

# The complete TV advertising training course

Created by Thinkbox









# Become a TV expert in 10 weeks for free with TV Masters, the award-winning training course in TV advertising

## Contents

<b>What is TV Masters?</b>	<b>04</b>	<b>Students from leading brands &amp; agencies</b>	<b>09</b>
<b>Who it's for</b>	<b>05</b>	<b>What graduates say</b>	<b>10</b>
<b>Modules</b>	<b>06</b>	<b>What industry leaders say</b>	<b>11</b>
<b>What you'll achieve</b>	<b>07</b>	<b>Our 2026 courses</b>	<b>12</b>
<b>Our students</b>	<b>08</b>	<b>The Graduate Channel</b>	<b>13</b>



# What is TV Masters?

TV Masters from Thinkbox is a multi-award-winning, free and comprehensive online course designed in collaboration with broadcasters, agencies, and advertisers to help the entire marketing and media industry skill up in the world of TV advertising.

An understanding of TV helps marketers at every level deliver more for their brands, get more from their media investments, and ask the right questions of their agencies or clients. Whatever the marketing discipline, TV Masters boosts critical skills and knowledge for use across the industry.

We'd love to see you sign-up for the course, and over the next few pages we'll explain how it will not only benefit you and your career but could make you an even stronger asset to your team and clients too. Read on to find out more.

Since launching in 2020, a total of **8,280** people have completed TV Masters and we've delivered over **123,837** hours of TV training.



## WHAT'S COMING UP IN THIS MODULE

### YOU'RE NOT NORMAL

The importance of being market orientated in our planning

### THE AGE OF TV

Why it's never been a better time for viewers

### THE FACTS ABOUT TV VIEWING

An overview of the best industry data available revealing our viewing habits

thinkbox





# Who it's for

Whether you're new to TV, a marketing all-rounder, or a media expert looking for a refresher, TV Masters is essential, accessible learning.

It's designed to be as useful and practical for **new starters** with everything to learn as it is for more **experienced marketers** looking to refresh their knowledge and skills.

The course is also well suited to **business leaders** who want to broaden their horizons and be able to ask their marketing teams and agencies some tricky questions.



It's free

Winter,  
Summer  
& Autumn  
courses

9 on-demand  
video  
modules

Tests to help  
you learn



Downloadable  
charts & additional  
reading

Presented by  
TV experts

Learn at your  
own pace

10 Up to ten  
weeks to  
complete

Optional final  
exam to earn  
distinction



CPD certified  
and IPA CPD  
hours eligible



# Modules



## 1. All about viewing

Discover how the UK video landscape is evolving, the role TV plays in viewers' lives, and how streaming has impacted viewing.



## 2. All about ads

TV's place in the video advertising world, how it's changed over time, and how we should be planning across video to deliver maximum reach at the lowest budget.



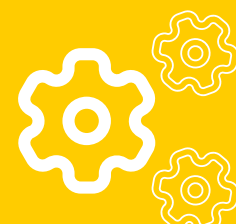
## 3. The principles of effectiveness

Get to grips with the fundamentals of advertising effectiveness and the science underpinning media's contribution.



## 4. Unlocking the effectiveness

Understand the role TV plays in delivering effective outcomes for businesses, why creativity makes such a difference, and how to measure and assess marketing effectiveness.



## 5. The strategic use of TV

Explore the many reasons that advertisers use TV and how that can differ by category and brand life stage.



## 6. TV buying

All the theory and practical information required to buy a TV campaign, how to optimise campaign delivery and assess its performance.



## 7. TV planning

All the know-how you need to understand how a successful TV campaign is planned, covering audiences, campaign laydown and context.



## 8. TV partnerships

Everything from TV sponsorships and promotions to product placement, licensing and advertiser funded programming.

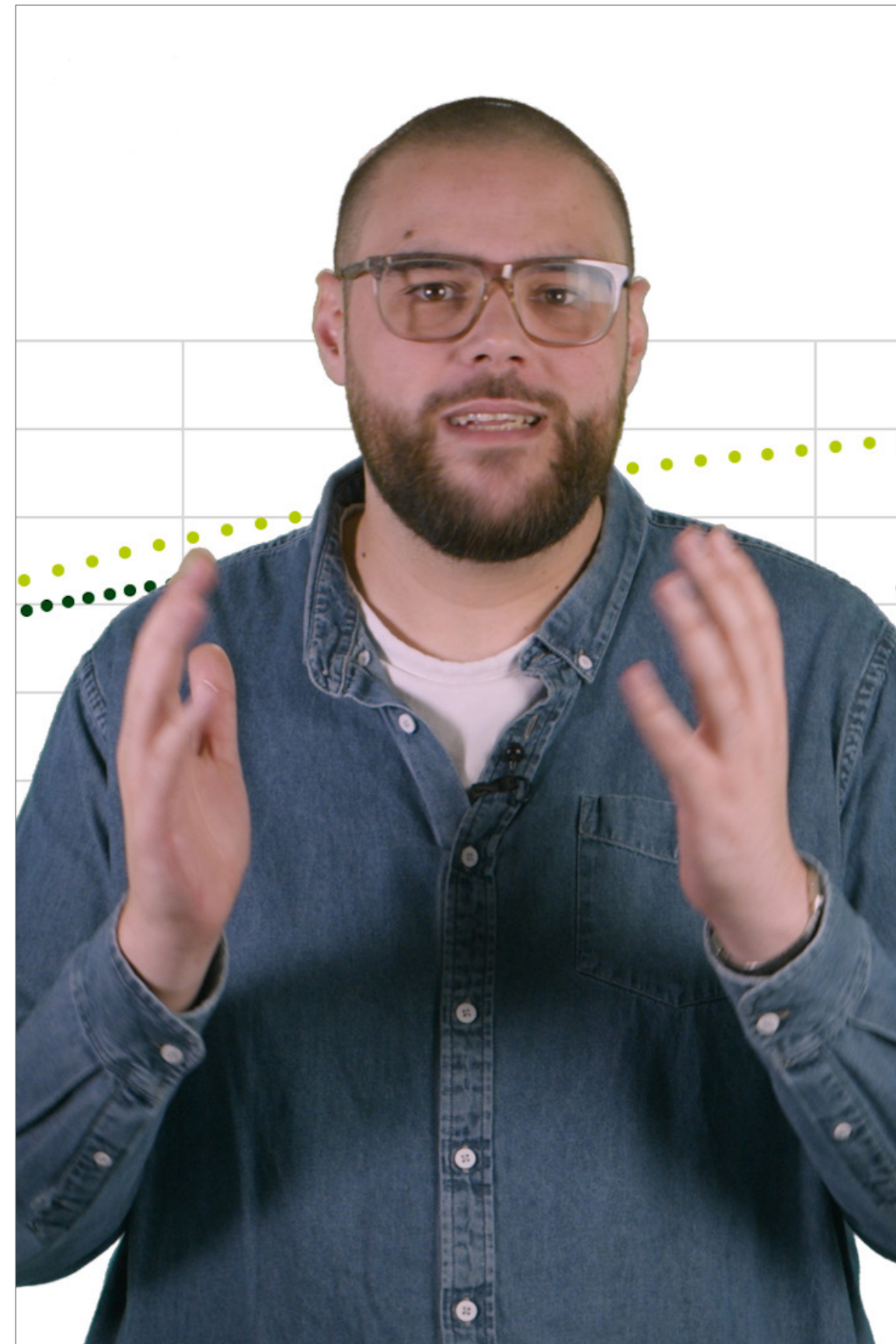


## 9. Addressable TV advertising

Explore the rapidly developing world of data and tech-driven solutions and how addressability is shaping the future of TV advertising.



# What you'll achieve



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**A comprehensive understanding of today's TV and TV advertising**

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**Expertise on how TV works with other media**

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**An informed appreciation of TV's multiple marketing roles**

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**A command of the principles of advertising effectiveness and how TV drives business growth**

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**Confidence to discuss TV's digital transformation with agencies and colleagues**

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**Insights, tips and skills to be more effective at work**

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**A career-enhancing qualification**

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# Our students



**8,280**  
graduates have  
completed TV Masters  
since it launched in 2020

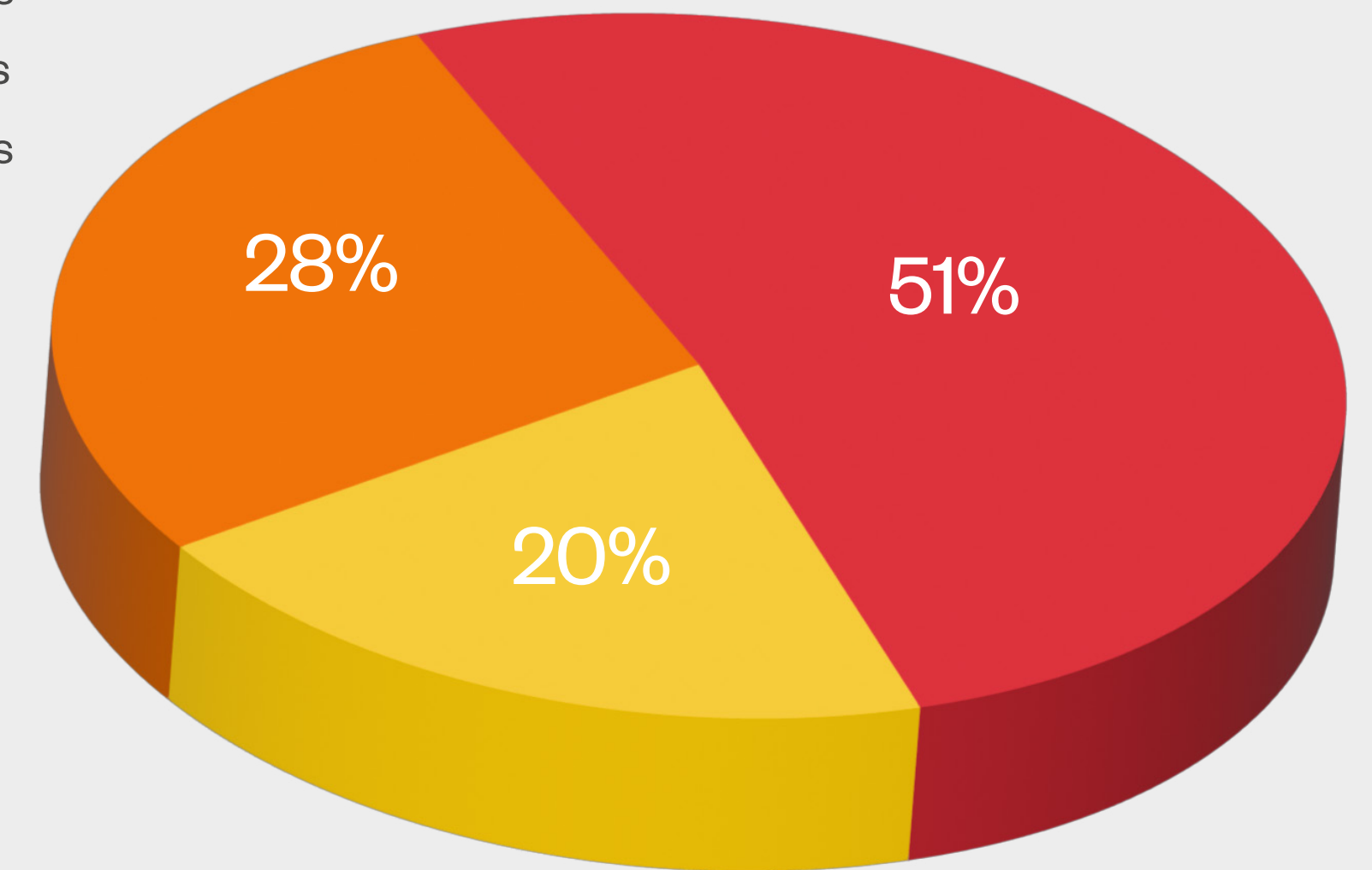
**Every major UK media  
agency has had students  
on the course**

Over **1,300** different advertiser  
brands are already using TV  
Masters to train their teams

**Suitable for all, the course has been  
picked up by the industry at every level**

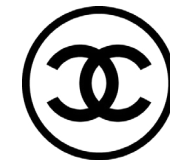
**Years working in marketing and advertising:**

■ 0-4 years  
■ 5-9 years  
■ 10+ years





# Students from leading brands & agencies including:





# What graduates say

**“Comprehensive and engaging”**

**TUI**

Group Brand and Content Director

**“An excellent learning experience”**

**Publicis**

AV Investment Manager

**94%**

**rated it good or excellent**

**“Really engaging”**

**Comparethemarket**

Marketing Manager

**“Regardless of your background or level, its packed full of brilliant content and it’s free!”**

**MGOMD**

Executive Director

**“Great tutors and great content – very clever”**

**Nationwide**

Marketing Manager

**“Really informative and useful”**

**Vauxhall**

Marketing Manager

**“Already put my learnings into practice”**

**Unilever**

Senior Brand Manager

**“Incredibly thorough content that covers all aspects of TV advertising, and there’s some great slides you can steal too!”**

**Wavemaker**

Planning Director

**99%**

**considered TV Masters a worthwhile experience**

**“Such an insightful and comprehensive course”**

**John Ayling & Associates**

AV Director

**“Such an enjoyable course, I would highly recommend”**

**British Gas**

Media Effectiveness Manager

**94%**

**would recommend it to a colleague**

**“This should be a staple L&D course for anyone in Marketing and Media”**

**Virgin**

Head of Insight

**87%**

**of graduates now have a comprehensive understanding of today’s TV and TV advertising**



# What industry leaders say



**Michael Williamson**, Head of AV Planning, MG OMD

“

Even with near 20 years of TV planning & buying experience, I learned so much from TV Masters. The breadth and depth of the course is second to none across any media channel in the industry. TV Masters is now the key part of our AV L&D framework at MG OMD.

”

**Simone Scaysbrook**, Head of Marketing, The AA

“

Digestible, interesting and comprehensive content for the seasoned marketer or the complete novice. TV Masters will break down industry jargon and explain the principles of TV advertising as well as some broader fundamentals on advertising effectiveness.

”



**Nadine Young**, CEO, Spark Foundry

“

TV Masters is one of the best online training courses I've done. It is packed full of brilliant detail relevant to everyone from strategists to buyers: this is essential viewing in a market where so much exciting change is taking place.

”

**Toby Horry**, Senior Vice President Global Marketing, Merlin Entertainments

“

The TV landscape has changed so much in the last 20 years and the TV Masters course is a brilliant way to understand how those changes have affected TV and moving image more broadly as part of marketing plans. The course has a good mix of theory and real world examples and made me feel significantly better equipped to get the best out of TV as a medium.

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# Our 2026 courses

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## Winter 2026

Monday 19<sup>th</sup> January  
to Monday 30<sup>th</sup> March

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## Summer 2026

Monday 1<sup>st</sup> June  
to Monday 10<sup>th</sup> August

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## Autumn 2026

Monday 14<sup>th</sup> September  
to Monday 23<sup>rd</sup> November

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## Get involved

The team at Thinkbox is on hand to help you and your team at every step along the way.

Get in touch if you have any questions about the course before starting your TV Masters journey and becoming a TV advertising expert in just ten weeks.



Drop an email to the TV Masters team at Thinkbox on [tvmasters@thinkbox.tv](mailto:tvmasters@thinkbox.tv) or enrol for TV Masters directly at [tvmasters.thinkbox.tv](https://tvmasters.thinkbox.tv)



# The Graduate Channel

The benefits of TV Masters don't fade to black at Module 9. After completing the course, you'll receive a personalised certificate and join our growing community of TV Masters graduates - an alumni network designed to keep you inspired, informed and connected. From our annual summit to insider content, you'll stay switched on to the latest thinking in TV advertising, surrounded by peers who share your ambition.

## TV Masters Graduate Summit

Hosted at the stylish Ham Yard Hotel, this annual affair brings together graduates for an exciting afternoon of industry insight, future focused inspiration and unrivalled networking. Meet fellow alumni, exchange ideas and raise a bubbly glass to what's next.

## The Brief newsletter

A curated dispatch for our alumni, offering occasional hits of what's new, clever or downright stealable in TV advertising. Think of it as a creative caffeine shot for curious minds - filled with insight, perks and prizes, such as free access to big-ticket events. This is prime time content your inbox won't want to miss.





