

## ISBA's Priorities 2025

To empower advertisers to create **media, agency and digital supply chain relationships** which deliver value transparently and sustainably, ISBA will:

- Successfully establish **Origin** cross-media measurement in the UK:
  - Exit Beta trials with demonstration of **benefits case**.
  - Expand **availability** to the general market.
  - Expand **market coverage** to 70% of display spend.
  - **Diversify** revenue through further media owner and brand support.
- Launch **Creative Services** and **Media Services Frameworks**, together with guidance, to drive best practice in member contracting with agencies.
- Work across the industry to create guidance for the **responsible adoption of Generative AI**.
- Working across the industry, lead development of **Commerce Media** through publication of ISBA's **market study** and continued evolution of the **Responsible Retail Media Framework**.
- Update our guidance on agency remuneration
  - Publish **2025 Agency Hourly Rates** Benchmark
  - Run workshops and issue guidance on **Outputs and Performance** based agency remuneration models
  - Deliver guidance on impact of **Gen AI and technology** on agency remuneration.

To lead the industry in creating an inclusive and sustainable advertising environment that delivers **positive societal and economic impact**, ISBA will:

- **Deliver tools** to enable members to make the business case for **action on marketing sustainability**, in anticipation of further legislative and regulatory change.
- Through the **Ad Accessibility Alliance**, drive increased **adoption** of accessible advertising and **expansion** to new markets.
- Support members through **publication and implementation** of CAP/BCAP's guidance on 'less healthy' food and drink (**LHF**) advertising
- Work to demonstrate the effectiveness of targeting of advertising for age-restricted products through the Government's **Online Advertising Taskforce** and recommend an approach for ongoing monitoring.
- Continue to broaden our stakeholder and advocate base within Parliament, **launching an All-Party Parliamentary Group (APPG)** on Advertising, and holding engagement events for ISBA members.
- Publish a **Responsible Media Guide** in association with the Aperto Partnership, to support members in the development of their own model frameworks to deliver sustainable marketing effectiveness.

To work with our community of members and with partners to deliver **thought leadership and actionable learning, advice and guidance**, ISBA will:

- Continue to support members' understanding of the evolving media landscape through the development of thought leadership and actionable learning via the ISBA partnership programme, knowledge hub and ISBA working groups.

- Address the media skills gap through continued professional development of members via the Media Foundation and Media Excellence Certificate programmes.
- Help members navigate the many training offerings across industry. Curate relevant training needed to develop marketing teams.
- Deliver insights on marketing operating models and how advertisers can organise their operations to deliver greater effectiveness.
- Further leverage ISBA membership of WFA to aid in member understanding of global policy challenges impacting on local business, for example on brand safety and platform regulation
- Use ISBA's 125th anniversary to drive wider understanding of ISBA's relevance in 2025.