

# WHY TECHNOLOGY IS ESSENTIAL FOR TV ADVERTISING

Marketers, media planners, and buyers are tasked with selecting the combination 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 Mega-Millions lottery than accurately selecting the optimal combination of spots for reaching a target audience on TV. **Skeptical? Let's do the math.**

## 16 MINS

There are 16 minutes of commercials per network hour on TV\*

2 ADS/MINUTE  
X  
16 MINUTES

If you assume only :30s

## 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

672 ADS/NETWORK  
X  
150 NETWORKS

That's 135 Nielsen-rated + 15 unrated ad-supported networks

## 101K ADS

100,800 ads per day across all of TV

## 1.4M ADS

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

## WHAT DOES THAT MEAN FOR MEDIA PLANNING?

Let's say you're planning a two week campaign with about 200 spots. You have 1,411,200 possible spots to choose from, and have to select the set that will produce the most target audience reach. You can use a combination of intuition and experience to make your selections—but even then, can you be sure you chose the right ones? How many 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:**

$$\frac{n!}{r!(n-r)!} \text{ OR } \frac{1,411,200!}{200!(1,411,200-200)!} = 1.034 \times 10^{855}$$

**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 THE ODDS?

LET'S START WITH SOME COMPARISONS.

### GETTING STRUCK BY LIGHTNING THIS YEAR

THE CHANCES OF THAT ARE

1 in 700,000

### WINNING THE MEGA-MILLIONS LOTTERY

THE CHANCES OF THAT ARE

1 in 258,890,850

PRETTY MUCH SLIM TO NONE.

### FILLING OUT A PERFECT NCAA BASKETBALL TOURNAMENT BRACKET

THE CHANCES OF THAT ARE

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

BASICALLY NEVER GOING TO HAPPEN.

### CALCULATING THE OPTIMAL TV MEDIA PLAN

THE CHANCES OF THAT ARE

1 in  $1.034 \times 10^{855}$ , a number bigger than there are atoms in the universe.

WHAT?! FUHGEDDABOUTIT.

10<sup>80</sup>

The number of atoms in 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 advertising, visit [www.makemytvadspersform.com](http://www.makemytvadspersform.com) and contact Simulmedia today.

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SOURCES:

National Geographic  
<http://money.cnn.com/2018/01/04/news/powerball-mega-millions-odds/index.html>  
<https://www.universetoday.com/36302/atoms-in-the-universe/>

\* On average, according to Nielsen Ad Intel and Kantar, not including paid programming  
† 21 is the median number of ad supported program hours per network, according to Tribune Media Services