

STUDY AND IMPLEMENTATION OF ONLINE TV ADVERTISEMENT POSTING AND APPLICATION SYSTEM FOR COMMERCIAL ADVERTISERS

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ABSTRACT

The project addresses issues on the online TV Advertisement Posting and Application System whereby advertisers can advertise their commercial in the TV media through online application in first come first serve basis. Other than that, the system also shows the populations of viewers for every channel/ television show for each day, to allow advertisers to choose which channel/ show to put their commercials in. Here, advertisers will have the advantages to select the most appropriate channel days and time for them to advertise their commercial based on the information given from the system. Ultimately, this project aims to solve problems faced by most advertisers on these days whereby they can have more information regarding to the viewers of each channel and then apply for advertising on TV easily through the online system.