

I S B A

Priorities Scorecard

Q2 2024



**One
Voice**



Origin

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

Completed data sharing agreements for beta trials in second half
 Completed funding agreements with major stakeholders for 2024
 Hosted the ANA, P&G and PepsiCo for a fact-finding visit, to help accelerate US launch
 Increased senior industry awareness of Origin's global importance at three events in Cannes
 Increased global interest in Origin through three presentations at WFA Global Marketer Week



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

Launched member consultation on ISBA position on ITV Contract Rights Renewal (CRR)
 Won WFA Global Marketer Award for ISBA's Retail Media Framework
 Convened cross- industry workshop to agree next steps for the Retail Media Framework
 Published a guide to Audience Extension Networks with MediaSense
 Convened brand safety workshop with Google product leads for DV360, YouTube & Google Display Network
 Launched Generative AI contract terms to support the responsible use of Gen AI with media agencies.
 Began interviewing agency groups on how Generative AI at agencies will evolve over the next 18 months.



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

Convened digital working group of the Ad Access Alliance and added two new members
 Participated in two events in Cannes promoting the Ad Access Alliance
 Proposed Age Assurance commitments in draft for Online Advertising Taskforce
 Supported the launch of the Media Carbon Emissions Framework at Cannes



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

Delivered first Media Excellence Certificate training with The Aperto Partnership
Ran 17 events and added 32 new pieces of content for ISBA members
Engaged 415 members at working groups and member forums

Q2 Goals

Commence Origin Beta Trials (delayed from Q1 for legal reasons)
Conclude CRR consultation and agree ISBA position
Launch online GARM training to members
Draft version 4 of Influencer Marketing Code of Conduct
Conduct second Media Excellence Certificate training
Hold ISBA President's Lunch 2024 and announce new ISBA President and winners of inaugural President's Awards