



TIP (Television Interface Practices) White Paper

TIP Initiative Survey Identifies Media Agencies' Top Priorities and Highlights Benefits of Automation in Local Broadcast TV Advertising

Media agency and broadcasting executives are aligned in streamlining transaction and stewardship processes for local broadcast television advertising.

- There is a sense of urgency across agencies and broadcasters to streamline the transaction process due to expanding local platform offerings from TV stations and increasing competition from other forms of media.
- Existing levels of automation are inadequate to deliver a step-change in performance to the pre- and post-buying workflows of broadcast TV advertising transactions.
- Trading partners should more clearly communicate the automation projects planned and operational benefits being targeted.

The industry's primary challenge is orchestrating several requisite small system, workflow and procedural updates across hundreds of buyers and sellers. Many changes on both the buyer and seller side need to be implemented in a manner that avoids disrupting day-to-day business operations.

"We applaud the growing industry focus on automation and operational efficiency in the local investment process for Initiative and UM. By working with our local trading partners, we are able to execute with greater speed and accuracy, and this increases the attractiveness of local television media for our clients." - Kathy Doyle, EVP, Local Investment, MAGNA.

TIP Agency Automation Survey

The TIP initiative members commissioned Frontrow Advisory to survey agency perceptions related to the automation of local broadcast TV advertising transaction processes. Online surveys and interviews were conducted in January 2019 with interviewees that manage

local investment and buying teams across a mix of large ad/media/marketing holding companies and independent national full-service ad/media/marketing agencies.

These agencies identified a consistent set of benefits and priorities for automation. The priority benefits expressed by agencies were focused on achieving operational efficiencies and improved campaign delivery confirmation. The survey described automation priorities in the following areas:

Streamlined buying workflow

- Increased responsiveness and availability of sellers (e.g. 24/7 confirmations and responses).
- Standardize and streamline the connections to more supply partners.
- Buyers' access to a unified buying desk across different supply chains and aggregators.

Buying back-office efficiency

- Streamline and bring automated efficiencies to the Makegood tracking and approval process.
- Systematic analysis of operational data to make better decisions and improve teams.
- Reduce the quantity of data discrepancies and invoice reconciliation efforts.

Better media performance

- Rapid [Real time] confirmation of delivery to improve in-flight intelligence.
- More responsive Order change and confirmation workflows.
- Create closer trading partnership and delivery transparency.

Automation will create benefits for both the buying and selling communities

Most agencies stated that they see a path toward increasing their local TV spend if a step-change in automation and accuracy is introduced.

"Automation and operational efficiency are crucial to future-proofing the local television buying process; these two areas of improvement are essential to achieve a step change in the industry and to continue to drive local television investment." - Jennifer Hungerbuhler EVP of local investment, Dentsu Aegis Network.

The industry needs to accelerate the pace of automation

Many agencies surveyed considered the following three elements critical to their ability to effectively manage the transition to increasing levels of automation and efficiency.

Common goals

The industry needs to refine a set of common goals for the next year to allow coordinated planning across sellers, buyers, and providers. The priority goals commonly identified by the agencies and supported by broadcasters are:



- The ability for an agency to efficiently get on-air in three days or less.
- Trading partners largely eliminate offline communications in the makegood offer and approval process.
- Sellers eliminate the discrepancies that are typically found in data mismatches between pre-invoice data and actual delivery on invoices.

Open lines of communication

Providing periodic updates to buyers and sellers regarding automation and the TIP initiative is essential. This is best served by sharing information about automation plans.

Case studies to promote the benefits

There is a need to reinforce the benefits of automation and the progress across the landscape of trading partners and providers. The best way to illustrate the overall benefits of automation are through case studies that help educate the industry on the benefits of automated execution of live buys and scaled automated processes.

Post-survey next steps

The trading partners agreed to keep updates flowing as the industry works through prioritizing automation adoption. This will be accelerated through the formation of a TIP Trading Partner Forum with representatives from participating TIP broadcasters and leading media agencies that are committed to creating momentum across their respective organizations.

“It takes time and effort to change the way an industry has operated for decades but the tangible benefits to broadcasters and our trading partners are real and meaningful,” said Perry Sook, Chairman, President & CEO, Nexstar Media Group, Inc. and founding member of the TIP Initiative. “We now see our industry providers increasingly leaning into automation, and I am encouraged by the progress we are making in 2019 to modernize transaction workflows for improved efficiency and campaign delivery performance.”

TIP Initiative updates have been provided to the 4A's Video/Audio Committee at their July 2019 meeting and several case studies will be presented at the annual [TVB Forward Conference](#) on September 26, 2019 in New York City.

TVB provides a repository for TIP's work and open access for industry partners at www.tvb.org/TIP.

For more information about the TIP Initiative click [here](#).