



What is the TIP initiative?

The Television Interface Practices initiative, 'TIP,' was created by local TV broadcasters. This consortium has developed standards for the exchange of information between local media buyers and sellers to streamline their day-to-day transactions.

TIP is not a system or tool that buyers and sellers use directly, but rather a set of technical designs describing how electronic messages (including: Orders, Makegoods, Logtimes) should be communicated between systems.

The broadcasters created TIP as an industry-wide and open collaboration across the ecosystem. TIP collaborates with agencies and system vendors to identify how the process of transacting local broadcast media can be improved.

Why is the industry driving TIP?

TIP's goal is to grow the share of ad spend going to local broadcast TV stations by streamlining the transaction experience with automation, namely:

- Increase communication speed in transaction data and reduced administration tasks,
- Reduce the keying errors that cause missed spots, discrepancies and revenue leakage,
- Increased system interoperability so incumbent and new systems can talk the same language,
- Enable the transition to new types of transactions such as audience and cross-screen sales.

How might TIP impact sales teams?

The TIP standards should not change your relationship with buyers and sales responsibilities. If you are asked about TIP by your buying partners, please contact your company's TIP representative as each broadcaster has a different approach to implementing TIP.

One change you may see is the increasing use of automated Logtimes using the TIP standard. Many buyers are now receiving daily or weekly logs automatically and no longer need to request log information directly from sales. Sales operations may also see the increased use of electronic Commercial Instructions requiring less manual administration.

Where can sales teams learn more?

Start with your company's TIP representative listed on this [TIP contact list](#).

The TVB.org industry organization hosts the informational [TIP website](#).

Contact the TIP initiative directly at TIPinitiative@frontrowadvisory.com.

