

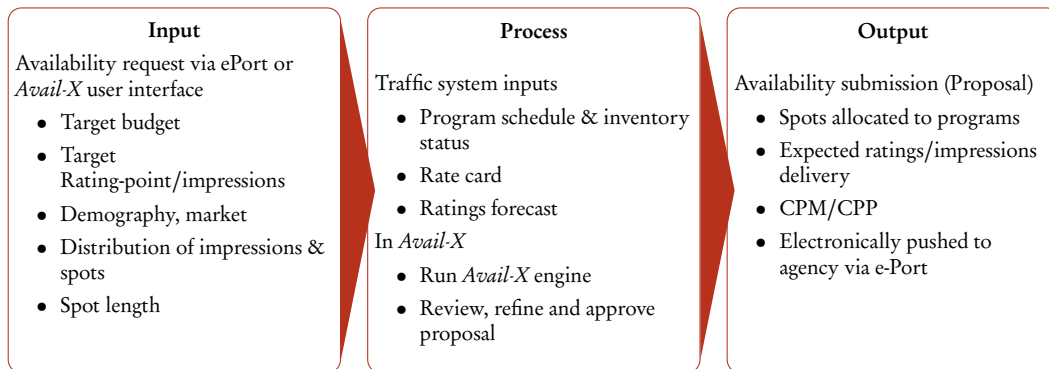


Avail-X for Broadcasters

Avail-X is a software to construct an availability submission (proposal) using a program-mix that maximizes profitability while satisfying the media buyer's requirements and conserving premium inventory for future sales.

Benefits

- Ensures that deals are profitable
- Profits are maximized
- Tries to sell least sold programs first
- Premium inventory is conserved
- Real-time evaluation and structuring
- Standardization of sales process
- TVB-ePort compliant
- Internal approval workflow

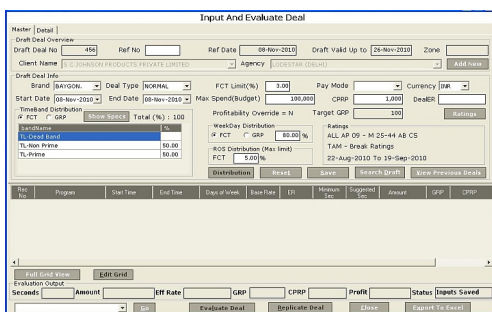


Features

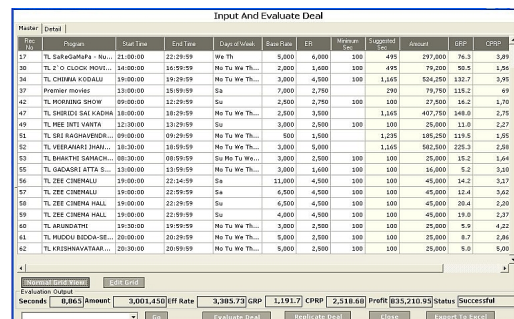
Profitability maximization and conservation of premium inventory for future sales are the key features of Avail-X. Other features are:

User features

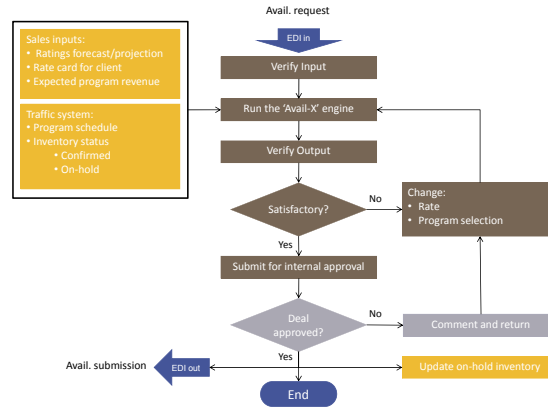
- Allows user to set limits on spots per telecast date per client.
- Allows users to change rates to meet the agency/client expectations.
- Can cap allocation to ROS/RODP bands.
- Can specify minimum spots in selected programs.
- Allows users to add or remove specific programs, if so desired.



Availability Request details – received via ePort.



Output – optimum program mix, maximized profit.



Avail-X Workflow

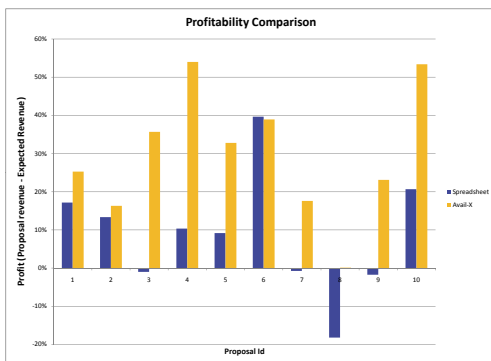
- Approval workflow for profitability override. In that case, the expected loss is minimized.
- Provides internal approval workflow.
- Availability request, if not supplied via ePort, can be keyed into *Avail-X*.
- Program sale history is accounted for – least sold programs are suggested first.
- Rates can be specified/varied by date.
- Over-booking parameter may be set to allow limited over booking of programs
- Ensures allocation of specified minimum spots in selected programs

System features

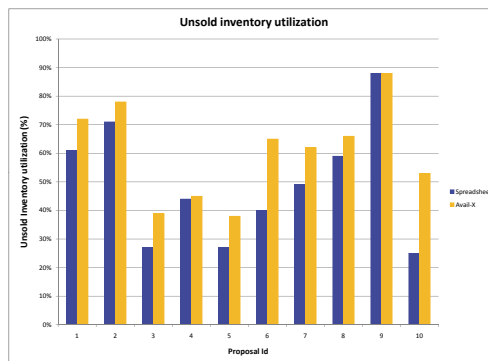
- Meets client’s CPM/CPA target while consuming as much budget as possible.
- Suggests programs to be included while maintaining band-wise distribution requirements.

Comparative Studies

Studies have shown that *Avail-X* gives higher profitability while improving inventory utilization.



Higher average profitability (~ 20%)



Increased Unsold inventory utilization (~ 11%)

About DecisionCraft Inc.

DecisionCraft delivers cutting edge *analytics & decision support solutions* to various industry sectors, media in particular. It focuses on delivering value through services & solutions based on mathematical optimization models, statistical techniques and industry expertise. Solutions offered include *MediaOpt* for media planners, online behavior tracking & ad click-through-rate optimizer for online advertisers, financial analytics, market segmentation & customer behavior analytics, and revenue management for broadcasters & airlines.

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