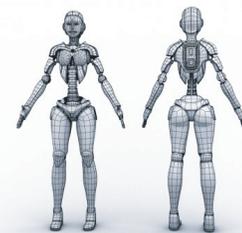


5

HOT DATA MODELS YOU SHOULD BE USING!



Engagement & Act-Alike Modeling

To make it all work, one has to understand the viewer's behavior better than the viewer herself: what she watches; which ads register; how she buys; what she tells her friends, which of her friends listen. The act-alike data model from Big Knowledge changes all that. It looks at viewer and customer behaviors and targets audiences that act alike—the ones who have similar needs, wants, desires, and purchasing behaviors. It lets advertisers, marketers, and programmers sniper-target the right viewers in the most effective way. It lets them influence the influenceable, and ignore the rest.

As the old saying goes, the better you aim, the better you hit your target.

1 | Plan Optimization for Pricing & Inventory (P&I)

In the madness of the upfront rush, how cool would it be if you could auto-build plans that were perfect for each client and made your networks more money? Advant Plan Auto-build uses data science to compare 100,000's of possible plans in seconds. It looks at all the available inventory across every network: the expected audience, the CPM, the deal constraints. Bonus, it keeps likely future deals in mind, so that you save the right inventory for later.

The results are breathtaking.

2 | Getting Rid of Make Goods

If you sell guaranteed ads by daypart, rotator, or run-of-schedule, this is the model for you. Imagine massively reducing both under- and over-delivery by moving only a few of your ads to a different qualified program. Consider it done.

Advant looks at campaign performance to date, remaining time, and then micro-places spots on the log. It honors all constraints, guarantees, DR, even gentleman's agreements.

Companies use it to save over \$10 million/year.

3 | A Bigger Promo Bang

Imagine using 30% fewer promos and actually building a larger, more engaged audience. Welcome to Prophet 2.0's promo model. Prophet 2.0 uses data analytics and machine learning and easily beats other systems. It identifies convertible viewers and sniper-targets how best to reach them: in network, on sister-networks, out of network, even on digital platforms.

The only question becomes what you want to do with all those freed up promo spots.

4 | Linear Scheduling:

What if you could schedule your non-primetime programs better: building audience with less costly content? Big Knowledge's Linear Scheduling App is a hot data-science model lets you do that.

It uses behavioral science to design schedules so that the audience flows and builds from show to show. Bonus, it calculates true content cost and finds the content that meets network objectives at the best price. It lets you focus on those dayparts where programming is an art.

5 | VOD Offer Management

Whether Electronic Sell Through (EST) or Download to Rent (DTR), TVOD is huge business and getting bigger. This is where data science makes companies real money. Big Knowledge's Offer Management app uses behavioral modeling to show each viewers the right content, at the right time, at the right price. The results are huge