

COMING SOON: MFA How to Buy TV, created by Industry TV Experts

Did you know, media agency's most in-demand skill is TV buyers? The MFA's new How to Buy Television elearning course will drill down into the specifics and provide a deep understanding of the step-by-step process of TV buying.

A necessary and demanded addition to the MFA's popular elearning program, MFA How to Buy Television is a practical TV trading course created by agency TV experts to provide best practice and remove the training burden on agency TV specialists.

Led by Initiative's Investment Partnerships Director Brianna Wells, who has more than eight years' industry experience, MFA How to Buy Television is a 10 week course covering six modules: *Pre-Buy Preparation*, *Buying Best Practice*, *Optimisation*, *Briefing Partners*, *Ongoing Management & Optimisation*, and *Understanding BVOD* trading.

The first course drops w/c 12 September with the exam taking place w/c 14 November. To achieve certification, participants will need to achieve an 80 % exam pass rate and successfully complete a Live Television buy assessment. The assessment is a critical step to ensure that all certified participants have a full understanding of how to deliver a great television buy.

UM Australia's Sydney Trading Director, Lorena Chiarella, and Zenith's Sydney Head of Investment, Thomas Macerola, explain why a practical TV trading course is necessary.



Lorena Chiarella

Back when I first started buying TV (well over 10 years ago), networks Seven, Nine, Ten and SBS only had their main channel active. Nowadays, there are a plethora of digital channels that compliment the network's main channel offering, providing more choice for audiences.

This has meant that audiences have fragmented and the number of spots required to be bought has increased drastically and continues to grow in order to reach a high percentage of your target audience. I like to use the example of Desperate Housewives back in the day delivering a TARP of 15-20 consistently, meaning you are reaching 20% of your audience with just one spot!

Today, we need hundreds or thousands of spots across all channels just to reach 50%+ of our audience! With this in mind it is becoming more complex to buy Television efficiently and effectively, hence having a course like this that goes into the ins and outs of how to buy TV, and importantly how to use optimisers to buy effectively is critical for the new generation of TV buyers in our industry. Sometimes TV buying can seem overwhelming to those new to Television, however this course breaks it down in simplistic terms and will give new TV buyers the confidence to get stuck into their own buys!



Thomas Macerola

With technology empowering audiences to watch what they want, when they want, the traditional linear experience will continue to be challenged. We know that free-to-air content is still driving strong audiences, however the way in which those audiences access content continues to evolve.

The industry is at a point where the cross-platform data and analytics has finally caught up to how audiences are viewing content, which is enabling us to understand the true value a piece of content can generate across the network's ecosystem and deliver the campaign reach regardless of the screen.

While many advertisers have been implementing a Total Audio Visual strategy, the reality is that as an industry we have not put the focus on educating our teams to be able to trade this way. Most agencies have two teams implementing each format – one for Linear TV, the other for Online Video. In this current model, it means a single trader is unable to truly understand the total impact each format, each network and each piece of content had on their campaign outcome.

The MFA How to Buy TV course is set up to ensure that as an industry we have a course that establishes a best-practice process for buying AV cross-screen. It will deliver a strong fundamental introduction that upon completion, will enable participants to confidently buy their first campaign. This course along with the MFA Television and Digital Foundations, will ensure as the media landscape continues to converge, you have the right skill set to adapt and grow in this always evolving industry.

The MFA elearning programs have become an integral part of the industry's induction for all new people in the industry.



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