

Lessons Learned from 15 Years of Operations Research for French TV Channel TF1

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Bouygues' corporate operations research team (the "Bouygues e-lab") has been working with this industrial group's various subsidiaries, including the leading French TV Channel TF1, for the past 15 years. This article presents the achievements obtained with this advertisement broadcaster and tries to identify the practical keys to success in this partnership. In particular, best practices for managing OR projects are pointed out and explained. The selected projects cover the internet and television businesses. They gave TF1 a competitive advantage by allowing them to provide quicker and better answers to advertisers' requests, in addition to a better usage of its limited and perishable airtime inventory. The induced increase of revenue for TF1 is estimated at €20 million per year.

Key words: media & advertisement; sales & marketing; revenue management; OR project management.

History:
