

Origin

A measurement platform for the advertising industry to enable the planning, optimisation, measurement and reporting of audiences to advertising campaigns across all forms of media from a single-source of data. This will be a world-first.

What is Origin?

Origin is a programme led by the Incorporated Society of British Advertisers (ISBA) on behalf of brand owners, to create a platform that accurately measures cross-media reach (how many people saw an ad campaign) and frequency (how many times they saw it) of advertising campaigns across all forms of media – from TV and digital-video to digital-display with the ability to incorporate all media channels e.g. radio and out-of-home.

Origin will deliver all data in a privacy-safe manner that respects consumer privacy and with no risk of re-identification.

The Origin platform is funded by the industry with major brand owners, major media-owners and the advertising agency community as funding stakeholders.

Why is it needed?

Media consumption habits have changed dramatically since the arrival of the large online digital platforms and advances in technology e.g. smartphones, tablets and subscription-based media, which means that people can view content in a myriad of places and in a plethora of different formats.

For example:

In 2015, adults aged 16 to 34 spent 41% of their time viewing commercial non-digital media and 59% viewing digital media. In 2022, these figures were 20% and 80% respectively.

In 2015, 32% of commercial media usage by adults aged 16 to 34 was via the TV set and 33% via smartphone. By 2022, smartphone accounted for 54% of usage whilst the TV set had declined to only 20%.¹

This has led to the fragmentation of audiences for advertising, an explosion in the number of advertising formats available and the blurring of the categorisation of different media channels. In addition, measurement standards vary by media type meaning that the comparisons that advertisers need to guide their media investment decisions is increasingly difficult.

What problems will it help solve?

Existing measurement tools are confined to the measurement of audiences on single media types that served the industry well when each media played a distinctive role, It is an increasing advertiser requirement to measure audiences across different media channels – e.g. on linear television, on broadcaster video on demand (BVOD) and on YouTube. However,

¹ Source: IPA Touchpoints: Making sense – The commercial media landscape, March 2023

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.

Origin is that platform and will solve a number of problems for advertisers:

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

What benefits will Origin deliver?

For consumers...

Origin allows for more effective measurement of advertising campaigns, thereby reducing the excessive delivery of ads which some consumers experience particularly online. Ad bombardment is one of the major factors in the erosion in the trust of and favourability towards advertising.

For brand advertisers...

Improve efficiency by reducing the wastage from duplicated reach and unwanted frequency, bringing opportunities for cost savings and making advertisers' campaigns more effective by putting the tools in their hands to power the media choices that need to be made to meet their campaign goals.

For advertising agencies...

Agencies will be a significant end user of the Origin platform. Origin will allow a much broader overview of an advertising campaign across multiple media channels allowing a much more holistic view of strategic and media planning.

Will consumers' privacy be assured?

Yes. Origin will utilise digital first-party data combined with traditional media measurement panels in a privacy-safe way. 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.

Progress to date and future deliverables

Origin is in the third year of its development and build. Over £32 million of funding has been raised to date from stakeholders.



At the end of 2021, RSMB gave the green light to the Origin proof of concept.

In 2022 Kantar and Accenture were appointed.

Kantar have responsibility to build the household panel and develop the methodology. Thus far, c. 700 panel homes have been installed against a 2,500 target. Accenture were engaged to build the platform technical infrastructure..

In 2023, the programme enters its critical trial launch phase with real data being surfaced for the first time using advertiser campaigns – with BT, L’Oreal, Pepsico, Procter & Gamble and Unilever being the first trial advertisers to participate.

2024 will see the launch of Origin’s Minimum Viable Product across linear TV, digital video and digital display.

Beyond 2024, there is a roadmap to deliver more sophisticated and granular reporting tools, to deliver the platform’s planning modules and to eventually produce business outcome capabilities. In addition, more media channels will also be incorporated into the platform.

Who can I contact for more information?

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