Executive Overview

**Title:** OPTIMIZING A BROADCASTING STRATEGY IN A MALL ENVIRONMENT

**Summary:** This document is aimed at evaluating the optimization of a broadcasting protocol in a mall environment using Madhoc, a metropolitan MANET simulator.

**Goals:**

1. Describing the problem of efficiently broadcasting in MANETs in a shopping center scenario.
2. Using metaheuristic techniques for finding a good parameter setting for the broadcasting protocol DFCN.
3. Reporting the results of our algorithms for optimizing DFCN using Madhoc.

**Conclusions:**

1. The studied metaheuristic technique achieves a wide set of good solutions to the problem.
2. The simulation of the environment with Madhoc is a time-consuming task.