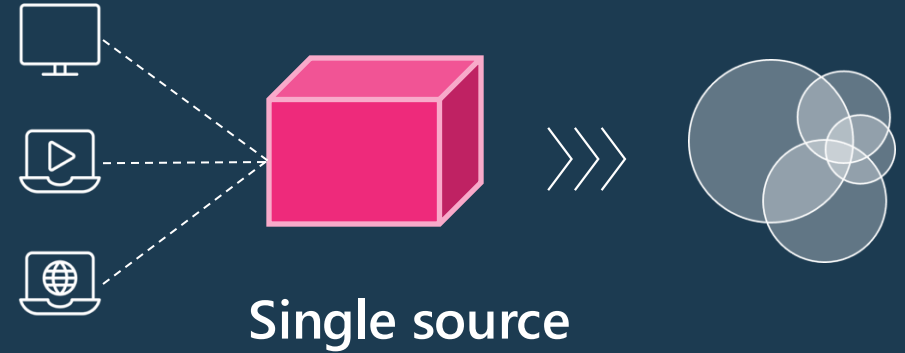


Siloed, Proprietary
Measurement

Origin is a world first



Advertiser led



Single source



Privacy safe



MiltonData

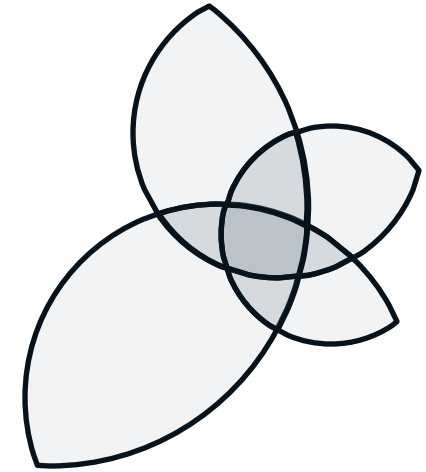
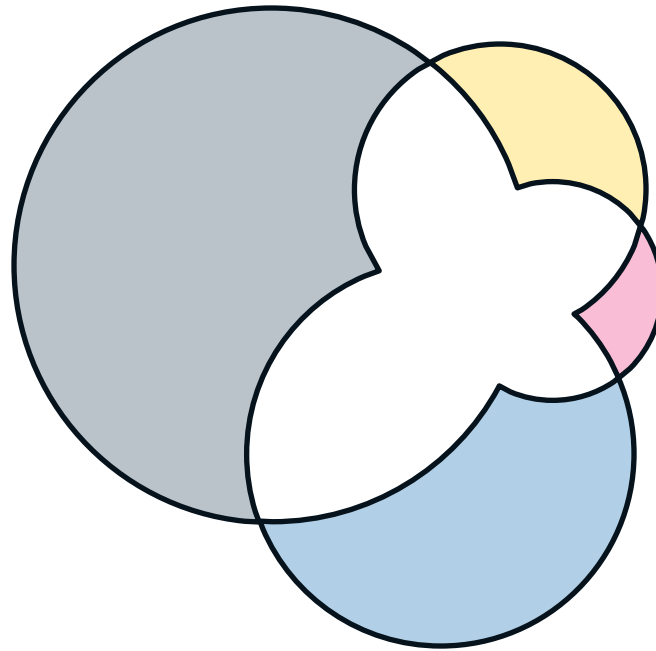
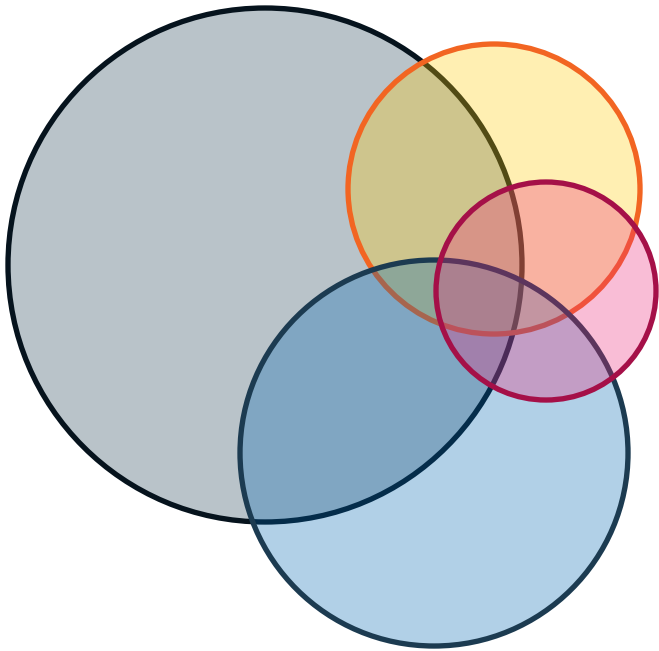
pure X media

Independently audited

80 stakeholders engaged in the programme



Our brief was to produce deduplicated cross-media measurement



Origin delivers on this core requirement

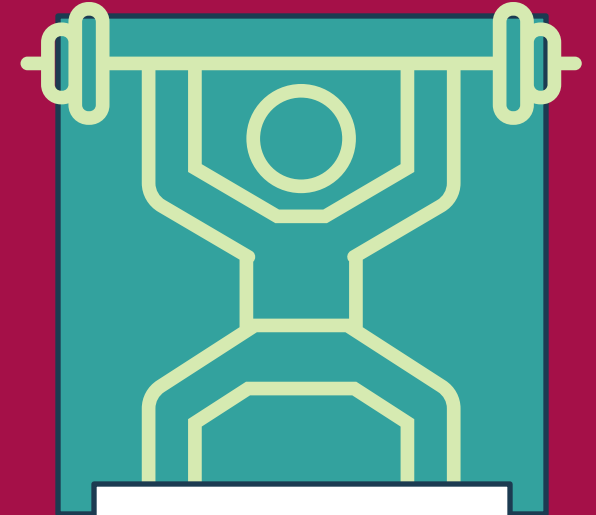
A game changer for the industry



Improved
Efficiency



Reduced
Bombardment



Campaign
Effectiveness

Prototype for the WFA's global framework



Now available to all UK advertisers

Q1 2025

Q2 2025

Q3 2025

Q4 2025

Q1 2026

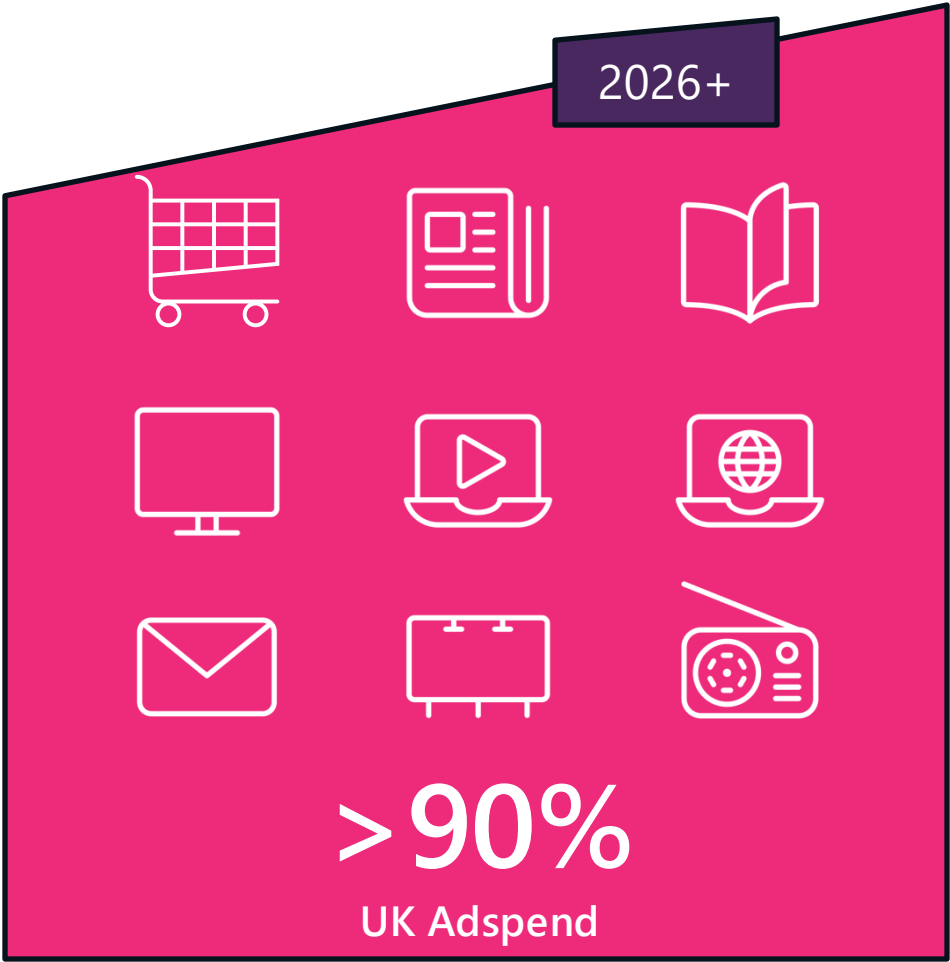
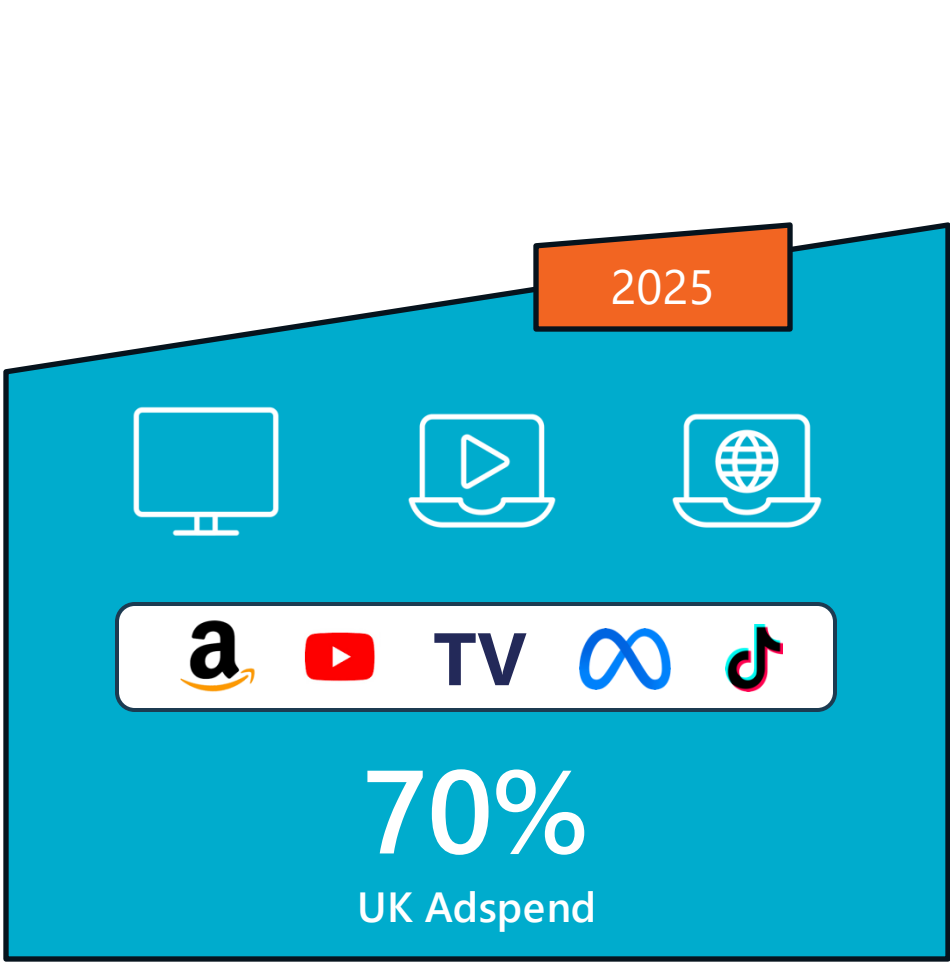
Q2 2026

Pre-launch trials >>>

Expanded Availability

Now available to all advertisers & their agency teams

Greater media channel coverage



2025 roadmap – new features & inventory

Q1

Demographic filters
Incremental reach
Measured by Origin (MBO)

Q2

Enhanced Report Outputs
Data Quality Banner removal
Audit Status Banner creation
Updated terms of service

Q3

Enhanced Report Templates
Meta Inventory
15+ Freq. distribution
API connection
Extended data availability

Q4

Amazon inventory
TikTok inventory
Campaign Search enhanced
Demo slicing
Error message refinement

The voice of the advertiser



Matt Thomas
Senior Director, Brand & Media, N Europe



FAC – Fractional Advertiser Contribution

0.1% on all media

+ 6 months backdated for new joiners

Automated collection via agency

Roadmap that supports media-neutral planning

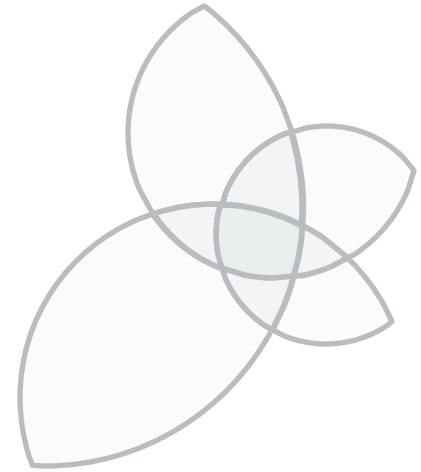
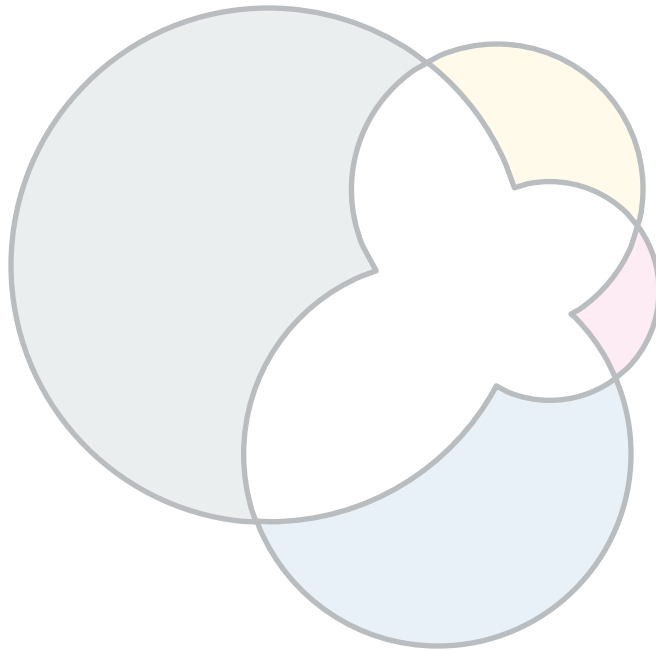
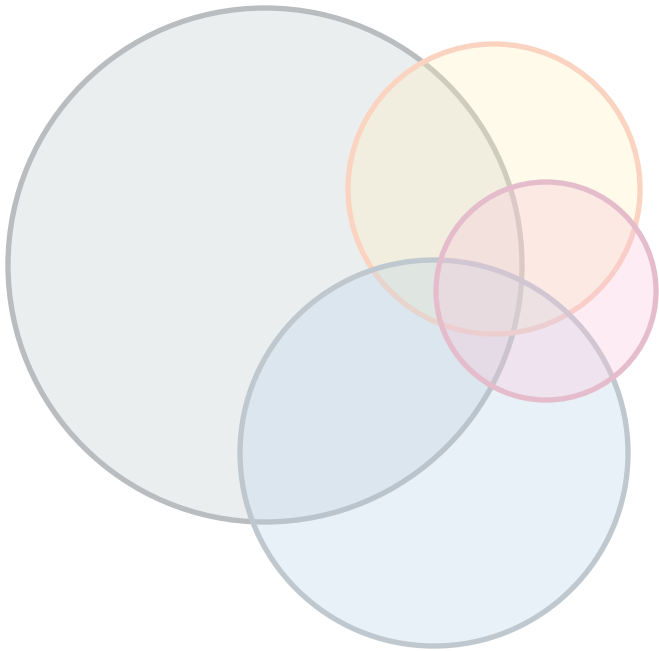
Advanced Reporting

Core Reporting

Planning

Outcomes

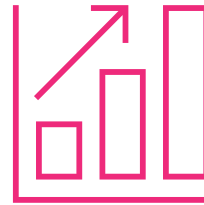
Use cases



Origin supports a range of applications



In-campaign
Optimisation



Post-campaign
Analysis



Strategic
Planning

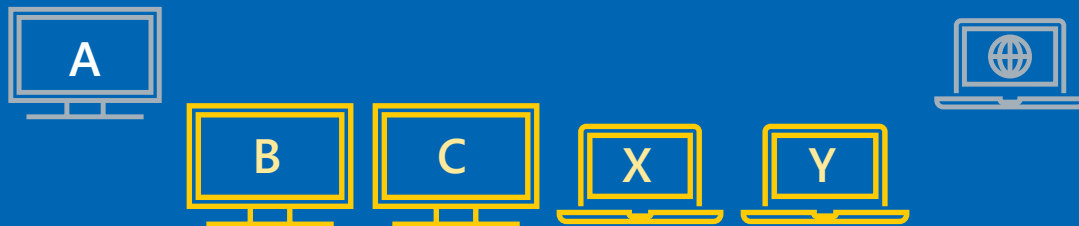
End users can customise their report parameters



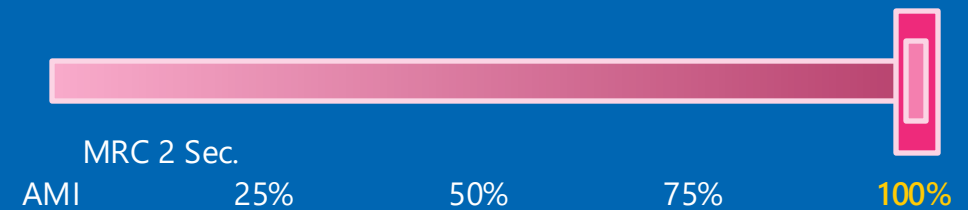
Measurement Period



Audience



Campaign Assets

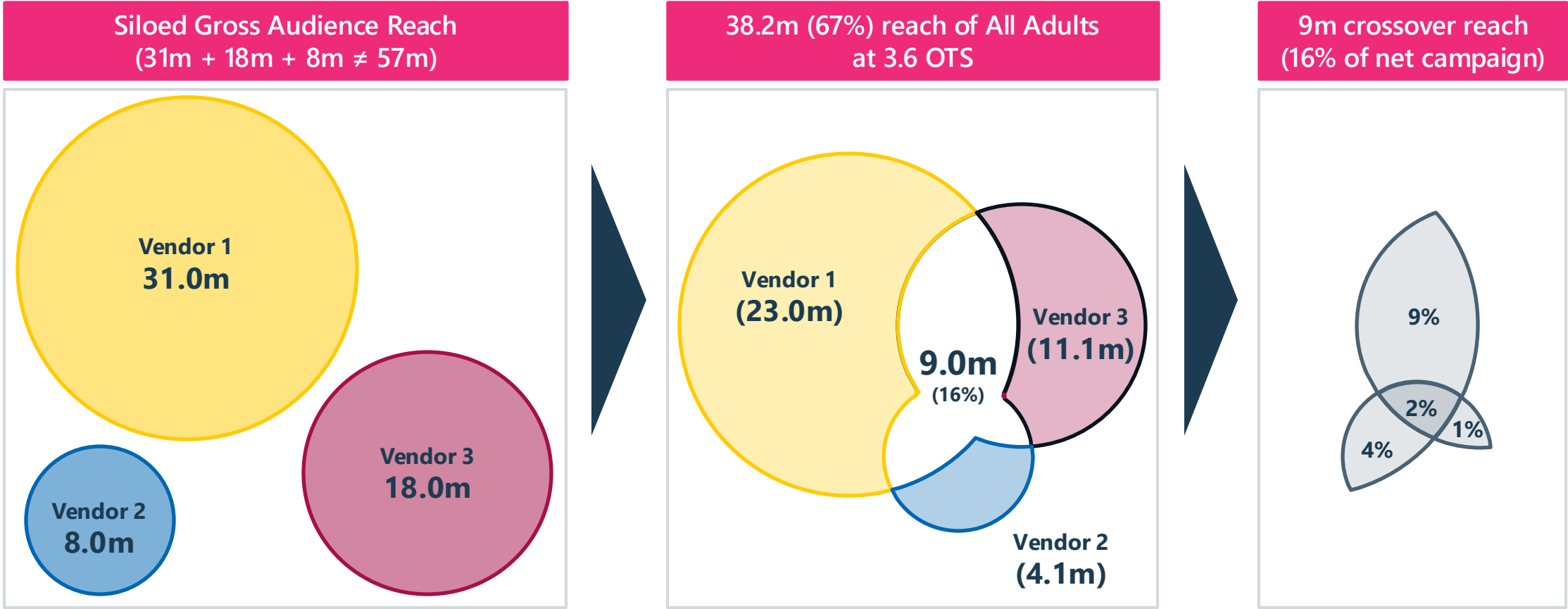


Video Completion Status

See deduplicated **Total Campaign Delivery** for the first time

From gross silos to net campaign delivery

Illustrative data!

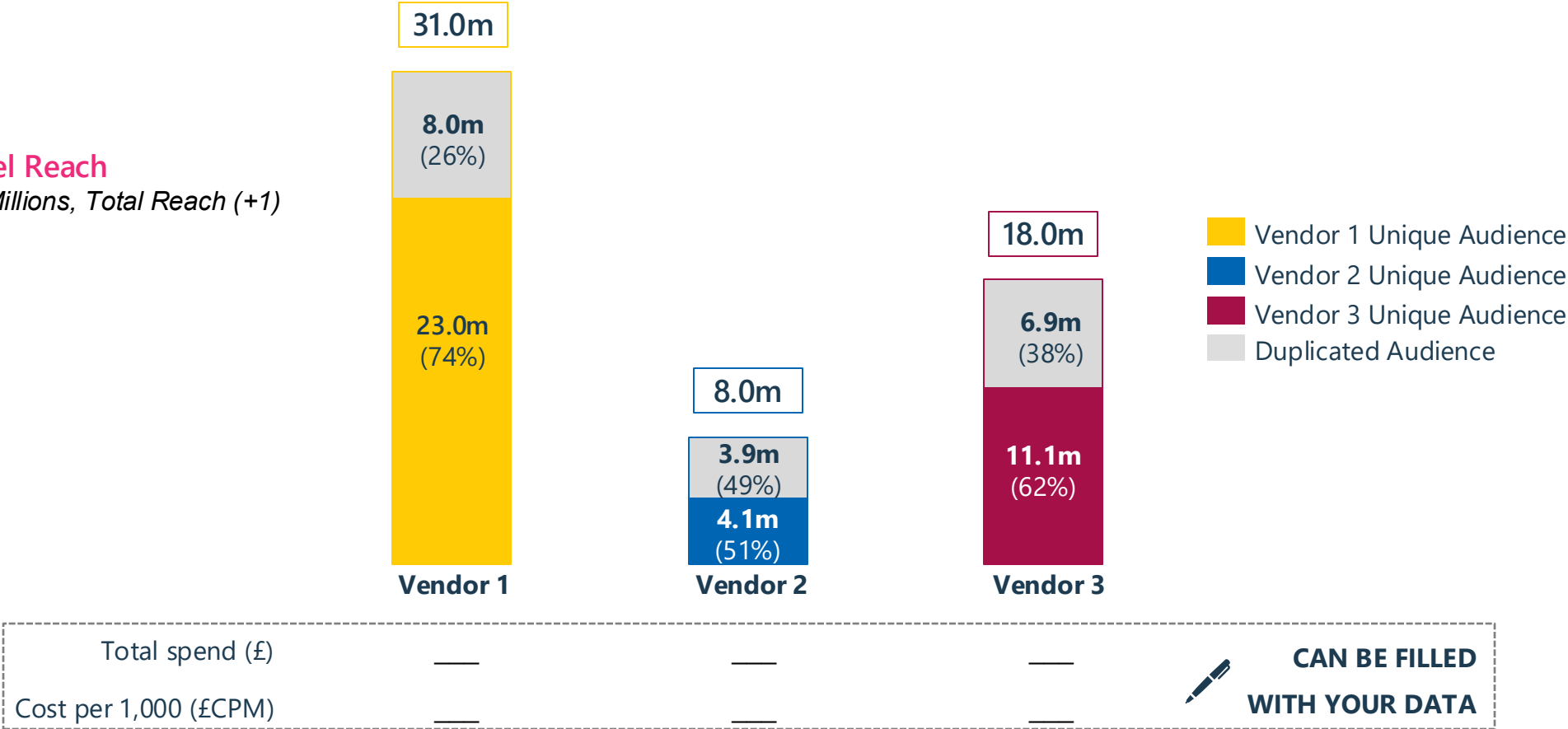


Unique & duplicated reach – showing touchpoint contribution

Illustrative data!

Channel Reach

Adults Millions, Total Reach (+1)



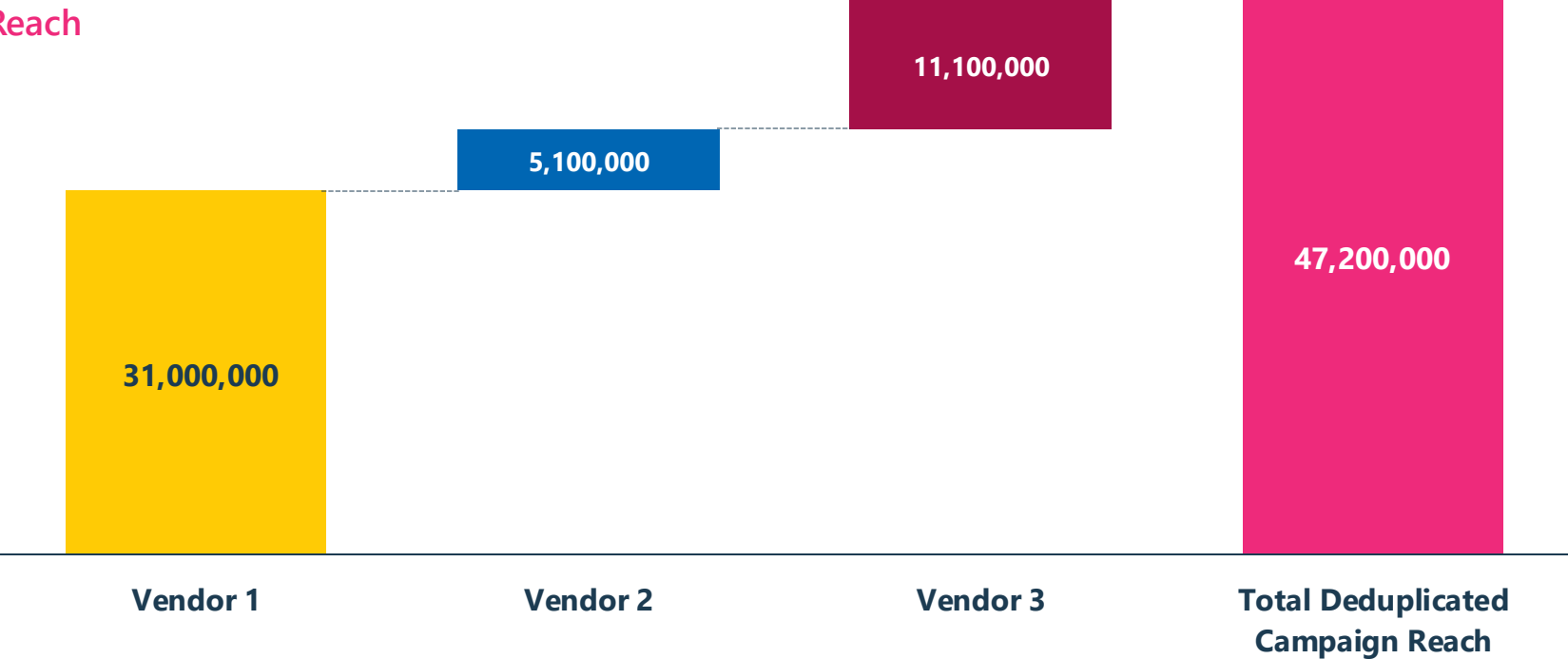
CAN BE FILLED
WITH YOUR DATA

CPM = Cost/ Impressions x 1000

Incremental reach – manage touchpoints on a portfolio basis

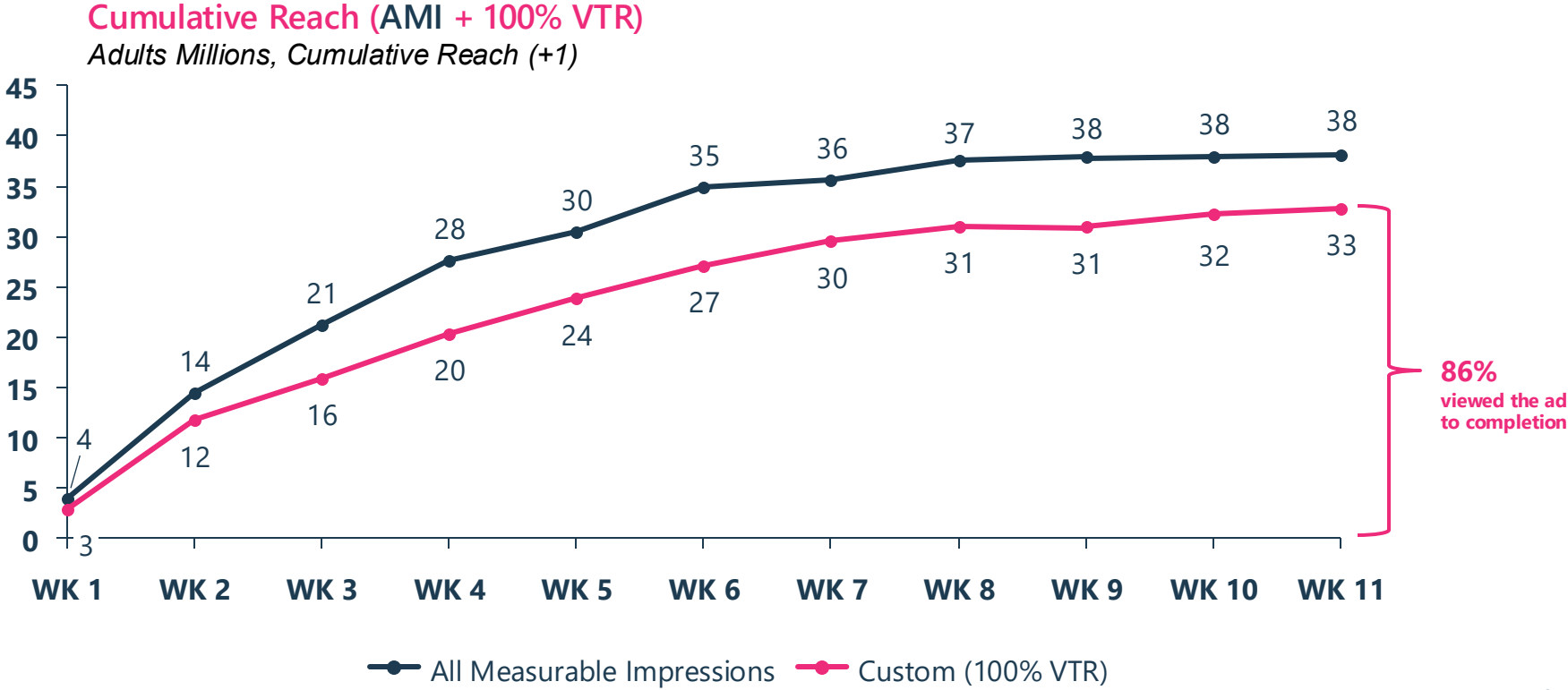
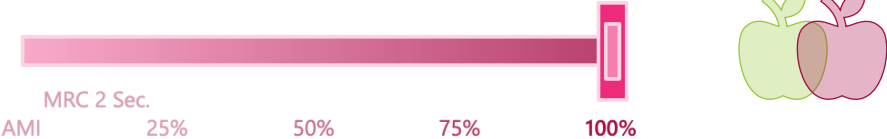
Illustrative data!

Incremental Unique Reach
Adults, Total Reach (+1)



Second-by-second TV measurement allows direct comparison across video formats

Illustrative data!

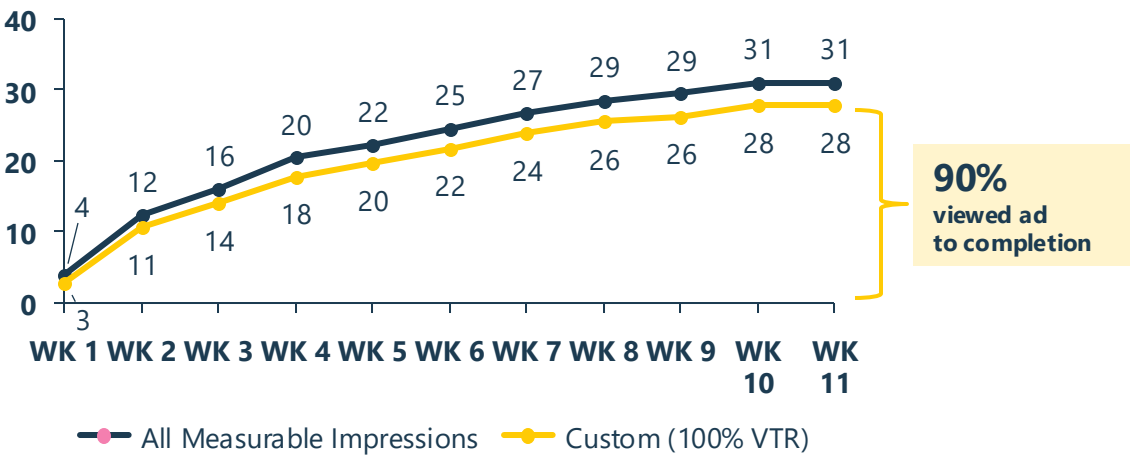


Completion status by vendor allows campaign measurement against the metrics that matter

Illustrative data!

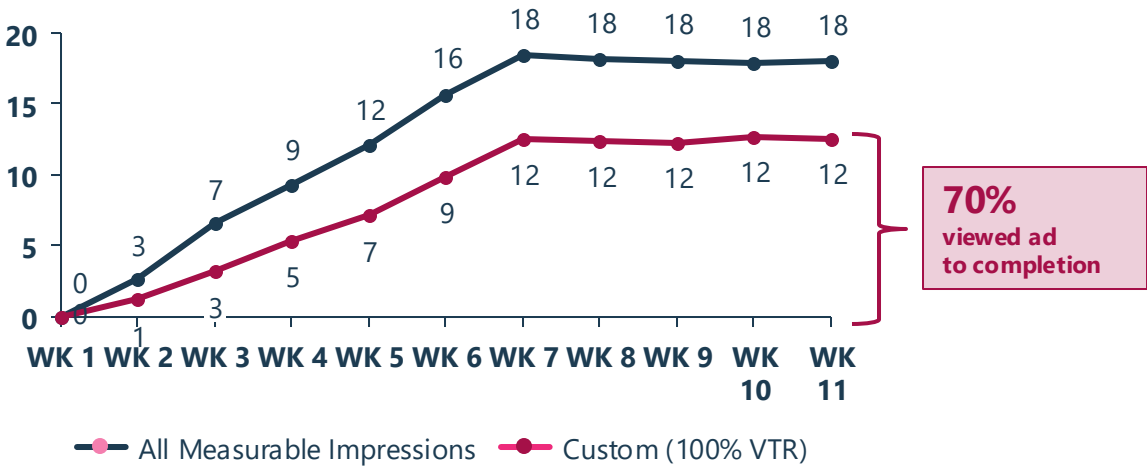
Cumulative Reach (AMI + 100% VTR) Vendor 1

Adults Millions, Cumulative Reach (+1)



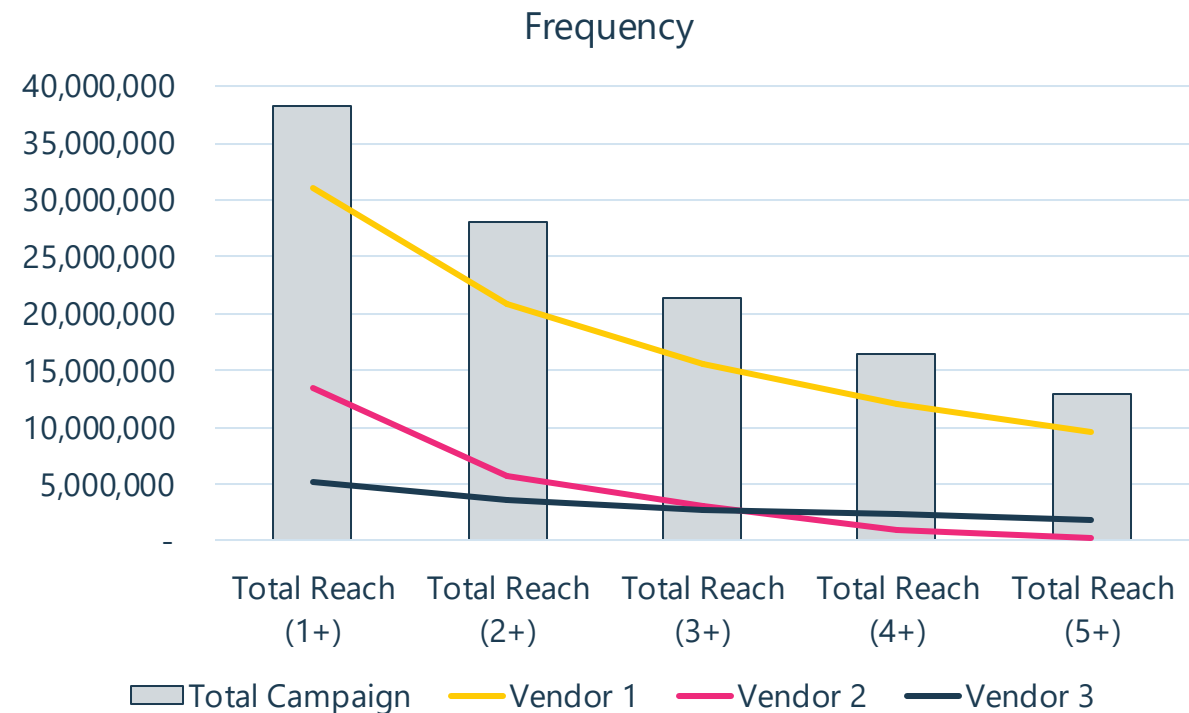
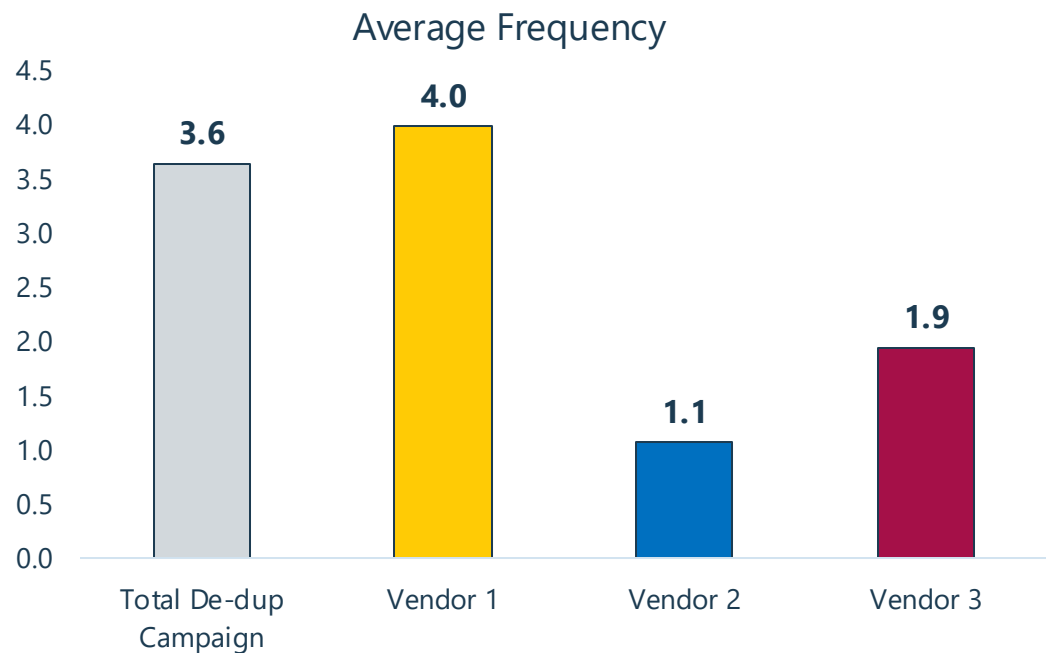
Cumulative Reach (AMI + 100% VTR) Vendor 3

Adults Millions, Cumulative Reach (+1)



Frequency measurement facilitates campaign management on a portfolio basis

Illustrative data!





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London
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Testimonials from our triallists

"We are excited at the imminent Origin launch.

We've seen output for the first time and it gives us confidence that Origin will continue to develop and contribute strongly to better measurement and better planning.

We believe that it will help us make more informed decisions and drive efficiency – not to reduce investment but to optimise it and make it work harder."

Peter Rowe

Head of Media, NatWest Group

"Origin will be an essential component of our campaign measurement toolkit.

Video is a core part of our advertising strategy and Origin will be key to understanding how our campaigns are consumed."

Mark Given

Chief Marketing, Data & Sustainability Officer
Sainsbury's Argos

"Origin will be transformational for advertising and will ultimately help to grow incremental reach for Unilever brands.

Origin will help us to deliver more value from our campaigns."

Melissa Orchard

Global Brand Experience Innovation Director,
Unilever

"At VMO₂ we see Origin as a vital step forward in delivering transparent, cross-platform measurement.

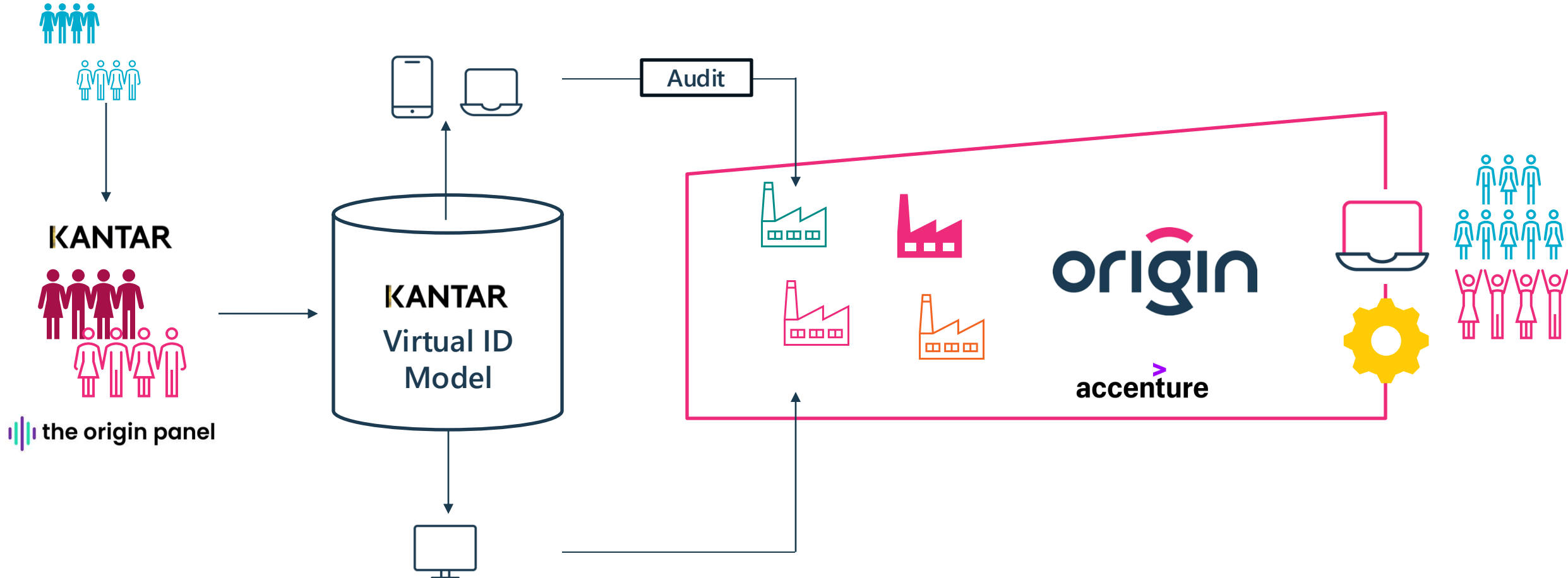
As a beta trialist, we're proud to have played an early role in shaping its development. Origin will be critical to the future of our media measurement as we evolve our strategy to reflect the way audiences consume content today. "

Simon Valcarcel

Marketing Director, VMO₂

How it works

d.dferentology



It's a bit like screen-printing...



The VID model represents the composition of the UK adult population...



...each media owner overlays their impression delivery...



...culminating in the final, cross-media Origin report