

Broadcasting Revenue Management

Objective

Develop a Revenue Management (RM) system for broadcasters.
Benefits of the system are

- Increase Revenue
- Reduced time and effort
- Streamlined processes
- Maximized inventory utilization
- Reduced people risk

Solution

The RM system combines statistical techniques with media domain knowledge to plan inventory optimally, optimize ad revenue, streamline operations and reduce time, effort and people risk.

It consists of the following three modules

- Proposal Builder – generates in real time proposals that meet the agency/advertiser’s requirements while maximizing profit for the broadcaster.
- Deal Planner – plans the weekly consumption of inventory for all signed deals.
- Spot Allocator – generates the daily spot allocation plan.



Conclusion

At one of India’s leading television networks the system designed and implemented by the Smart Consulting team while working in another company, generated 4% or higher ad revenue than manually generated plans which translates to several Crores of INR of extra profit annually.



Broadcaster’s Business Process