

I S B A

Priorities Scorecard

Q4 2024





Origin

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

Launched the Origin Landscape Study to beta triallists and FAC payers
 Announced a mail measurement pilot study to trial the integration of JICMAIL data into the Origin platform
 Formally launched the Origin beta trials
 RSMB was commissioned to undertake a quality framework review
 Completed development work for the automated collection of the Fractional Advertiser Contribution
 Expanded agency stakeholder base with the addition of 3 x independent agencies



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

Published 2024 Remuneration & Agency Management Survey
 Published 2025 & 2026 UK Media Inflation Forecasts and Trends
 Held Meta & ISBA Cross Industry AI Summit
 Published Enders Analysis - TV advertising's evolution: the broadcasters' perspective.
 Commissioned MediaSense to undertake a Commerce Media Market Study – launch in Q2 2025
 Chaired the WBR Programmatic Pioneer Connect conference



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

Launched a comprehensively revised Influencer Marketing Code of Conduct, focused on preventing harms
 Took forward Online Advertising Taskforce work on age assurance and measuring targeting effectiveness
 Engaged with government to secure progress on 2025's 'less healthy' food & drink ad restrictions



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

Ran 14 events and added 33 new pieces of content for ISBA members

Engaged 307 members at working groups and member forums

Published 14 pieces of Partner Content

Held a successful Progress Against Priorities event with over 100 live and on demand viewers

Q1 2025 Goals

Launch and communicate the ISBA Priorities 2025

Launch the Accessibility Ad Network hub and resources

Launch Media Foundation Certificate Cycle 4

Launch All-Party Parliamentary Group on Advertising

Respond to new CAP consultation on guidance for advertisers on Less Healthy Food restrictions

Launch Media Services Framework Update (MSF2025)

Hold Agency Remuneration Workshop

Publish Marketing Operating Models Survey

Hold an event with Enders Analysis to unpick the TV advertisings evolution report