

Cross Media Measurement Community Town Hall

Dec 4 2024



Today's Agenda



WHAT'S UP @ HALO

| [Halo Progression](#)

Rishi Saxena (Global Product Lead, Halo) to share the recent progress and future ambitions for the WFA's Halo Cross Media Measurement program.



PILOT UPDATE

| [Progress to Launch ISBA's Origin Program UK](#)

Martin Lawson (Product Lead, Origin) to provide an update on the exciting progress being made by Origin in the UK, as they progress into live Beta trials involving 35 advertisers. Origin is the first formal prototype of the Halo framework.



HELLO HALO

| [Voice of Advertisers](#)

Prasad Ghag, Global Head Media, Digital & Strategic Planning | Sanofi will talk about the evolution and increasing challenges in the in media planning & measurement space and why the Halo initiative is critical for advertiser.



HALO @ WORK

| [How the measurement phase technologies provide private cross media outputs](#)

Rishi Saxena, Craig Wright (Halo Product Eng) and Steven Ware Jones (Halo Product Eng) will discuss the different measurement phase technologies like 'VID Labeling', 'Private Sketches', 'PRFE' and 'MC API' work together to provide cross media reach & frequency data and insights.




“What’s Up! @Halo”



Cross Market Roadmap Alignment Workshop



Halo 2025 Roadmap ahead...

2023 →	2024 →	2025 →
		
Code Availability	Code Fit & Finish	Support & Scaling
Making the first version of the complete code available to markets for implementation and trials	Continue to refine the code and features to test and secure computational efficiency and code stability	Building the support infrastructure for a fully launched market enabling adoption and scale across data providers and users

2025 Product Priorities



Scaled Data Access

MC API

Enable quicker and flexible data access to planning systems allowing **richer and quicker planning insight to market**

Enable greater focus on outcomes with MMM feeds for **strategic media decisions** and potentially attribution



Data Onboarding

EDP Aggregator

Reduce overall cost, effort and time for all EDP onboarding scenarios

Allow more EDPs to participate and **diversify contributors**



Servicing & Infrastructure Maintenance

**Bug Reporting
Triage & Updates
Vulnerability Testing
Stress Testing**

Reduce friction and downtime in product deployment & operations

Improve cost of maintenance and servicing

----- 2025 Wishlist Contributors Need -----

**Data
Onboarding**



**DSP/SSP
Integrations**



**Campaign
Stitching/Registry**

**Compute
Efficiency**



**Low Latency
Reporting**

**Data
Unification**



**Campaign
Stitching/Registry**

**Advanced
Data Analysis**



**Attribution
Blueprint**



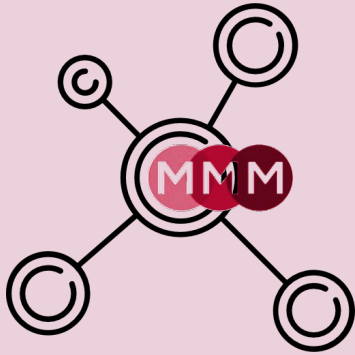
**Advanced
Audiences**



**Planning/
Forecasting**

MMM Data Feed Requirements Gathering

Have your say, fill the survey



Information Areas.

- i Use Cases and Objectives
- i Defining Data Requirements
- i Data Structure and Format Preferences
- i Integration with Other Data Sources
- i Access and Retrieval Mechanisms
- i Frequency and Retention of Data
- i Modelling Methodologies Impact
- i Prioritization



40+
Practitioners
Invited





Halo Community Summit 2025

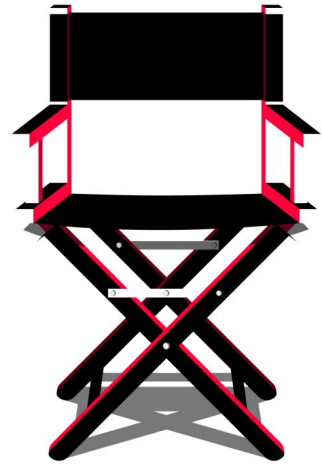
Have your say, fill the survey



“Progress to Launch”



“Hello Halo”



Hello Halo!



Prasad Ghag

Global Head Media, Digital & Strategic
Planning | Sanofi

Prasad Ghag, is a seasoned leader in the media and advertising industry with over 15 years of experience driving innovation and transformation.

Prasad serves as the Global Head of Media, Digital, and Strategic Planning at Sanofi, where he has been instrumental in shaping global media strategies, fostering digital excellence, and championing sustainability in media practices.

He is also a key member of the Halo Steering Committee, contributing his deep expertise to the program.

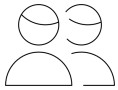
He has a track record of steering global media investments, collaborating with industry leaders, and driving impactful change, and brings a unique perspective on the evolution of media measurement and the transformative potential of the Halo program.

“Halo @ Work”



Halo @ Work!

Training Phase



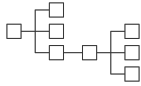
Build a panel



Onboard EDPs



Setup a panel exchange



Produce a VID model for each EDP



Measurement Phase



VID labelling pipeline



Private Sketches



MPC



Reporting

KANTAR MEDIA

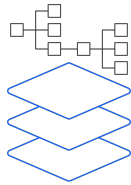
On behalf of **origin** | AQUILA

origin

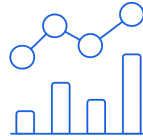
AQUILA

How does it all work?

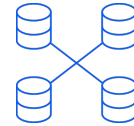
Measurement Phase



VID labelling pipeline



Private Sketches



MPC



Reporting



Q&A

For a complete introduction see: [The Halo Cross-Media Measurement Framework](#)

Register for the next Townhall - 5 Feb 2025

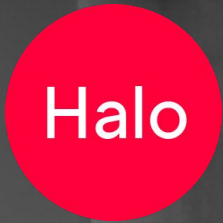
Register here:

<https://wfanet.org/events/>



The screenshot shows the event page for the Halo Community Townhall Meeting. At the top left is the WFA World Federation of Advertisers logo. The navigation bar includes links for Knowledge, Connections, Leadership, Tools, and About WFA, along with user profile and search icons. The main heading is "Halo Community Townhall Meeting" with the subtitle "Discover the Future of Cross-Media Measurement". The event date is listed as Wednesday, 7 August 2024 from 17:00 to 18:00 (CEST). There are "About" and "Register" tabs, with "Register" being the active one. On the left side, there are icons for LinkedIn, Twitter, Send, and Print. The central image shows a group of people at a townhall meeting with the text "Halo Community Townhall" overlaid. On the right, there is a "REGISTER" section with the text "You can still register! Are you coming?" and a red button that says "Yes, I want to register →".





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