

WHATS'ON STRATEGIC PLANNING



Simplify the long-term planning process and make it collaborative

WHATS'ON Strategic Planning is a web-native application that supports the process of strategic planning and visualizes the content & channel strategy over long periods of time.

WHATS'ON Strategic Planning drives great business value for media companies through **lean cross-functional collaboration**, and **alignment of demand, capacity and inventory**.

4 reasons why WHATS'ON Strategic Planning drives business value

- 1** Is part of our evolving **integrated business management processes** to dynamically synchronize demand, capacity, and inventory.
- 2** **Simplifies content planning** in line with business goals and windowing strategies, keeping track of changes.
- 3** Facilitates collaboration and allows for workflow orchestration of cross-functional processes to **eliminate alignment complexities and create a real-time data flow** across divisions and management layers.
- 4** Sets the ground for future workflow automation and decision-making improvements as it enables the integration of the many separate plans into a **single shared and consistent process**, and drives business agility.



4 ways to save time and effort

- 1** Replace manual and Excel-based planning.
- 2** Reduce the collaboration effort with a single source-of-truth. Subplans of the strategic plan are kept in sync for platform and channel managers.
- 3** Streamline and integrate planning across divisions and regions for certain business workflows by integrating WHATS'ON Strategic Planning with the WHATS'ON Workflow Orchestrator.
- 4** Simplify the long-term planning process with functionalities for tentpole programming.

WHATS'ON Strategic Planning: seamless flow of information on the planned life cycle of content

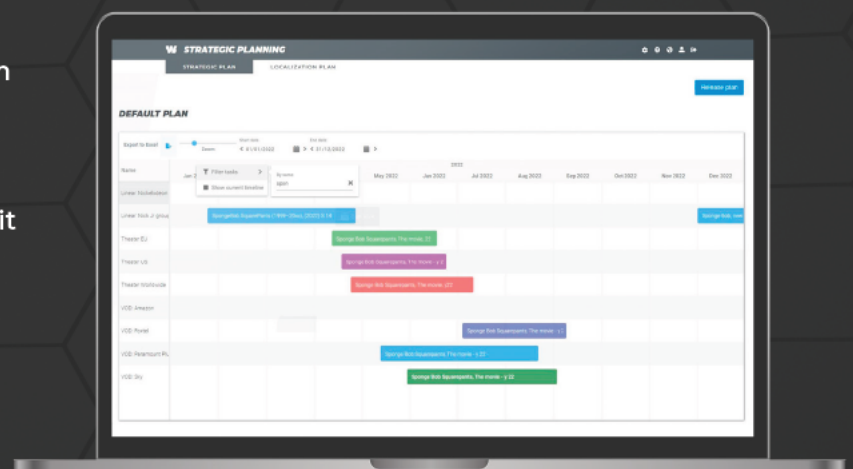
The first delivery of WHATS'ON Strategic Planning is a long-term, content-centric plan that serves as directive to the channels and brands on when and how content will be used.

WHATS'ON Strategic Planning makes it possible for you to:

- define the life cycle of content in an easy way, and in a format that gives you the freedom you need at that early stage;
- benefit from a seamless flow of information into WHATS'ON, for operational planning;
- take constraints into account, such as budgets, financials, amortization plans, dubbing costs.

Easy-to-use graphical interface for strategic planning across all your platforms

This high-level plan, which platform and channel managers can use to preselect 'tentpole' programmes, will be handed over to long- and mid-term planners who will refine it over time.



Wondering how the collaborative power of the WHATS'ON Strategic Planning can maximize business value for your company? We are open to co-creation.

For more information or a demo, contact marketing@mediagenix.tv or your MEDIAGENIX Account Manager.