

# MFA's game changing *How to Buy TV* course creates 90 certified TV Buyers

MFA How to Buy TV is the ultimate training course in Australia for mastering the complexities of television trading. Created by MFA member agency TV experts, the course delivers invaluable practical knowledge and skills to produce the best television campaigns, setting participants up for success in our industry.

The course has been completed by over 90 participants to date. 98% of the most recent cohort achieved over and above the pass rate of 80%.

The 10-week course was introduced for the Spring 2022 semester of the MFA's e-learning program – which also includes MFA Digital Foundations Certificate I, MFA Digital Foundations Certificate II and MFA Television Foundations – with the aim of ensuring media buyers are equipped early in their careers with best-practice skills and on the tools practical training to buy television at a high standard.



The trainers and course developers are experts in broadcast television trading, ensuring it is best practice, channel agnostic and sets an industry standard. The process was led by Initiative Perth, Head of Partnerships, Brianna Wells and took a total of 600 hours over 10 months.

Students must complete a live TV buy assessment in addition to the 80 % exam pass mark to complete certification. Zenith Sydney, Head of Investment, Thomas Macerola, who contributed to the course content, said:

*"Television remains the backbone of many marketers' media strategies, so ensuring media buyers have access to a best-practice industry standard for trading television benefits our entire industry. This course is another great example of the MFA community coming together to ensure we become better at what we do in delivering results for clients."*

Thank you to the trainers for developing a course that sets people up for success:

**Brianna Wells** – Initiative  
**Toni Frith** – Amplifi ANZ  
**Vera Manalac** – iProspect  
**Elise Rowe** – Formerly EssenceMediacom  
**Lorena Chiarella** – UM  
**Carolyn Northcote** – Avenue C  
**Christine Chen** – PHD  
**Thomas Macerola** – Zenith  
**Robert Healy** – Spark Foundry  
**Thomas McGlynn** – OMD  
**Fiona Lollback** – Mindshare  
**Andrew Drinkell** – PHD

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