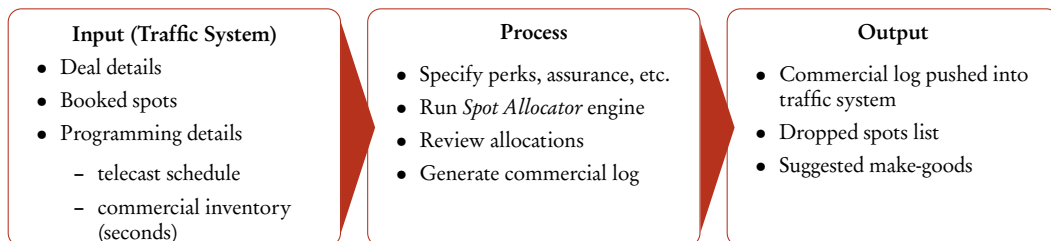


Spot Allocator for Broadcasters

Spot Allocator allocates ad-requests/spots to programs in an automated manner. The tool implements advanced mathematical optimization techniques to maximize revenue and inventory utilization.

Benefits

- Maximizes revenue,
- Meets client requirements,
- Integrates with broadcaster's traffic system,
- Automates allocation of spots to programs,
- Maximizes inventory utilization,
- Distributes brands evenly,
- Improves client servicing, and
- Reduces manual effort and people risk.



Features

Revenue optimization is the most important feature of the *Spot Allocator*. Other features are:

User features

Key Client Quota Allows broadcasters to identify key clients and reserve some percentage of commercial inventory across all dates and programs.

Assured Allocation Assures allocations of spots from buylines over a date range up to a specified limit.

Perk Allows user to give priority to clients/deals over others. This priority is specified for buylines over a date range and is added to the rate.

Deal Expiry Parameter Prioritizes spots from deals closer to their end date.

Create ad log Enables user to push ad log into the traffic system.

Manual Allocation Allows user to review and modify spot allocation. Manual allocation is retained across all future runs of the *Spot Allocator Engine*.

System features

Spot Allocator Engine Automatically allocates requested spots to programs while honoring all requirements. The allocations are:

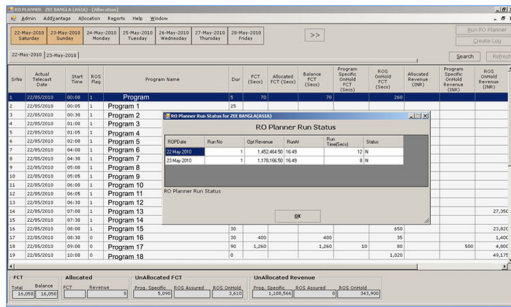
- revised only when new spot requests are received,
- completed within a minute as against several hours in existing systems,
- arrived at after comparing millions of possible combinations.

Even distribution Evenly distributes run-on-schedule spots across eligible time-band.

Client servicing Ensures maximum representation of different brands and clients when ad requests of same rate compete for allocation.

Planning horizon Allows user to run the application for multiple days at a time.

Audit trail Every user action is logged and can be traced back.



Spot Allocation Engine. Generates optimal spot allocations within a minute

Reports

- Deal consumption
- Assured allocation for brand
- Booked spots
- Allocated spots
- On-hold spots
- Make-Goods
- Program-wise allocation
- Zone-wise allocation
- Allocation status
- Mismatch spots
- Allocation awaiting delivery to traffic

Spot length	Rate	Typical		Optimal	
		Allocation	Revenue	Allocation	Revenue
20	1,500	✓	3,000	✓	3,000
10	1,000	✓	1,000		1,000
15	750			✓	1,125
15	500				
			4,000	4,125	

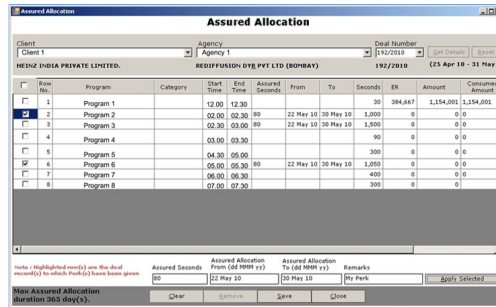
Revenue optimization – hypothetical case: Consider total spot requests of 60s against available inventory of 35s. Mathematical optimization leads to a less than intuitive allocation but higher revenue.

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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Assured Allocation. Allows user to assure allocation of spots from selected buylines/brands

Comparative Studies

Revenue earned by *Spot Allocator* has been compared with legacy rules-based semi-automated systems.

A sample of about 200 telecast days (15 sample days over a period of 1 year, selected on each of 13 TV stations) showed

Revenue gains

- Overall average 2.8%
- As high as 8.5%

Process benefits

Violation of allocation rules was observed in legacy process on all the days (14/200) where *Spot Allocator* returned lesser revenue.