

عنوان مقاله:

Advertising Time Allocation Using Genetic Algorithms

محل انتشار:

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خلاصه مقاله:

In this paper, the problem of allocating the advertising time to advertisers with the objective of maximizing the revenue of a TV network is formulated based on combinatorial auction mechanism. Since the problem is NP-complete, a genetic algorithm is developed to find the near-optimal solutions of the problem. Computational results demonstrate that the proposed algorithm is capable of obtaining high-quality solutions for the problem.

کلمات کلیدی:

Combinatorial Optimization, TV Advertising, Advertising Allocation Problem, Combinatorial Auctions, Genetic Algorithms

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