MFA TELEVISION PRACTICE EXAM (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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Table of Contents

Copyright 1
Table of Contents 2
Introduction 3
How to Use This Guide 4
Questions 5
Answers 9
Explanations 11
Next Steps 16

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

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How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

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Questions

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1. On a block plan you may outline day-part split. What does this refer to?

A. The % of spots to buy in Peak and Off Peak time.

B. The % of TARPs to buy in each day of the week.

C. The % of spots to buy in each day of the week.

D. The % of TARPs to buy in Peak and Off Peak time.

2. The FTA TV Networks are constantly introducing new programs into their formats. As part of optimising your TV buy, what would you do to combat these potential unknown audience levels of new programs?

A. You could review historical ratings for similar types of programs.

B. Optimise by reviewing your TV buy using Survey Periods for the last four weeks.

C. This doesn't really alter the process you go through as you optimise, as long as all programs (new or ongoing) have an estimated audience level.

D. Optimise by reviewing your TV buy using Survey Periods for the same time last year.

3. What information should you supply to a Benchmarking Company reviewing your media buys for the last two years?

A. The TV post-analysis reports for both your client and the brands in their competitive set for this year and last year.

B. The TV rate card and discount, outlining all elements of your client TV deals for both years.

C. The TV rate card for the same period this year and last year.

D. The TV goals and target audience together with the time of year for the campaigns for both this year and last year.

4. What is the primary benefit of a single interface platform to buy Linear TV and BVOD across broadcasters?

A. The platform will simplify the process for buying Linear TV, Live streaming and Broadcaster Video on Demand, all in one place.

B. A single interface platform will benefit the Broadcasters more than TV buyers.

C. It will ensure that all spot availabilities are shown across the full TV landscape.

D. Such interface will eliminate the need to use holdings, and hence a far quicker and more accurate TV buying process.

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5. In a block plan, day-part split refers to the percentage allocated to which periods?

A. The total number of spots.

B. The duration of each spot.

C. The time of day for each spot.

D. Peak and Off Peak periods.

6. What would be a reason NOT to use a frequency strategy?

A. Your brand operates in a highly competitive and cluttered market.

B. You have a complex message to communicate.

C. You want to outshine the competition.

D. You have a high impact TVC and a recognized brand.

7. Your client is launching a new brand of sunblock which is due to be on shelf in Coles by early January, how will this timing affect your planning CPM?

A. Your planning CPM will be lower than average.

B. The ratecard is at its cheapest level.

C. Your planning CPM will increase.

D. As it will be high demand, your CPM will increase.

8. If the gross cost of the TV campaign is $1,350,000 what is the budget you have to spend with each TV Network if Seven's share is 37.5%, Nine's share is 45% and STV's share is 17.5%?

A. Seven - $455,625; Nine - $546,750; STV - $212,625

B. Seven - $607,500; Nine - $506,250; STV - $236,250

C. Seven - $ 506,250; Nine - $607,500; STV - $236,250

D. STV - $506,250; Nine- $607,500; Seven - $236,250

9. Why does Nielsen DCR have limited relevance to the measurement of BVOD consumption?

A. As it is based on census data and a panel and has been created to be a TV like measurement.

B. It cannot compare the relevance of BVOD vs Social Video.

C. It does not measure cross screen usage.

D. It cannot measure Connected TV consumption.

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10. As-Live viewing occurs under which condition?

A. Live viewing of a program as it airs.

B. Viewing a program after 7 days.

C. Watching a program the following day after midnight.

D. Yesterday's viewing of a program that was recorded on that day and then viewed before 2am.

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Answers

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1. D
2. A
3. D
4. A
5. D
6. D
7. A
8. C
9. C
10. D

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Explanations

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1. On a block plan you may outline day-part split. What does this refer to?

A. The % of spots to buy in Peak and Off Peak time.

B. The % of TARPs to buy in each day of the week.

C. The % of spots to buy in each day of the week.

D. The % of TARPs to buy in Peak and Off Peak time.

The main idea is how you allocate the total advertising weight across different times of the day. On a block plan, day-part split means deciding what share of the total TARPs you'll buy during peak times and what share during off-peak times. TARPs are the measure of advertising weight, so expressing the split as a percentage of TARPs shown when audiences are largest (Peak) versus when they're smaller (Off Peak) directly controls reach and cost efficiency across the day. This weighting matters because peak periods typically have larger audiences, so you'll often assign a larger portion of TARPs there to maximize impact, while off-peak times can offer cost savings with still valuable reach. The other ideas aren't the focus here: it's not about the percentage of spots, and it's not about dividing the weight by day of the week. The day-part split specifically targets how TARPs are distributed between Peak and Off Peak times.

2. The FTA TV Networks are constantly introducing new programs into their formats. As part of optimising your TV buy, what would you do to combat these potential unknown audience levels of new programs?

A. You could review historical ratings for similar types of programs.

B. Optimise by reviewing your TV buy using Survey Periods for the last four weeks.

C. This doesn't really alter the process you go through as you optimise, as long as all programs (new or ongoing) have an estimated audience level.

D. Optimise by reviewing your TV buy using Survey Periods for the same time last year.

When you have a new program with no existing audience data, you forecast its potential by looking at historical ratings for similar types of programs. This uses proven patterns from comparable content to estimate how big the audience could be, what demographics might tune in, and how often they'll watch. That gives you a more realistic basis for your TV buy, helping you set appropriate reach and frequency targets and allocate spend with greater confidence. Relying on only a short recent window or on last year's timing can mislead you, because it may not reflect the new program's appeal or current viewing trends. It also assumes there's data for every program, which isn't the case for new formats. So using historical data from comparable programs directly addresses the unknowns and leads to smarter planning.

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3. What information should you supply to a Benchmarking Company reviewing your media buys for the last two years?

A. The TV post-analysis reports for both your client and the brands in their competitive set for this year and last year.

B. The TV rate card and discount, outlining all elements of your client TV deals for both years.

C. The TV rate card for the same period this year and last year.

D. The TV goals and target audience together with the time of year for the campaigns for both this year and last year.

Benchmarking media buys works best when you provide context about what you were trying to achieve, who you were trying to reach, and when the campaigns ran. The goals explain what success looks like and which metrics matter, while the target audience clarifies the specific viewer segments the buys were aimed at. Including the time of year for the campaigns captures seasonality and calendar factors that influence reach, CPMs, and competitive pressure. When you give these elements for both this year and last year, the benchmarking company can compare like-for-like performance and distinguish changes due to strategy from those due to seasonality or audience shifts. Postscripts like post-analysis reports or rate cards don't supply that planning and timing context, which is essential for meaningful benchmarking.

4. What is the primary benefit of a single interface platform to buy Linear TV and BVOD across broadcasters?

A. The platform will simplify the process for buying Linear TV, Live streaming and Broadcaster Video on Demand, all in one place.

B. A single interface platform will benefit the Broadcasters more than TV buyers.

C. It will ensure that all spot availabilities are shown across the full TV landscape.

D. Such interface will eliminate the need to use holdings, and hence a far quicker and more accurate TV buying process.

A single interface that covers Linear TV, live streaming, and BVOD centers on simplifying the buying workflow across all those formats. By having inventory from multiple broadcasters in one place, buyers avoid juggling separate platforms, reconciling different campaign controls, and duplicating steps. This consolidation reduces manual work, lowers the chance of errors, accelerates approvals, and helps keep targeting and measurement consistent across traditional linear and on demand TV. The other choices describe outcomes that aren't the primary benefit: simply showing all availabilities is useful but not the main value, the benefit isn't limited to broadcasters, and the interface doesn't necessarily eliminate holdings or guarantee faster, error free execution.

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5. In a block plan, day-part split refers to the percentage allocated to which periods?

A. The total number of spots.

B. The duration of each spot.

C. The time of day for each spot.

D. Peak and Off Peak periods.

Daypart split is about how a block plan divides the schedule across different parts of the day, allocating a percentage of the total inventory to times when audiences are most (peak) and least (off-peak) available. It's not about how many spots you have, how long each spot lasts, or the exact clock times assigned to individual spots. Instead, it assigns proportions to peak versus off-peak periods to balance reach and cost. For example, a plan might put a larger share of spots in peak times to maximize exposure, with the remainder placed in off-peak periods.

6. What would be a reason NOT to use a frequency strategy?

A. Your brand operates in a highly competitive and cluttered market.

B. You have a complex message to communicate.

C. You want to outshine the competition.

D. You have a high impact TVC and a recognized brand.

Frequency strategy focuses on how often the same audience needs to see the message to build recall. If your brand is already well known and you have a high impact TVC, you can achieve strong impact with fewer exposures because the creative is memorable and the brand equity does a lot of the heavy lifting. Pushing for more repetitions in that scenario often wastes budget and can lead to audience fatigue without delivering much extra lift. In contrast, in a cluttered, competitive market with a complex message or when the goal is to outshine competitors, higher frequency helps cut through and ensure the message is understood. So, the presence of a high-impact TVC and a recognized brand makes a frequency-heavy approach less necessary, which is why that option is the best reason not to use a frequency strategy.

7. Your client is launching a new brand of sunblock which is due to be on shelf in Coles by early January, how will this timing affect your planning CPM?

A. Your planning CPM will be lower than average.

B. The ratecard is at its cheapest level.

C. Your planning CPM will increase.

D. As it will be high demand, your CPM will increase.

The timing tests how seasonality pushes the price you pay to reach audiences. CPM is driven by competition for ad space—when many advertisers are buying, prices rise; when demand eases, inventory becomes cheaper. After the holiday period, overall ad demand often softens, so the available inventory is higher relative to demand, which tends to push planning CPM below the yearly average. Launching a sunblock line in January aligns with the sunny season, but the media market around that time can still be lighter, yielding a lower CPM than average. In contrast, if demand were high (for example, ahead of holidays or major events), CPM would rise, and fixed rate cards don't guarantee the cheapest rate—the actual CPM reflects current demand and inventory.

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8. If the gross cost of the TV campaign is $1,350,000 what is the budget you have to spend with each TV Network if Seven's share is 37.5%, Nine's share is 45% and STV's share is 17.5%?

A. Seven - $455,625; Nine - $546,750; STV - $212,625

B. Seven - $607,500; Nine - $506,250; STV - $236,250

C. Seven - $ 506,250; Nine - $607,500; STV - $236,250

D. STV - $506,250; Nine- $607,500; Seven - $236,250

Distribute the total budget in proportion to each network's share. Convert the percentages to decimals: 37.5% = 0.375, 45% = 0.45, 17.5% = 0.175. Multiply each by the gross cost of 1,350,000. Seven: 1,350,000 × 0.375 = 506,250 Nine: 1,350,000 × 0.45 = 607,500 STV: 1,350,000 × 0.175 = 236,250 These sums add up to the total, confirming the allocations. So the budget allocations are Seven: 506,250; Nine: 607,500; STV: 236,250.

9. Why does Nielsen DCR have limited relevance to the measurement of BVOD consumption?

A. As it is based on census data and a panel and has been created to be a TV like measurement.

B. It cannot compare the relevance of BVOD vs Social Video.

C. It does not measure cross screen usage.

D. It cannot measure Connected TV consumption.

Cross-screen viewing is the key idea here. BVOD is watched across multiple devices—TV screens, connected-TV devices, tablets, smartphones, and desktops. To understand true reach and how often people see BVOD content, you need to connect viewing across all those screens into a single viewer or household footprint, not just look at activity on one device. Nielsen DCR focuses on digital video data within a single screen context and doesn't tie together cross-device, cross-screen behavior. Because BVOD exposure often travels from one device to another, a measurement approach that can't unify those touchpoints will miss a substantial portion of actual viewing and misrepresent reach and frequency. That limitation makes DCR less relevant for fully capturing BVOD consumption. In short, BVOD requires cross-screen measurement to reflect real-world viewing, and DCR's lack of cross-screen integration is why its relevance is limited.

10. As-Live viewing occurs under which condition?

A. Live viewing of a program as it airs.

B. Viewing a program after 7 days.

C. Watching a program the following day after midnight.

D. Yesterday's viewing of a program that was recorded on that day and then viewed before 2am.

As-live viewing is about watching a program with almost no delay from its original broadcast, so the experience feels like it's happening in real time. The scenario fits because the program is recorded on the day of its transmission and then watched within a short window (before 2am the next day), preserving the near-live timing. This keeps the viewing experience close to live, unlike longer delays such as waiting days to watch.

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Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

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We wish you the very best on your exam journey. You've got this!

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