

sopra  steria

Scheduling and Advertising for Channel A

Group 5

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Arda Goksen, Pannathorn Naksung, Petter Reholt, Puttiwat Wanna

Introduction



Background

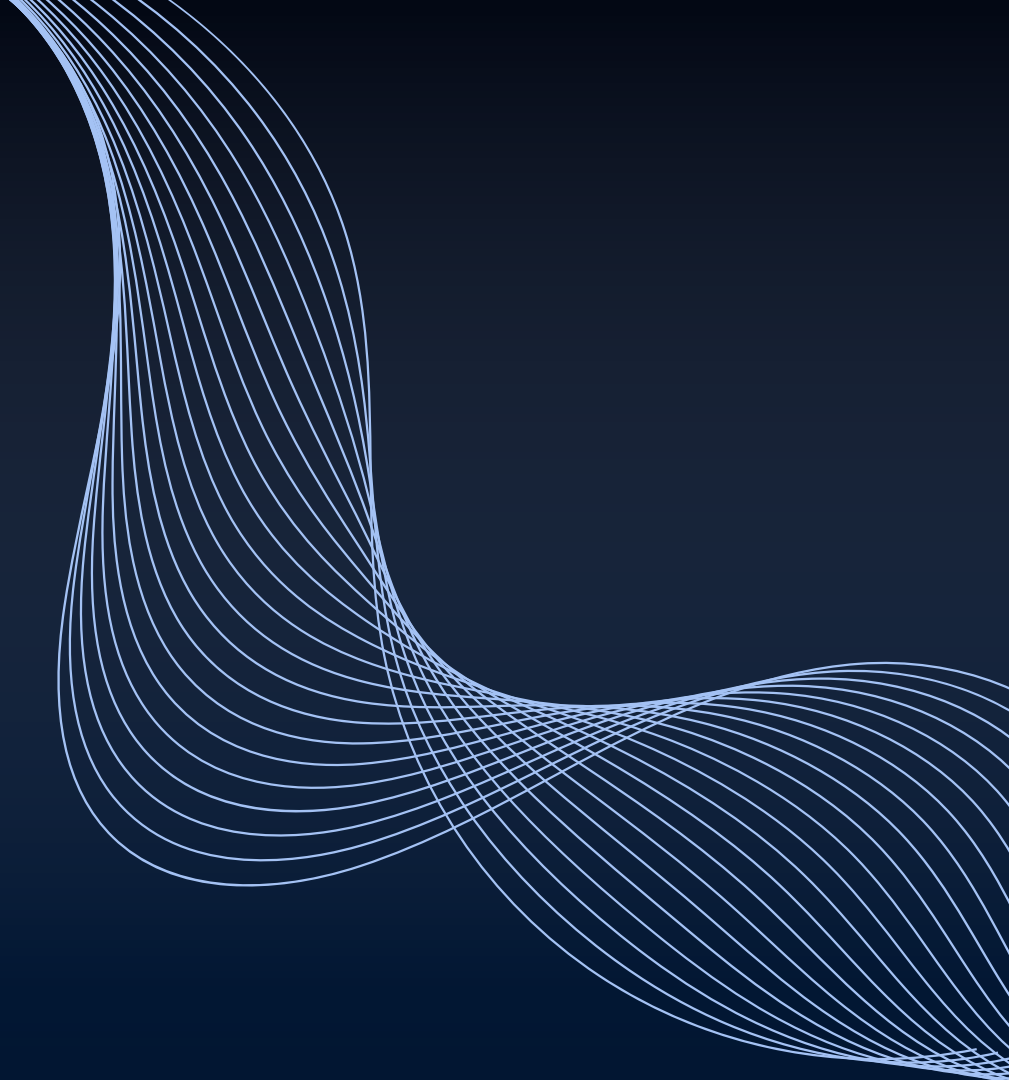


Objective

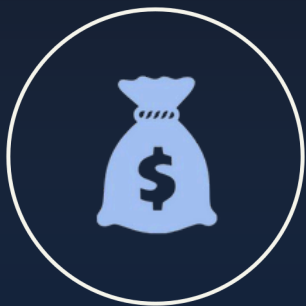


Strategy

+ 6 Million
Pounds



STRATEGY I: Movie Selection and Scheduling



Licence Fee
and
Profitability



Demographic
Popularity



Filtering
and
Scheduling

STRATEGY II: Viewership Increase



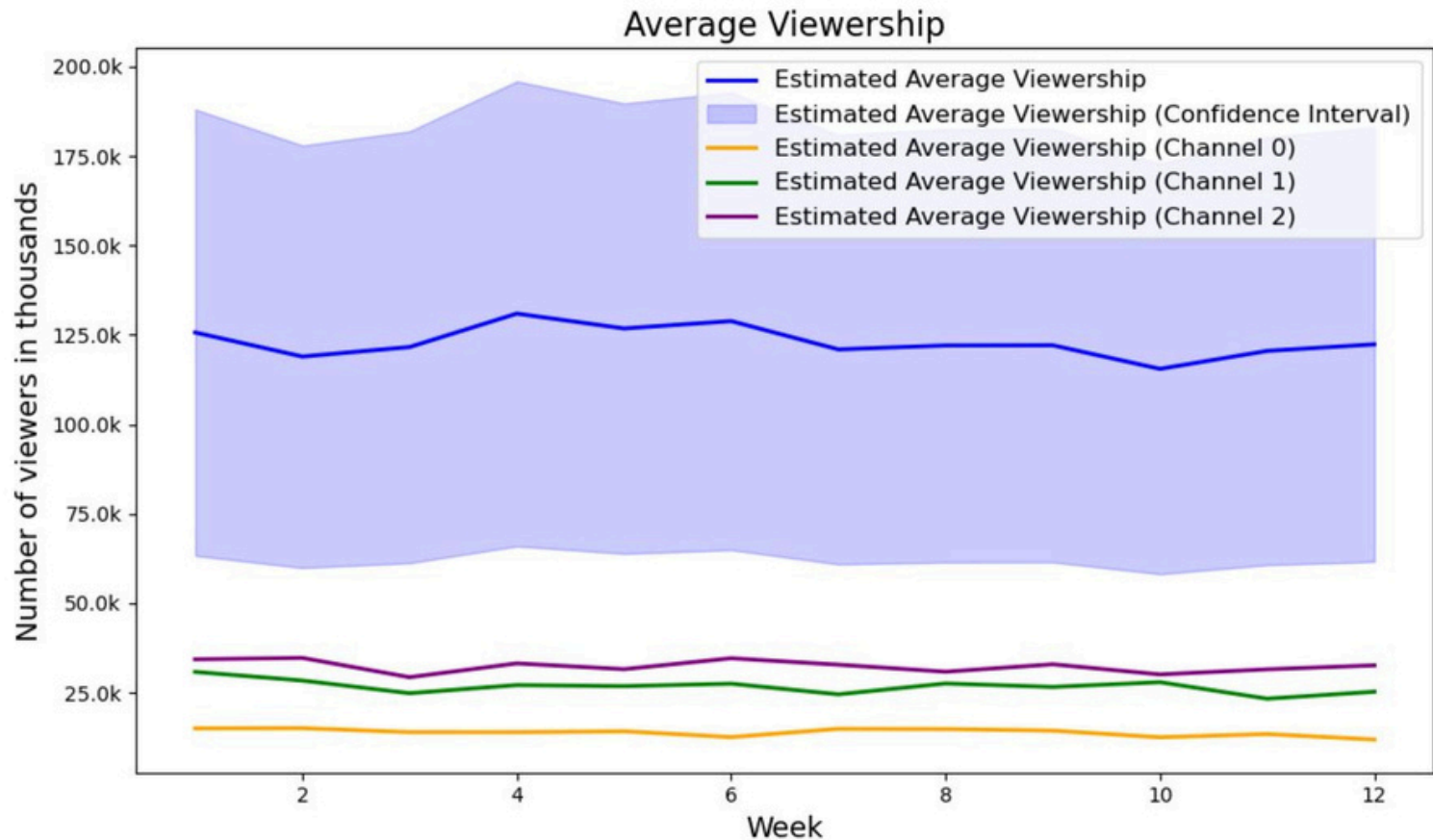
Buying
advertisements
from competitors



Which movies to
advertise



When to buy an
advertisement



STRATEGY III: Maximising Profits



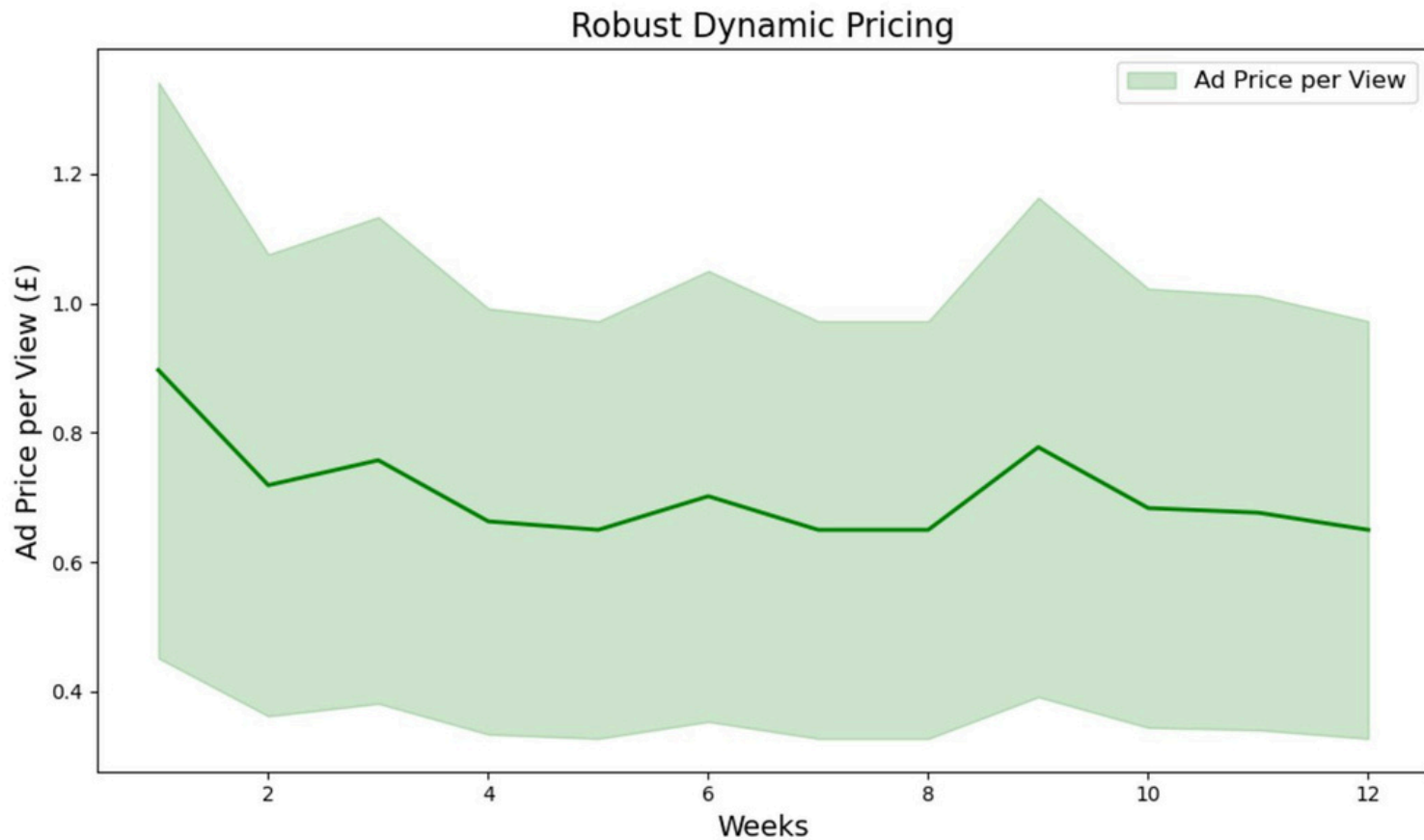
**Implementing
Strategy I and II**



**Competitive
Price Advantage**



**Robust Dynamic
Pricing**



RESULTS

Total Revenue

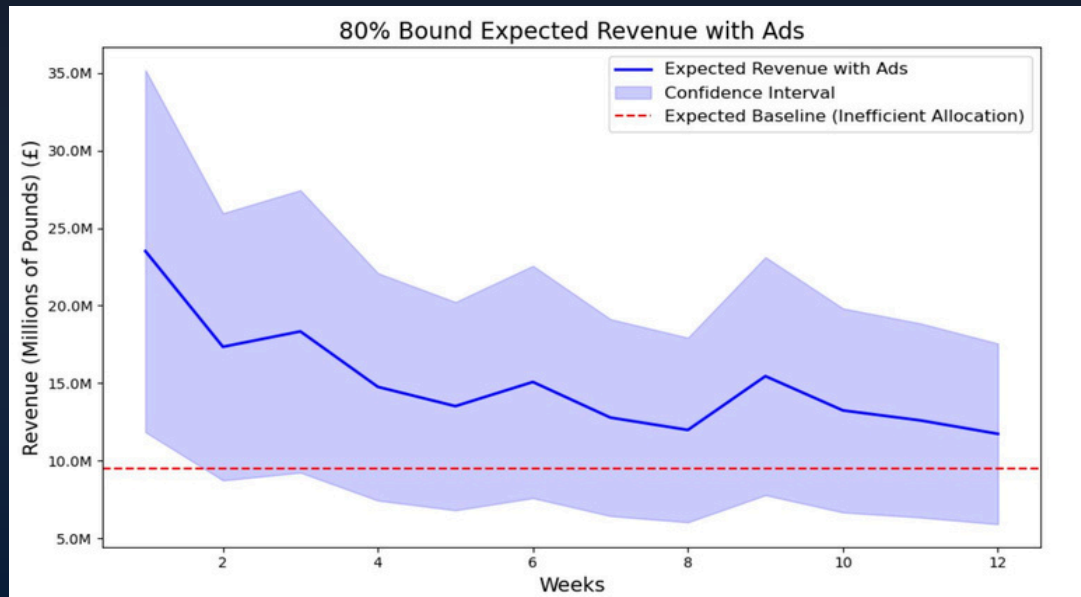
£180,000,000

Budget and Total Expenses

**£3,200,000 &
£70,000,000**

Gross Profit

£110,000,000



ANALYSIS

Total Revenue

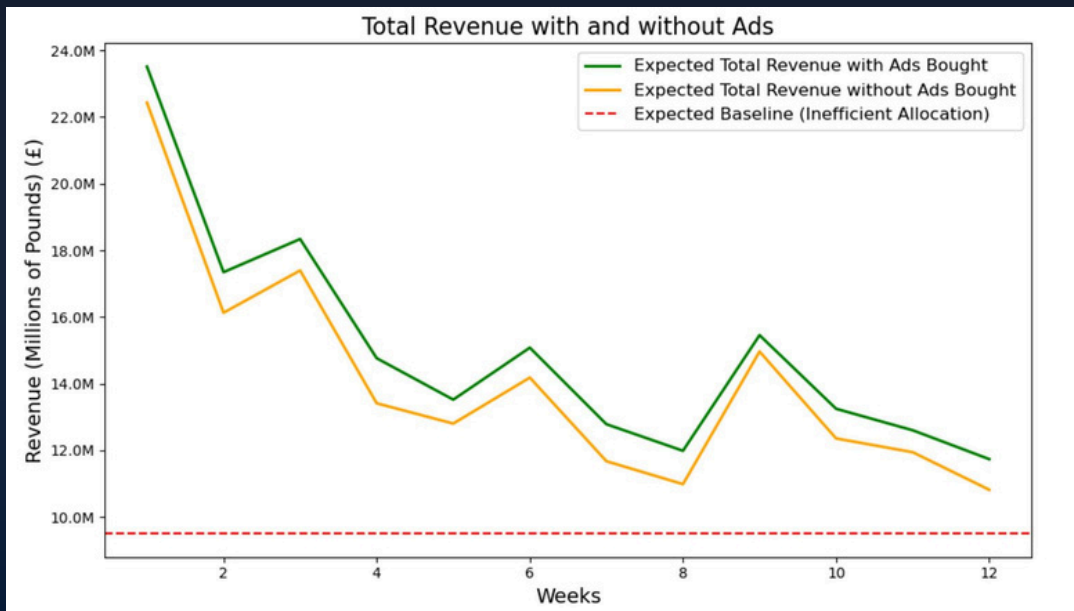
£180,000,000

Revenue **before** Advertising

£169,000,000

Revenue per Movie

£375,000



CONCLUSION



Summary



Recommendations



**Final
Thoughts**

