

Signals in the Noise

Collaborating to champion
the unique value of joint industry sources

Signals in the Noise : a collaboration between all the UK's Joint Industry Currencies



Two big challenges have faced the JICs

1

Modernisation

2

Competition

A comms strategy built from research with industry professionals

asi
Copenhagen25

Increased measurement sophistication could be positive for the JICs

Last click	>	Whole funnel
3rd party	>	1st party
Cookies	>	Compliance
Data stacks	>	Data ethics
Testing	>	Experimentation

But bigger trends are challenging the relevance and reputation of the JICs

Private



Public

Proprietary



Industry

Personalisation



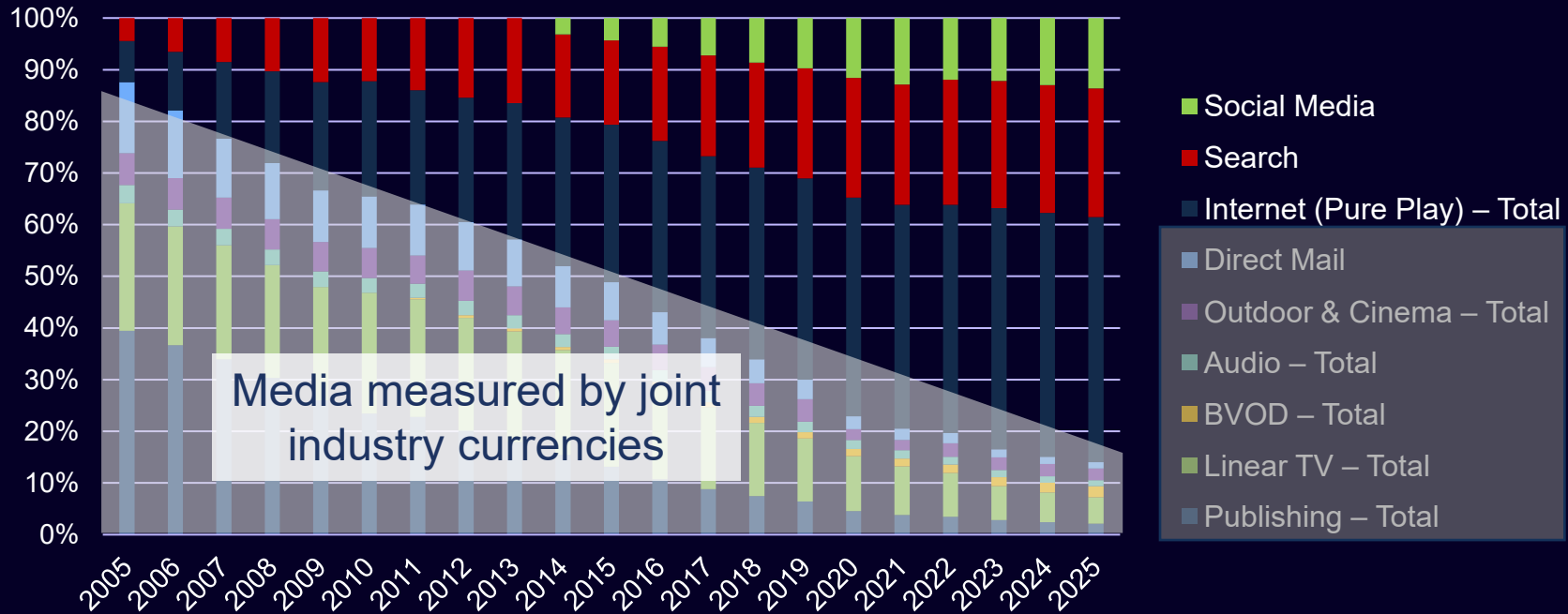
Audiences

Opaque



Transparent

The biggest challenge: media investment patterns driving greater reliance on proprietary data



Three big reasons for JICs losing relevance

1

Advocacy

A smaller
community of JIC
users & experts

2

Accessibility

Legacy systems clunky
when compared to big-tech
self-serve dashboards

JIC data less visible in
holdco analytics tools

3

Authority

Narrative of
'performance' &
'outcomes' appropriated
by big platforms that
threatens 'legacy media'

Speaking with one voice



Joint industry principles
showcased in a shared
logo & boilerplate

2023: the importance of
joint-industry principles –
objectivity, transparency,
accountability

One voice and a shared agenda



Onboarding

Recruiting new advocates
in the fast-growing data
science community

Building relationships,
knowledge and expert
endorsement

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Operations

Making JIC data easy to ingest
into agency systems and MMM
models.

Creating linkages between JICs
(eg: Barb's establishment survey
shared with PAMCo & UKOM)

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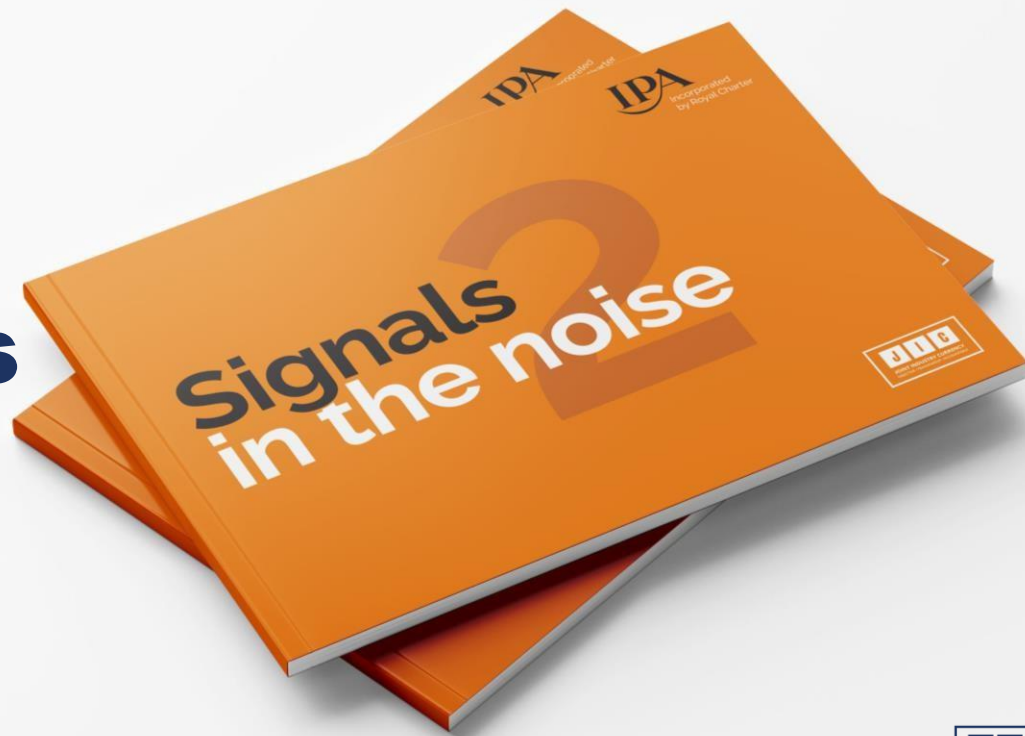
Creating linkages between JICs
(eg: Barb's establishment survey
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Outcomes

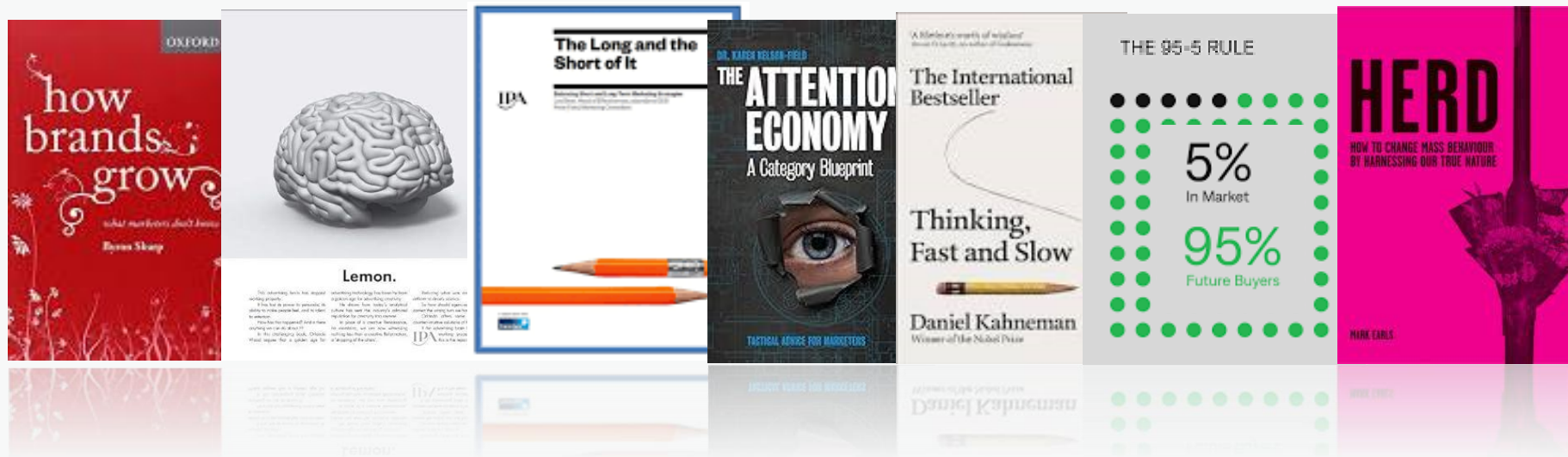
The value of JIC data in
modelling business impact
from media investment

The role of JICs in
structured experiments

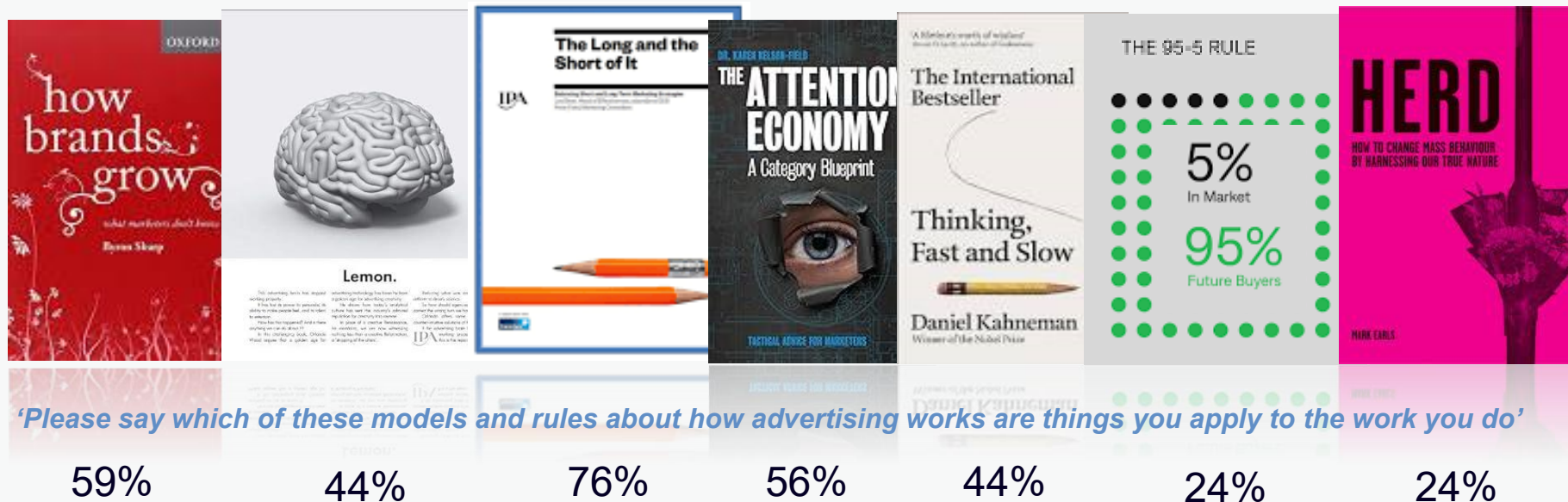
2025: JIC data as crucial inputs for modelling outcomes



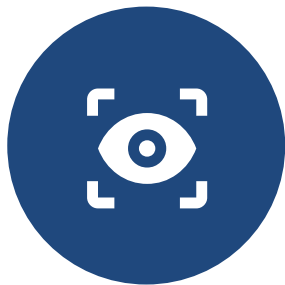
Planning for effectiveness: we've never known more about how ads work



Data scientists are applying many of these to their modelling work



Only the JICs offer people-data that enables modellers to link brand comms to outcomes



How many people have seen or heard or come across an ad, how often and for how long



What levels of exposure drive effectiveness



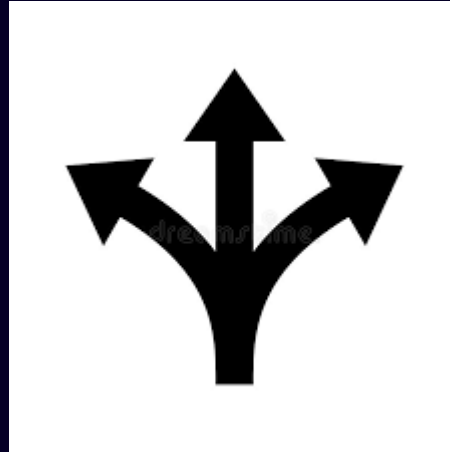
The ability to calculate share of voice

We surveyed data scientists to find out their thoughts on three imaginary scenarios for 2030

*Your thoughts about three different scenarios for just five years from now.
How **likely** do you think each one is? And how **desirable** do you think each one is?*

Joint industry sources combine to form
one independent study for all media

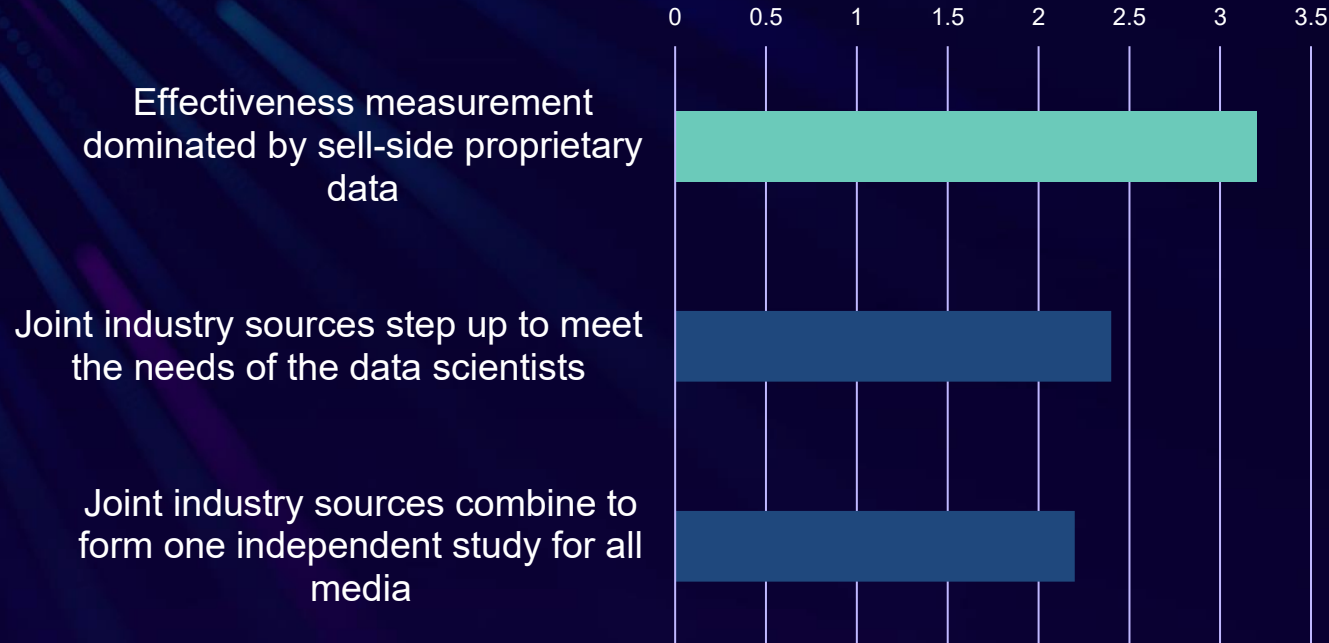
Effectiveness measurement
dominated by sell-side
proprietary data



Joint industry sources
step up to meet the needs
of the data scientists

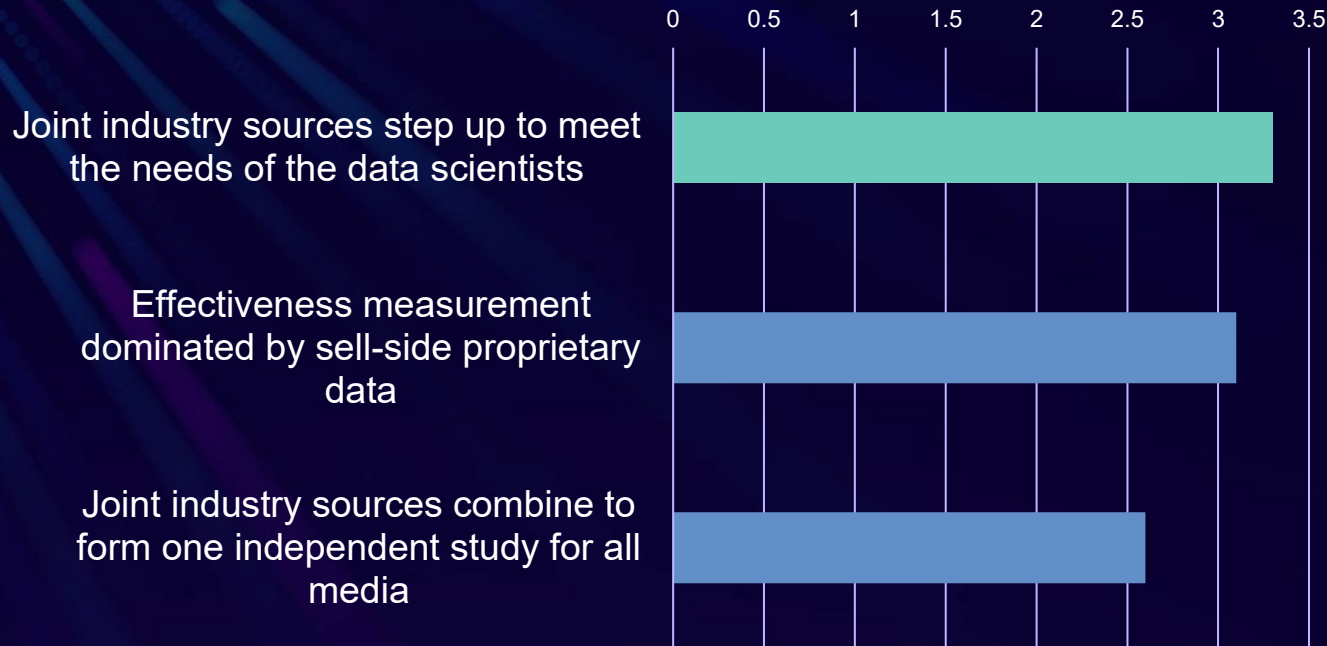
Data scientists expect platform data to overwhelm the JICs...

*Your thoughts about three different scenarios for just five years from now.
How **likely** do you think each one is?*



...but they would prefer the JICs to up their game

*Your thoughts about three different scenarios for just five years from now.
How **desirable** do you think each one is?*



**Crucial for JICs to compete in
the modern data landscape**

JOINT INDUSTRY
J I C
COLLABORATION

A unique and expanded role in the future

JOINT INDUSTRY



PRINCIPLES



JOINT INDUSTRY CURRENCY

OBJECTIVE • TRANSPARENT • ACCOUNTABLE