media federation of australia

HOW TO BUY **TELEVISION**

HTBTV

TASK	SUMMARY OF REQUIREMENT	TASK REQUIREMENT
Pre-Buy Preparation	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. Audience Analysis is to be run 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. 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.	**Completed Pre-Buy template** **TOP program analysis** **Network share report**
TV Buy	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. 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. If using an optimiser tool. The buyer must request avails, process the buy within Optim8 (or agency optimisation tool) and make required optimisations before sending to the networks for booking. NA's must also be replaced.	**Network Briefs/ Optim8 Buy** **Completed TV buy including NA replacements**
Pre-Buy Summary	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. 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. Programming highlights are also to be included and outlined.	**Pre-Buy Summary** **Client Spot List**
Weekly Tracking and Optimisation	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. 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.	**Weekly Tracker**
Post Analysis Report	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&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. If this commentary is not included within the Post Campaign Template- this commentary is to be submitted alongside the PCA to their agency mentor. 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? 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.	**Post Campaign Report** **Presented to mentor**