T ∞ I

TV, TV, DMB TV 가 , /
.
.
Welcomm ZenithOptimedia

/ 가 TV , , CPRP . 가

ROI(Returns on Investment:) 가

가 , CPM . TV ROI Opportunity-to-

Coverage

ROI Opportunity-to

•

가 , ,

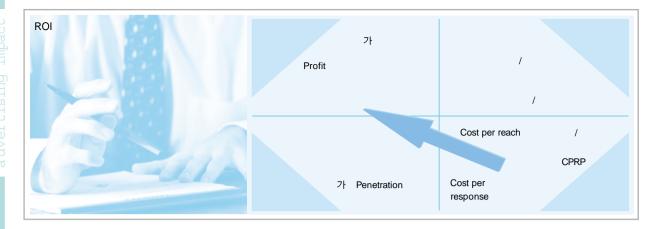
per Rating Point: 1 Rating Point /

CPM(Cost per Thousand: ,

) CPM(Cost per Fnousand: , , , , , ROI , , , CPRP ROI , ROI , ROI

가 ,

TV/ Planning



Planning . MCA ATL BTL, PR, Positioning . 가 ZenithOptimedia - The ROI Agency , Starcom - Fueling brand power , OMD - Insights, Ideas, Results Insight, Idea ROI Brand Experience ROI Point(Contact , CPRP(Cost per Rating Point), Cost ROI 1%), Cost per per Reach(Brand Response(, , Experience Share(가 가 Penetration, 3~6 Tracker ROI Profit, , 가 ROI Tool ROI 가 ROI ROI

MCA(Market Contact Audit)

ROI

1 - 1000 + 2000

KAA