



Release Order Planner

Release Order (RO) Planner allocates ad requests to programs. It mathematically maximizes revenue for the broadcaster by rapidly comparing millions of alternate allocations.

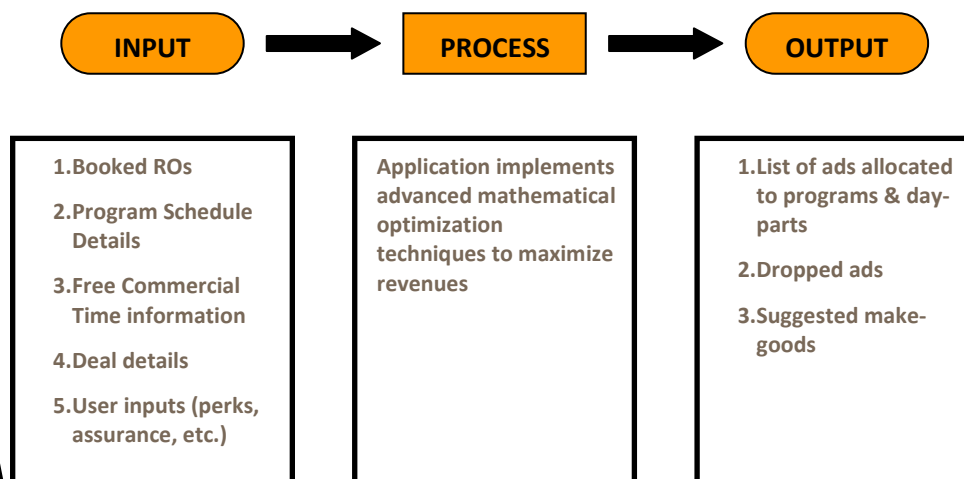
Typical revenue gains when using this tool are 1% to 5%.

BENEFITS

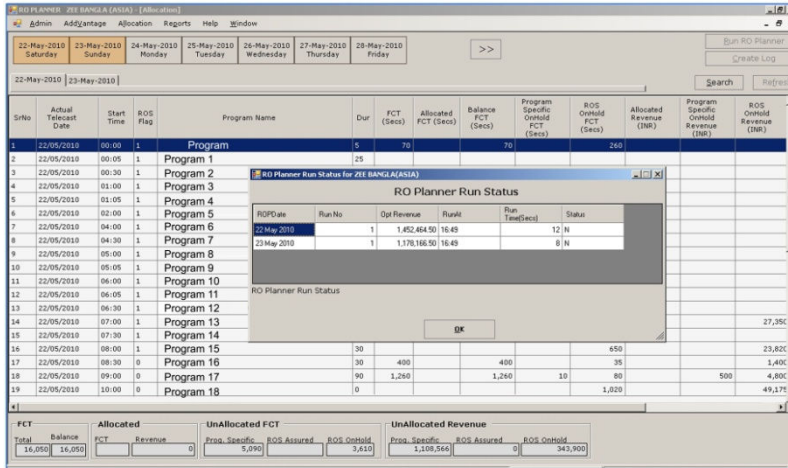
- ❖ MAXIMIZES REVENUE WHILE MEETING CLIENT REQUIREMENTS
- ❖ MAXIMUM UTILIZATION OF INVENTORY
- ❖ EXTREMELY FAST
- ❖ INTEGRATES WITH LEGACY SYSTEM

The tool

1. Integrates with broadcaster's transaction system
2. Allocates ads in a few minutes as against several hours in existing systems
3. Maximizes inventory utilization
4. Allows over-booking and suggests make-goods
5. Reduces people risk
6. Ensures client servicing through
 - a. Fine controlled assured allocations
 - b. Perks to brand campaigns
 - c. Even distribution of ads across day-parts

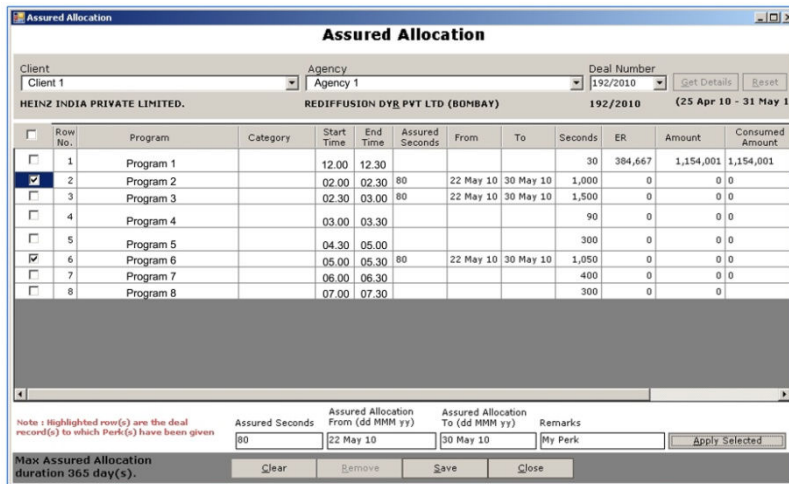


Some Screenshots of RO Planner

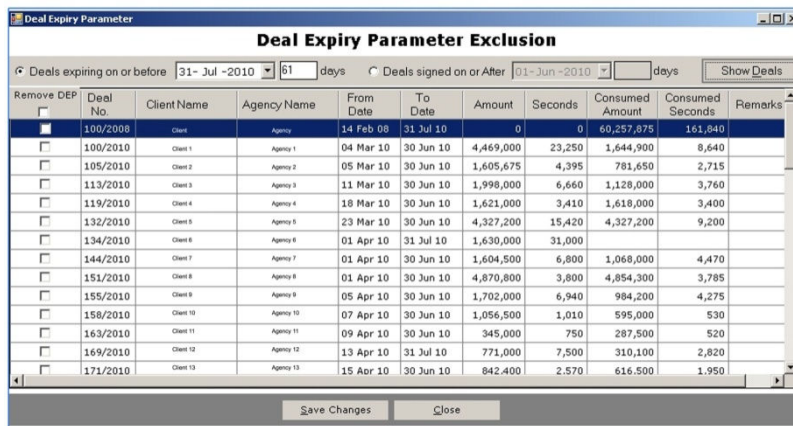


Substantial reduction in time taken for allocations

Assure telecast of ads from specified clients/brands/campaigns



Prioritization of expiring deals can be over-ruled



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