ABSTRACT

Diploma work: 88 p., 13 pic., 10 tab., 2 appendices, 17 sources.

TELEVISION, RATINGS, ADVERTISING ACTIVITY, FORECASTING, GROUP METHOD OF DATA HANDLING, BACKPROPAGATION METHOD.

The problem of forecasting of advertising activity on television of Ukraine is investigated in this work. The main task is to forecast ratings of advertising messages qualitatively, that will allow to create an effective placement of commercials on TV channels. For this purpose the group method of data handling and backpropagation method were considered. The comparative characteristics of the results obtained by different forecasting methods are carried out. With the help of these results, it will be possible to determine the most effective strategy for promoting goods on television. The basic requirements for writing a software product are revealed, so they will satisfy the needs of the user-media planner. The program was written in the programming language Python using Jupyter Notebook.