WHY TECHNOLOGY IS ESSENTIAL FOR TV ADVERTISING

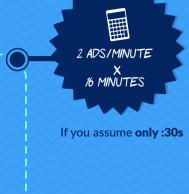
of TV spots they believe will deliver the best result for a given brand. Thirty years ago, this was easy. There were only about 30 channels, and each spot had the potential to reach millions of people in a particular target audience. Today, if they're not using technology, they have better odds of winning the

Marketers, media planners, and buyers are tasked with selecting the combination

Mega-Millions lottery than accurately selecting the optimal combination of spots for reaching a target audience on TV. Skeptical? Let's do the math.



network hour on TV*



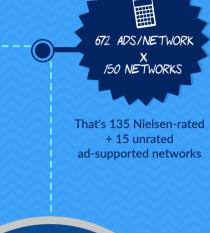


Assuming 3 hours of paid programming per day†

32 ADS Which means there are **32** ads per hour on

one network

672 ADS That adds up to 672 ads on one network per day





100,800 ads per day across all of TV

101KADS

Over two weeks, that's 1,411,200 total ads on TV WHAT DOES THAT

1.4M ADS

MEAN FOR MEDIA PLANNING? Let's say you're planning a two week campaign with about 200 spots. You

combinations would you have to try until you knew you had the absolute perfect set of spots? Here's how you figure it out: POSSIBLE COMBINATIONS: $\frac{1,411,200!}{200! (1,411,200-200)!} = 1.034 \times 10^{855}$

1.034 x 10⁸⁵⁵

have 1,411,200 possible spots to choose from, and have to select the set

combination of intuition and experience to make your selections—but

that will produce the most target audience reach. You can use a

even then, can you be sure you chose the right ones? How many

WHAT'S THE "!" MEAN? It is shorthand for a factorial.

WHAT'S A FACTORIAL? If n were 5, then n! would equal 5x4x3x2x1.

SO WHAT ARE

GETTING STRUCK BY LIGHTNING THIS YEAR THE CHANCES OF THAT ARE 1 in 700,000

LET'S START WITH SOME COMPARISIONS.

THE ODDS?

WINNING THE MEGA-MILLIONS LOTTERY

THE CHANCES OF THAT ARE WINNER! FILLING OUT A PERFECT NCAA BASKETBALL TOURNAMENT BRACKET

9,223,372,036,854,775,808

THE CHANCES OF THAT ARE

THE CHANCES OF THAT ARE

1 in 1.034 x 10⁸⁵⁵, a number

bigger than there are atoms

in the universe.

WHAT?! FUHGEDDABOUDIT.

BASICALLY NEVER GOING TO HAPPEN.

CALCULATING THE OPTIMAL TV MEDIA PLAN

in the the known

universe

THAT'S WHY TV ADVERTISING NEEDS TECHNOLOGY.

Simulmedia's VAMOS platform can do this math and calculate the optimal media plan in seconds. Whether you're optimizing for more reach, lower CPM, or maximum GRP delivery, VAMOS considers parameters like budget, timeframe, and network restrictions, and recommends the single best plan to achieve your campaign goals. By taking the guesswork out of media planning, the chances that VAMOS makes your TV advertising more efficient and effective are almost 100%.

To find out how VAMOS can help you drive better results for your TV

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https://www.universetoday.com/36302/atoms-in-the-universe/

National Geographic