

FACT SHEET

OUR AMBITION

Television is quickly changing and evolving. Reaching 20.9 million Australians on average each month, TV will soon be traded in new and dynamic ways, using varied data sets.

Our ambition is to ensure that we are ready for the changes, by providing MFA members with 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 make brands grow and that's 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 and advertising spend

- Broadcaster VOD (BVOD) consumption increased by 40 % year on year in H2, 2020, while BVOD revenues increased by 52.7 % in the six months to 30 December 2020.
- In order to understand the future of TV, gaining foundation knowledge is a base requirement.



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.

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WHAT IS IT?

LEARNING OUTCOMES

To understand TV:

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

LEARNING OPTIONS

MFA e-Learning Program

Self-Study

If you have existing experience, you can choose to review the MFA Study Guides and complete the Practice Exams

ACHIEVING CERTIFICATION

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

THE e-LEARNING PROGRAM

6 TV Courses

1. Television Landscape
2. Planning
3. Buying/Trading
4. Factors affecting costs
5. Evaluation/Measurement/Reporting
6. BVOD



10 Week Semester (incl. Study weeks)

- Time required varies based on existing knowledge and learning styles
- Plan for 2-5 hours per week



Exam

- 80 % to pass, closed book
- 100 questions per exam



SEMESTER TIMETABLE

WEEK 1	TV LANDSCAPE
WEEK 2	PLANNING
WEEK 3	BUYING
WEEK 4	STUDY BREAK
WEEK 5	STUDY BREAK
WEEK 6	FACTORS INFLUENCING COST
WEEK 7	EVALUATION/MEASUREMENT/REPORTING
WEEK 8	BVOD
WEEK 9	STUDY BREAK
WEEK 10	EXAM