

Typical industry experience suggests 2-8% revenue gain.



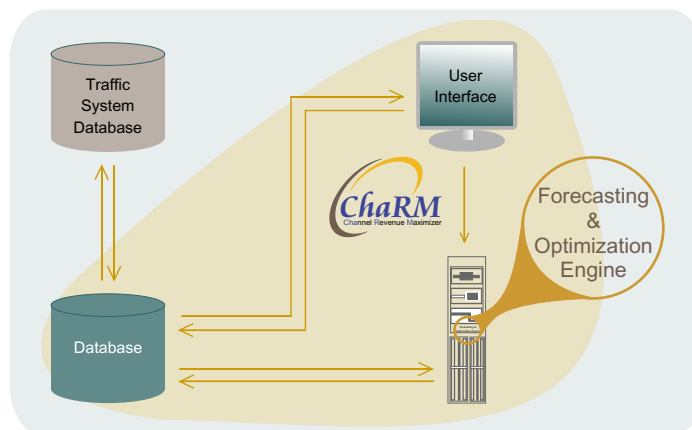
## Revenue Management for Broadcasters

*ChaRM* is a revenue management suite for broadcasters. It improves revenue through (i) forecasting demand, (ii) demand-sensitive pricing, and (iii) optimal allocation of advertising inventory.

### ChaRM Modules

<b>Avail-X</b>	Ensures deal profitability
<b>Deal Planner</b>	Saves premium inventory
<b>Demand Forecaster</b>	Forecasts demand and revenue
<b>Spot Allocator</b>	Allocates ad-requests optimally
<b>Ratings Forecaster</b>	Forecasts viewership ratings
<b>Promo Planner</b>	Plans promotions of TV shows

*ChaRM* helps identify sellable inventory and expected demand thus providing a statistical basis for the sales force to align airtime rates. It optimizes air-time used for promotions, and maximizes revenue from free commercial time. Apart from maximizing revenue, the system has powerful mechanism for managing campaign priorities thus enhancing customer satisfaction. The system also ensures standardization of program promotion, sales and inventory allocation processes and also maintains a clear audit trail.



*ChaRM* integrates with existing broadcasting traffic system to deliver revenue gains

*Revenue management concepts will be applied to almost everything that is sold, and will prove to be such a powerful competitive weapon that major firms will be living, and in many cases dying, according to RM algorithms*

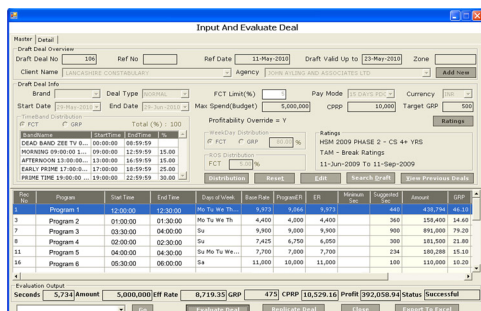
- Prof. Peter Bell, University of Western Ontario



## Avail-X

... ensures deal profitability

Chooses an ideal program-mix, given a media buyer's budget, desired Cost per Rating Point (CPRP) and distribution across time bands.



An ideal program-mix (programs, rates and allocation of seconds)

- maximizes marginal revenue from the deal, and
- conserves premium inventory for future sales.

The tool can be configured to

- allow setting date-specific rates thus factoring in high & low demand days
- work with ratings data from any ratings provider
- construct purely rate based deals
- allow sales of programs which are not yet scheduled/on air
- allow custom definition of time-bands and weekdays

## Deal Planner

... saves premium inventory for future sales

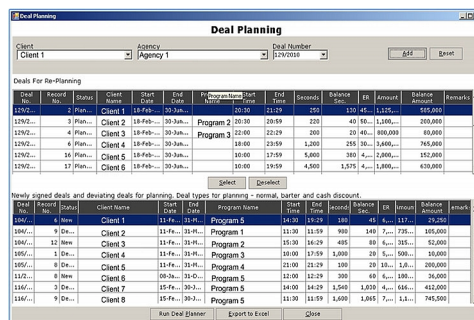
Deal Planner is a 'must have' tool for broadcasters who commit Gross Rating Points (GRP) delivery to media buyers and need to provide them with inventory allocation plan upfront.

The tool can be configured to

- specify different Market & Target Groups for different media buyers
- distribute GRP targets over weeks for each deal in the system
- use either forecasted or historical ratings
- re-plan deals that deviate significantly from existing plan

The tool provides

- drill down reports at various levels like program, week, client, deal etc.
- pivot tables of weekly inventory status for selected time-bands



## Demand Forecaster

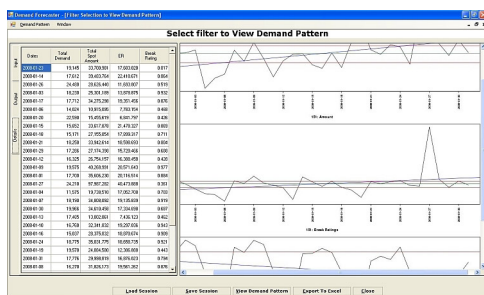
... forecasts demand and revenue

This tool provides forecasts of

- daily demand on prime TV shows,
- weekly demand on time-bands, and
- monthly channel revenue.

It allows user to analyze buying patterns by slicing and dicing history of ad-requests at various dimensions like

- Time-bands
- Industry sectors
- TV shows
- Product classification
- Genre
- Sales zones



These insights are used to drive sales, set rates and reserve inventory for spot sales.

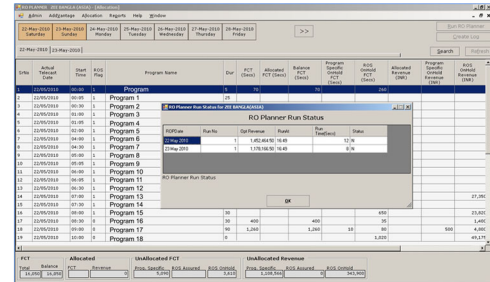
## Spot Allocator

... allocates ad-requests optimally

Generates optimal ad allocation plans in an automated manner. Typical revenue gains when using this tool are 1% to 5%.

The tool

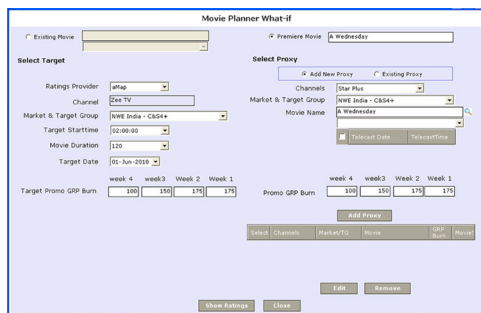
- integrates with broadcaster's transaction system,
- allocates ads in a few minutes as against several hours in existing systems,
- maximizes inventory utilization,
- allows over-booking and suggests make-goods,
- reduces people risk, and
- ensures client servicing through
  - fine controlled assured allocations
  - perks to brand campaigns
  - even distribution of ads across day-parts.



## Ratings Forecaster

... forecasts viewership ratings

Forecast channel Gross Rating Points (GRP) as well as ratings of programs, day-parts, launches, story highpoints and re-scheduled programs.



The what-if analyses help analyze various scenarios.

- What would be the ratings of a program being launched next week if the story line is similar to certain past programs?
- Will the planned story highpoint of a driver show deliver expected viewership?
- What will be the rating points of a movie premiere?
- Can the channel GRPs be increased by rescheduling the current programming?

Ratings Forecaster provides early warning of drop in ratings and hence enables taking proactive steps to improve future ratings.

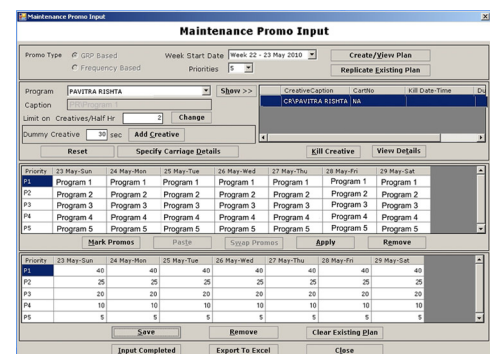
## Promo Planner

... plans promotions of TV shows

Creates weekly plans for promoting TV shows on own channels. These plans are designed to deliver target Gross Rating Points (GRP) for the promotional ads using minimum advertising time.

With Promo Planner

- promotion of TV shows can be planned by providing minimal inputs (daily GRP/frequency targets),
- elaborate plans can be created for promoting launches, highpoints, movie premiere etc. Such plans can
  - span across weeks
  - vary targets for weeks & days of week,
- the plans can be revised each day to account for as-runs.



The tool can be configured to

- allow exclusion of mismatching genres
- handle ads of types 'coming next', 'tonight', 'tomorrow', etc.

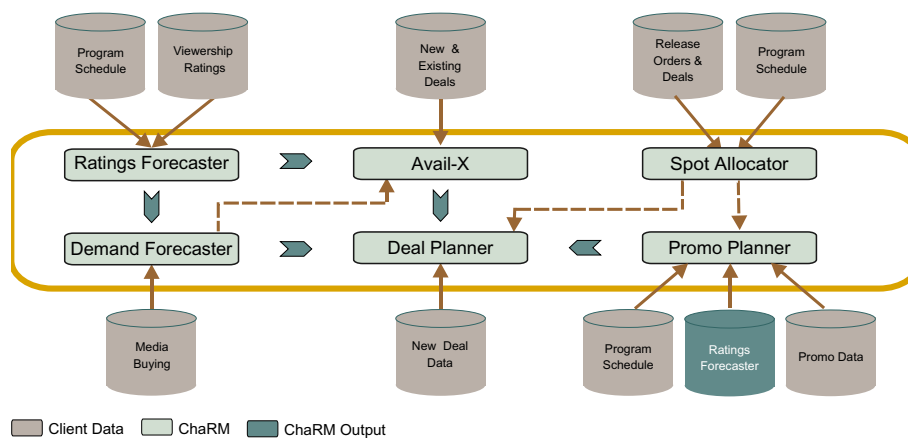
## Benefits of ChaRM

### 1. Revenue gains

- Deal profitability, ensure servicing while saving premium inventory
- Ad and promo allocation using advertisement time optimally
- Right Pricing through
  - Visibility of inventory
  - Accurate forecasts of revenue, ratings and demand

### 2. System Gains

- Formalization & automation of processes resulting in
  - Savings of time & cost
  - Reduced people risk
  - Data organizing/archiving for extraction of intelligence
- Traceability of decisions
- Scalability of operations



The six *ChaRM* modules may be used in conjunction or as independent systems.

## 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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