

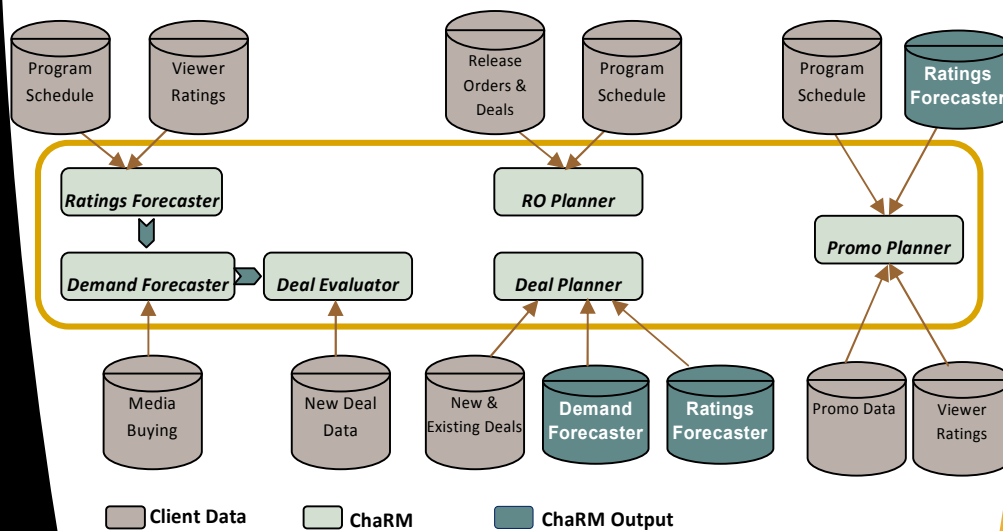


Revenue Management System for Broadcasters

Using its experience in the media sector and expertise in modeling, DecisionCraft has developed **ChaRM**, India's first and only revenue management system for broadcasters, to help broadcasters improve revenue and efficiency through demand forecasting, correct pricing and optimum inventory allocation.

Benefits:

1. REVENUE MAXIMIZATION
2. VISIBILITY OF INVENTORY AVAILABILITY
3. FORECASTING OF PROGRAM RATINGS AND ADVERTISING DEMAND
4. FACILITATION IN SALES NEGOTIATION
5. OPTIMAL ALLOCATION OF DAILY INVENTORY
6. AUTOMATED PROCESSES RESULTING IN SAVINGS OF TIME & COST
7. PLAN PROMOS ACROSS CHANNELS OPTIMALLY
8. TRACEABILITY OF USER ACTIONS AND THE REASONS THEREOF
9. SCALABILITY IN TERMS OF CLIENTS, CHANNELS, NUMBER OF DEALS, RELEASE ORDERS



ChaRM Modules

RO Planner	Generates daily optimal ad allocation plans in an automated manner
Deal Planner	Generates medium to long term plans for allocation of contracted inventory while saving premium inventory for future sales
Ratings Forecaster	Forecasts ratings of programs/day-parts, launches, high points using historical data, domain expertise and statistical methods
Promo Planner	Allocates promos optimally
Deal Evaluator	Structures deals, which satisfy client's GRP and budget requirement while ensuring profitability
Demand Forecaster	Forecasts demand for inventory on dates, program/day-parts

Industry experience suggests that revenue management leads to substantial revenue gains (2-8%). By using the system, premium ad inventory can be saved to be sold at higher prices in future.

ChaRM provides a statistical basis for the sales force to align airtime rates with changing demand from advertisers. It also helps in finer classification of inventory over and above the conventional primetime and non-primetime categories. It ensures that the effect of myopic short-term sales targets does not result in significant revenue loss over a longer term through proper evaluation of all potential sales contracts. Over and above the revenue uplift, this system ensures standardization of the sales and inventory allocation processes along with a clear audit trail.

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