



CONQUERING THE DILEMMA OF MISMATCH BETWEEN PLANNED VS ACTUAL DELIVERIES OF TV MEDIA-PLAN

Media planning is all about being able to communicate efficiently and effectively with your potential consumers. Not only selection of media vehicle but content, timing, and placement of the ads can be aptly mapped to reach out to the potential Target Group, making them an invaluable part of any campaign. In view of that, TAM ratings become the backbone and one of the most vital variable for any media plan.

In the last couple of years, Indian television scenario has witnessed an influx of channels and programmes leading to an extremely dynamic viewership trend. Therefore, before reaching to any conclusion regarding the dependability and integrity of TAM Data it is imperative to identify factors, which could have an effect on the deliveries i.e., variations in pre and actual plan.

However before giving you a macro picture lets look at some of the microscopic aspects that one must carefully look into.

Lets do this exercise with a help of a hypothetical example: -

STEP ONE: MATCH THE NO. OF SPOTS CHANNEL WISE

	Planned	Actual	Variation
Channel 1	20	20	0
channel 2	30	30	0
Channel 3	55	55	0
Channel 4	45	45	0
Channel 5	75	75	0
Channel 6	100	100	0
Channel 7	100	100	0
Channel 8	50	50	0
Channel 9	40	40	0
Channel 10	35	35	0
Total	550	550	0

If there is no mismatch between the no of spots planned vs scheduled then we can go on to the next step, but if there are variations then we will further filter this to day-part level for the channels wherein the mismatch of spots is happening.

STEP 2: MAPPING PRE AND POST DELIVERIES

After checking for variations in the total no of spots the next step is to map pre and post deliveries.

PRE		1+ 2+ 3+ 4+ 5+ 6+ 7+							
channel	GRPS	1+	2+	3+	4+	5+	6+	7+	8+
channel 1									
channel 2									
channel 3	80								
channel 4									
channel 5									
channel 6									
channel 7	95								
channel 8									
channel 9									
channel 10									
Total	550	47	35	28	20	17	11	8	

POST		1+ 2+ 3+ 4+ 5+ 6+ 7+							
channel	GRPS	1+	2+	3+	4+	5+	6+	7+	8+
channel 1									
channel 2									
channel 3	20								
channel 4									
channel 5									
channel 6									
channel 7	15								
channel 8									
channel 9									
channel 10									
Total	370	38	22	17	15	11	9	5	

Now that it has been established that channel 3 and channel 7 are under delivering. We can move on to the next level, which is looking at the channel 3 and 7 to gauge

- Week wise viewership of pre plan with that of post plan period, and
- Filtering channels into day-parts to comprehend, which day-parts are specifically under delivering.

STEP 3: DAY-PART

After filtering down to the day-part level it is established that for channel 3 it is the prime time and for channel 7 it is the late prime time that is under delivering

Channel 3	Pre	Post	Variation
Morning			
Afternoon			
Late afternoon			
Evening			
Prime time	60	30	30
Late Prime			

Channel 7	Pre	Post	Variation
Morning			
Afternoon			
Late afternoon			
Evening			
Prime time			
Late Prime	55	10	45

After ascertaining which day-parts are under delivering the following can be undertaken: -

- Check scheduling for these day-parts/programme level
- Check GRPs for the spots and viewership, time-spent & reach at the programme level.

STEP 4: CHECK FOR SCHEDULING OF SPOTS

CHANNEL 3		
	# of spots Pre	# of spots Post
Prime Time	30	10

CHANNEL 7		
	# of spots Pre	# of spots Post
Late Prime	50	50

On having checked for the scheduling of spots on a day-part level it is established that for channel 3 during prime time 30 spots were scheduled in prime time, which is not matching with the post plan. Whereas in channel 7 all the spots that were scheduled in pre matches with the post. After having established the following should be done: -

- Check scheduling of spots for channel 3 at the programme level &
- For channel 7 check spots GRP and viewership, reach and time spent at the programme level

STEP 5: CHECKING SCHEDULING AT THE PROGRAMME LEVEL

CHANNEL 3

	# of spots Pre	# of spots Post
Prog A	20	0

After having filtered it down to the programme level it is determined that for programme A there were no spots scheduled in the post plan. Therefore the under deliveries can be attributable to non-scheduling of spots.

STEP 6: REACH, VIEWERSHIP AND TIME SPENT FOR CHANNEL 7

CHANNEL 7: PROGRAMMES IN LATE PRIME TIME

	Pre TVR	Post TVR	Pre Reach	Post Reach	Pre TS	Post TS
Prog A	12.50%	2%	45.67	12.57	6	3
Prog B	6.70%	3.50%	35.25	15.76	4	2
Prog C	2.50%	0.70%	20.25	8.75	3	1

This analysis helps us to determine that the fall in viewership, time spent and reach for the late prime time is the cause of under deliveries.

STEP 7: MARKET LEVEL ANALYSIS

After having established that fall in time spent, viewership and reach is the cause of under deliveries, Filter the analysis down to specific market to see where the drop is coming from, whether the drop is coming from a specific market or from all markets.

MARKET ANALYSIS FOR CHANNEL 7 (LATE PRIME TIME)

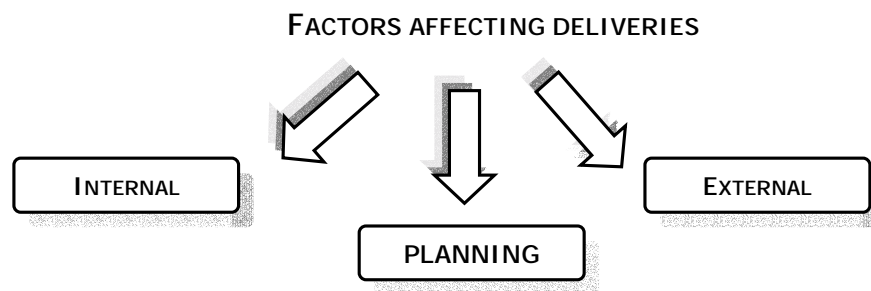
	Pre GRPs	Post GRPs	Pre TVR	Post TVR	Pre Reach	Post Reach	Pre TS	Post TS
Delhi	62	55	6.70%	6.23%	8.7	7.8	6	6
Mumbai	40	35	6.89%	6.78%	6.5	6.7	5	5
UP 1+	55	1	8.90%	1.20%	7.9	1.8	8	1
UP .1-1	62	1	10.28%	0.80%	8.8	0.6	9	1

So far we have been able to figure out that the drop in GRPs is resulting due to the substantial drop in time-spent, reach and viewership in the UP (1+ and .1-1) market. This can be due to the following reasons: -

- Electricity cuts in UP market
- Cable strike or other cable related problems
- Local festival taking place in that market
- Connectivity issues in that market
- And so on...

Now lets move on to a broader picture and lets look at aspects that can indirectly or directly have a bearing on the deliveries, which a planner should most certainly should take into consideration before preparing a plan.

MACRO FACTORS AFFECTING DELIVERIES



INTERNAL FACTORS

Gap between the pre and the actual deliveries can also be a function of internal factors, that is factors internal to the domain of TV viewership or having a direct bearing on changes in viewership, for instance:-

- change in FPC (fixed point chart)
- change in content of programme
- change in packaging of programme
- the programme is not telecasted anymore/telecast is stopped (eg, Naam Gum Jayega on Sony)
- influx of new programmes (eg, new programme same time band on another channel)
- the viewership of a programme is variable in nature (eg, Jeena isika naam hai)
- spots were not telecasted....and or spots not telecasted as per schedule (scheduling of spots)
- spots not monitored

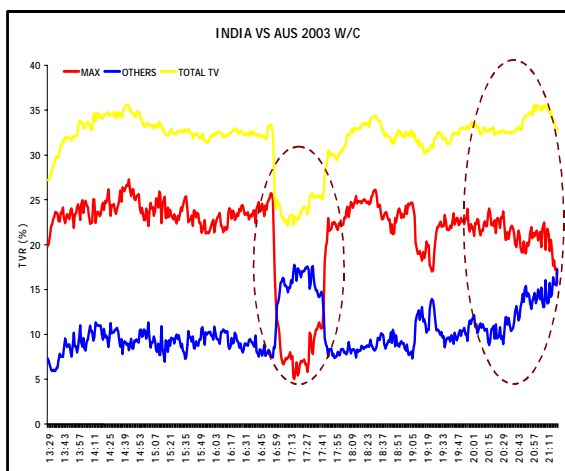
- events/sports/news
- influx of new channels (e.g., DD News)

Example 1: Cricket Phenomenon

Sports related events and in particular, cricket fundamentally influences viewership behavior. Viewership is relatively high when India is playing but, is it the same when India is losing? Well, exhibit **1b** clearly brings out that when India is playing the viewership rises and when it starts to lose, viewership for the match falls. The total TV viewership anyways shoot up.

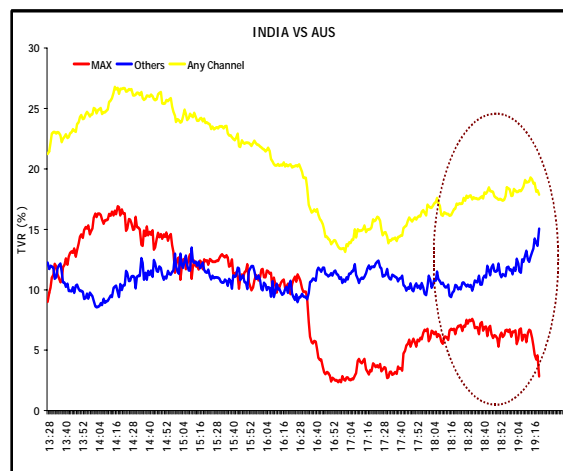
Therefore, even though it can be established that India match will garner substantial viewership, factors internal to match (i.e., wining losing, Sachin getting out etc) will have a direct bearing on the viewership of not only the match but total tv viewing and hence deliveries.

Exhibit: 1a



Source TAM Peoplemeter, CS 4+, Delhi and Mumbai

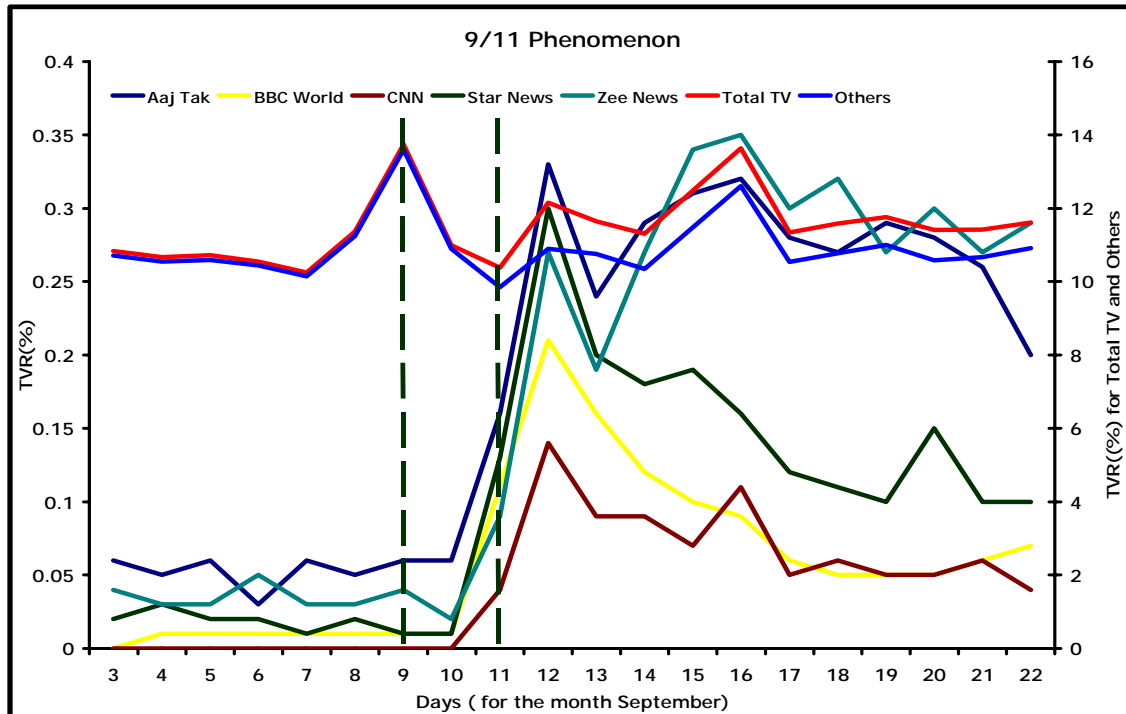
Exhibit: 1b



Example 2: Event; 9/11 Phenomenon

Events such as 9/11, which are unpredictable in nature, can influence viewership behavior. Exhibit 2 demonstrates how 9/11 drove the viewership for the news channels up and at the same time, total TV viewership and viewership for channels other than News fell during 9th - 11th September 2001.

Exhibit: 2

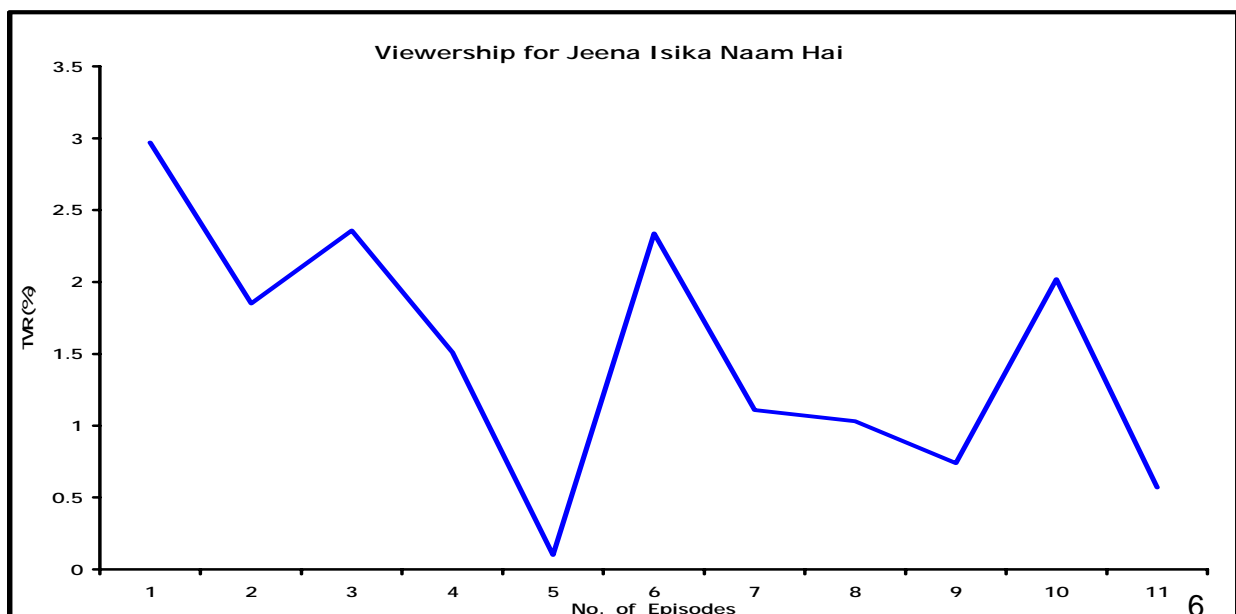


Source: TAM Peoplemeter, Wk:36-38, MKT: 6 Metros

Example 3: Jeena Isika Naam Hai

Even though planners at their end go through great lengths to carefully choose channels and programmes while preparing a pre plan. However, viewership for

Exhibit: 3



Source: TAM Peoplemeter, CS 4+, Delhi & Mumbai

programmes like Jeena Isika Naam hai are variable in nature, which have a direct impact on the post deliveries. Exhibit 3 clearly shows that viewership for such programmes (e.g., Jeena Isika Naam hai) are episodic in nature, i.e., vary with episodes.

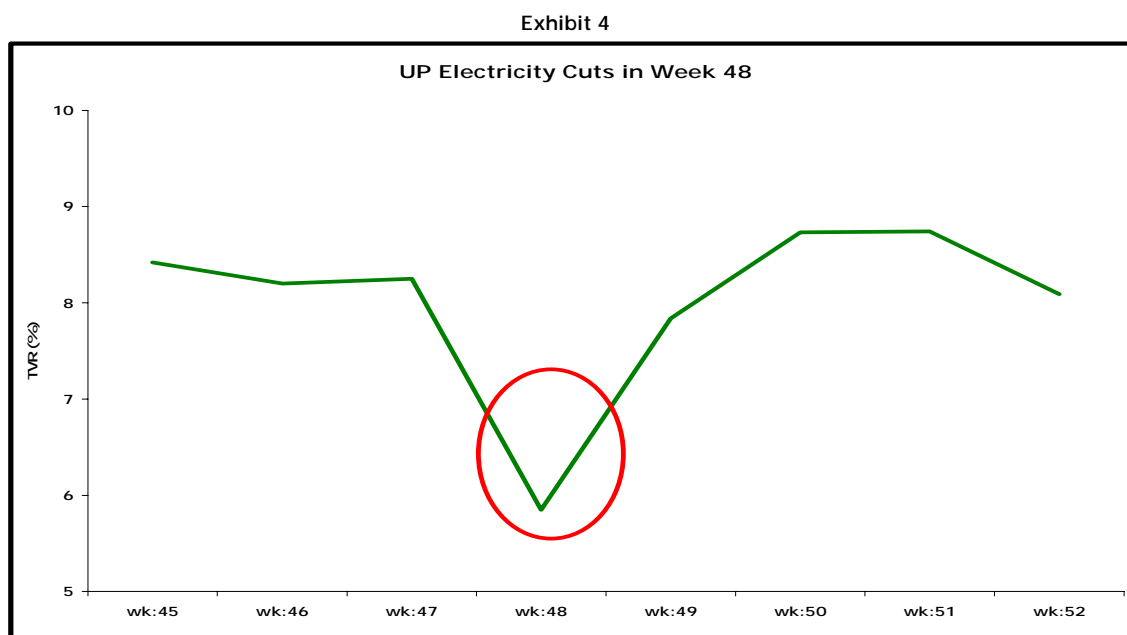
EXTERNAL FACTORS

Variations in the pre and post deliveries could also be attributable to external factors, that is, elements external to the domain of TV viewership or indirectly affecting viewership for instance:-

- Change in viewership pattern
- Change in lifestyle pattern
- Electricity cuts
- Cable failure and/or cable strike
- Seasonality/festive seasons
- Connectivity issues

Example 4: Electricity Cuts

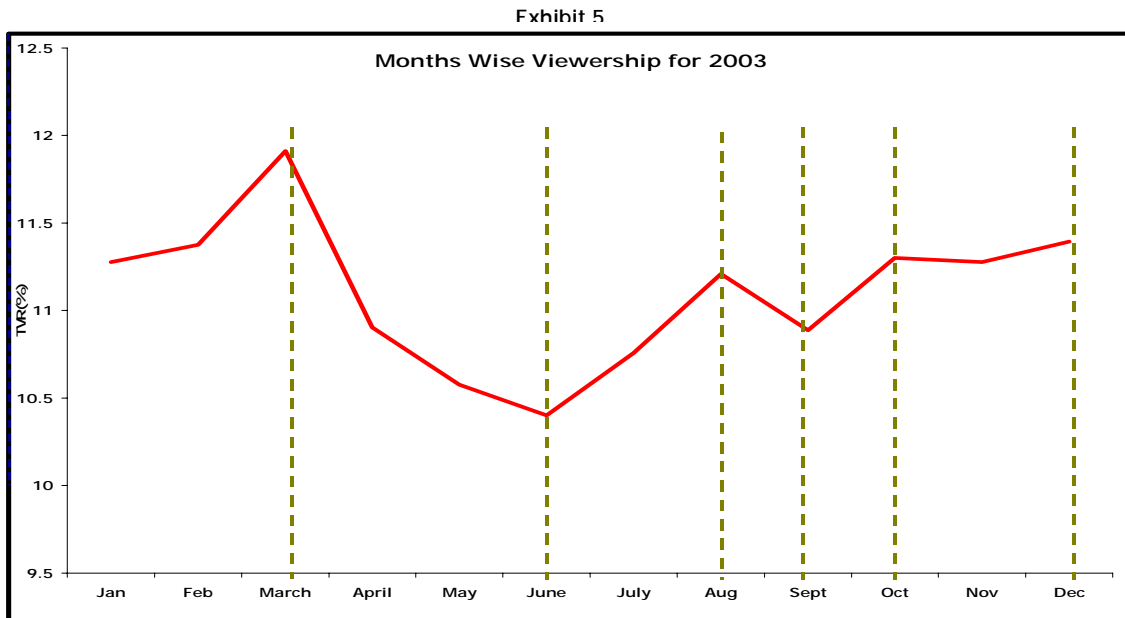
Exhibit 4 clearly substantiates that external factors such as electricity cuts can influence the viewership. During week 48 there were major electricity cuts in the UP market thereby causing fall in viewership (illustrated in Exhibit 4).



Source: TAM Peoplemeter, TG: CS 4+, MKT: UP .1-1 & 1+

Example 5: Seasonality

Exhibit 5 gives a picture of how seasonality affects viewership, it is clear that feb-march viewership goes up attributable to cricket world cup season, falls during march-may which is examination season and again shoots up in November which is festive season.



Source: TAM Peoplemeter, MKT: 6 Metros, WK: 1-52 for 2003, TG: CS 4+

PLANNING

Although both factors, internal and external to the domain of viewership have a bearing on the viewership and hence the post deliveries, as already discussed at length above. Nevertheless there can be factors at the planning end which could also be responsible for mismatch between pre and post deliveries which should also be seriously considered, some of these are stated below:-

- Mismatch of TG and programme, wherein programme selected is probably not skewed to that TG.
- Movie titles.
- Pre planning could have been done on programme reach whereas the planner should be looking at the spot/commercial level reach while preparing a pre plan.
- Since the schedule of spots is not in the hands of the planners, the planner should avoid putting spots in the 1st or the last position, optimum case scenario should be chosen.