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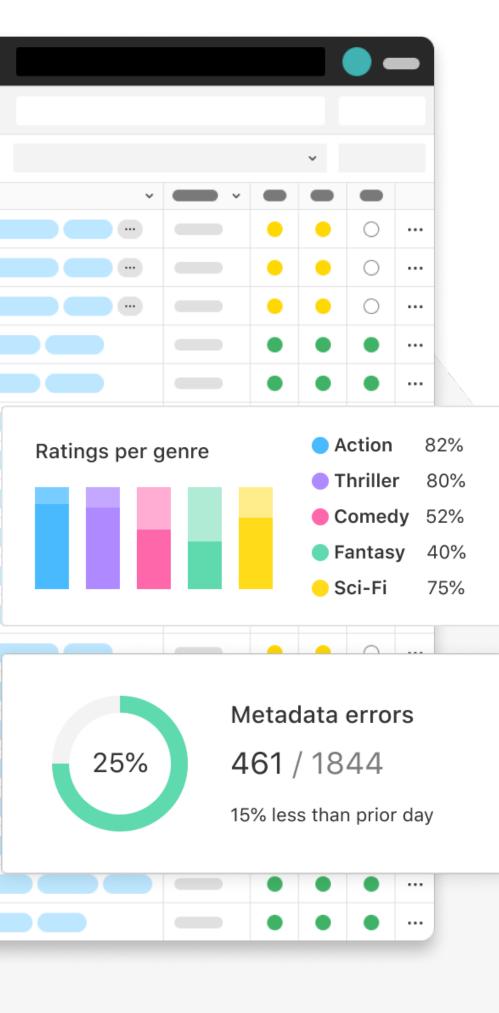
BeBanjo

Reimagining the Non-Linear Planning Process for Success!

Dan Meyer

Sales Manager dan@bebanjo.com

16th March 2021









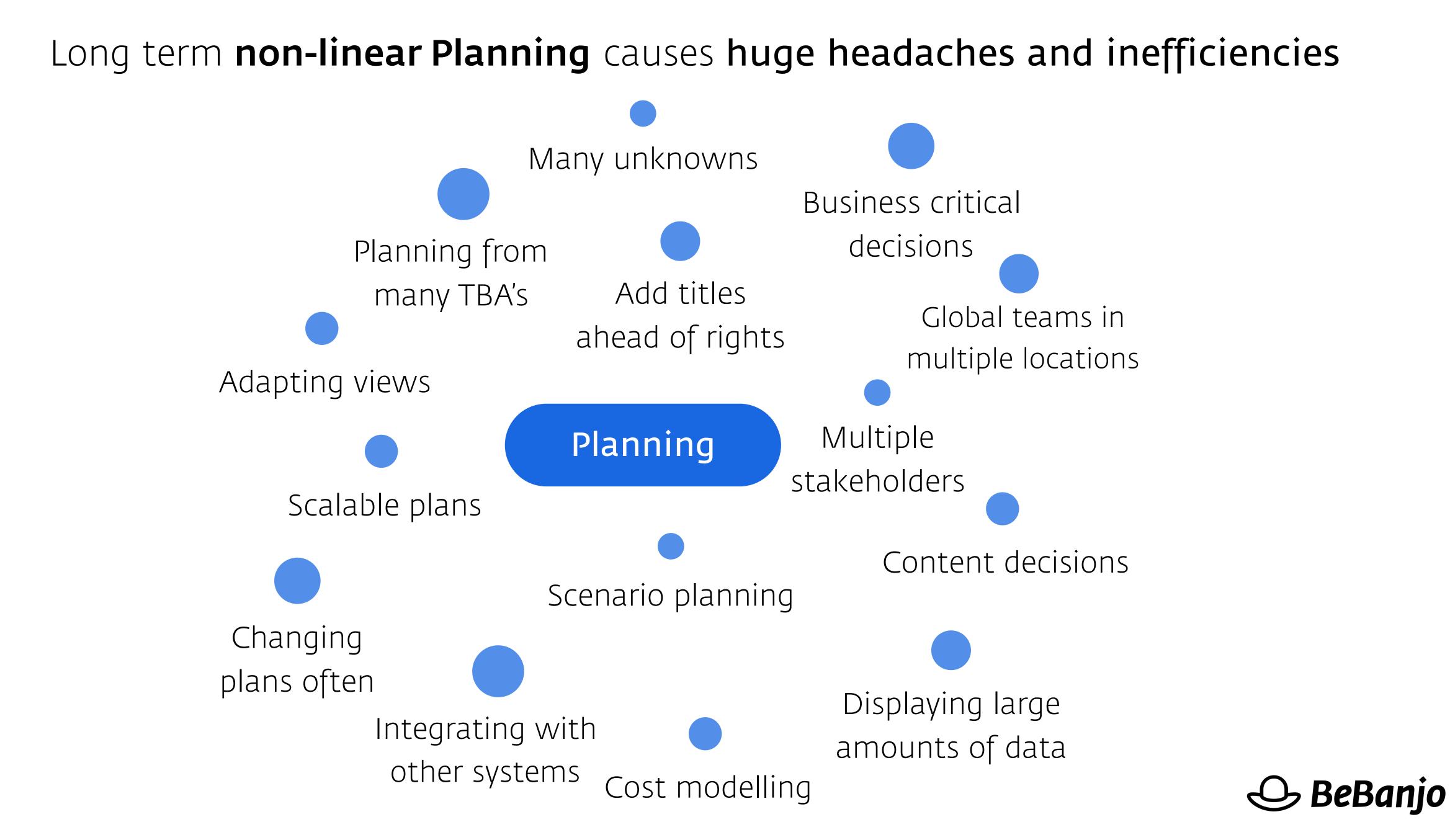


SUCCESS IS...

CONTENT

MARKETING







What does successful non-linear planning look like?

Planning

Horizon of 6 months up to 5 years

Done by editorial, sales, strategy teams

- Modelling costs and scenarios
- Acquiring and commissioning content
- Meeting editorial and business **goals**
- **Sharing** draft plans with partners and affiliates
- **Sharing** plans externally e.g for marketing purposes
- Plan **views** and calendar views
- Planning content from existing catalog or TBA content
- Working from **avails**
- Approving **plans**
- Sending to operations team for execution
- Once plans are complete and approved, **aligning with** scheduling activities in one tool - BeBanjo



We are developing planning products to support our existing scheduling offerings, enabling...

- Planning and scheduling hand-in-hand
- Linear and non-linear planning hand-in-hand

Planning and Scheduling — in one unified SaaS solution

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BeBanjo helps large media operators worldwide



- We bring **control, visibility, and productivity** to video distribution at scale
- Best-of-breed products **for planning**, **scheduling**, **rights**, **metadata** and **operations**
- SaaS, truly productised, great UIs, modern APIs
- Remote-first company for over 10 years





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