

Media Enterprise Revenue Optimization System (MEROS)



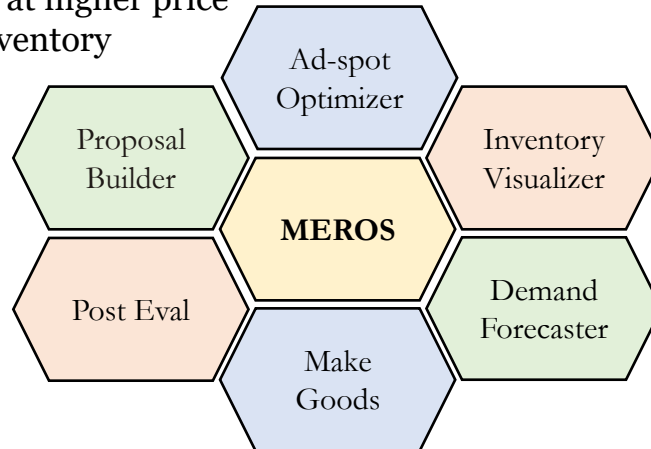
Issues & Objectives

- An end to end system to automate and optimize advertisement inventory planning for media resulting in additional revenue gain.
- The solution focuses on scheduling of commercials, creation of proposals, planning of ad inventory and post evaluation.



Benefits

- Maximizes revenue (2-4% incremental gain)
- Suggests profitable deals in real time
- Ensures servicing of deals
- Saves premium inventory for selling at higher price
- Right pricing through visibility of inventory
- Saves time and cost
- Reduces people risk



Modules

- **Proposal Builder** – customizes rates and inventory commitment to satisfy advertiser/agency requirements while maximizing broadcaster’s margins. It can take care of both CPRP and ER based deals & simultaneously address the requirements of large advertisers and the scatter market
- **Inventory Visualizer** – Inventory Visualizer derives insights for sales strategy planning from data. It provides clear visual presentation of current and historical data, insights for right pricing and full visibility of inventory, consumption and availability
- **Ad-Spot Optimizer** – generates in real time (typically a few minutes) the daily spot allocation plan which determines the program/breaks in which each spot will be aired.
- **Demand Forecaster** – The demand Forecaster forecasts demand from forecasters for day-parts and programs taking into account factors such as booking history, current bookings, channel grp, seasonality, festivals and economic indicators.
- **Post Eval** – tracks the performance of marketing campaigns by mapping spot ratings to as-run logs
- **Make Goods** – suggests appropriate spots for make good to compensate for dropped ROs or unmet GRP targets while maximizing revenue

Ad Revenue Optimizer (ARO)



Issues & Objectives

- To automate and optimize advertisement inventory planning for the client resulting in additional revenue gain. The solution focuses on creation of proposals, planning of ad inventory and post evaluation.



Benefits

- Improved inventory pricing.
 - ❖ Advertiser-specific price variation and
 - ❖ Demand driven pricing of inventory.
- Improved allocation of inventory.
 - ❖ Planned inventory overfill to manage day-to-day demand (RO) variation & avoid wastage.
 - ❖ Reduced servicing issues and
 - ❖ Reduced make goods effort
- Improved pipeline visibility
- Sales executives performance tracking
- Negotiations history tracking for future reference
- Improved handling of Make goods
- Streamlined, accurate and faster billing



Solution

- Designed and developed a software serve clients evolving requirements like
 - ❖ state of the art inventory visualization
 - ❖ advertising on digital and mobile platforms
 - ❖ interactive content
 - ❖ comprehensive sales management

The screenshot displays the 'Proposal Builder' software interface. At the top, there are navigation tabs: 'Inventory', 'Scatter Grid', 'Post Eval', 'Make Goods', and 'r1+'. Below this is a 'Proposal Details' section with a yellow header. The main content area shows a form for proposal details, including fields for Client (Radix Analytics), Agency (Radix Analytics), Channel, Budget Share %, # Sales Units, and RODP %. There are also fields for Start Date (15/05/2019), End Date (31/05/2019), and Budget (1,200,000.00). A 'Ref Channel' and 'Ref deal / Ref proposal' field are also present. A 'Total' row shows Budget Share % as 100 and # Sales Units as 20. At the bottom, there are 'Comments' and 'Save' buttons, and a 'Next' button on the right side.

Airline O&D Passenger & Revenue Forecasting



Issues & Objectives

- Forecast passenger and revenue for major O&D (Origin & Destination)/POS (Point of Sale) combinations for a large East African Airline
- Short term O&D forecasts for every flight date up to 90 days in the future to be generated everyday
- Long term rolling forecasts up to 5-10 years to be generated quarterly



Methodology

- Linear Regression
- ARIMA/ARIMAX
- Neural Networks
- Etc.



Data

- Short term forecasts based on:
 - ❖ Current bookings
 - ❖ Historical bookings
 - ❖ Seasonality
 - ❖ DOW (Day-of-Week)
 - ❖ Etc.
- Long term forecasts based on:
 - GDP
 - Population growth at origin
 - Population growth at destination
 - Employment growth at origin
 - Employment growth at destination
 - Etc.



Solution

- O&D forecasting is very challenging because of the small numbers involved
- Good accuracies obtained

