



AUDIENCE DEFICIENCY UNIT (ADU): MANAGEMENT EXPLAINED

WHAT:

When TV schedules under-deliver on contracted audience guarantees, additional commercial units are provided to the Advertiser to make sure the deal is fulfilled. In TV, the Advertiser pays for the commercials when they run regardless of the audience size. This often becomes a pre-paid expense until the audience guarantee is reached.

WHY:

TV Audiences are declining but the sell side continues to inflate audience projections to maintain revenue. Often there is not enough inventory to provide all the audience that has been sold within the guarantee period. Advertisers and their agencies are left with network audience liabilities to recover that often go back several years.

HOW:

Audience restitution should be provided in similar inventory on the same network, and is very rarely a refund to the Advertiser. More recently the sell side is providing alternative means to settle old accounts which may or may not be in the Advertiser best interest.

WHY MMI:

We remove the pitfalls of agency and sell-side self-reporting. We are the only media audit firm tracking ADU balances owed, and providing visibility into the forms and timing of restitution your agency may have accepted. We do this using source documentation of deals and our groundbreaking software.

Learn more at www.mediaaudit.com