



Media Agency Audits

KPMG Turkey

kpmg.com.tr



Media Agency Reviews

Today, companies are constantly striving to establish a parallel perception to their brands, to ensure that this perception progresses and develops with company strategies. Advertising industry is one of the most important instrument for ensuring sustainability in brand awareness by creating brand perception. Every year, billions of liras worth expenses are managed by specialized media agencies. These expenses not only have an important share in companies expense items but also managed from outside of the companies' control zone. Therefore, it is important that, these expenses must be transparent and auditable.

As KPMG, with our extensive industry knowledge and experience in media agency auditing, we are helping you to manage risks, optimize your financial performance arising from advertising operations and increase operational efficiency in purchasing processes. We are auditing media agencies, as regularly and by changing our audit procedures, in scope of the changing needs of companies which are operating in different sectors.

What are the risks you may be exposed to in your work with the media agency?

Television

- Media Agency may not make Risturn payments to you even though they have received it from the TV company.
- Media Agency and the TV company may sign a bilateral sponsorship agreement. Benefits which will arise from this agreement, may not be reflected to your company.
- Television channels may offer free advertising rights instead of giving Risturns back. If you compare this situation with receiving Risturn payments, the outcome may not be beneficial for your company.
- While TV channels are determining the advertisement fee, they may make an error in the calculation according to the projected audience. There may be a difference between the actual audience rate and the projected audience rate and this difference may not be reflected on you.

Digital

- Although the Media Agency receives risturns from the media and ad networks, these Risturns may not be reflected to you.
- Risturn agreements between media agency and the related company may be made against you by covering advertisements in certain areas only. This will cause you to get less risturn from the ads.
- While determining the advertisement fee, the impression numbers and clicks may not be considered.

General Risks

- All types of risturn and discount agreements that are signed between ad venues and the media agency may cause a transparency issue between your company and the media agency. This situation may cause your company financial harm.
- The discount and the promotions that are given by the ad venue to media agency may not be reflected to you.
- You may make repeating commission payments without being aware for the projects which, the media agency cooperates with different agencies.
- A duplicate invoice for the same service may be submitted to you by the media agency.
- The media agency may not comply with the terms of the contract.

Services we provide

For television, print media (newspaper, magazine etc.) cinema, digital (online sources) and outdoor (OOH);

- Examination of the contract which is signed with the media agency, comparing with industry standards, submitting suggestions to maximize utilization,
- Comparing the agreements that are signed between ad venues and the media agency under market conditions.
- Comparing the terms of the contract and the actual advertising expenditures,
- Checking the approvals within the scope of purchase,
- Checking whether the invoices submitted by the channels are accurately reflected to the company or not,
- Checking the accuracy of all charges,
- Recalculation of risturn amounts and comparison with risturn amounts reflected on the company.



Contact:



Oytun Önder
Partner,
Advisory
oonder@kpmg.com



Cenk Tuçe
Director
Advisory
ctuce@kpmg.com



Batuhan Tellioğlu
Director
Advisory
btellioglu@kpmg.com

For detailed information:
KPMG Turkey
Clients & Markets
tr-fmmarkets@kpmg.com

İstanbul
İş Kuleleri Kule 3 Kat 1-9
34330 Levent İstanbul
T : +90 212 316 6000

Ankara
The Paragon İş Merkezi Kızılırmak
Mah. Ufuk Üniversitesi Cad. 1445 Sok.
No:2 Kat:13 Çukurambar 06550
Ankara
T: +90 312 491 7231

İzmir
Heris Tower, Akdeniz Mah. Şehit Fethi
Bey Cad. No:55 Kat:21 Alsancak
35210 İzmir
T: +90 232 464 2045

Bursa
İnallar Cadde Plaza, Balat Mahallesi
Mudanya Yolu Sanayi Caddesi No:
435 K:5
D:19-20 Nilüfer
T : +90 224 503 80 00

kpmg.com.tr
kpmgvergi.com



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

© 2023 KPMG Yönetim Danışmanlığı A.Ş., a Turkish Corporation and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee.
All rights reserved.