

THE FIRST ANNUAL MEDIA DIRECTORS' CIRCLE (AMDC)
ORGANIZED BY
MEDIA INDEPENDENT PRACTITIONERS ASSOCIATION OF NIGERIA (MIPAN)

26 TH APRIL 2005 AT SHERATON HOTELS & TOWER

THEME: MEDIA MONITORING & COMPLIANCE COLLABORATING TO AGREE STANDARDS:
THE WATCHDOG REPORT.

SUBJECT: COMMUNIQUE

After various presentations and intense deliberation by industry stakeholders. The following were agreed as minimum standards, for the WATCH DOG REPORT.

A. BASIC CONTENT OF THE WATCH DOG REPORT

The report should be easy to understand, report and interpret.

The report should have a common identity to both buyer and seller of media.

It should contain the client's name.

It should contain broadcast station.

It should contain Time Belt, Days and Dates of broadcast.

It should contain exact time of broadcast and the programmes were applicable.

It should contain duration of material, identity and advert quality.

Applicable rates: ROS.

B. ACCEPTABLE TIME LINE FOR SUBMISSION OF REPORT SO AS NOT TO JEOPARDISE THE INTEREST OF OTHER PARTIES

Broadcast materials from Agencies/Advertisers, should reach media suppliers and monitoring agencies 72 hours before commencement of campaign.

Report from Monitoring Agencies should reach Advertisers/Agencies by 15th of the month following the month been reported.

C. ACCEPTABLE ARCHIVE PERIOD TO PROTECT OTHER PARTIES'S INTEREST

The archival period should be 90 days, from the month of capture if there is no query.

D. SANCTIONS/PENALTIES FOR NON COMPLIANCE ON THE PART OF MEDIA FOLLOWING STANDARD PROCESS OF RECONCILIATION OF ALL MEDIA

It was agreed that in the event discrepancies between Invoices/CPs from media suppliers and the monitor, the agency/Advertiser should inform the media supplier through a letter clearly stating the problems.

Recommended period of response by media suppliers is two weeks.

In the absence of off-air recording by media suppliers, easy access must be provided to review the archive of the monitoring agencies.

Where media suppliers fail to respond to query, they should not be paid.

The monitoring report should be upheld as correct.

SIGNATORIES:

Mr. Ayo Oluwatosin
MIPAN President

Mr. Tolu Ogunkoya
Chairman Planning Committee AMDC

Mr. Ernest Abizu
Secretary AMDC