

Finance

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Monthly Data Fees

Written by Caitlin Mermelstein | Last published at: July 09, 2024

Part of your linear and streaming TV campaign includes data fees. Depending on your needs, you'll see some or all of the below fees on your invoice.

Dubhouse and Watermarking fees (Extreme reach)	Rate	Per	Type of Media	What are these for?
Per Creative Fees:				
Slate card added before commercial	\$45	/Creative	Linear	Slate cards are 5-second identification screens that play at the front of a creative but are not shown on TV and provide required identification of each creative for linear distribution. If no slate card exists, we can have one added for you for this fee. If a slate card exists on the creative, this fee is not needed.
Watermarking via Kantar/BVS	\$120	/Creative	Linear	Watermarking allows for the tracking of creatives. Each creative bound for linear TV must be watermarked.
Watermarking via Inscape/Vizio	\$30	/Creative	Linear and Streaming	Same as above, but for streaming.
Down converting an HD spot to SD (for those stations who require SD)	\$25	/Creative	Linear	Most linear TV networks use High Definition now, but for a few networks that still broadcast in Standard Definition we must deliver creatives in Standard Definition format. If an SD formatted creative is not provided, our trafficking Linear partner can downconvert for this fee.
Per Creative Per Network fees for Delivery:				
Standard Creative Delivery (next day delivery)	\$30	/Network /Creative	Linear	Creatives must be delivered to networks in a timely fashion before the scheduled start date. Once a network has a creative they do not need to be sent that creative again unless there is a period of inactivity, usually 6 months, after which they purge their library.
Priority Creative Delivery (within 10 minutes)	\$100	/Network /Creative	Linear	If a creative must be delivered very quickly before a spot airs, there is a priority delivery fee to do so.
Linear Air Monitoring and Impression Tracking				
Per Month Fees:				
Linear Tracking	\$1,000	/Month	Linear	Third-party partners that track creatives as they air on TV. Once a creative is watermarked for linear TV, it must be tracked and this fee covers the tracking of all watermarked creatives, unlimited.
OTT & Connected TV Impression Tracking				
Per Month Fees:				
Ad Delivery (Total # of ads served)	x \$0.40	/1000	Streaming	This covers the ad serving fees for streaming delivery. Each streaming impression must be precisely controlled and our ad server ensures
Viewership Data - Optional				
Per Month Fees:				
Viewership Data and Matching Cost	Media spend per month: <\$100K = Free \$100-\$500K = \$1,000 \$500K+ = \$1,500		Linear	Viewership data that powers DragFactor, Delayed Response, Reach + Frequency Analysis, and Optimal Response + Conversion (each subject to sufficient data for statistical significance).
S3 Data Export - Optional				
Per Month Fees:				
Data Export	\$500	/Month	Linear + Streaming	Direct pipeline to your program data for BI tool connection

Publisher-Specific Fees:

- **Peacock AD-ID Fee: \$60 per creative**

An AD-ID code is a unique code for each creative (similar to an ISCI code), however, it is purchased through one centralized organization. Peacock currently requires the use of AD-ID codes.

First month TV launch examples

Below are three different campaign examples stating the fees you'd incur in your first month of TV advertising. It's important to note that these costs will go down as you optimize your campaign and the amount of new networks you test decreases.

DUBHOUSE and WATERMARKING (mandatory)

Streaming Only Campaign Example:				
\$75K Stremaing Pilot (4 Weeks)				
Example #1: \$75k Streaming Pilot (4 Weeks)				
Streaming Fees	Total	Est. Streaming Budget	Est. Streaming CPM	Rate
Ad Delivery Fee*	\$3,000	\$75,000	/ \$10	x \$0.40
Estimated Total Data Fees (4 Week Total)	\$3,000			
* This is an estimate and results can be higher depending on % of incomplete impressions				

Streaming + Linear Campaign Examples:				
\$75K Streaming + \$100k Linear Pilot (4 Weeks)				
(Assumes standard creative delivery, no HD to SD conversion, no viewership data or matching costs)				
Example #2: \$75k Streaming + \$100k Linear Pilot (4 Weeks)				
Linear Campaign Info:				
# Months in Campaign (include partial months)	1			
# of Creatives:	2	Creative Types: 1 x :30; 1 x :15		
# of Networks:	20			
Linear Fees:	Total	Rate	Per	
Slate Fees	\$90	\$45	x 2 creatives	
Watermarking via Kantar/BVS	\$240	\$120	x 2 creatives	
Watermarking via Inscape/Vizio	\$60	\$30	x 2 creatives	
Per Creative Per Network Fees:				
Standard Creative Delivery	\$1,200	\$30	x 2 creatives x 20 networks	
Per Month Fees:				
Kantar/BVS Tracking (assuming all in the same broadcast month)	\$1,000	\$1,000	/month	
Total Linear Fees:	\$2,590			
Streaming Fees	Total	Est. Streaming Budget	Est. Streaming CPM	Rate
Ad Delivery Fee*	\$3,000	\$75,000	/ \$10	x \$0.40
Estimated Total Data Fees (4 Week Total)	\$5,590			
* This is an estimate and results can be higher depending on % of incomplete impressions				

Streaming + Linear Campaign Examples:				
\$75K Streaming + \$175k Linear Pilot (4 Weeks)				
(Assumes standard creative delivery, no HD to SD conversion, no viewership data or matching costs)				
Example #2: \$75k Streaming + \$175k Linear Pilot (4 Weeks)				
Linear Campaign Info:				
# Months in Campaign (include partial months)	1			
# of Creatives:	3	Creative Types: 1 x :30; 2 x :15		
# of Networks:	40			
Linear Fees:	Total	Rate	Per	
Slate Fees	\$135	\$45	x 3 creatives	
Watermarking via Kantar/BVS	\$360	\$120	x 3 creatives	
Watermarking via Inscope/Vizio	\$90	\$30	x 3 creatives	
Per Creative Per Network Fees:				
Standard Creative Delivery	\$3,600	\$30	x 3 creatives x 40 networks	
Per Month Fees:				
Kantar/BVS Tracking (assuming all in the same broadcast month)	\$1,000	\$1,000	/month	
Total Linear Fees:	\$5,185			
Streaming Fees	Total	Est. Streaming Budget	Est. Streaming CPM	Rate
Ad Delivery Fee*	\$3,000	\$75,000	/ \$10	x \$0.40
Estimated Total Data Fees (4 Week Total)	\$8,185			
* This is an estimate and results can be higher depending on % of incomplete impressions				

Financial forecasting guidance for TV pilots

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Summary:

1. TV CPAs tend to be similar to Facebook prospecting CPAs. (But individual client results vary. Without testing on TV, we will not know, and your results might be better or worse than your FB prospecting results).
2. TV CPVs and Conversions: While TV and Facebook prospecting CPAs are similar, usually TV CPVs and conversion rates are both somewhat higher offsetting each other. The higher CPV reflects the higher effort/engagement required. From TV, a viewer needs to type in the brand or URL versus simply click on a link. The higher conversion rate also reflects the higher needed engagement that demonstrates a higher intent to purchase.
3. FB prospecting results should account for incrementality and margin versus average. Standardly provided view-through metrics VTR overstate the effectiveness of marketing.
4. Early TV spend will not be optimized for creative and platforms (streaming) or networks/rotations (linear). Hence in the pilot weeks, TV CPAs likely will be somewhat higher than Facebook prospecting CPAs.
5. There is some immediate and some lagged acquisition impact from TV spend, especially for linear. Hence, initial week results for CPA measured contemporaneously will not look as good owing to some acquisitions coming in weeks after the TV spend.
 - Linear spots are watched both live but also time-shifted; so even if a TV viewer reacts immediately to a spot aired on one day, they will in effect respond when he/she watches.
 - For both linear and streaming, some viewers will respond with a lag for a variety of reasons, such as not having the urgency owing to time, money, or wanting to research for example.
6. In addition to directly attributable impacts from TV, there is a halo effect that boosts results in other marketing channels. Owing to the imprecision of measurement and differences in that effect across advertisers, we do not attempt to quantify that benefit.

Specific for you:

What is your FB prospecting incremental CPA? (For sake of an example, I'll use \$25 but that can be updated).

The simplest and still reasonable way to project TV is to start with the assumption that TV will have a similar CPA to that of Facebook prospecting. Early TV spend might be less efficient than that owing to not yet being optimized.

For example, if Facebook prospecting is delivering at a CPA of \$25, then spending \$25k per week on TV should yield about 1k acquisitions. Not all those acquisitions will happen immediately and hence

the first-week acquisitions might come in at about 2/3 of the total, owing to some people learning about the product but waiting to buy when they have time or the need.

To establish reasonable optimization paths, let's assume that direct CPAs in pilot weeks are:

- Week 1: \$35
- Week 2: \$30
- Week 3: \$25
- Week 4: \$25

Let's also assume that acquisitions occur (note that these numbers vary by client):

- Same Week: 65%
- Next Week: 25%
- In 2 Weeks: 10%

With those assumptions, the following results are projected to occur:

		Weeks					
	Total	1	2	3	4		
<i>Spend</i>	\$175,000	\$43,750	\$43,750	\$43,750	\$43,750		
<i>CPA</i>	\$28.19	\$35	\$30	\$25	\$25		
<i>Acquisitions</i>	6,208	1,250	1,458	1,750	1,750		
<i>Maturity Curve</i>	Same Week	Next Week	in 2 Weeks				
	65%	25%	10%				
Realized Acquisitions		Weeks					
Spend	Total	1	2	3	4	5	6
<i>week 1</i>	1,250	813	313	125			
<i>week 2</i>	1,458		948	365	146		
<i>week 3</i>	1,750			1,138	438	175	
<i>week 4</i>	1,750				1,138	438	175
<i>Total</i>	6,208	813	1,260	1,627	1,721	613	175
<i>CPA</i>	\$28.19						

Note as mentioned above, this forecast only reflects directly attributable impacts of TV and you should benefit from the halo impacts as well.

Note that the vast majority of clients continue after the pilot and frequently ramp up spend even dramatically. That implies TV usually works as a component of these companies' marketing mix. In some cases, the pilot does not hit KPI goals but demonstrates a path to do so. In some other cases, TV is profitable even in pilot before more optimizations can occur.

Working Capital Support

Written by Caitlin Mermelstein | Last published at: June 28, 2024

Working capital is the most common type of [invoicing method](#).

Tatari acts as the middleman for your authorized media buys with networks. Every dollar you pay Tatari goes out to pay the networks. As such, we are not in a position to take on risk for your authorized media buys.

Our working capital invoicing method is best understood similarly to a retainer: it works to support your ongoing media buying needs. With working capital in place, we will send you invoices on a weekly basis upon clearance for the previous week’s airing. When we receive your payment for that invoice, it replenishes the working capital support that is already buying future weeks.

Your marketing team’s weekly budget plus your payable schedule will determine the appropriate level of working capital support. At any time you decide to increase your weekly spend, we will need additional working capital support. And vice versa, if you decide to lower or pause, we can refund you what’s not being used.

Payable Schedule	Working Capital Amount
Within 5 days	3 weeks
Within 5-10 days	4 weeks
Within 10-15 days	5 weeks

Invoicing

You will receive a weekly invoice that includes the following (as applicable):

- Linear + Streaming Clearance for the previous week of airing
- Tatari fees

Your invoice should match what you’re seeing on your Tatari dashboard under “Spend” for linear TV and ~2 weeks after the calendar month ends and is reconciled on streaming TV.

As streaming publishers do not provide weekly impressions, your dashboard impressions are ingested on a next-day basis by Extreme Reach, a 3rd party vendor. As such, your weekly invoice will not always match the dashboard as we are invoicing you for your committed weekly buys versus ER impressions x CPM. Approximately 2 weeks after the calendar month ends, we will receive final impressions from publishers to reconcile your dashboard as well as any spend that was previously invoiced.

Please note you may also receive monthly media adjustment invoices. Networks do not consider the weekly logs to be final and hence this may happen. Based on historical records, monthly media invoice adjustments typically range from 2-5% depending on your spend level.

Opportunistic Buys

In a normal market environment, we occasionally receive fire sale deals, or rate cuts to inventory from the network to air your ad, which can sometimes be as high as a 90% discount.

In order for us to submit a request for a fire sale deal, and thus increase the chances of securing it, we need to secure payment upfront.

Let's say your working capital is based on a weekly budget of \$50K, and you want to spend \$10K on a fire sale deal, you can either: (1) pay upfront quickly to secure the deal; or (2) reduce your next week's spend to \$40K. As such, in order to maintain the \$50K a week for your normal media plan, we recommend you add additional working capital during this time.

Please work with your finance team to determine the appropriate working capital level to accommodate your TV strategy. You can also pay by credit card which is another quick method to secure a fire sale deal.

Your Tatari client service manager and media buyer can provide you more details on how to best incorporate fire sale opportunities in your weekly budget.

Invoices

Written by Caitlin Mermelstein | Last published at: September 28, 2022

In the Tatari platform, you can find a record of all invoices, giving you visibility into what's due, past due, or already paid on the [Billing page](#).

Invoice #	Invoice Date	Due Date	Paid on	Status	Total	Balance Due
20040	Mar 22, 2022	Apr 05, 2022	Mar 22, 2022	Paid	\$14,619.95	\$0.00
20039	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00
20038	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00
20037	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00
20036	Mar 10, 2022	Mar 20, 2022	-	Past Due	\$41,000.00	\$41,000.00

Note: If you pay an invoice today, the *Status* will be updated on this page the following day.

Clicking the arrows shown here will give you a breakdown of the invoice details.

Invoices ⓘ

Invoice #	Invoice Date	Due Date	Paid on	Status	Total	Balance Due
20040	Mar 22, 2022	Apr 05, 2022	Mar 22, 2022	Paid	\$14,619.98	\$0.00
20039	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00
20038	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00

You can also download each individual invoice.

Invoices ⓘ



Invoice #	Invoice Date	Due Date	Paid on	Status	Total	Balance Due	
20040	Mar 22, 2022	Apr 05, 2022	Mar 22, 2022	Paid	\$14,619.98	\$0.00	▼
20039	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼

Here you can filter to see the status of invoices due, and within a specified date range.

Invoices

Invoice #	Invoice Date	Due Date	Paid on	Status	Total	Balance Due	
20040	Mar 22, 2022	Apr 05, 2022	Mar 22, 2022	Paid	\$14,619.95	\$0.00	▼
20039	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼
20038	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼
20037	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼
20036	Mar 10, 2022	Mar 20, 2022	-	Past Due	\$41,000.00	\$41,000.00	▼

Filters

Status

☒ All
☐ Due
☐ Past Due
☐ Paid

Invoice Date

☒ All time
☐ Date range

4/01/2022 - 5/01/2022

Note: Your usual workflow for paying invoices hasn't changed. Please continue to pay bills the same way you do today.

FAQs: Billing and Invoices

Written by Caitlin Mermelstein | Last published at: June 28, 2024

Frequently asked questions on Tatari invoicing policies

What is Tatari's invoicing cadence?

- Linear and streaming: invoiced weekly and a week in arrears, i.e. this Friday we will invoice for last broadcast week's airings
- Data fees: monthly, typically 15 days after the end of the calendar month

We paid a deposit, why are we still being invoiced?

The deposit is a continuous working capital that rolls over to support buys for future weeks. As an example, every week: (1) you are airing; (2) we are purchasing the following week; (3) we are invoicing you for the previous week's clearance; and (4) you are making payments for invoices from one or two weeks ago. As such, we are likely receiving payments for airings that took place 3-4 weeks prior but have already executed buys for the same period on your behalf and therefore need working capital to support those buys.

What are data fees?

See [here](#).

Why has the amount on the dashboard changed since our weekly meeting?

At the time weekly meetings are conducted: (1) finance hasn't had time to reconcile network post logs with dashboard airings; and (2) media ops hasn't had a chance to upload all airings that are not Kantar tracked (typically syndicated shows). We generally find the dashboard to be ~95% reconciled, with some minor adjustments required. Your media buyer will know what is not Kantar tracked.

What's included and not included on the dashboard?

The dashboard only shows your media spend - no 3rd party expenses and no commission; inclusion of those expenses would impact KPI calculations.

How do I reconcile my invoices with calendar monthly spend? (vs broadcast month)

The dashboard provides you spend for any date range you'd like; to see your calendar monthly spend, simply select the first to the last day of the month on the dashboard.

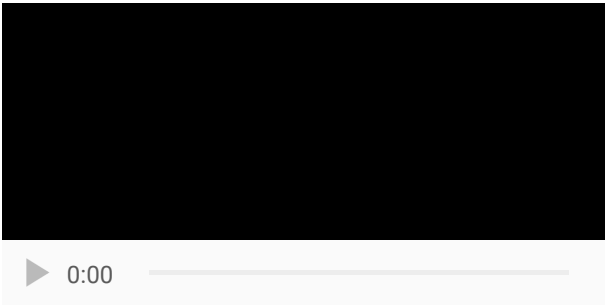
Since we invoice based on broadcast week, some weeks will include two months. To reconcile your invoices with the dashboard, use the dashboard to split the days in the week to find specific spend for the respective month you're trying to reconcile. For example, to reconcile May calendar month invoices, you will add all invoices starting week April 29, 2024, and ending May 27, 2024. Next, you would use the dashboard to subtract spend for 4/29-30 and 6/1-2, as the first and the last invoices include spends from two calendar months.

Who do I contact if I need more immediate financial information?

Please reach out to ar@tatari.tv for more immediate financial information to accrue for their previous month spend. Requests can be made 3-5 days at the start of the new month to receive estimates for the previous month of airing.

Accounting and Invoicing Onboarding

Written by Jaycee Spies | Last published at: February 01, 2024

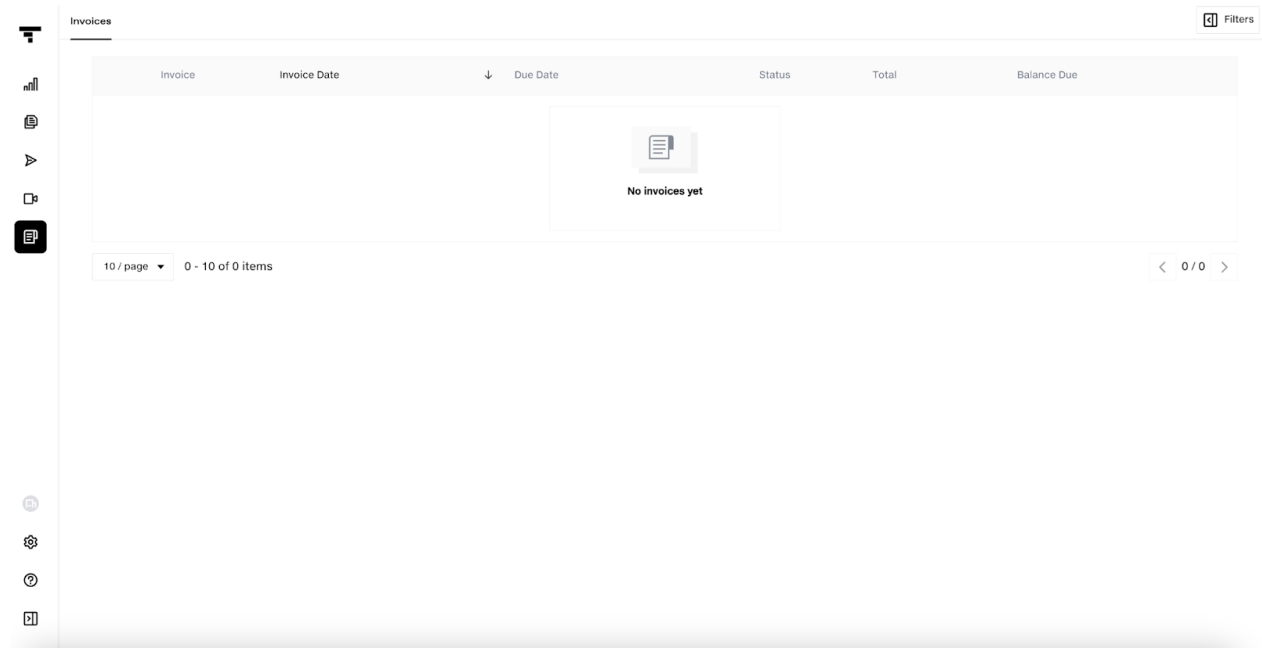


How to Set Up Billing Information

Written by Jaycee Spies | Last published at: April 30, 2024

Tatari offers various invoicing methods to accommodate different buying strategies and payment options. Please follow the below steps to complete the necessary billing information.

1. Navigate to the [Billing page](#) in the Tatari platform



2. On the top right corner click '**Billing Settings**'

The screenshot shows the 'Invoices' page in a web application. The page has a sidebar on the left with various icons. The main content area displays a table with columns: Invoice #, Invoice Date, Due Date, Status, Total, and Balance Due. Below the table, there is a message 'No invoices yet' with a document icon. At the bottom of the table, it shows '10 / page' and '1-10 of 85 items'. On the right side, there is a 'Filters' panel. The 'Billing Settings' button is highlighted with a red box. The 'Filters' panel includes sections for 'Status' (All, Due, Past Due, Paid) and 'Invoice Date' (All time, Date range: 7/21/2021 - 8/21/2021). A 'Reset' button is at the bottom of the filters panel.

3. From there you can upload your W-9 form, enter your corporate phone number, and add billing contacts.

The screenshot shows the 'Billing settings' modal form. The modal has a title bar with a close button. Below the title bar, there is a video link with the text: 'This video has helpful information about the TV buying process and the accounting cycle for invoicing and payments. Questions? Reach out to ar@tatari.tv'. The form is divided into three sections: 'Form W-9' with a 'Browse files' button and 'drag files here' text; 'Corporate phone number' with a 'Phone number' input field and a '+1' prefix; and 'Billing contacts' with a text input field and two 'Email' input fields. At the bottom right, there are 'Cancel' and 'Save' buttons.

That's it! If you ever need to update your billing information, you can repeat the above steps. Looking for more information on the TV buying process and the accounting cycle for invoicing and payments? Check out this [video](#).

Invoicing and Payment Methods

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Tatari offers different invoicing methods to accommodate different buying strategies and invoicing methods.

Monthly Deposit	Weekly/Bi-Weekly Prepay	Working Capital on Hand
<ul style="list-style-type: none">• Client provides Tatari a monthly deposit that is tracked for spend as they take place.• At any time spend could exceed deposit amount, invoice will be issued.• If monthly spend is under deposit, Tatari can refund or apply it to future month's spend.• Best method for clients able to set monthly budget.• Least number of invoices.	<ul style="list-style-type: none">• Tatari invoices clients weekly for the media support prior to execution.• Once clearance is reconciled, prepay is applied to the invoice; overage would require payment immediately and underclearance will result in credit that can be used for future media spend.• Most weekly flexibility.• Fire drill on accounting team to quickly turnaround payment.• Weekly reconciliation work.	<ul style="list-style-type: none">• Clients provide Tatari continuous working capital support that accommodates payable schedule.• Works like a retainer - weekly clearance invoice payment replenishes WC that's already purchasing for future weeks.• Weekly invoices.• WC amount will need to be adjusted as clients revise TV strategy.• Best for clients on a steady weekly budget.

Tatari currently accepts three different payment methods:

- **ACH** (most widely used): 3-5 business days for processing and settlement
- **Same-Day Wire**: 1-3 hours for domestic settlement and 2-business days for international
- **Credit Card**: Immediate approval (Convenience fee required)

Understanding Remnant TV Billing

Written by Caitlin Mermelstein | Last published at: September 28, 2022

At Tatari, we buy media in the remnant TV space because you get much better rates and it allows us more flexibility to optimize media buys on a week to week basis. The remnant TV market works on a buy-air-clear weekly cadence, and weeks are on a broadcast calendar which is Monday to Sunday.

So every week you are:

1. Airing for the current week
2. Buying for the following week (by Wednesday of the current week)
3. Clearing for the previous week.

Clearing occurs when the TV network sends us logs to confirm what ads aired the previous week, and this is the price in which we will bill you plus Tatari fees.

Read next about [invoicing and payment methods](#).