



SUCCESS STORY

# Intelligent Advertisement Scheduling for Channel 4

| CLIENT    | SECTOR              | PRODUCT                                                                                  | SERVICE                             |
|-----------|---------------------|------------------------------------------------------------------------------------------|-------------------------------------|
| Channel 4 | Advertising & Media |  Optime | Partner, Plan,<br>Manage, Transform |

## EventMAP's AI-powered Optime scheduling technology helps Channel 4 unlock more advertising revenue while keeping delivery fair and balanced against each advertiser's agreed campaign targets.

Channel 4 is a leading UK broadcaster with a unique public service remit, funded solely by commercial revenues. To maximise the value of its linear advertising inventory and deliver fair, efficient outcomes for advertisers, Channel 4 relies on EventMAP's AI-powered Optime platform to automate and integrate complex scheduling across its advertising operations.

In 2024, Channel 4 achieved revenues exceeding £1 billion, with digital revenues alone reaching a record £306 million. The broadcaster is now ranked the 36th largest social media brand globally, recently recording 1.8 billion views across platforms. As Channel 4 continues to rely on TV advertising and sponsorship to fund programmes, films, and content across its platforms, EventMAP's solution has played a key role; scheduling over £5 billion in linear revenue since our partnership began in 2018.

## The Challenge

With over 300,000 advertising spots to schedule each month across several linear TV channels, Channel 4 faces a complex optimisation challenge. The difference between an inefficient and an optimised ad placement can be significant, directly impacting revenue and advertiser satisfaction. Channel 4 needed a robust, scalable, and innovative scheduling system to ensure every campaign delivers maximum value, while maintaining fairness and flexibility for advertisers.

For Channel 4, fairness means ensuring each advertiser receives a balanced share of airtime in line with its campaign goals. Achieving this across hundreds of thousands of spots, channels, audiences, time bands and broadcast rules creates a scheduling challenge far beyond what manual planning can solve efficiently.

EventMAP was asked to bring its Optime scheduling and optimisation technology to television advertising across 21 linear channels and national and regional buying packages. The goal was to replace two costly, limited systems with one integrated, faster and more powerful platform, supported and developed over the long term. Success meant creating higher-value schedules, increasing revenue and maintaining high-quality delivery for every advertiser.

## The Solution

EventMAP's Optime scheduling platform, known internally at Channel 4 as CamGen (Campaign Generation), has evolved over two decades to meet the broadcaster's changing needs. It uses AI-powered evolutionary optimisation to explore competing schedules and find high-value placements for linear advertising spots, while adapting to late bookings, audience patterns and evolving business priorities.

Recent enhancements include:

- ◆ A new, faster optimisation engine that automates the core scheduling process in just 10 minutes.
- ◆ A unified front-end interface that integrates key workflows for Channel 4's campaign teams.
- ◆ The upcoming Optime Trinity release, which will extend AI-powered optimisation across all channels and regions, prioritise key campaigns when needed, and provide deeper insight into commercial value, campaign delivery and available airtime through integrated reporting.

Delivering this transformation required close collaboration between EventMAP and Channel 4. As new scheduling complexities emerged, the teams used an agile approach to develop, test and validate the automated solution in parallel with the existing systems before completing a phased migration.

## The Benefits

Key benefits realised:

- ◆ **Automation, Efficiency & Value:** Optime automates complex scheduling across Channel 4's linear advertising inventory, captures late bookings and maximises revenue opportunities.
- ◆ **Reliability:** Cloud-based architecture ensures resilience and supports remote working, with 24/7 technical support from EventMAP's dedicated team.
- ◆ **Innovation:** Frequent updates and new features keep Channel 4 at the forefront of scheduling technology, supporting ongoing business transformation.
- ◆ **Flexibility:** The system adapts to changing market conditions, ensuring robust performance even during periods of low advertiser demand.

EventMAP created further value by replacing ageing on-site systems that required significant human intervention with a reliable cloud-based platform. Schedule delivery became up to eight times faster. During the COVID-19 lockdowns, the cloud solution also enabled Channel 4's campaign teams to work remotely without disrupting their workflow.

More frequent release cycles meant improvements to the optimisation algorithms could deliver revenue benefits sooner. By contrast, the previous scheduling systems received few updates during their 15-year lifespan, potentially leaving substantial value unrealised.

EventMAP's dedicated team works closely with Channel 4's Campaign Operations team, combining deep knowledge of its scheduling requirements with continuous development, maintenance and 24/7 technical support.

Resilience in difficult markets: During the COVID-19 pandemic, advertiser spending across Channel 4's platforms reached an all-time low. Optime continued to produce efficient, deliverable schedules, avoiding the manual intervention, delays and lost revenue associated with the previous system.

Optime gives Channel 4 an automated platform for continuous scheduling innovation. Capabilities unavailable in the previous systems allow teams to refine schedules several times during the month, respond faster to advertiser needs and maximise revenue.

Following successful testing and formal acceptance, Optime replaced Channel 4's existing systems and began producing television advertising schedules in October 2019. Channel 4 has since reported a significant increase in revenue, including gains in complex regional advertising, and has extended its long-term partnership with EventMAP.

## The Partnership

EventMAP and Channel 4 have built a long-standing, collaborative partnership around an integrated scheduling platform recognised as mission-critical to Channel 4's commercial success.

## Looking Ahead

As Channel 4 continues to adapt to a rapidly changing media landscape, Optime remains central to its strategy for optimising advertising revenue and delivering value to advertisers. The roadmap, led by Optime Trinity, will expand AI-powered optimisation and automation, enhance analytics, and deepen integration with Channel 4's wider technology ecosystem - creating further value for the broadcaster and its advertisers.

**"This work has been vital in us being able to migrate to working from home and for the loss in productivity and continue our service levels to our clients, and also allow for us to be more dynamic in our solutions we offer to market. EventMAP is a great partner and I am delighted to see the outputs of all their hard work – given this is a Priority1 software system and we could not function without it, their ingenuity has been masterful."**

**Barry John**

Head of Sales Operations, Channel 4

**"EventMAP have provided this valuable, reliable service to Channel 4 for a number of years now. Our new and improved agreement will better support Channel 4's strategy and allow our partnership with EventMAP to continue to flourish."**

**Sertan Hakki**

Head of Technology, Channel 4

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we can support  
your project**

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