



Demand Forecaster

Demand Forecaster is a tool to forecast demand for ad-inventory and advertisement revenue of a broadcaster's channel. It also helps analyze historical buying patterns.

BENEFITS

- ❖ FORECASTS CHANNEL REVENUE
- ❖ FORECASTS ADVERTISEMENT TIME DEMAND
- ❖ PROVIDES VISUALIZATION OF PRICE AND DEMAND MOVEMENT
- ❖ DRIVES RIGHT PRICING OF PROGRAMS

Demand Forecaster summarizes data from historical ad requests, break-ratings from various ratings providers and slices it at time-band, programs, genre or product category/sector level. The forecasts generated by this system take into account these historical patterns, market intelligence, events, festivals and health of the economy. The results can be viewed in tabular and graphical form. These insights are used to drive sales, set rates and reserve inventory for spot sales.

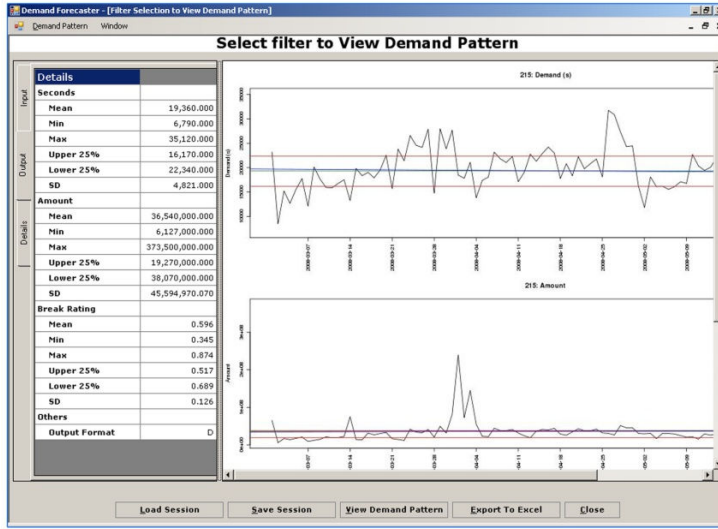


1. Historical data on deals, release orders
2. Associated brands, campaigns
3. Programming details (schedule, genre)
4. Ratings of relevant market/TG
5. External special events
6. Economy indicators

The tool uses advanced statistical techniques to forecast demand and revenue

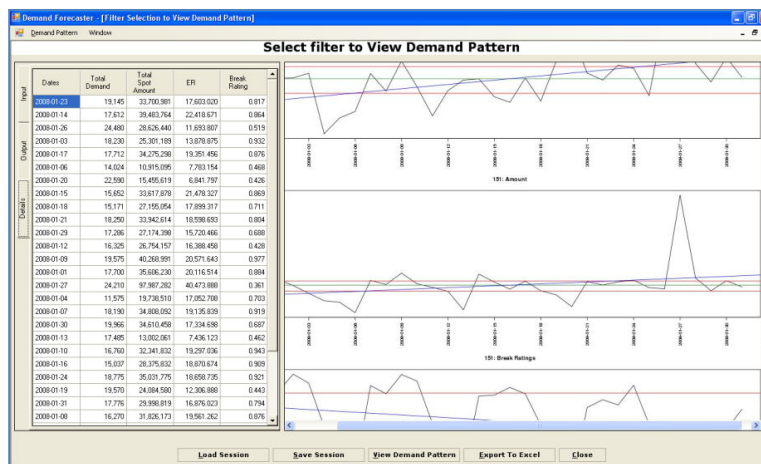
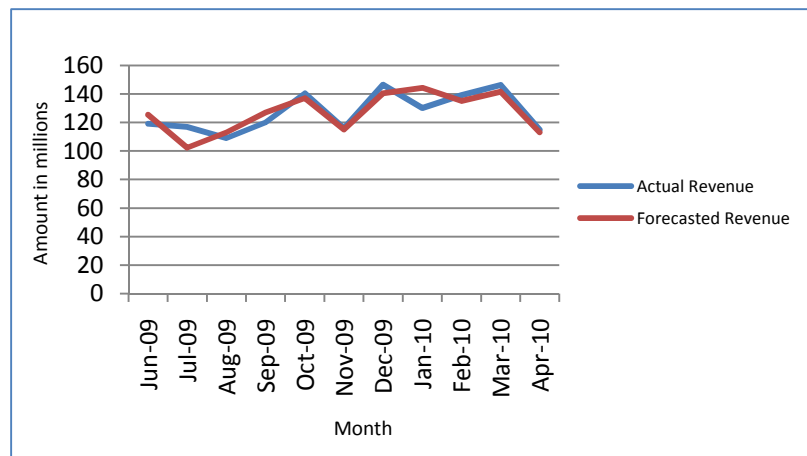
1. Historical demand patterns across genre, sectors, time-bands
2. Forecasts of demand for inventory on daily and weekly basis for program/ day-parts
3. Channel revenue forecast

Some Screenshots of Demand Forecaster



Provides insight into the buying patterns of media buyers

Comparison of actual vs forecasted revenue



Summary and graphical view of demand

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