

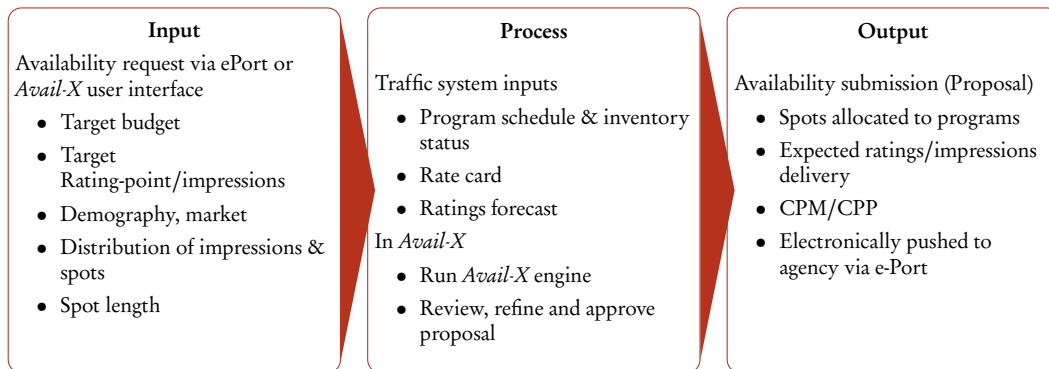


Avail-X for Broadcasters

Avail-X is a software to construct an availability submission (proposal) using a program-mix that maximizes profitability while satisfying the media buyer's requirements and conserving premium inventory for future sales.

Benefits

- Ensures that deals are profitable
- Profits are maximized
- Tries to sell least sold programs first
- Premium inventory is conserved
- Real-time evaluation and structuring
- Standardization of sales process
- TVB-ePort compliant
- Internal approval workflow

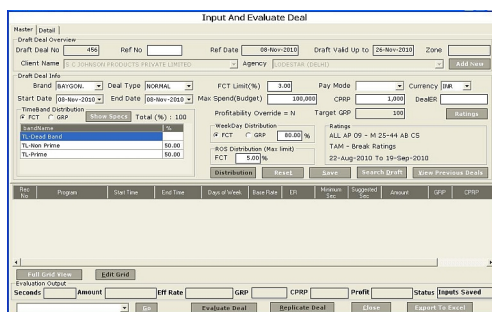


Features

Profitability maximization and conservation of premium inventory for future sales are the key features of Avail-X. Other features are:

User features

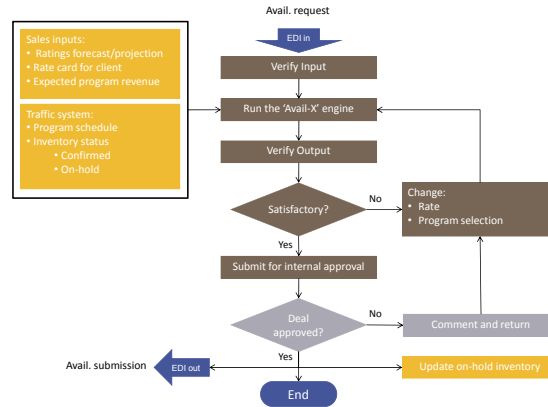
- Allows user to set limits on spots per telecast date per client.
- Allows users to change rates to meet the agency/client expectations.
- Can cap allocation to ROS/RODP bands.
- Can specify minimum spots in selected programs.
- Allows users to add or remove specific programs, if so desired.



Availability Request details – received via ePort.

| Line | Program | Start Time | End Time | Days of Week | Band Rate | ER | Max Spots | Suggested Spots | Amount | CPM | CRP |
|------|-------------------------|------------|----------|----------------|-----------|-------|-----------|-----------------|---------|-------|------|
| 17 | TL SAKRAMENTA - No... | 21:00:00 | 22:28:59 | We Th | 6,000 | 6,000 | 100 | 493 | 297,000 | 76.3 | 3.89 |
| 18 | TL 27 O' CLOCK MOVIE... | 14:00:00 | 16:59:59 | We Tu We Th... | 2,000 | 1,600 | 100 | 495 | 79,500 | 50.5 | 1.56 |
| 19 | TL CHERNA KODALI... | 19:00:00 | 19:29:59 | We Tu We Th... | 3,000 | 6,000 | 100 | 1,165 | 504,250 | 132.7 | 3.95 |
| 17 | Premier movies | 13:00:00 | 15:59:59 | Sa | 7,000 | 2,750 | 100 | 290 | 79,750 | 115.1 | 69 |
| 42 | TL MOPPING SHOW | 09:00:00 | 12:29:59 | Su | 2,500 | 2,750 | 100 | 100 | 27,500 | 16.2 | 1.70 |
| 47 | TL SHODHI SAI KADHA | 12:00:00 | 12:29:59 | We Tu We Th... | 2,000 | 3,500 | 100 | 1,165 | 407,750 | 148.0 | 2.75 |
| 49 | TL MEE NTHI VANTA | 12:30:00 | 13:29:59 | Su | 3,000 | 2,500 | 100 | 100 | 25,000 | 11.0 | 2.27 |
| 51 | TL SRI RAAGAVENDR... | 09:00:00 | 09:29:59 | We Tu We Th... | 500 | 1,500 | 100 | 1,235 | 185,250 | 119.5 | 1.05 |
| 52 | TL VEERABHADRI JHAK... | 18:30:00 | 18:59:59 | We Tu We Th... | 3,000 | 3,000 | 100 | 1,165 | 182,500 | 226.3 | 2.50 |
| 53 | TL KANAKHE SANGHA... | 18:30:00 | 08:59:59 | Sa We Tu We... | 3,000 | 2,500 | 100 | 100 | 25,000 | 18.2 | 1.64 |
| 55 | TL GADAGARI ATTA S... | 13:00:00 | 13:59:59 | We Tu We Th... | 3,000 | 1,600 | 100 | 100 | 16,000 | 5.2 | 3.10 |
| 56 | TL ZEE CINEMALLU | 19:00:00 | 22:14:59 | Sa | 11,000 | 4,500 | 100 | 100 | 45,000 | 14.2 | 3.17 |
| 57 | TL ZEE CINEMALLU | 19:00:00 | 22:29:59 | Sa | 6,500 | 4,500 | 100 | 100 | 45,000 | 12.4 | 3.62 |
| 59 | TL ZEE CINEMA HALL | 19:00:00 | 22:29:59 | Su | 4,500 | 4,500 | 100 | 100 | 45,000 | 28.4 | 2.20 |
| 59 | TL ZEE CINEMA HALL | 19:00:00 | 22:59:59 | Su | 4,000 | 4,500 | 100 | 100 | 45,000 | 19.0 | 2.37 |
| 60 | TL ANANDAVITHI | 19:30:00 | 19:59:59 | We Tu We Th... | 3,000 | 2,500 | 100 | 100 | 25,000 | 5.0 | 4.12 |
| 61 | TL MUDOLI BIDDA-SE... | 19:00:00 | 19:29:59 | We Tu We Th... | 5,000 | 2,500 | 100 | 100 | 25,000 | 8.7 | 2.84 |
| 62 | TL KRISHNAVATAAN... | 20:30:00 | 20:59:59 | We Tu We Th... | 5,000 | 2,500 | 100 | 100 | 25,000 | 5.0 | 5.00 |

Output – optimum program mix, maximized profit.



Avail-X Workflow

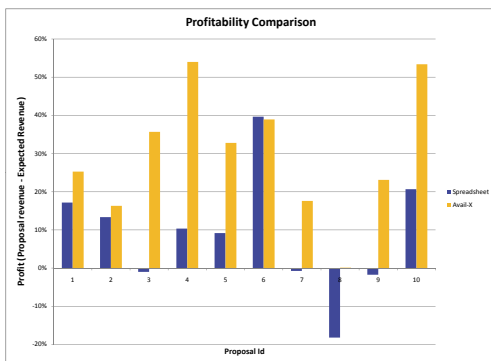
- Approval workflow for profitability override. In that case, the expected loss is minimized.
- Provides internal approval workflow.
- Availability request, if not supplied via ePort, can be keyed into *Avail-X*.
- Program sale history is accounted for – least sold programs are suggested first.
- Rates can be specified/varied by date.
- Over-booking parameter may be set to allow limited over booking of programs
- Ensures allocation of specified minimum spots in selected programs

System features

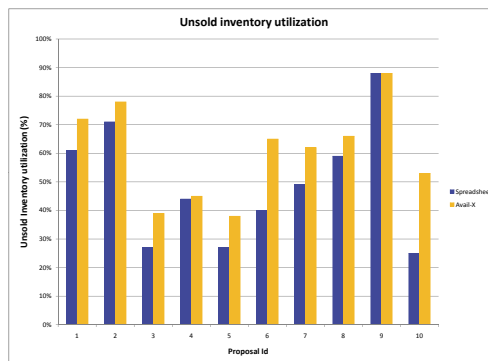
- Meets client’s CPM/CPA target while consuming as much budget as possible.
- Suggests programs to be included while maintaining band-wise distribution requirements.

Comparative Studies

Studies have shown that *Avail-X* gives higher profitability while improving inventory utilization.



Higher average profitability (~ 20%)



Increased Unsold inventory utilization (~ 11%)

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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