



DEVELOPING A SUITE OF APPLICATIONS FOR SUPPLY/DEMAND MANAGEMENT AND AUTO-SLOTING FOR ONE OF THE LARGEST TELEVISION BROADCASTING COMPANIES IN UK

Industry Landscape

With regulations influencing the supply of television advertising, the television broadcasting industry currently faces shrinking advertising revenues and margins. An optimal ad slotting solution is the key to maximizing advertising revenues, as a 0.1% increase in efficiency improvement leads to approximately 1.4mn pounds in savings on trading balance per annum.

The Opportunity

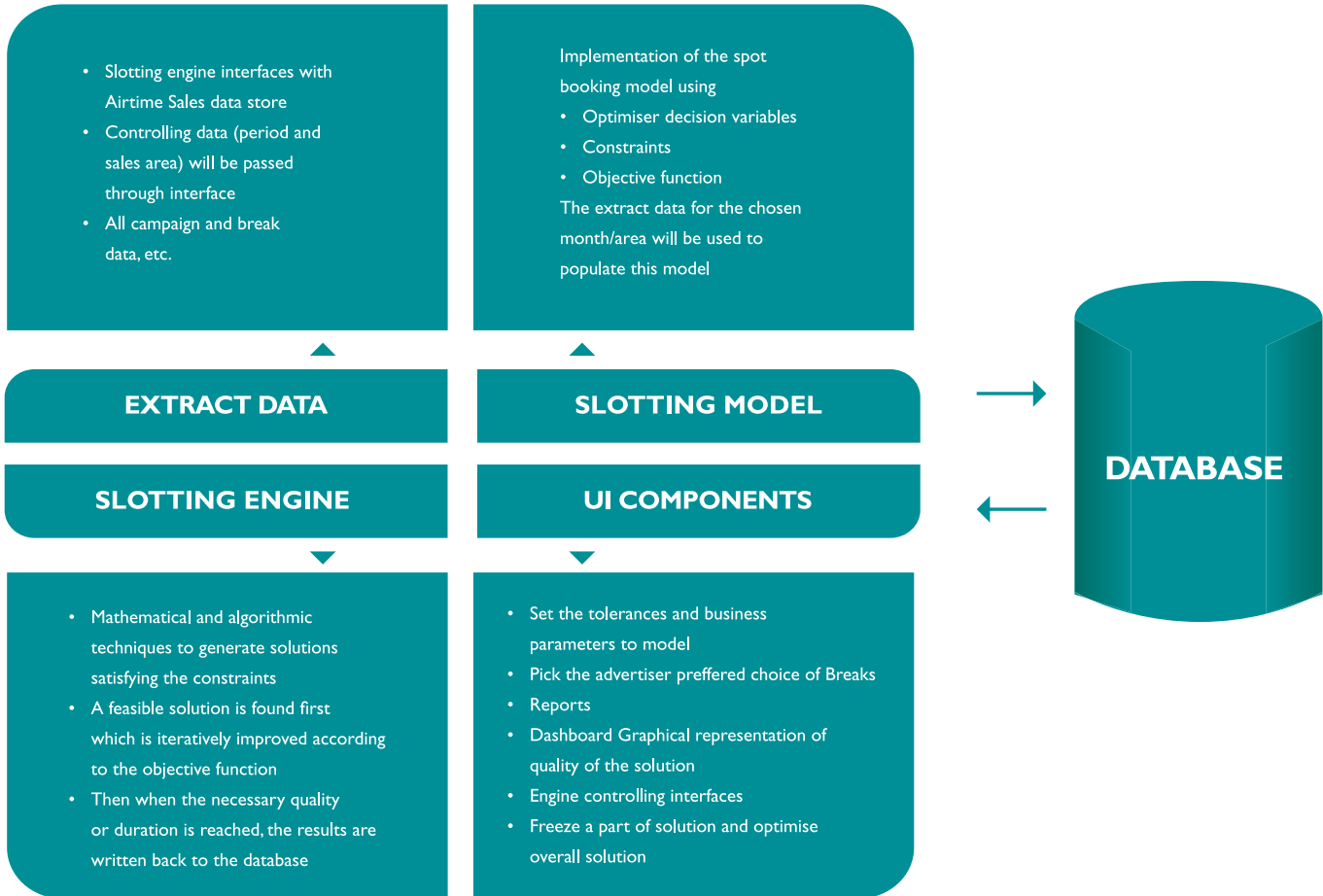
Declining advertising revenues and complex rules governing advertising are the biggest challenges faces by the broadcast industry today. The Customer needed a slotting system which could also facilitate demand management, require less manual intervention and be able to produce efficient and saleable (to agencies) commercial airtime schedules.

Client Background

The Customer is the largest commercial television network in the UK, broadcasting the most-talked about television. They are amongst the highest, in terms of audience share and advertising revenues, own in-house production centers and offer various online services to the viewers. There were no existing products that could cater to all the complex ad-scheduling rules and the existing process was unable to cope with the complex business needs in ad-scheduling, resulting in advertising revenues not being maximized.

Solution

- Wipro adopted a consultative approach, with a comprehensive onsite study to propose the 'Best of the Breed' solution to the client
- The solution involved a Linear Programming approach to manage the complex business constraints and requirements
- Partnered a leading solution provider for Optimization Engine



Quantifiable Business Impact

- An optimal ad-slotting solution is the key to maximizing advertising revenues as a 0.1% increase in efficiency improvement leads to approximately 1.4mn pounds of savings on trading balance per annum

About Wipro

Wipro (NYSE:WIT) is a \$5.2bn global provider of IT Services, Outsourced R&D, Infrastructure Outsourcing, Business Process Services and Business Consulting. With 25 years in the global delivery of technology services, Wipro is the world's largest third-party provider of R&D services and the world's first PCMM and CMMi level 5 company.

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