MFA TELEVISION PRACTICE EXAM (SAMPLE)

STUDY GUIDE

SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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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.

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!

Questions

1. **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

2. **What are the key metrics to track BVOD against?**
   A. Viewability
   B. Completion Rate
   C. Impressions and Clicks
   D. All of the above

3. **Which step is identified as useful when a TV network update creates a variance between booked spend and actual holdings?**
   A. Review percentage splits across different length TVCs.
   B. Compare each market total with holdings total.
   C. Confirm net costs versus gross costs.
   D. Ignore the variance and proceed.

4. **Which metric is most directly used to assess the cost efficiency of a TV program?**
   A. Target reach
   B. Genre popularity
   C. The level of audience relative to spot cost
   D. Production quality

5. **What is the In-View % measurement defining?**
   A. The measurement of Brand Safety within your BVOD campaign
   B. The % of viewers that watched the full advertising service from beginning to end
   C. The level of impressions and clicks for each individual execution
   D. Proportion of an advertising frame that appears within a viewable space

6. 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.

7. The majority of viewing happens in the evening, this is called...

A. Peak viewing

B. Off-peak

C. Midday

D. Night-time

8. Using the below Metropolitan audience numbers, what are the commercial audience shares for the commercial networks? SEVEN 670,000 NINE 665,000 TEN 550,000 SBS 325,000 ABC 300,000

A. Seven 28.2%, Nine 27.3%, Ten 21.5%, SBS 15.7%

B. Seven 30.3%, Nine 30.1%, Ten 24.9%, SBS 14.7%

C. Seven 26.7%, Nine 26.5%, Ten 21.9%, SBS 12.9%

D. Seven 31.3%, Nine 29.1%, Ten 26.9%, SBS 12.7%

9. MxM ratings data represents which statement best describes it?

A. Monthly average ratings data.

B. Multi-channel cross-sectional data.

C. Market exposure metrics.

D. Minute by Minute ratings data recording the actual rating of your spot when it appeared.

10. If you have a complex message to advertise so the TV Planner has set a higher Frequency goal, what is a buying tactic you could use to achieve this Frequency goal?

A. Double spot in the same program.

B. Don't include fringe programs within the buy.

C. Select programs that are in the Top 10.

D. Skew the TV buy to weekend day.

Answers

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

Explanations

1. **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.

2. **What are the key metrics to track BVOD against?**

   A. Viewability

   B. Completion Rate

   C. Impressions and Clicks

   D. All of the above

BVOD campaigns are judged by how visible, engaging, and actionable they are for viewers. Viewability ensures the ad actually had the chance to be seen, which is essential because an exposure that isn't seen doesn't deliver impact. Completion rate reveals how much of the video viewers watched, pointing to the effectiveness of the creative and the suitability of the ad length for the audience. Impressions measure overall exposure—how many times the ad was served and the potential reach, which helps you understand scale and frequency. Clicks capture direct engagement or action taken after viewing, when the platform supports interactive elements, indicating visitor intent or interest beyond mere exposure. Because BVOD success comes from a combination of reach, visibility, engagement, and action, tracking all of these metrics provides the most complete view of performance. Some platforms or campaigns may place more emphasis on one metric, but together they give a fuller picture of effectiveness.

3. **Which step is identified as useful when a TV network update creates a variance between booked spend and actual holdings?**

   A. Review percentage splits across different length TVCs.

   B. Compare each market total with holdings total.

   C. Confirm net costs versus gross costs.

   D. Ignore the variance and proceed.

When a network update creates a gap between what was booked to spend and what holdings show, you need to reconcile the data at the most granular level possible. Comparing each market total with its holdings total lets you see exactly where the mismatch sits and by how much. That market-by-market view is essential because variances often arise from market-specific changes in inventory or timing, and identifying the exact market with the discrepancy points you straight to the root cause—whether it's a last-minute update, an rate change, or a misallocation. Once you spot the variance by market, you can drill into the details to resolve it, aligning the booked spend with the actual holdings. In contrast, other steps may reveal how spend is composed by ad length or focus on cost accounting, but they won't pinpoint which market is out of line or allow targeted correction. Ignoring the variance offers no path to reconciliation.

4. Which metric is most directly used to assess the cost efficiency of a TV program?

A. Target reach

B. Genre popularity

C. The level of audience relative to spot cost

D. Production quality

The main idea here is measuring cost efficiency by how much audience you get for each unit of money spent. The metric that directly links audience size to the spot's cost is the clearest way to gauge value, because it shows how efficiently the advertising spend translates into reach. If two programs deliver similar audiences but one has a lower cost, that's more efficient; if the audience is larger but the price climbs disproportionately, efficiency drops. The other ideas don't directly assess this balance: target reach tells you how many people you reach but not what you pay for that reach, genre popularity reflects interest rather than cost relative to audience, and production quality concerns the creative execution, not the cost efficiency of airing the program. So assessing the level of audience relative to spot cost most directly measures cost efficiency.

5. What is the In-View % measurement defining?

A. The measurement of Brand Safety within your BVOD campaign

B. The % of viewers that watched the full advertising service from beginning to end

C. The level of impressions and clicks for each individual execution

D. Proportion of an advertising frame that appears within a viewable space

In-View % measures visibility by looking at how much of the ad actually appears in the viewer's visible area. The main idea is to quantify how much of the ad frame is within the viewport that the user can see, not whether the user watches the whole thing or how many times it's served. This metric isn't about brand safety or about counting impressions or clicks. It isn't about whether someone completes watching the ad. It's about visibility: what portion of the ad is in view at any given moment, typically summarized across time and viewers. For example, if half of the ad's frame is within the viewable space most of the time, the In-View % would reflect that partial visibility, whereas if the entire frame is in view, it would be higher.

6. 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.

7. The majority of viewing happens in the evening, this is called...

A. Peak viewing

B. Off-peak

C. Midday

D. Night-time

Viewing patterns show that audiences cluster in a specific window when most people are free to watch. In many markets, the evening hours draw the biggest crowd, so this period is described as peak viewing. It marks the time with the highest ratings and advertising value. Off-peak refers to times outside this window, midday is typically lighter, and night-time can extend later but doesn't capture the overall peak in most cases. So the best term for this phenomenon is peak viewing.

8. Using the below Metropolitan audience numbers, what are the commercial audience shares for the commercial networks? SEVEN 670,000 NINE 665,000 TEN 550,000 SBS 325,000 ABC 300,000

A. Seven 28.2%, Nine 27.3%, Ten 21.5%, SBS 15.7%

B. Seven 30.3%, Nine 30.1%, Ten 24.9%, SBS 14.7%

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D. Seven 31.3%, Nine 29.1%, Ten 26.9%, SBS 12.7%

The numbers for the commercial networks are turned into shares by dividing each network's audience by the total audience across all commercial networks. So, add up the commercial audiences: 670 + 665 + 550 + 325 = 2,210 thousand. Then compute each share: - Seven: 670 / 2,210 ≈ 0.303, about 30.3% - Nine: 665 / 2,210 ≈ 0.300, about 30.0% (roughly 30.1% depending on rounding) - Ten: 550 / 2,210 ≈ 0.249, about 24.9% - SBS: 325 / 2,210 ≈ 0.147, about 14.7% These rounded shares align with the option that lists Seven around 30.3%, Nine around 30.1%, Ten 24.9%, and SBS 14.7%. The small variation in Nine's percentage is just from rounding conventions.

9. MxM ratings data represents which statement best describes it?

A. Monthly average ratings data.

B. Multi-channel cross-sectional data.

C. Market exposure metrics.

D. Minute by Minute ratings data recording the actual rating of your spot when it appeared.

Minute-by-minute ratings data measures the audience rating for your spot at every minute it airs, giving a precise, time-stamped view of who was watching when the ad appeared. That level of granularity is what MxM is designed to capture, recording the actual rating exactly as the spot runs. Other descriptions describe broader patterns or different data shapes: a monthly average loses the moment-to-moment timing, while a cross-sectional across channels describes a snapshot across channels rather than a time-aligned per-minute record, and market exposure metrics refer to overall exposure concepts rather than the minute-by-minute rating of the spot.

10. If you have a complex message to advertise so the TV Planner has set a higher Frequency goal, what is a buying tactic you could use to achieve this Frequency goal?

A. Double spot in the same program.

B. Don't include fringe programs within the buy.

C. Select programs that are in the Top 10.

D. Skew the TV buy to weekend day.

When you need more exposure for a complex message, the goal is to boost how often the same audience sees the ad. Doubling up a spot in the same program directly increases those repetitions, delivering more impressions to the same viewers within the plan. This tighter repetition helps raise the frequency metric without changing who you're reaching, which is exactly what a higher Frequency goal requires. Other tactics that try to broaden reach, like avoiding fringe programs, chasing Top 10 programs, or shifting to weekend days, tend to spread impressions across more viewers or different time slots rather than concentrate them. That can improve reach or shift the audience, but it doesn't reliably increase how often the same people see the message, which is the essence of boosting frequency.

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:

https://mfatv.examzify.com

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