



## REVENUES, BOOKINGS SKYROCKET FOR FOX AFTER PROGRAMMATIC INVESTMENT

In a large-scale attempt to expand its program offerings in Finland, the European team at Fox tapped into programmatic technology — it was a move that led to 100 percent media agency penetration, a 40 percent increase in bookings and a 13 percent increase in ad revenue.

Fox Networks Group Europe decided to take a chance. Here was an opportunity for one of the biggest networks in broadcasting to put technology to the test when it came to reaching new ad buyers.

Would it pay off?

That was the question posed by the European team at Fox, formerly known as Fox International Channels and responsible for distributing more than 300 channels in 45 languages across the globe.

Fox noted a 40 percent increase in bookings coupled with a 13 percent increase in ad revenue.

In a large-scale attempt to expand its program offerings in Finland, the network turned to programmatic technology from SintecMedia to connect to buyers directly and manage local linear (and, in the future, digital) ad sales through the OnBoard integrated software platform.

The network wanted to reduce time spent on bookings and placing campaigns, refocus the sales team on sales efforts instead of admin, and give agencies an on-demand ability to book programs at the right price points.

But challenges surfaced. The network needed to find a secure programmatic solution that would automate workflow, manage price and inventory, and offer an optimization engine that could develop intelligent campaigns.

The network found the solution in OnBoard. By 2016, Fox found that the platform was allowing the network to manage local and global ad inventory seamlessly. It was helping the network increase ad sales revenue. And it was boosting operational efficiencies.

For Fox, OnBoard was able to connect seamlessly with sales and traffic, allowing them to understand their inventory better and to use companion data to set proper rate structures. Integrated systems remained in sync, giving Fox tighter control of the advertising/sales/traffic process.

Buyers benefit from this integration, too. They're able to access the system directly to receive proposals, briefs, reports, and other data essential to monitoring ad campaigns. Information is revised and updated automatically, thereby increasing speed and decreasing errors.

Today, with 100 percent media agency penetration in the target market, Fox is experiencing a 40 percent increase in bookings coupled with a 13 percent increase in ad revenue.