

Media Owners

- Before embarking on any new sales systems or major upgrades engage the MFA systems group early so that we can provide the appropriate feedback and ensure seamless implementation
- Provide clarity and transparency around anything that is going to change the way we transact with you – either from a trading and/or operational perspective
- Provide advanced notice of system changes (at least 3 months) and allow sufficient testing period to be completed by the agencies. Ensure there are facilities in place to do testing prior to going live from the new system and old system – we need to load old before we load new.
- Any changes or addition to holdings or electronic transaction systems need to be notified in advance and tested by the agencies
- Think about timing to coincide with a Sunday w/c date not mid-week changes – even better coinciding with a month where the 1st is a Sunday date.
- Do you have the ability to do merged file of new and old bookings as we want to avoid changing data supplier – a merged file helps with this
- Advise of any changes/impact on how agencies will buy your inventory