

iPRISM Saved Planning Brief

The exact campaign, audience, allocation, commercial and creative inputs stored for this forecast version.

Advertiser	Asteria Beverages
Campaign	Summer Brand Reach 2026
Forecast	National Reach Base
Version	Version 1
Saved	2026-07-19 18:16:37
Version ID	#70

Campaign and investment brief

Industry	FMCG
Primary goal	Brand Awareness
Buying method	Managed Service
Budget	INR 30,000,000
Flight	15 Aug 2026 - 30 Sep 2026
Duration	47 days
Forecast tags	Awareness, Reach, National
Planning mode	EXPERT
Forecast scope	NATIONAL
Allocation mode	percentage

Audience and approval targets

Target audience type	Broad Audience
Addressable audience	45,000,000
Estimated category population	200,000,000
Target reach	16,000,000

Target frequency	3.20x
Input source	MANUAL
Benchmark version	IAFP India Planning Baseline 2026.1
Confidence score	80%

Publisher plan and commercial rates

JioHotstar	30.04% INR 9,012,000 Applied CPM INR 197.35 Rate source CALIBRATED
YouTube CTV	26.67% INR 8,001,000 Applied CPM INR 145.75 Rate source CALIBRATED
Prime Video Ads	16.04% INR 4,812,000 Applied CPM INR 214.55 Rate source CALIBRATED
Zee5	14.41% INR 4,323,000 Applied CPM INR 171.55 Rate source CALIBRATED
Sony LIV	12.84% INR 3,852,000 Applied CPM INR 180.15 Rate source CALIBRATED

Device allocation

Connected TV	39.06% INR 11,718,000
Desktop / Laptop	31.25% INR 9,375,000
Mobile	29.69% INR 8,907,000

Inventory allocation

Live Sports	24.53% INR 7,359,000
Premium OTT	19.73% INR 5,919,000
Broadcaster OTT	18.58% INR 5,574,000
YouTube CTV	18.58% INR 5,574,000
Programmatic CTV	18.58% INR 5,574,000

Audience demographics

Age / 18-24	20.00%
Age / 25-34	20.00%

Age / 35-44	20.00%
Age / 45-54	20.00%
Age / 55+	20.00%
Gender / female	50.00%
Gender / male	50.00%
Nccs / CDE	33.34%
Nccs / B	33.33%
Nccs / A	33.33%
Urbanicity / metro	25.00%
Urbanicity / tier1	25.00%
Urbanicity / tier2	25.00%
Urbanicity / tier3_rural	25.00%

CTV video creative plan

Hindi 15-sec Brand Master	VIDEO 1920x1080 16:9 Full HD 15 sec Hindi 25.00% Quality 84 Creative count: 1
English 30-sec Product Story	VIDEO 1920x1080 16:9 Full HD 30 sec English 25.00% Quality 86 Creative count: 1
Tamil 15-sec Localised Reach	VIDEO 1920x1080 16:9 Full HD 15 sec Tamil 25.00% Quality 80 Creative count: 1
Telugu 15-sec Localised Reach	VIDEO 1920x1080 16:9 Full HD 15 sec Telugu 25.00% Quality 80 Creative count: 1

Record integrity

This document is generated from the immutable saved planning brief. Loading it into the input screen and saving changes creates a new forecast version.