

Lecture 34

Media Planning- Part II

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Some Basic Concepts in Media Planning

- **Cost Per Thousand (CPM):** CPM is the cost of reaching 1,000 households.
- **Reach** - Reach indicates a percentage of target audience who is exposed at least once in a given period to a particular media vehicle.
- **Frequency distribution** - It is related to the exact number of times the individuals are exposed to an advertisement message in a schedule.
- **Effective frequency** - It is the number of times a target audience needs to be exposed to a message before the objectives of the advertiser are met either communications objectives or sales impact.

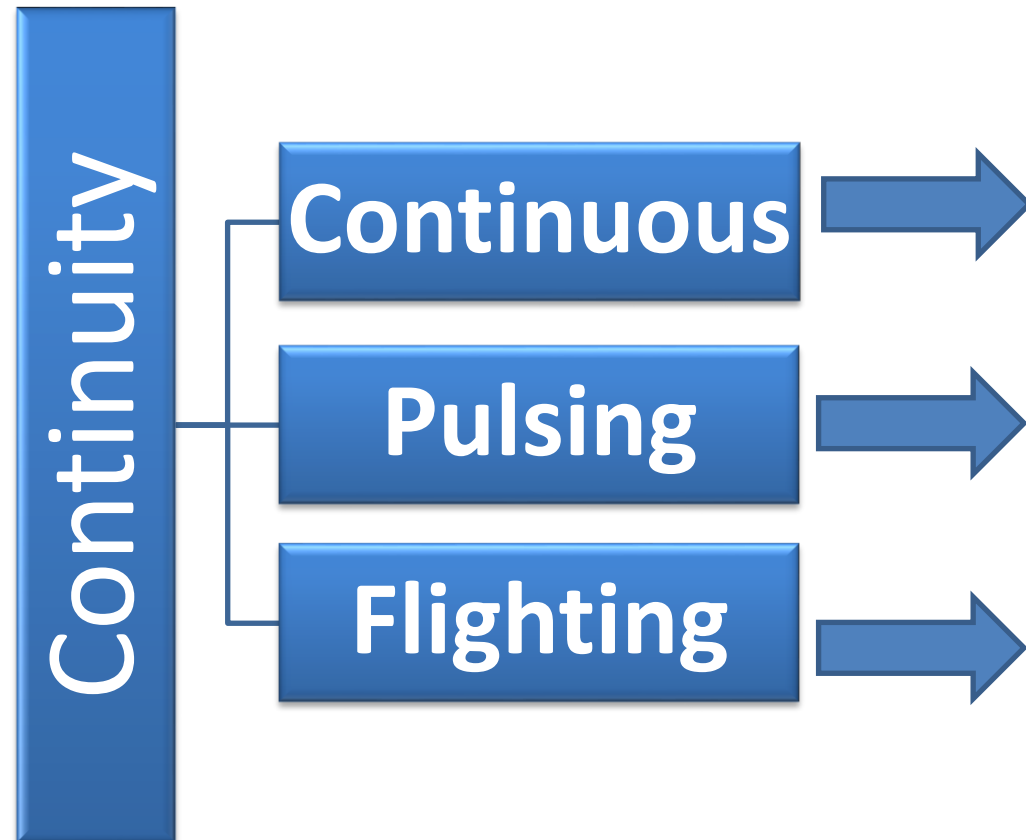
Agency of Record (AOR) :

- AOR buys all the space and time for the client by doing negotiations with the media.
- Media buyers are important even when there is no AOR. They actually implement the media plan.
- Media buyers take advantage of media offers. They see that the ads are run as per schedule.

Continuity

- The continuity is the entire dimension of timing, whether the media are scheduled continuously or in separated periods.
- Continuity is a function of the media schedule and is a measure of regularity of the advertising effort.
- Continuity relates to the timing of media insertions.
- Continuity is the exposure pattern or schedule used in the advertisement campaign.

Pattern used in continuity



When the advertisement is scheduled to run throughout the year, it is called continuous option.

In pulsing, continuity of advertising is made, but the amounts of advertisement expenses are not same throughout the year.

Flighting is adopted by companies for selling seasonal and festival related products. There is more advertising at certain times of the year, and no advertising at other times.

Broadcast Media Concepts

- **Gross Rating Points (GRPs)**
 - Rating is given on the basis of the per cent of homes or individuals tuning to the programmer.
 - GRP is the total of all rating points given by a specific media schedule or campaign.

Target Ratings Points (TRPs)

- It is the number of times (frequency) and the number of individuals in the primary target audience that the media will reach.
- The data are collected on a weekly basis by a panel of a large number of adults. Each member records the TV viewer ship data of different programmes in a diary given to each panel member.

Challenges in Media Planning -

- Insufficient Information
- Time Pressure
- Difficulty in Audience Measurement
- Difficulty in Cost Comparison
- Changing Environment Factors
- Media Decisions Based on Guess Work
- Inadequate Expertise
- Confusions Regarding Different Terminologies
- Immediate Action

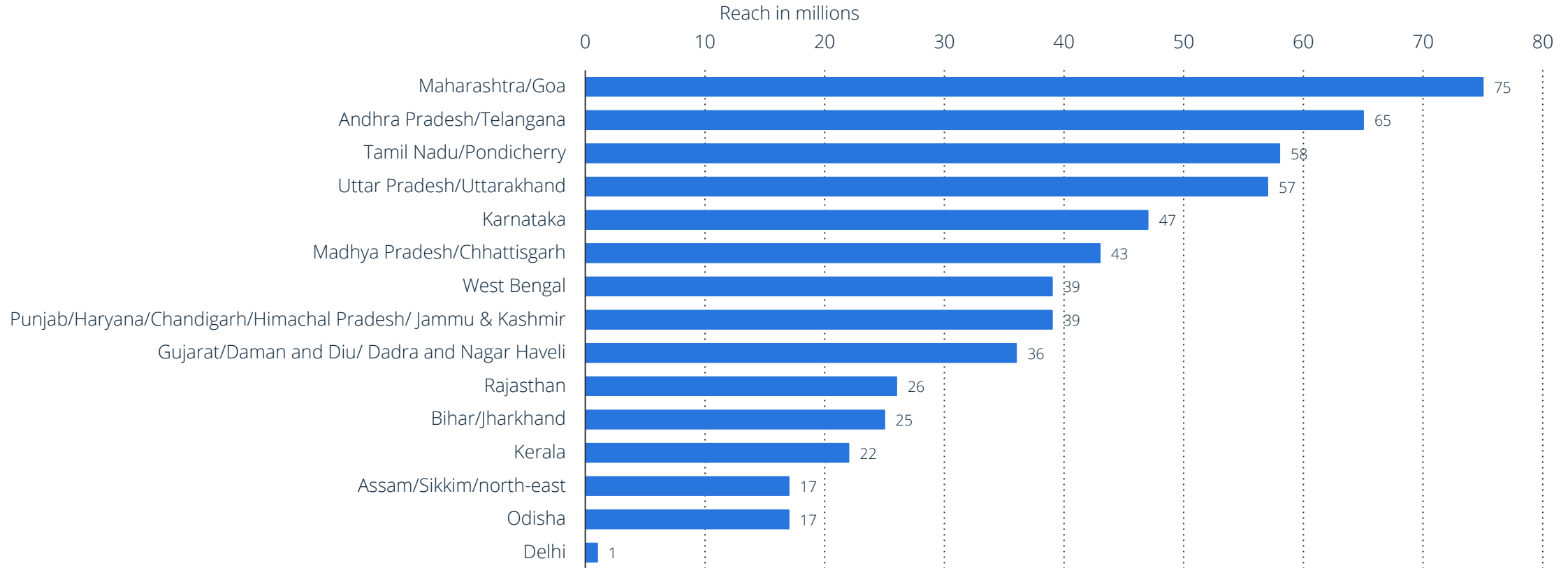
Some Other Challenges to Media Planning –

There are some reasons for media planning becoming more challenging and complicated than what it was a few years before:

- Increasing Media Options
- Increases Audience Fragmentation
- Cost of Reaching Audience is Increasing
- Increasing Completion
- Increasing Complexity in Media Buying and Selling

TV reach in India in 2018, by state (in millions)

TV reach in India 2018, by state



Note(s): India; 2018; 2+

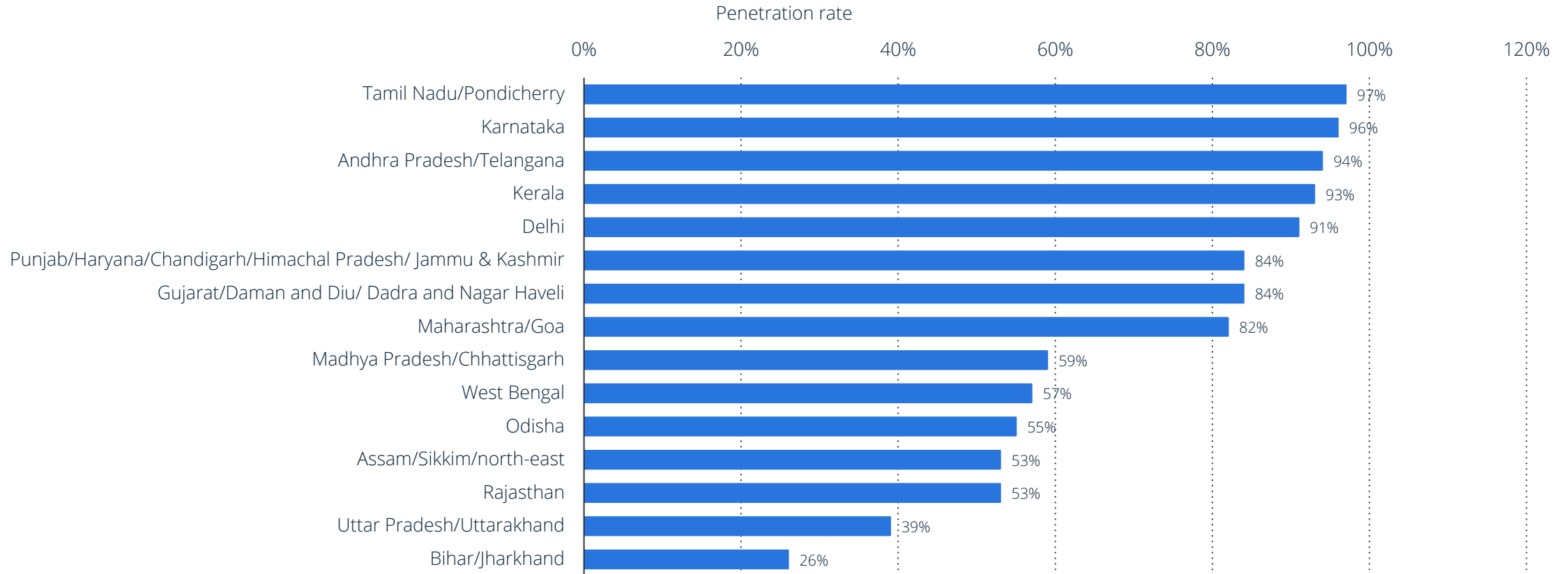
Further information regarding this statistic can be found on [page 51](#).

Source(s): BARC; The Digital Marketing Training Institute; [ID 1177509](#)

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TV penetration in India in 2018, by state

TV penetration in India 2018, by state



Note(s): India; 2018; 2+

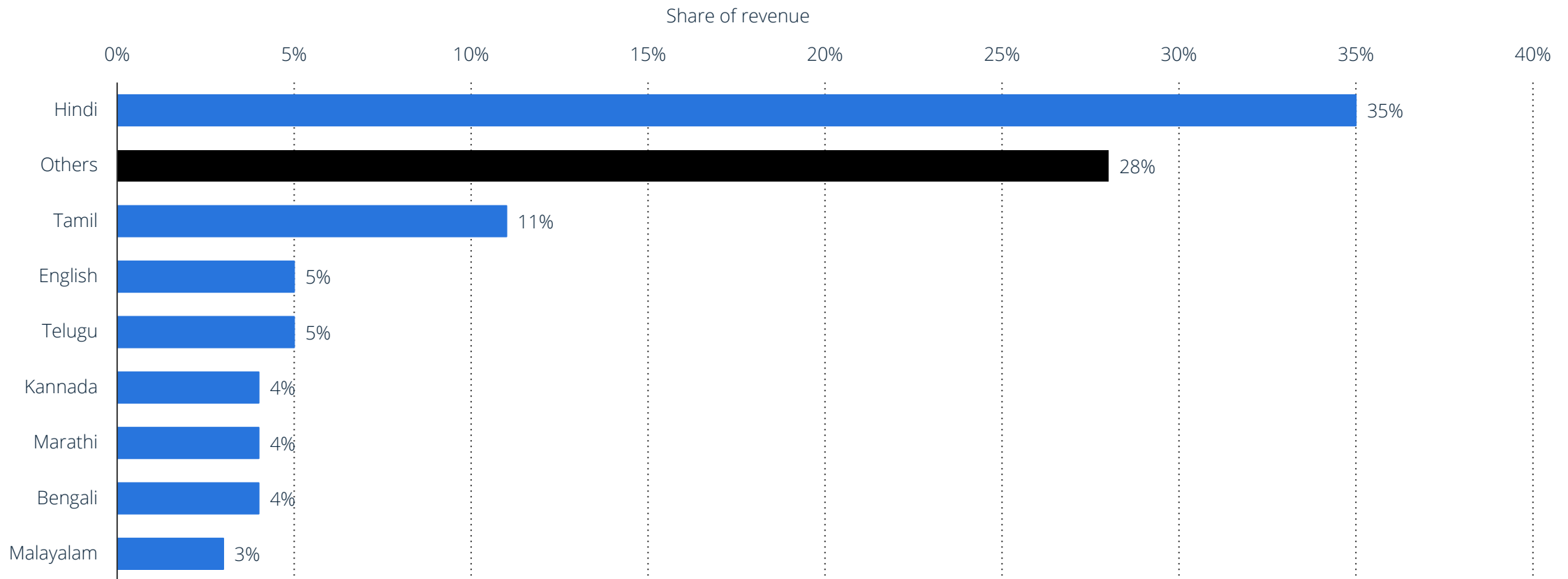
Further information regarding this statistic can be found on [page 49](#).

Source(s): BARC; The Digital Marketing Training Institute; [ID 1177498](#)

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Share of television advertising revenue across India in FY 2017, by language

Indian television advertising revenue share in India FY 2017, by language



Note(s): India; FY 2017

Further information regarding this statistic can be found on [page 46](#).

Source(s): Deloitte; [ID 889622](#)

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 - TV reach in India in 2018, by state (in millions)
 - TV penetration in India in 2018, by state
 - Share of television advertising revenue across India in FY 2017, by language

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