

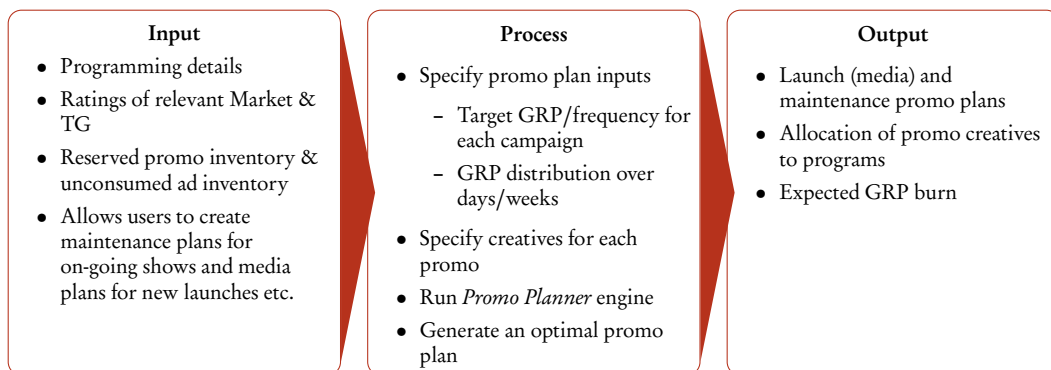


Promo Planner for Broadcasters

Promo Planner creates weekly plans for promoting TV shows on network channels. The plans are designed to deliver Gross Rating Points (GRP) or frequency targets for the promotional shows using minimum commercial inventory.

Benefits

- Helps achieve promo GRP burn target,
- Allows user to re-plan and adjust for as-run airing & GRP burn,
- Minimizes sacrifice of commercial inventory,
- Provides different features for on-going shows and new show launches, and
- Controls airing of time bound creatives like 'showing today', 'tomorrow', etc.

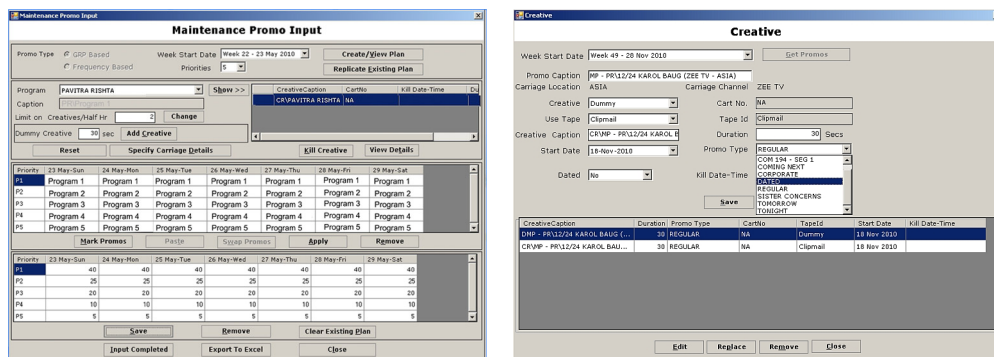


User input features

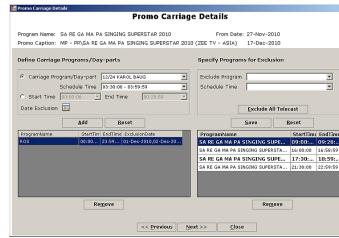
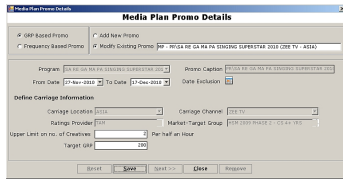
Two types of plans can be made

Maintenance plans These are weekly plans for promoting on-going shows. Entire plan requirements can be input from a single screen. The required inputs are

- Daily priority for each show
- Priority-wise GRP burn weights or frequency targets (preset & editable)



Maintenance plans. Maintain visibility of on-going TV shows.



Media plans. Plan promos for new show launches with elaborate plan details.

- At least one creative associated with each show being promoted – this could very well be a dummy creative with a specified spot length, to be replaced subsequently in the plans.

Media Plans Elaborate plans need to be created for promoting launches, highpoints, movie premiere etc. Such plans can

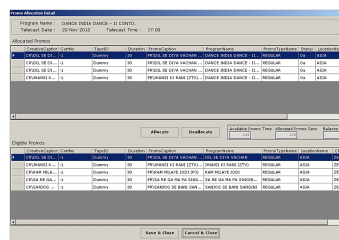
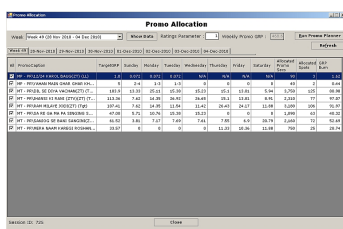
- run for several weeks with different GRP burn/frequency targets for each week
- require exposure on specific shows on specific days of week, and
- typically have multiple creatives with associated constraints like programs on which they may be aired.

Media plans cater to such a need.

Planning and output features

Typically, plan inputs for a week are entered, and the *Promo Planner* engine is run to arrive at the optimal allocation plan. The user is then free to

- Change allocations suggested by the optimizer
- Experiment with different promo priorities
- Finalize a plan to push promo plan log to the traffic system/transmission log
- Revise plan each day to account for as-runs, availability of creatives etc.



Meets GRP targets. Achieves planned GRP for target audience.

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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