mFA
HOW TO BUY
TELEVISION

"Best practice' training for media agencies for trading Television in the Australian Marketplace

FACT SHEET

Our ambition

Television is quickly changing and evolving. Reaching 20.9 million Australians on average each month. TV is being traded in new and dynamic ways.

Our ambition is to ensure that individuals in our industry are equipped early in their agency careers with best practice skills and practical knowledge to buy/trade television at an industry high standard. We do this by providing MFA members with consistent, best practice learning and a step-by-step guide on how to buy television.

Who should participate?

The certification has been designed for those who have completed the MFA Television Foundations course.

1

TV is top of mind for clients

It is important that anyone wanting to become a TV Buyer learns best practice television buying techniques from experienced industry television experts, to deliver the best results for clients.

2

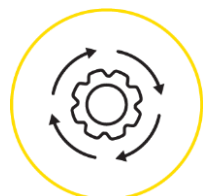### TV is no longer just linear, it's across various devices

- The future is exciting in terms of data and technology.
- TV trading is evolving to implement total audio-visual strategies, necessitating mastery of multiple agency tools, data, and technology.

3

Australian content developed collaboratively across MFA Media Agency members

- 25+ broadcast television experts created and tested the content.
- Aligned best practice standards and learning outcomes.
- Content based on agency workflows and tools and developed to meet agency requirements.

Who is the MFA (Media Federation of Australia)?

We are the industry body representing media communication agencies to clients, industry, media owners and the general public. The MFA membership represents over 90% of all media agency placed media billings in Australia. What that means is that 90% of the advertising that you see, has been strategically placed and negotiated by one of our member agencies. We are an Alliance of Australian media agencies who represent the Common Interests of our industry.

THANKS TO **OZTAM**

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WHAT IS IT?

Learning outcomes

To successfully prepare, create, execute, manage performance delivery, and report outcomes of a TV buy.

How to succeed

We recommend setting up:

- Weekly study groups;

- Mentors to check in and ask questions; and

- Completing the practice exams at the end of the course

The foundations program

- A new course will launch each week online.
- A combination of videos, study guides, quizzes and practice exams.

- **9 Week Semester (inc. Study Weeks)**
- A new course will launch each week online
- Time required varies based on existing knowledge and learning styles.
- Each course varies in length, therefore expect a variation of study time from week to week.
- Plan for 2-5 hours per week.

- **1 x Exam**
- 80% to pass, closed book

- 100 multiple choice questions

Assessment: Live TV Buy Requirements
- Can begin during the course or once the exam is complete

- Requires an existing client brief from the agency

- Must be more than one market (metro or aggregated regional)

- Active for a minimum of two weeks and a maximum of four

- Must be completed within 8 months of the semester start date

Achieving certification

To achieve certification, there are 2 parts:

- Pass the exam (result of 80%+).

- Pass the Live TV buy assessment criteria listed on the MFA How to Buy TV Scorecard, which is to be completed by your nominated Mentor.

Each agency is to provide the Live TV brief and allocate an experienced TV Buying Mentor to support the participant. The Mentor must login to their MFA Account to complete the Live TV buy assessment and scorecard in their Mentor dashboard.

The participant will be notified once they have achieved certification.

Semester Timetable

Week		
	1	Pre-Buy Preparation
	2	Buying Best Practice
	3	Buying Method 1: Optimisation
	4	*Study Week*
	5	Buying Method 2: Briefing Networks
	6	Ongoing Management & Post Analysis
	7	Understanding BVOD Buying
	8	*Study Week*
	9	**EXAM**

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