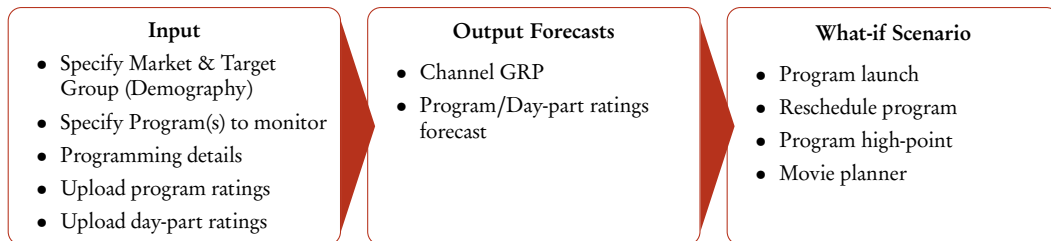


Ratings Forecaster for Broadcasters

Ratings Forecaster forecasts ratings of programs and day-parts. Salient features are *what-if* analyses for launches, high points and program reschedules using historical data, statistical methods, and domain expertise.

Benefits

- Provides early signal of changes in program & channel performance,
- Helps set expectations when launching new program, program high-points and movies,
- Helps assess competition performance and time-slot strength,
- Helps in planning promo campaigns, and
- Helps pricing commercial inventory.



Features

Providing consistent ratings forecast, allowing domain experts to influence the forecasts, and *what-if* analysis are the key features of *Ratings Forecaster*. Other features are:

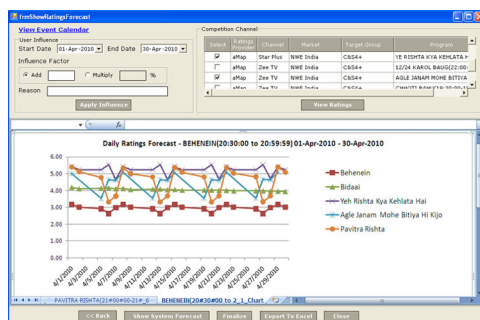
User features

- Allows domain experts to influence ratings forecasts
- Allows users to feedback What-if analysis to the day-part and program forecasts
- Allows domain experts to *Finalize & release* forecasts

System features

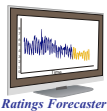
- Can use data provided by any ratings service provider

- Forecasts program/day-part ratings for multiple Markets and Target Groups
- Forecasts ratings for competitor channels
- Shows relevant events calendar
- Weekly channel GRP are predicted
- Provides forecast output as table or graph
- Provides view of actual program/day-part ratings
- *Audit trail*. Every user action is logged and can be traced back.



What-if Analysis

Domain experts can use *Ratings Forecaster* to try out various programming scenarios. The experts identify *proxy* programs/day-parts telecast in past to act as representatives of the program for which the ratings are to be forecast. Advanced statistical techniques are applied to forecast the scenario. The tool offers various *what-if* analyses for



Ratings Forecaster

Program Launch What-if. What would be the ratings of new program's launch next week?

Movie Planner. What will be the ratings if a movie is premiered on a channel?

Program launch Trying different days-of-week, dates and time slots while planning program launches, using other & own channel launches.

Program high-point Trying different days-of-week, dates using different/same proxy program high-points.

Movie Planner Experts can forecast movie ratings, using past movies' performances on same and other channels and different times of day.

Program Reschedule Experimenting with different time slots for rescheduling an ongoing program can lead to small but significant gains in overall channels GRPs.

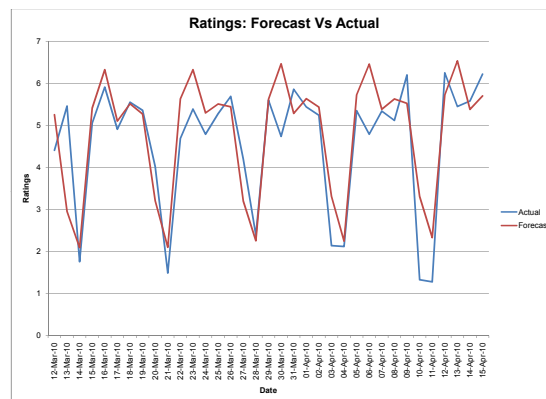
- Actual Day-wise GRP for Time-band
- Forecast Day-wise GRP for Time-band
- FPC Ratings Report (Actual vs Forecast)

Comparative Studies

Ratings Forecaster provides consistent forecasts for day-parts, programs and channel GRPs. Following is an example of its performance for a major GEC during Indian Premier League.

Reports

- Actual Ratings
- Actual GRP for Time-band (Weekdays/Weekends)
- Forecast GRP for Time-band (Weekdays/Weekends)



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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