

## Assessment Overview - Live TV Buy (Brief supplied by agency)

Theory and best practice can be delivered within the training modules. However, to convert the theory into practice each Buyer is required to create a Live TV Buy, based on real situations and to their clients needs. This will enable the Buyer to communicate with the networks and troubleshoot any difficulties with their TV buy as they occur, as opposed to responding to only scenarios.

Buyers complete an assessment based on their client buying strategies and agency buying platform, setting them up for success in their roles. Plus provide familiarity with agency templates utilised for pre-buying, tracking and post analysing.

In order to complete the assessment, the participant is required to complete a TV buy from start to finish following sign off on the media plan.

**To complete the assessment, the below tasks must be completed based on the Live TV buy requirements:**

- *The Live TV buy assessment covers pre-planning, optimisation and a post analysis report (delivering against the MFA How to Buy TV Scorecard).*
- *The Live TV buy can commence at any time during the e-learning or on completion of the exam.*
- *An existing Client brief to be supplied by the agency.*
- *A Live TV buy must be more than one market (metro or aggregated regional).*
- *A Live TV buy must be active for a minimum of two weeks and maximum of four weeks.*
- *The Live TV buy assessment must be completed within 8 months of the semester start date.*

## Achieving Certification

**To achieve certification, there are two parts that need to be successfully completed:**

- Pass the exam (result of 80%+).
- Competently pass the assessment via a Live Television buy and delivering on the criteria listed on the MFA How to Buy Television Scorecard, which is to be completed by your nominated Mentor.
- Once the participant has passed the exam and the Live television buy criteria has been assessed and completed by the Mentor, the participant will receive their MFA How to Buy Television certificate and badge that they can post on their email signature and LinkedIn profile.

## Mentor Instructions

- The participant must nominate a Mentor and provide their details when registering for this course.
- The nominated Mentor must have 3+ years of trading television experience.
- The Mentor will receive an email to confirm acceptance by logging into their MFA Account with their User (mobile) and Password [HERE](#) (if the Mentor does not have an MFA Account an MFA Account must be created).
- Go to Mentor Dashboard in the dropdown menu and click on Approve next to the Students name.
- The Mentor's role is to support and provide guidance along the learning journey at all the key milestones.
- The Mentor is to complete the Live TV buy assessment in their Mentor Dashboard - Click on Assess Student to commence the assessment for each area. Ensure to Save Assessment until complete.

TASK	SUMMARY OF REQUIREMENT	REQUIREMENT
<p><b>Pre-Buy Preparation</b></p>	<p>Buyer is required to complete all steps in pre-buy preparation for their Live TV buy. This includes understanding the client specific variables covered in course 1 - group trading agreements, buy parameters, programming restrictions and any other considerations for their TV buy.</p> <p>Audience Analysis is to be run with eTAM to identify the top programs to be included within the buy. Network share report to be used for determining network shares for those not on group trading agreements.</p> <p>Buyer is to use the media plan to complete the agency pre-buy preparation template. Noting this will be different across each agency group and will require training by the nominated mentor.</p>	<p><b>Completed Pre-Buy Template</b></p> <p><b>eTAM Top Program Analysis</b></p> <p><b>eTAM Network Share Report</b></p>
<p><b>TV Buy</b></p>	<p>Buyer is required to complete 1 TV buy via either method covered within the course workbook, network briefing or via an optimiser tool. This can be a MTV or Aggregated RTV buy (or both).</p> <p>For network briefs, the buyer must collate the brief and manage comms with the network. Buyer must also complete analysis and share feedback with the network for revisions with the support of their mentor. NA's must be replaced.</p> <p>If using an optimiser tool. The buyer must request avails, process the buy within Optim8 (or Genesis) and make required optimisations before sending to the networks for booking. NA's must also be replaced.</p>	<p><b>Network Briefs Optimiser Buy</b></p> <p><b>Completed TV Buy including N/A Replacements</b></p>
<p><b>Pre-Buy Summary</b></p>	<p>Buyer must complete the pre-buy summary, pulling all relevant reports from SMD to complete the template. Noting this template will vary by agency group and client and therefore have different requirements.</p> <p>Buyer must craft commentary on the buy forecasts in relation to goals, alongside any market insights and conditions at the time that may impact delivery.</p> <p>Programming highlights are also to be included and outlined.</p>	<p><b>Pre-Buy Summary</b></p> <p><b>Client Spot List</b></p>
<p><b>Weekly Tracking and Optimisation</b></p>	<p>Prior to and during the campaign going live, the Buyer must complete weekly tracking based on TARPs and/or reach forecasts taking into consideration post data and latest 4W Surveys. This is to be updated within the agency tracking document. This will vary in complexity across each agency group.</p> <p>Buyer is to flag any concerns with meeting campaign goals based on tracking forecasts and action relevant optimisations including moving out of poor performing programming or topping up where necessary.</p>	<p><b>Weekly Tracker</b></p>
<p><b>Post Analysis Report</b></p>	<p>Upon completion of the campaign, Buyer is to compile the Post Campaign Report in their agency template. This includes running all the final TARP, R&amp;F and performance metrics relevant for their client. The Buyer will also be required to compile insights and craft commentary on the performance of the buy, highlighting why/why not the campaign met the required goals.</p> <p>If this commentary is not included within the Post Campaign Template- this commentary is to be submitted alongside the PCA to their agency mentor.</p> <p>Buyer must flag any roadblocks that they experienced throughout the buy, and how resolved or identified the impact. E.g., short lead times? How did this impact their ability to meet planned CPTs? Were there any major sporting events during the buy that made it difficult to meet share agreements?</p> <p>This commentary is key to ensuring that the buyer understood the process they undertook and how each stage of the buy ultimately influenced the final result.</p>	<p><b>Post Campaign Report</b></p> <p><b>Presented to Mentor</b></p>