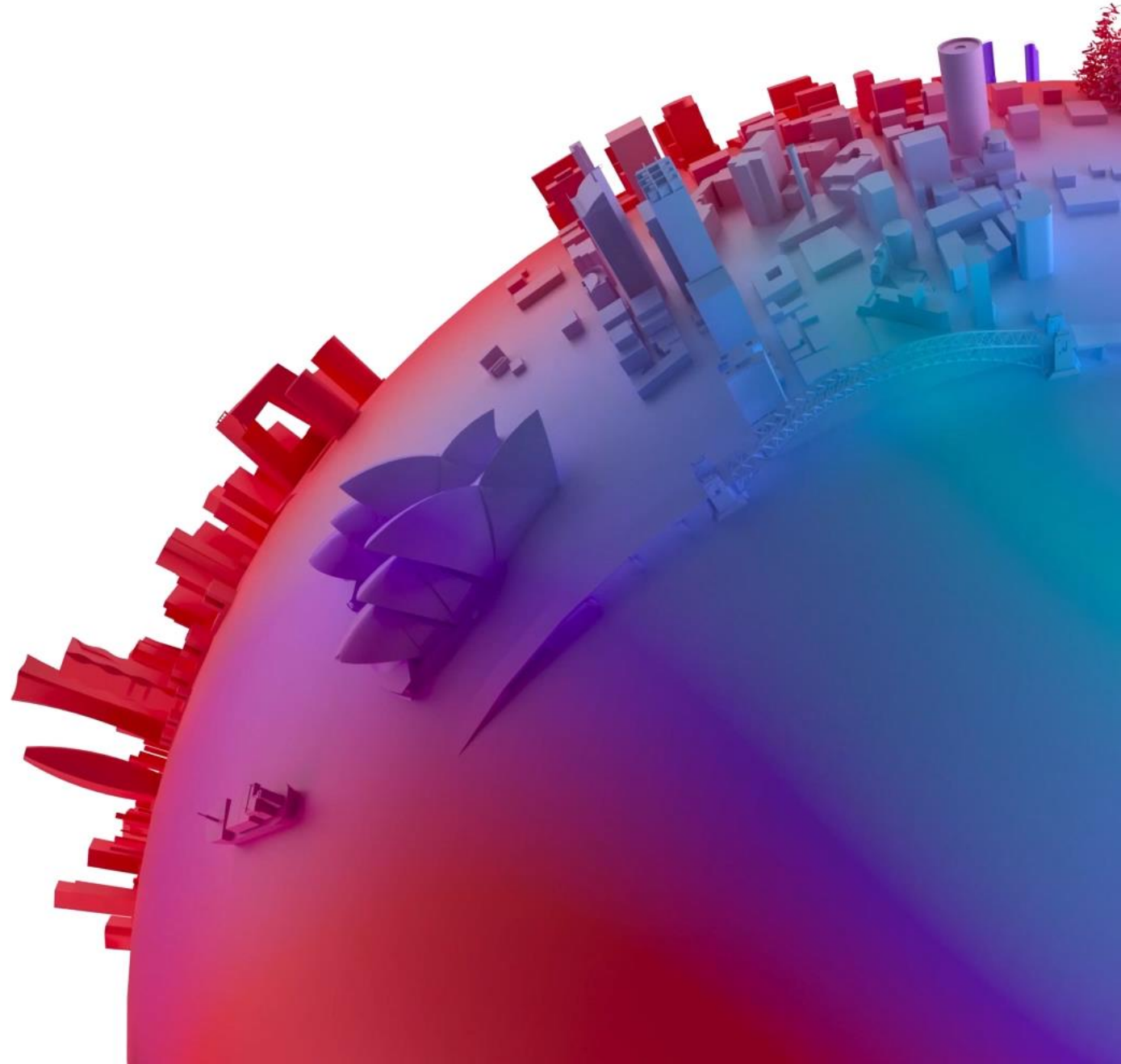


WFA Media Forum

MEASUREMENT

15th May 2024



The frustration continues to be felt by advertisers...

“

We're *still* flying with a sheet over the windshield among media providers, with no idea how many times a consumer sees the same ad on the same day across platforms, websites and TV.

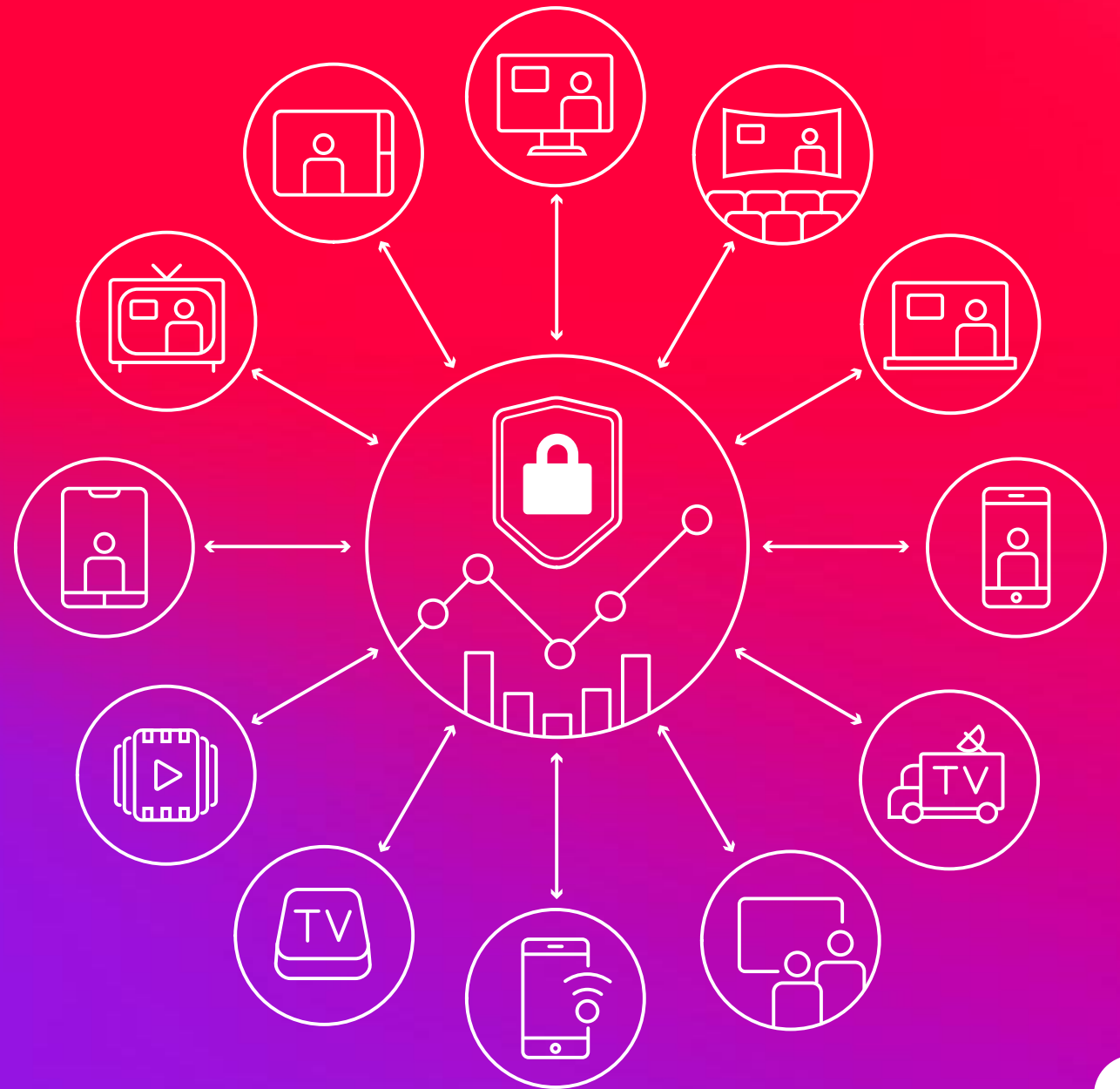
”



Marc Pritchard

Chief Brand Officer, P&G

**Marketers need
'holistic' measurement
capabilities built for a
privacy centric media
ecosystem**



Our **‘North Star’** Cross-media measurement solutions should be...



**Consistent
& continuous**



Full-lifecycle



Comprehensive



Full-funnel



**Fair &
objective**



Private



**Trusted &
Transparent**



**Advertising
& content**



John



Hannah



Natalie



Paul

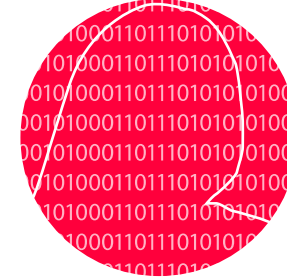
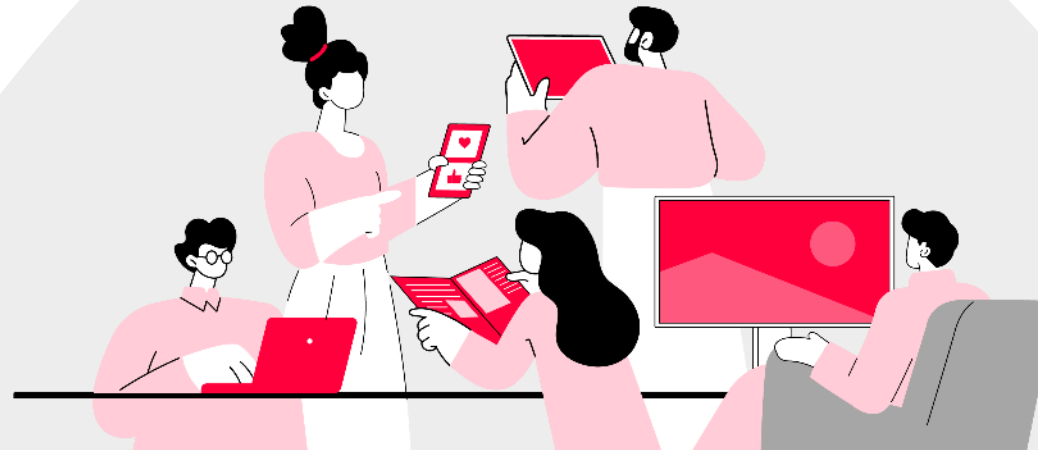


Mark

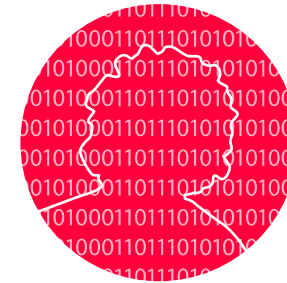
Trained Virtual ID Model



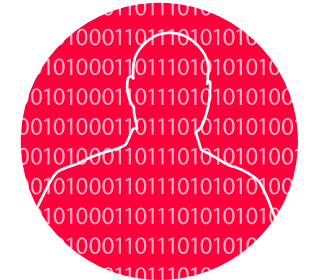
Single Source Panel (training dataset)



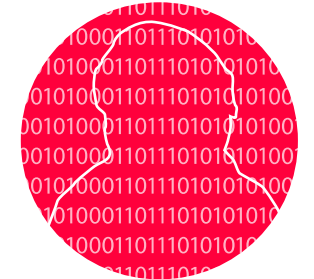
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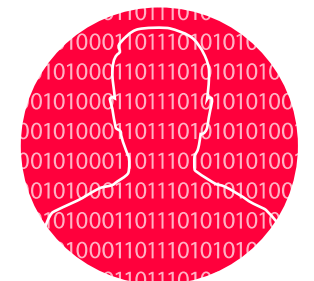
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VID_5898453

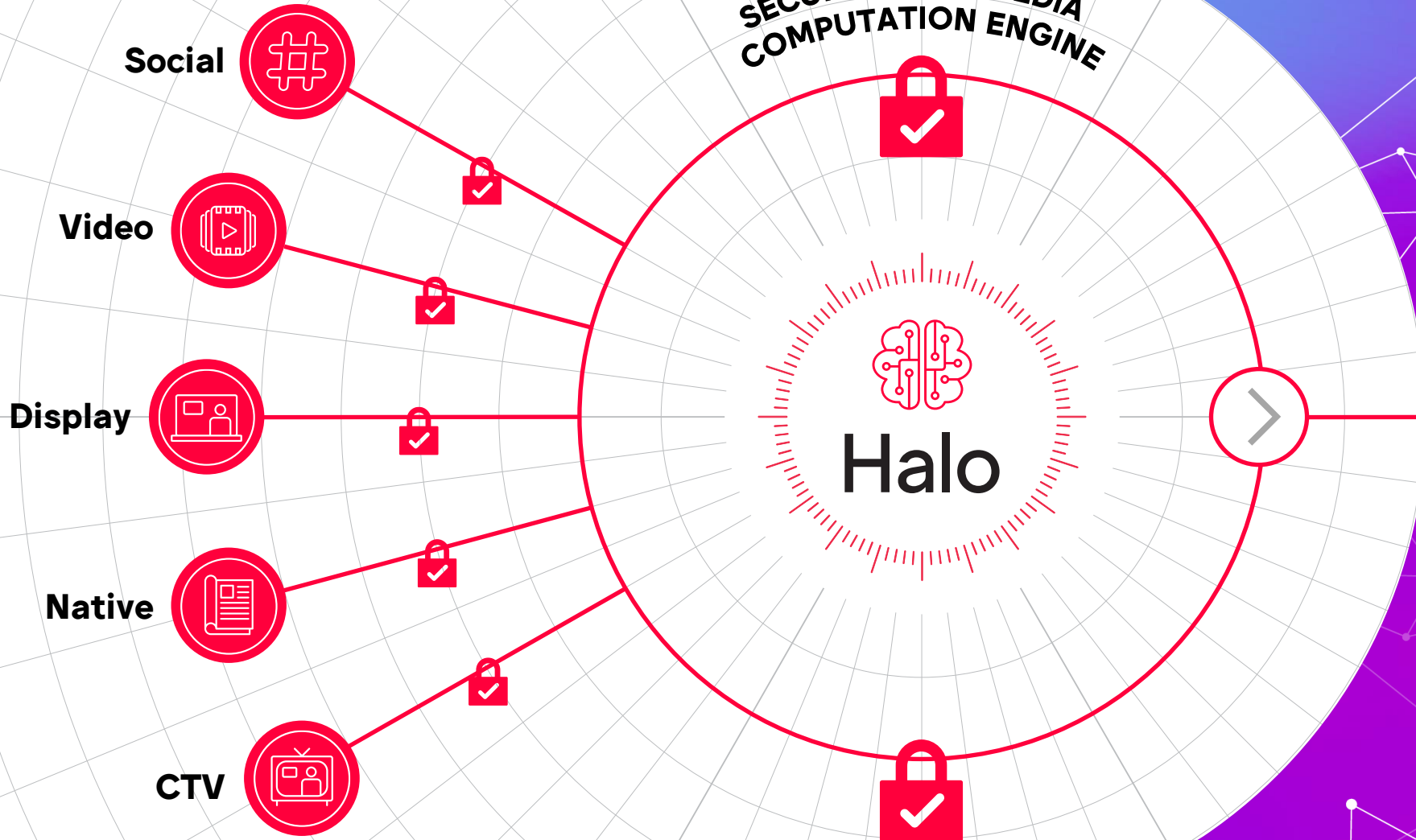


VID_7893455



VID_6896457

**SECURE CROSS MEDIA
COMPUTATION ENGINE**



**Connected
Data**

Halo

Trust

Privacy by design
Transparent methodology



Credibility

Not for profit
Neutral
Advertiser-driven



Scalability

Standard methodology
Applicable across markets
Flexibility to accommodate
market nuance



Halo

Trust

Meta

Google



TikTok

amazon

iab.TECH LAB



Scalability



ANA

ISBA

Credibility

Unilever

MARS



P&G

Coca-Cola

ABInBev

Nestlé

sanofi





How to spot the very best PCs.

It's really quite easy. Just look for PCs that have a genuine Intel microprocessor inside. Either the Intel386™, Intel386™SX, Intel486™ or Intel486™SX microprocessor.

Intel is the world's leader in microprocessor design and development. In fact, Intel introduced the very first microprocessor. So with Intel inside, you know you've got unquestioned compatibility and unparalleled quality. And you'll

know you're getting the very best PC technology.

So look for the Intel Inside symbol on ads for leading PCs. It'll show you've got an eye for spotting the best.

intel
The Computer Inside.™

Working hand in glove with local markets



Phil Smith
Director General,
ISBA

“

We've always known that for accountable UK cross media measurement to succeed, it will need to be as part of a global solution. Halo's drive for common components has turbocharged our local effort and, alongside the advertiser imperative, is the key to the progress we have made.

”

“

The WFA has brought some of our industry’s brightest minds together to solve advertiser challenges. This collaboration is a force for change that is prioritizing the development of a transparent, open system that preserves user privacy.

”



Nicola Mendelsohn
VP, Global Business
Group

“

We are committed to supporting measurement solutions that meet Marketer needs. The approach being led by the WFA, which is being piloted by Origin in the UK and ANA in the US, is a promising path to neutral, accurate and fair cross-media measurement, and we look forward to our ongoing collaboration with the industry as part of Halo.

”



Karen Sauder
President, Global Clients
& Agency Solutions

Significant in-market progress & upcoming expansion

Halo



Origin



ANA



Origin

May 2024
Phil Smith
Director General, ISBA

What is Origin?



- A **global, advertiser-led** initiative, backed by the World Federation of Advertisers
- Delivering **accountable digital and cross media** measurement
- An **audited, trustworthy source of data**, conforming to new industry standards
- A **new technical framework**, enabling **first party data** to be combined with **people-centred** measurement in a **privacy-safe** way
- A **new UK joint industry federation**, ensuring principles of independent, audited data are delivered across media, compatible with existing media trading currencies
- The UK and the US to provide **blueprints** for the global community

The “North Star”



Global principles



Advertiser needs (‘North Star’)

Full lifecycle measurement
Planning/Reporting/Optimisation

Continuous
Tagless, always-on data capture

Comprehensive
TV & digital (but not limited to video)

Full-funnel
Outputs & outcomes measurement

Industry requirements (Advertiser supported)

Privacy-safe
Respect for consumer & no risk of re-identification

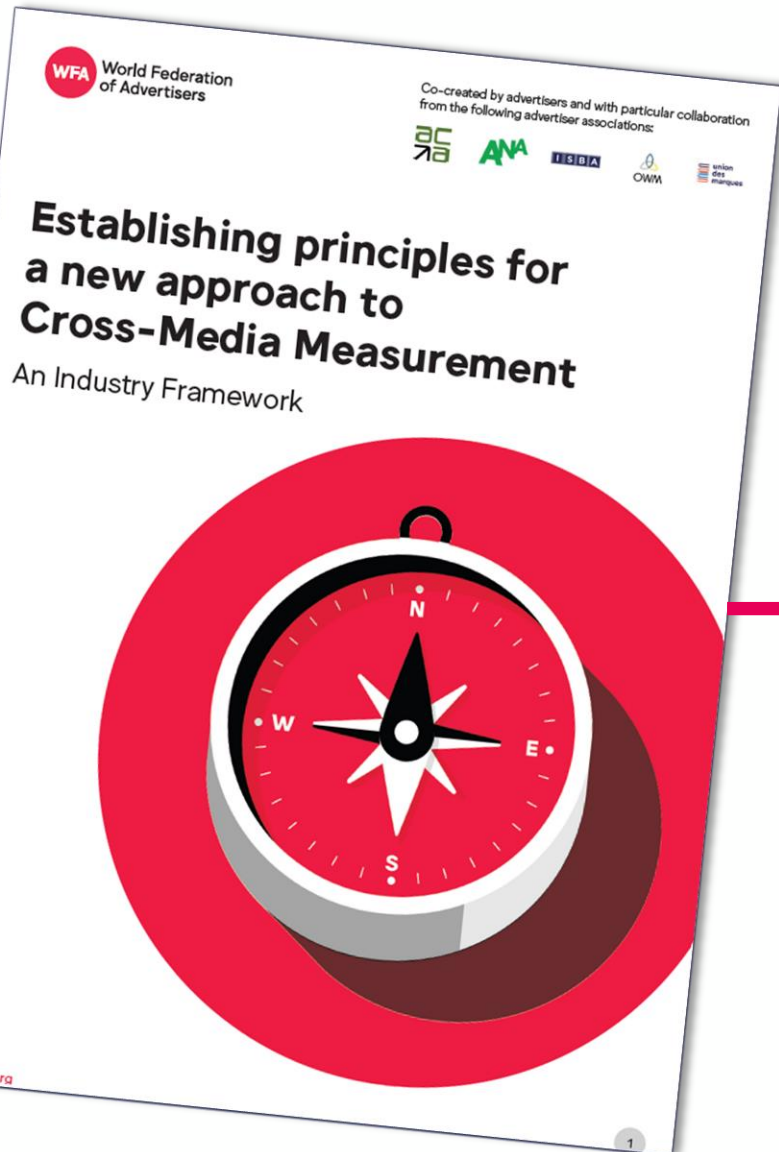
Fair & objective metrics
Neutral service with metrics for comparability

Trust & transparency
Enshrined through regular audits

Advertising & content
Measuring ads and editorial context/content



Local adaptation



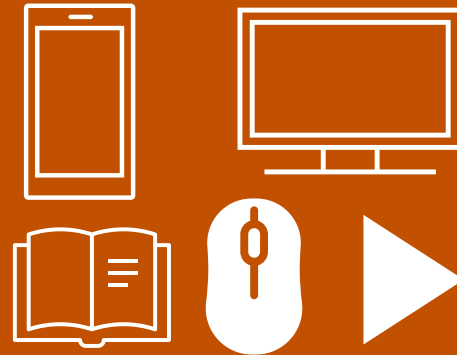
Advertiser needs



Origin



Fragmenting audiences



Proliferation of ad formats and experiences



Siloed, proprietary measurement













- **Drive efficiency**
- **Improve audience experience**
- **Deliver more effective campaigns**

50+ industry stakeholders

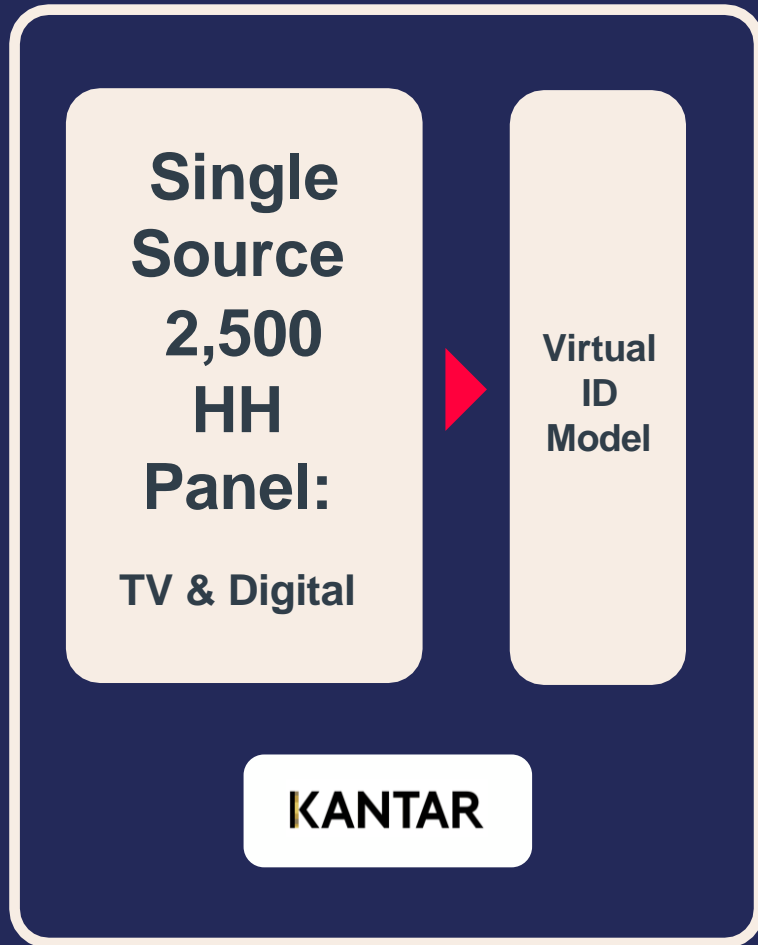
ISBA

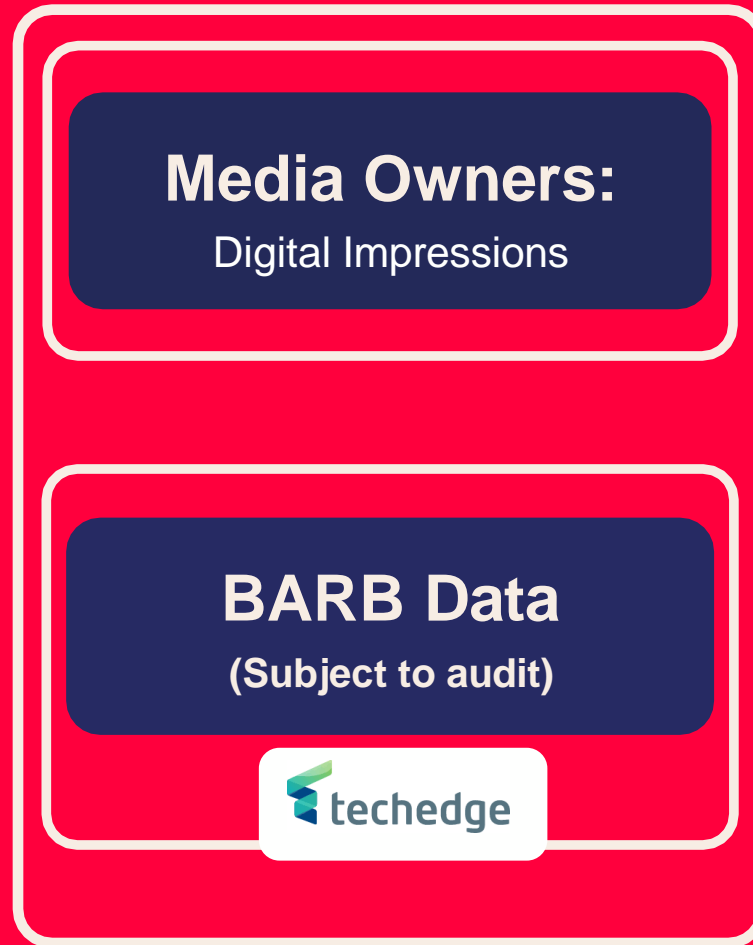
	
	
	
	
	

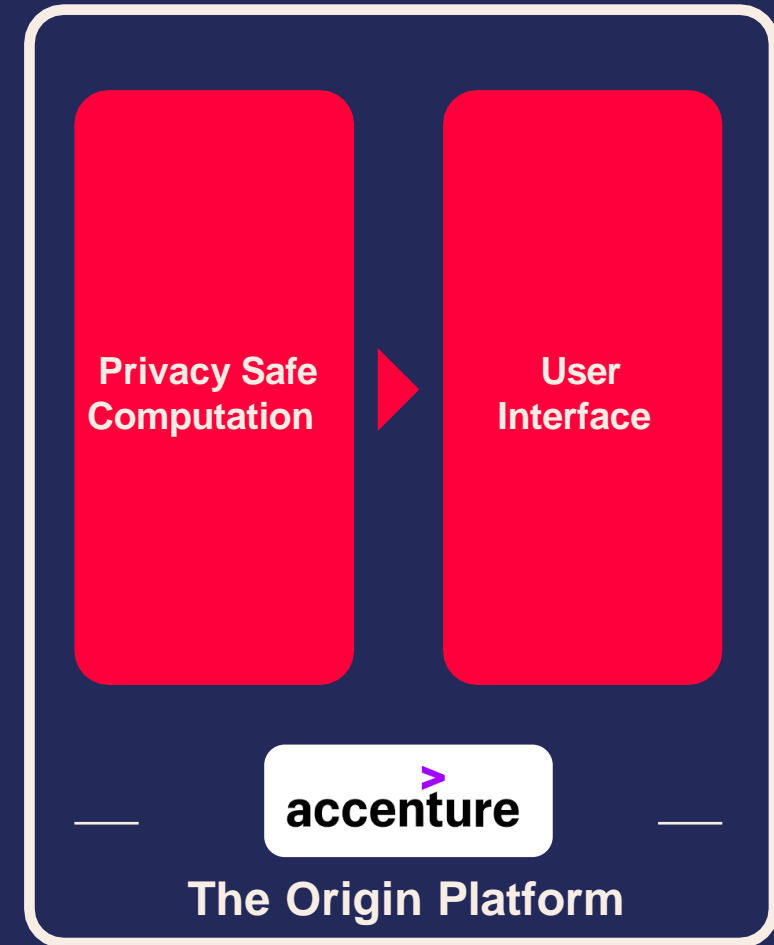
JIC compatible



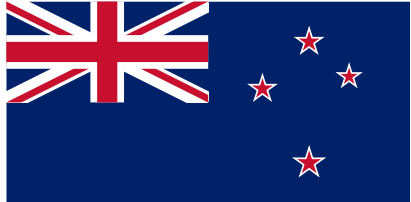
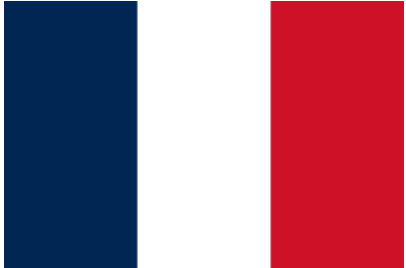
Global Open-Source Code



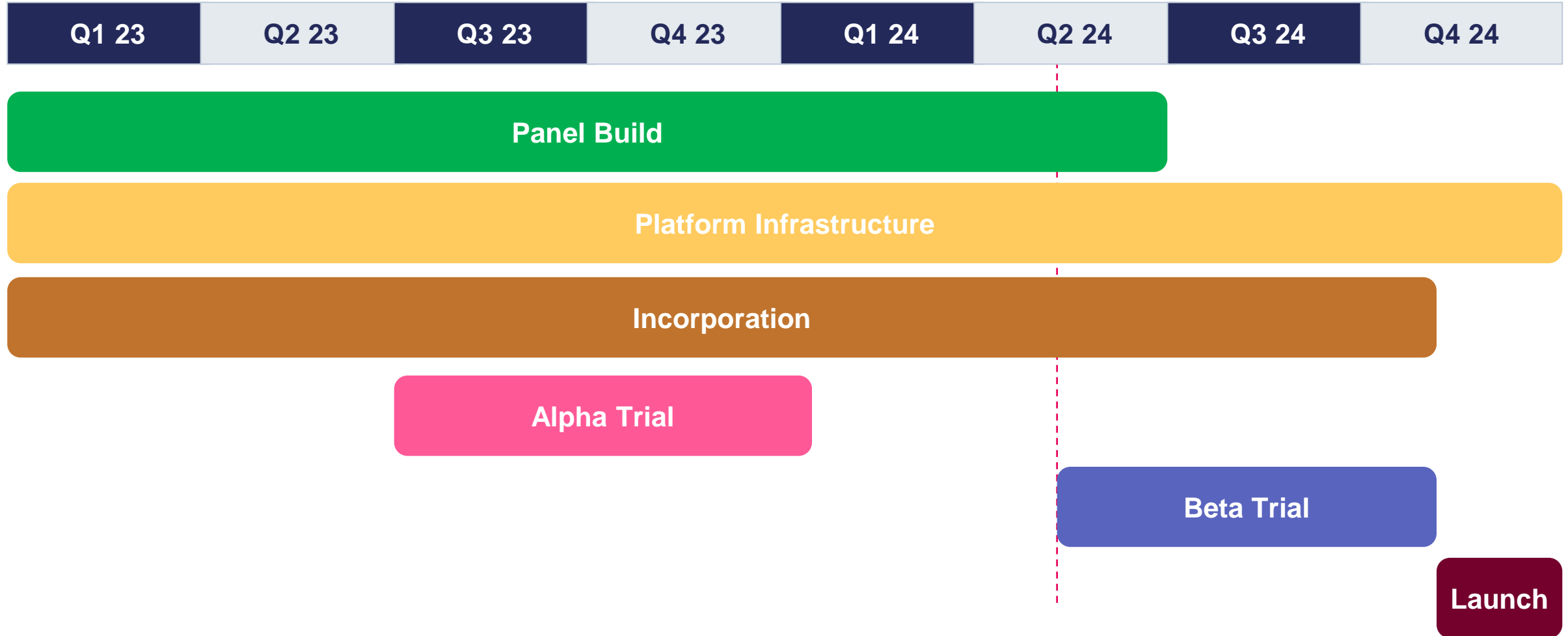
Origin



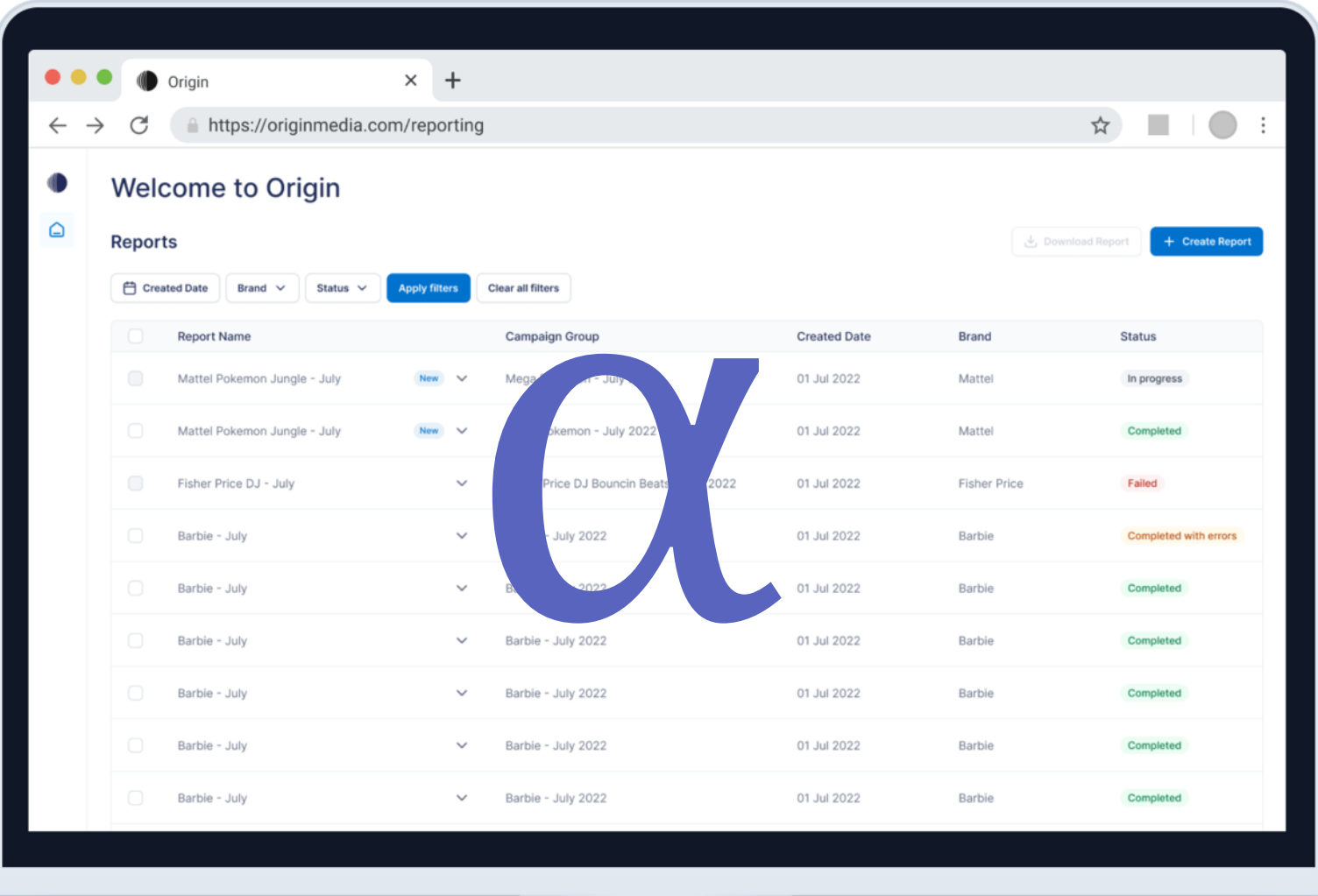
Global scale



UK Timeline



Alpha Trials, 2023



essence**mediacom**

L'ORÉAL

essence**mediacom**



MINDSHARE

Beta – real campaign data

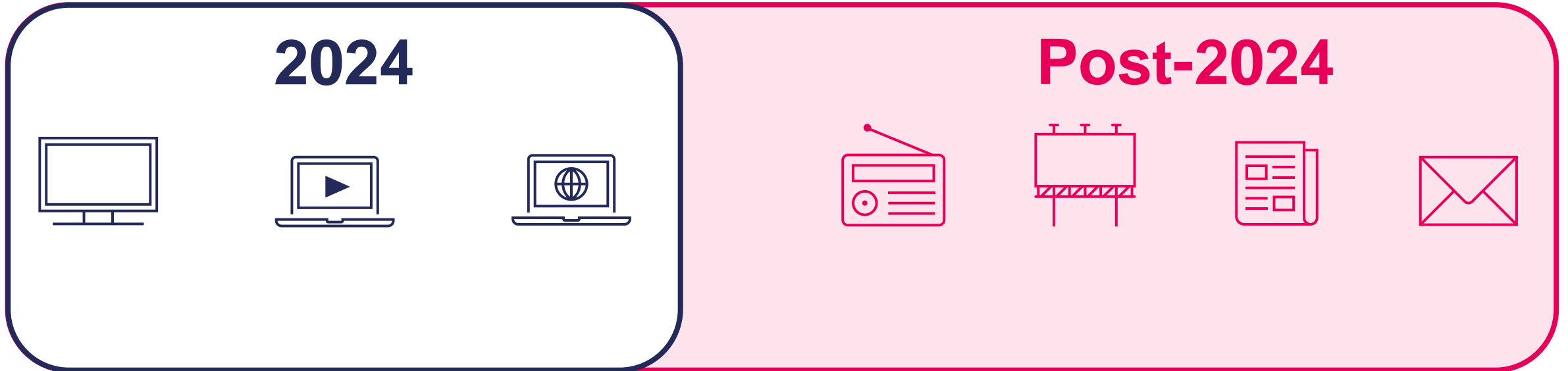


Q2-Q4 2024

35+ Advertisers & Agencies
Linear TV, YouTube,
Meta & TikTok

Real campaign data
More features:
demographics,
incrementality,
notifications...

Induction in waves
First wave May 2024



64%

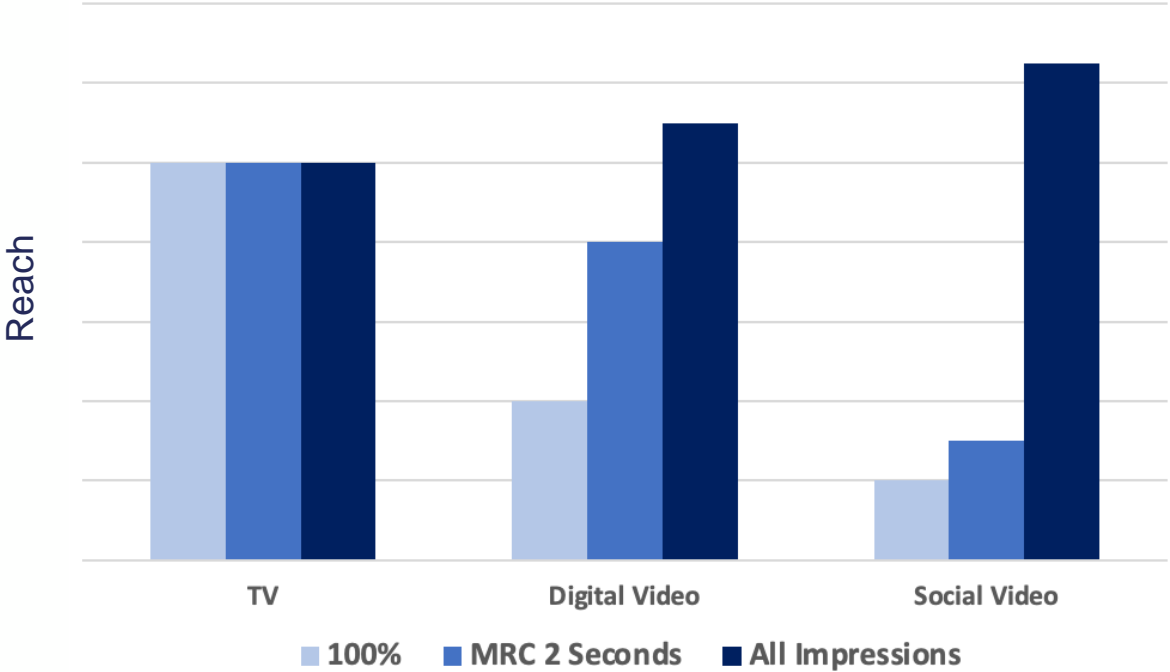
UK media spend

80+%

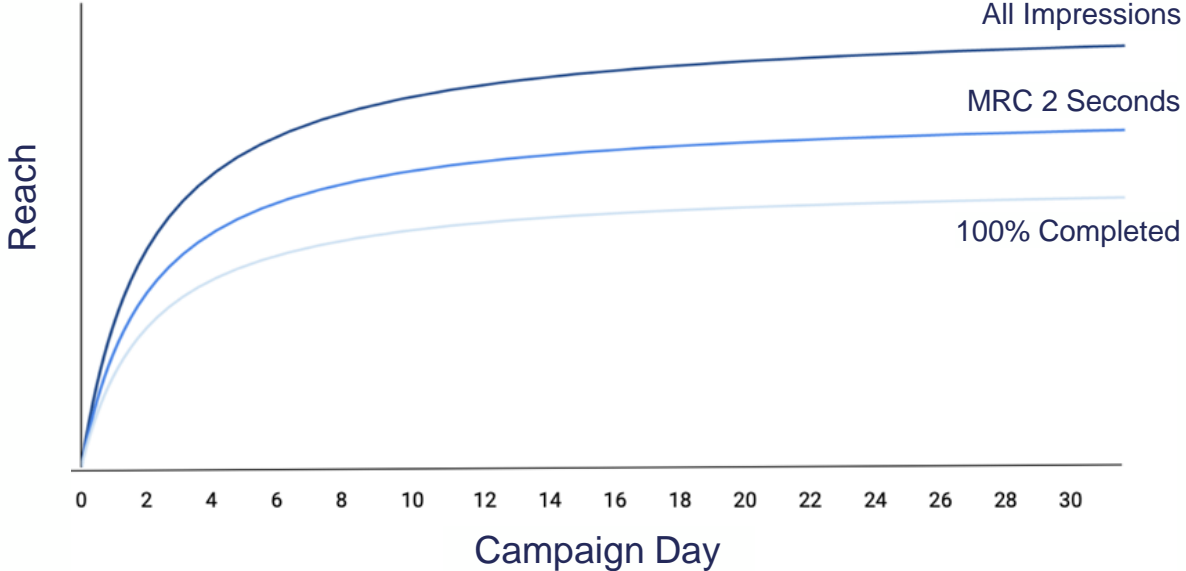
UK media spend

Illustrative outputs

Reach x Completion Status, by Channel

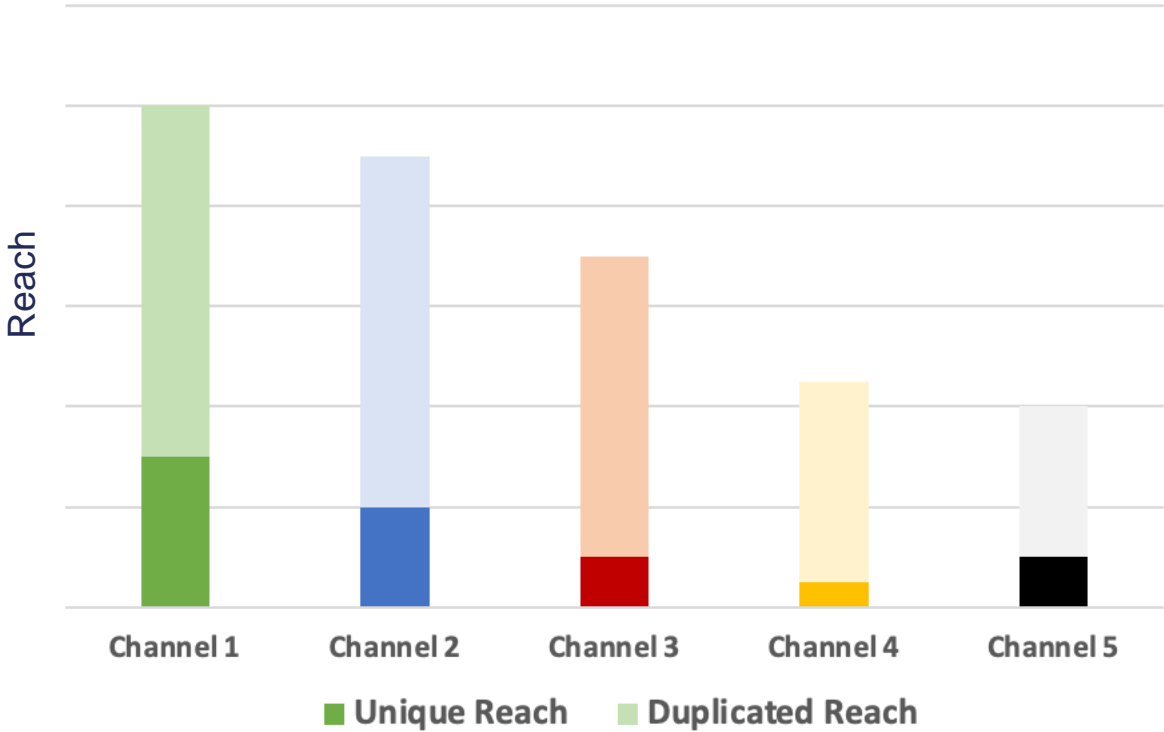


Cumulative Campaign Reach vs Completion Status

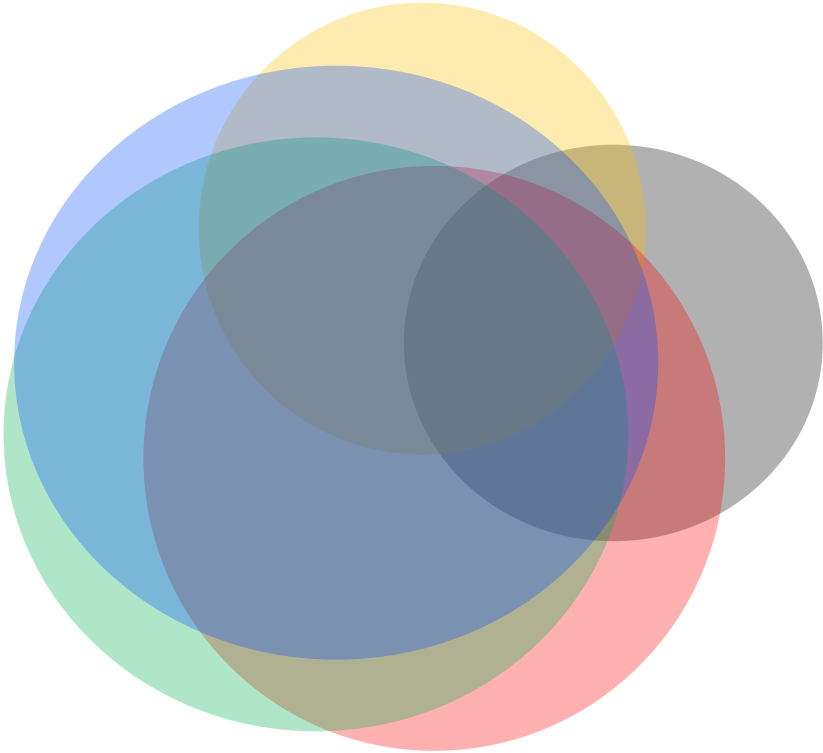


Illustrative outputs

Unique vs Duplicated Reach



Unique and Combined Reach



Media Neutral Planning

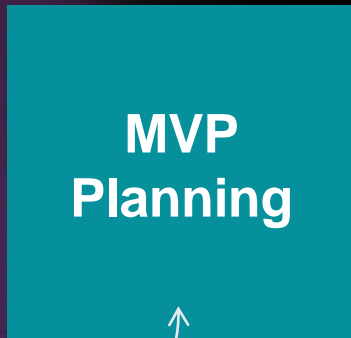


Origin

Deduplicated cross-media reach & frequency reporting...

An evolved reporting capability with new datasets (e.g. additional demographics) and product features

...which will evolve into



Planning at the *media owner* (e.g. Instagram) level

Planning at the *media channel* (e.g. Social Video) level



Ability to scenario plan the deduplicated and incremental R&F from future campaigns

In-life funding model



Origin





Origin



Maggie Burke
Global Director of Client
Councils and Industry Initiatives,
Meta



Ryan Stonehouse
Director, Global YouTube &
Video Solutions, Google

World Federation of Advertisers

London, Brussels, New York, Singapore

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