

Ratings Forecaster

Ratings Forecaster is a tool to forecast channel Gross Rating Points (GRP) as well as ratings of programs, day-parts, launches, story highpoints and re-scheduled programs. This tool allows users to carry out a wide variety of 'what-if' analyses and simulations.

BENEFITS

- ❖ **PLANNING LAUNCHES, MOVIE PREMIÈRE, STORY HIGHPOINTS AND PROGRAM RE-SCHEDULES**
- ❖ **PROVIDE EARLY WARNING OF DROP IN RATINGS AND HENCE ENABLE TAKING PROACTIVE STEPS TO IMPROVE FUTURE RATINGS**
- ❖ **HELPS IN ASSESSING COMPETITOR'S PERFORMANCE BY FORECASTING COMPETITOR'S RATINGS**

Ratings Forecaster answers questions like:

1. What would be the channel's GRP say, 3 months hence (from now) in absence of specific initiatives?
2. What would be the ratings of a program/day-part in the following weeks?

The what-if analyses help analyze various scenarios

1. What would be the ratings of a program being launched next week if the story line is similar to certain past programs?
2. Will the planned story highpoint of a driver show deliver expected viewership?
3. How many rating points will a movie première deliver?
4. What will be the ratings of a program if rescheduled?
5. Can the channel GRPs be increased by rescheduling the current programming?

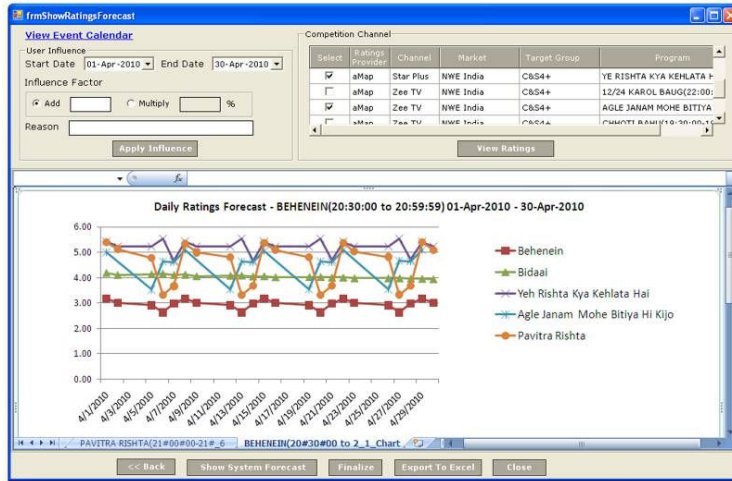


1. Market(s)
2. Target group(s)
3. Channel(s)
4. Day-part(s)
5. Historical ratings
6. Expected and actual promo GRP burn

1. Tool uses advanced statistical models (ARIMA, Holt-Winters, etc.) to forecast ratings
2. User may experiment with variety of 'what-if' analysis

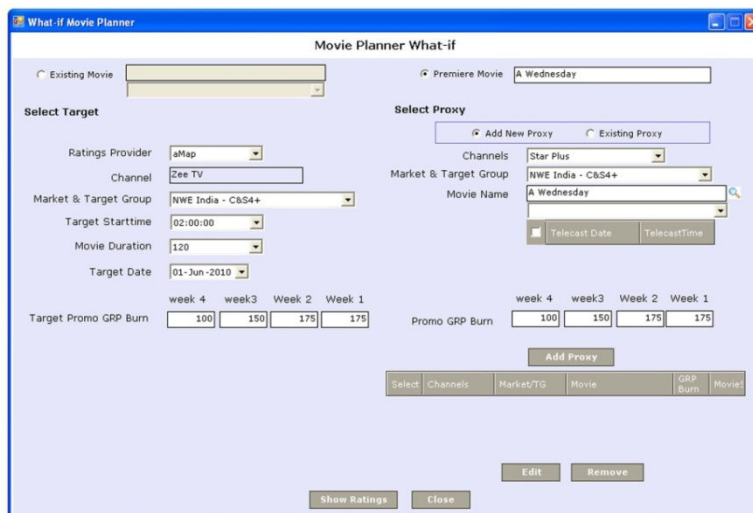
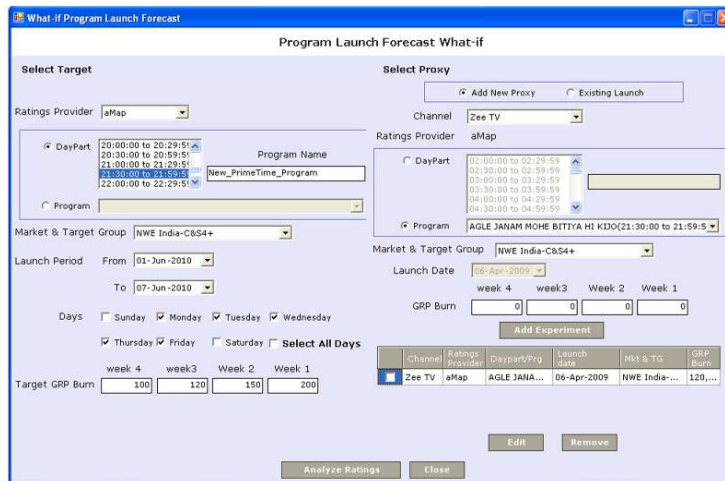
1. Forecast ratings for programs/day-parts
2. Expected ratings for what-if scenarios

Some Screenshots of Ratings Forecaster



Forecasts for in-house as well as competitor channels

Try out scenarios when planning program launches



Try out scenarios when planning movie premiere

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