



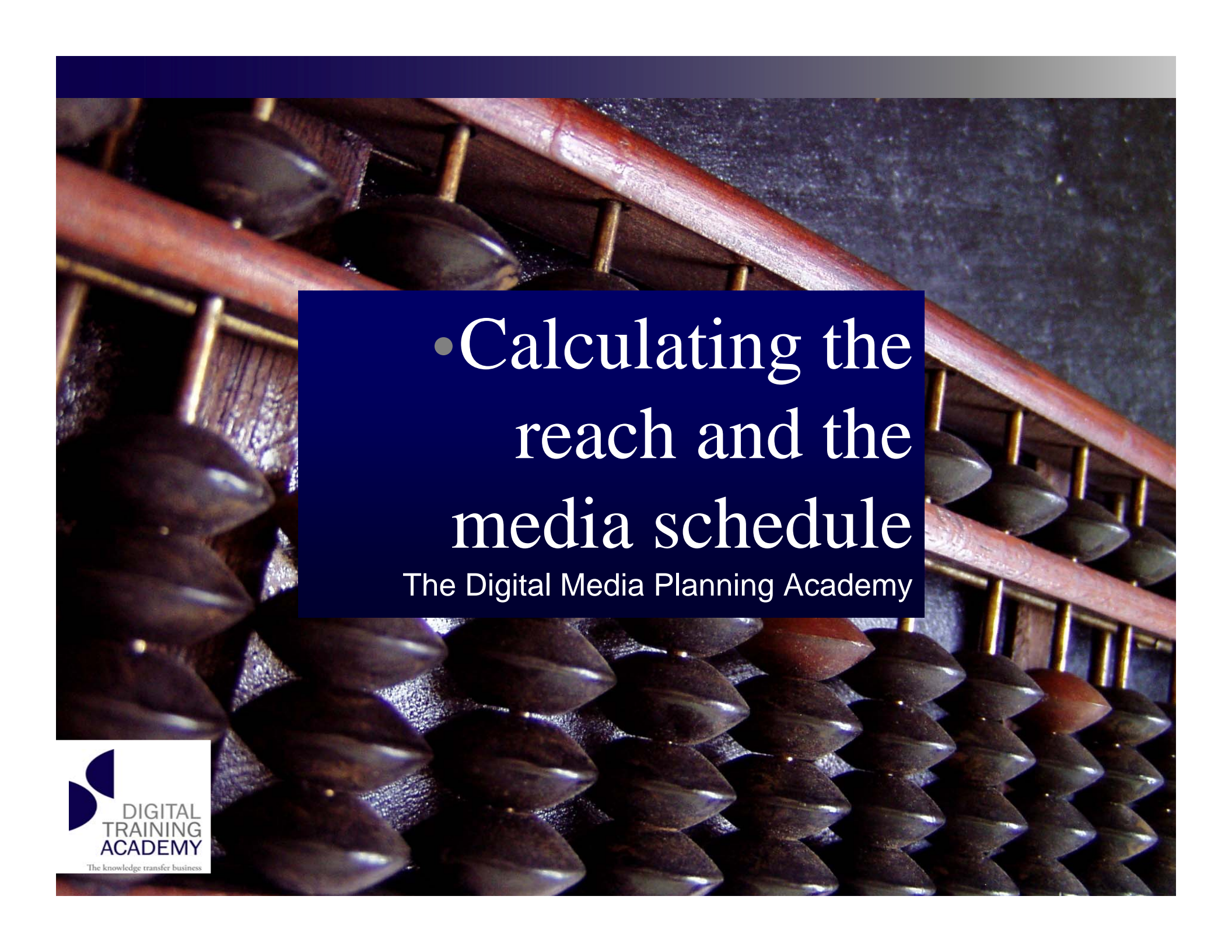
Building stronger digital teams

## Rethinking media schedules; knowing the reach

### Digital Media Planning Academy

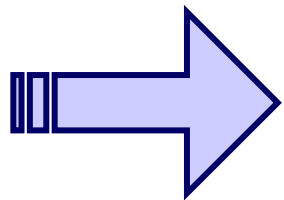
Digital Training Academy

Just because two sites share a similar audience profile doesn't mean they'll share the exact same viewers. Follow the models of media planning from classic media and they will only help so far. To plan online media really well means understanding the role of advertising rotations and the reason why not everyone visiting a site sees all of the adverts. The implication is simple: by adding more sites to the schedule campaign reach increases greatly.



- Calculating the reach and the media schedule

The Digital Media Planning Academy



# ***Rethinking reach and the media schedule***

**A unique behaviour for online media**

## Question: Building the schedule

**“How many sites on the schedule?”**

# Media planning: think again

The image displays two side-by-side screenshots of the Telegraph.co.uk website, illustrating media planning. Both screenshots show the website's layout, including the navigation menu, search bar, and various content blocks.

**Left Screenshot:**

- Header:** Telegraph.co.uk logo, "NO 1 WEBSITE" badge, and "Free Classic British Composers CD collection" link.
- Navigation:** Home, News, Sport, Business, Travel, Jobs, Motoring, Property, SEARCH.
- Main Content:**
  - Article: "Blair calls for more homegrown Imams" with sub-headline "Islam and Muslims in the World Today".
  - Text: "Blair says Imams from all of Britain's universities would help Muslims integrate into society. No 10 hits back at Putin's nuclear threat. London unveils 'inclusive' Olympics logo. CPS to reopen cash for honours investigation."
- Sidebars:**
  - Left: "MATT", "Alex", "Make us laugh", "Telegraph pm", "AUDIO & VIDEO", "MOST VIEWED" (Put in nuclear against Europe, Put to blow up...).
  - Right: "MATT", "Alex", "Make us laugh", "Telegraph pm", "AUDIO & VIDEO", "MOST VIEWED" (Put in nuclear against Europe, Put to blow up...).

**Right Screenshot:**

- Header:** Telegraph.co.uk logo, "NO 1 WEBSITE" badge, and "Free Classic British Composers CD collection" link.
- Navigation:** Home, News, Sport, Business, Travel, Jobs, Motoring, Property, SEARCH.
- Main Content:**
  - Article: "Paris Hilton starts jail sentence" with sub-headline "Paris Hilton starts jail sentence".
  - Text: "Paris Hilton starts jail sentence. Paris Hilton starts jail sentence. Paris Hilton starts jail sentence."
- Sidebars:**
  - Left: "MATT", "Alex", "Make us laugh", "Telegraph pm", "AUDIO & VIDEO", "MOST VIEWED" (Put in nuclear against Europe, Put to blow up...).
  - Right: "MATT", "Alex", "Make us laugh", "Telegraph pm", "AUDIO & VIDEO", "MOST VIEWED" (Put in nuclear against Europe, Put to blow up...).

# Campaign reach: think again

The image displays two side-by-side screenshots of the Telegraph.co.uk website, illustrating a high density of content and advertisements. The left screenshot shows a page with a main headline 'Blair calls for more homegrown Imams', a sub-headline 'Islam and Muslims in the World Today', and several smaller articles and ads. The right screenshot shows a similar page layout with a different main headline 'Paris Hilton starts jail sentence' and a sub-headline 'Blair calls for more homegrown Imams'. Both pages feature a navigation bar, a search bar, and a sidebar with various links and ads. The layout is highly structured and visually busy, with many small text blocks and images.

- 1 page: 12 ads
- No duplication of audience
- Extra sites build campaign reach, not burning frequency
- Harnessing more sites helps generate more value

# ***Implications***

- **Adding more sites builds reach**
- **Adding more sites maintains media value**
- **Question: will budgets work harder online than in classic media?**

# ***Reach***

***Building a wider and deeper  
portfolio of sites on the schedule***



# *Digital Training Academy*

## *Simple lessons*

*Ask your questions in the Digital Online Classroom*

*[www.DigitalTrainingAcademy.com/mediaplanning](http://www.DigitalTrainingAcademy.com/mediaplanning)*



*Building stronger digital businesses*

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# Digital Training Academy

## Simple lessons

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# Building stronger digital teams

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