

FACT SHEET

OUR AMBITION

Television is always changing and evolving, with Total TV reaching 19+ million Australians each week. TV is being traded in new and dynamic ways.

Our ambition is to ensure MFA members have a strong and consistent foundation knowledge across television planning, buying and evaluation.

WHO SHOULD PARTICIPATE?

The certification has been designed for people of all levels, but specifically for people with less than 2 years' experience.

1

TV captures the attention of Australians

- Broad reach is essential to grow brands and that is only one of the reasons to choose TV when allocating media spend.
- TV has unbeatable reach and scale, but also offers measurable results and proven ROI.



2

BVOD is experiencing record growth in audiences

- In today's fragmented landscape there are more choices than ever before for people to consume content.
- BVOD is one of the fastest growing channels.



3

Australian content developed collaboratively across all MFA Media Agency Members

- 25+ broadcast television experts created and tested the content
- Aligned standards and learning outcomes.



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.

Learning Outcomes

To understand:

1. The television landscape
2. Correctly understand key terminology (and calculations)
3. Planning process and basic buying/trading models
4. Factors influencing cost
5. Evaluation, measurement methods, tools and reporting
6. Basic knowledge of the future of television
7. Understanding of BVOD and the levers driving growth

How to Succeed

We recommend setting up:

1. Weekly study groups
2. Mentors to check in and ask questions and
3. Completing the Practice Exams at the end of the course

Achieving Certification

- An exam result of 80 % +
- Once you pass the exam, you will receive a certificate and badge that you can post on your email signature and LinkedIn profile.

The e-Learning Program

6 x TV Courses

Television Landscape, Planning, Buying/Trading, Factors Influencing Cost, Evaluation/Measurement/Reporting and BVOD.


9 Week Semester (inc. Study Weeks)

- A new course will launch each week online
- Time required varies based on existing knowledge and learning styles.
- Plan for 2-5 hours per week.
- A combination of videos, study guides, quizzes and practice exams.

1 x Exam

- 80 % to pass, closed book
- 100 multiple choice questions

Semester Timetable



WEEK	1	TV Landscape
	2	Planning
	3	Buying
	4	Study Week
	5	Factors Influencing Cost
	6	Evaluation / Measurement / Reporting
	7	BVOD
	8	Study Week
	9	EXAM