Plan-itU

Program Planning powered by Predictive Analysis

Overview

Plan-itU is a powerful solution that provides complete visibility & control over planning of your programming assets. Weekly and Monthly plans are generated along with data science based algorithms considering complex business logic that helps you to achieve your **Viewership Goals**.

Its unique ability to correlate data from various sources like Ratings, Genre, Meta Data, Rights, etc. which help in efficient **Decision Making**. Coupled with **Predictive Analysis** based on historical trends and logic, the application identifies and plans probable **High Yield Assets**.

A comprehensive competitor analysis solution which provides 360° view across your competitor's library and performance of their product mix.

Plan-itU Ecosystem

Viewership Rating

- Airing information of all channels
- Rating achieved across titles
- Normalized Reach GRP data across channels

Centralized Asset Library

A centralized database of all Own & Competitor assets along with following Information
- Schedule
- Metadata

Asset Rights

- Rights Period - Start Date & End Date
- Runs available
- Asset Rights Rule
- Channel Definitions
- Asset Metadata

Solver

A high powered statistical Open source computing engine which performs linear and non - linear mathematical equations to generate an optimal plan

Planner

Plan-itU has a robust architecture to integrate with multiple 3rd party applications through varied methodologies such as Web API's, File Based, Database Connectors, etc.
The key systems which are currently being leveraged through the interface fabric within a broadcast footprint are: Broadcast Management, Rights Management, BARC, SAP, etc.

Central Asset Repository with Rich Meta Data

This feature enables the business to get a bird's eye view on key associations to an asset which are an integral part of planning as Reporting and Analytics.

Content specifics	Cast & Crew	BO & Rewards	Technical Specs
Genre	Star Cast	Awards	Aspect Ratio
Synopsis	Producer	CBFC Rating	Camera
Key Words	Director	Box Office Popularity	Key Art work
Nature of Program	Choreographer	IMDb Vote Count	Laboratory
Trailers	DOP	IMDb Rating	Negative Format
Title	Editing	Press Release	Printed Film Format
Title Type	Cinematography	Nominations	Sound Mix
Year of Release	Dialogues	Audience	Colour / B&W

Rights

Rights is a vital component for optimally planning the Programming Assets. The key constituent is the utilization ratio which is maintained by our algorithm engine to achieve a balance of spread across license period to achieving of Viewership Goals. Plan-itU manages complexities of channel rights, available runs, rights period, channel definition, etc. at the core level. Additionally, it also has provisions to incorporate de-duplication rules between primary and secondary channels sharing a common Asset bank.

Key Highlights

Ease of use - Ease of use of own assets for planning to get high end results, accuracy of data, expected weekly GRP planning which are the key aspects of this application.

Achieve high viewership goals - Achieve high viewership goals with constant feed of business intelligence statistics.

Automated email notification - Highly configurable Notification Engine linked to Email reminders as alerts. This can be triggered at different points of integrations and events in the system.

Secured Environment - Multiple business users with multiple access rights for the application helps to keep the assets in highly secured environment.

Audit - Plan-itU enables the organization to trace the system's usability, recognize the users for any unidentified access and protect sensitive data.
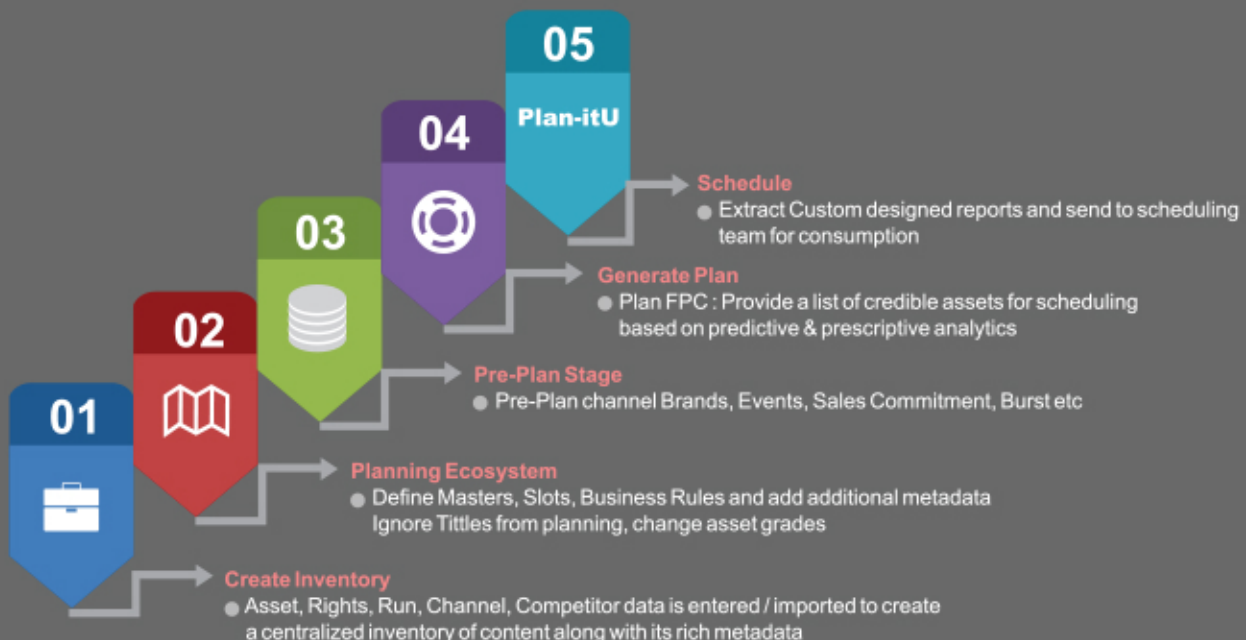
Intelligent Planning

The objective for the system is to achieve higher viewership goals with constant feed of statistical data.

Preplan Stage: Users can pre-plan the brand titles as well as deactivate the titles which are not required from the list of available assets before the system plans the FPC for the month.
The application has Data Science based innovative Algorithms which plans titles based on combination of business rules associated with the Asset Rights, and Ratings from Historical Trends to predict high yield Titles for Scheduling and eventually achieving the GRP goals for a week / month.

Stages of Planning

05 **Plan-itU**

Schedule
- Extract Custom designed reports and send to scheduling team for consumption

04

Generate Plan
- Plan FPC : Provide a list of credible assets for scheduling based on predictive & prescriptive analytics

03

Pre-Plan Stage
- Pre-Plan channel Brands, Events, Sales Commitment, Burst etc

02

Planning Ecosystem
- Define Masters, Slots, Business Rules and add additional metadata Ignore Tittles from planning, change asset grades

01

Create Inventory
- Asset, Rights, Run, Channel, Competitor data is entered / imported to create a centralized inventory of content along with its rich metadata

Analytics & Reporting

☐ **Projection & Product Score Report:**
Displays complete plan insight for quality check. E.g. Avg daypart grp, weakest day grp, etc.

☐ **Slot Analysis Report:**
Detailed analysis of rating spread in a month at week-slot-day level and achievement against the same.

☐ **ROI Report:**
Detailed analysis of all own Title runs with their planned GRP and the Actual achieved GRP and % achievement.

☐ **Competitor Tracking Report:**
Displays list of Channels with their Actual GRP vs Planned GRP and % achieved as compared to planned.

☐ **Channel wise Contribution Report:**
Displays the list of channels slot wise contribution in ratings with their contribution across Channels for the selected months.

ProEvalU

A stand-alone tool fully integrated with Plan-itU which empower data science driven 'buying' decision making with the support:

- To plan and execute an optimal Acquisition Deal with Suppliers
- Adheres to Grading basis Meta-data and Viewership Ratings
- Legitimize Budget &Track Amort
- Return on Investment (ROI - Value paid vs. Ratings achieved)
- Evaluates Inventory Levels across Available Title Strength and Projections
- Project Ad Sales Revenue basis effective rates and Saleable Airtime
- Attain Financial Goals – Amalgamate the essence of ROI and Normalized costs.

U-TO Introduction

At U-TO, we believe in merging technology, innovation and business knowledge to help our clients achieve more.

With 17+ years of business experience in developing products and tailored software solutions, we implement products to provide precise business outputs.

U-TO's expertise and in-depth understanding of the media domain has helped broadcasters, studios, content aggregators and OTT players address varied complexities of their ever-evolving business needs.

We are a global company with personnel, partnerships and clientele worldwide including US, Russia, Dubai, Singapore and India.

Trusted by Industry Leaders

| **Partners every step** of the way | **Sharper Focus** Sharper **Insights** | **Passion** for **Innovation** | **Fast** & **Effective** | **Built** on **Trust** |

Write to us at **sales@uto.in**
www.uto.in