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Keywords: media reach frequency distribution, audience reach calculation error, optimization.

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Keywords: automation, modeling, motivation, forecasting, output, mastering, rate of output.

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Keywords: simulation, agent based modeling, AnyLogic, demand for energy forecasting, simulation based management, risk analysis, decision support tool.

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Keywords: data validation, cleaning data, syncromodel, dirty data, control systems, parameters, simulating model, fuzzy set.

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Keywords: vector of indignations of high dimension, algorithm for fast estimation, deficiency of time estimation.

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