



brandwatch

# Case Study/ FOX Networks Group

How New Technologies and Social  
Intelligence are Revolutionizing the  
Media Industry



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# At a Glance/

## About FOX Networks Group

FOX Networks Group (FNG) is 21st Century FOX's international multi-media business. FNG develops, produces and distributes 300+ wholly- and majority-owned entertainment, sports, factual and movie channels in 45 languages across Latin America, Europe, Asia and Africa. FNG's core channel brands include FOX, FOX Sports, FOX Life, FOX+ and National Geographic Channel. FNG's movie channels include FOX Movies, FOX Movies Premium and Star Chinese Movies.

Their non-linear brands include FOX Play, FOX Play+ and Nat Geo Play. These networks and their related mobile, non-linear and high-definition extensions, reach over 2 billion cumulative households worldwide. In addition, FNG owns and operates two production studios and produces thousands of local programming hours for its wholly owned channels and third parties.

Industry

Media

Founded

August 14, 1993

Headquarters

Los Angeles, California, USA

### Key Benefits

- Increased engagement with FOX-owned Facebook accounts by 250% during Facebook Live stream
- Increased positive sentiment and conversation on FOX UK Facebook page by 320%
- Drove brand attribution to FOX by streaming a premiere through a purely brand-owned environment
- Mined data to inform benchmarks for future programming

# 1993

YEAR FOUNDED

# 2 Billion

GLOBAL HOUSEHOLDS

# 300+

ENTERTAINMENT, SPORTS,  
FACTUAL AND MOVIE CHANNELS

# 62

REGIONAL OFFICES  
WORLDWIDE

# First of its Kind

## How FOX and Facebook made history through innovation

It's no secret that due to the availability of content in the modern world, the manner and nature of the way audiences consume content is changing. This adjustment has led to more choice for the consumer and competition for live TV from premium, on demand content.

This means broadcasters need to find new and inventive ways to promote their programming to stand out in this increasingly competitive market.

Despite the statistics that live TV is declining,<sup>1</sup> television programming is still as engaging as ever. Only now, networks must search outside-the-box for innovative marketing strategies and success metrics for content.

FOX saw such an opportunity to use social media to energize its audience and drive buzz around a new show, by giving exclusive early access to content and "bringing the TV to where they are".

To premiere the pilot of its new show OUTCAST, FOX simultaneously aired the first episode on Facebook Live in 61 countries, the first premiere of its kind in the region.

OUTCAST, a new epic horror series by The Walking Dead creator Robert Kirkman, has received extensive critical acclaim, and has been renewed for a second season.

This exclusive premiere gave fans the chance to watch the show across Europe and Africa two weeks before its television premiere, and initiated a shared community of fans across the globe.

FOX shifted its programming strategy to adapt to a changing consumer base. By using Facebook Live, Brandwatch Analytics, and a socially intelligent program strategy, FOX encouraged a global social conversation around the show, while hosting a broadcast within a FOX branded environment.

<sup>1</sup> MIT Technology Review. TR10: Social TV. 2010.

# Unique Value of Social Data

Facebook Live and Brandwatch helped FOX uncover rich insights about its viewers

Brandwatch offered FOX a unique depth of audience insight around the historic Facebook Live premiere, helping the team to understand an engaged sub-group of their viewers on social media

To augment the quantitative viewing data provided by Facebook, FOX used Brandwatch Analytics to add an "insight depth", uncovering qualitative information about the people who tuned in.

"[We] already have a good understanding of how many people follow our accounts and engage with our content. We wanted to get an understanding our social media audience beyond this – who is talking and what are they talking about"

**JENNIFER FILDES**, SENIOR PLANNER, GLOBAL RESEARCH & AUDIENCE STRATEGY, FOX

This additional layer of insights gathered about its audiences, using Brandwatch and Facebook data, would be unavailable through traditional viewing metrics.

# 21st Century Metrics

Looking beyond traditional statistic methods

Truly utilizing social data required an understanding that social data's value extends well beyond the success of social campaigns. With the changing television landscape, social media analytics can augment traditional programming measurements.

With the power of social intelligence, FOX found an opportunity to look at a highly engaged and influential subset of its audience, with qualitative information about their viewership, at a quantitative scale.

Using social media and Brandwatch, FOX shaped new metrics for the company and the greater media industry looking to keep pace with the social revolution.

## Dissecting the Viewership

A key goal of using social media to premiere OUTCAST was to better understand FOX's audience, using a different type of metric.

Using Brandwatch Analytics, FOX was able to identify and segment the fans that were most receptive to the online marketing, as well as learn which types of content resonated best.

With Brandwatch, FOX was also able to reveal the viewers who were extremely engaged with the program and FOX overall. Learning who are key program and brand influencers will inform future marketing campaigns.

## Analyzing Sentiment and Language

Premiering the show on Facebook Live gave FOX the ability to analyze fans' conversations about the programming and the brand.

Using Brandwatch Analytics, FOX learned that the pilot premiere drove a 320% rise in the volume of positive conversation on FOX's UK Facebook page.

Seeing this increase of positive sentiment around the show was not the only benefit FOX found with Facebook and Brandwatch.

By examining the language used by the viewers of the show, FOX was able to learn what aspects of the premiere hit the mark with its audience, and with which demographics the show resonated.

## Strengthening Brand Association

Another key appeal of the Facebook Live premiere was to strengthen the association fans had with the FOX brands.

Unlike other online streaming outlets, Facebook provided FOX the control over the entire environment viewers used to watch the OUTCAST pilot, ensuring that the FOX brand cut through the conversation.

Using Brandwatch, FOX proved this method worked. The day of the pilot's streaming, FOX saw a peak in net page Likes, bringing new fans to the FOX UK Facebook page.

Additionally, listening to the comments from viewers who tuned into the premiere, FOX saw praise, not only for the show itself but also towards its innovation, and for providing a community for viewers to easily engage with others.



FOX-centered viewer comments

# Conclusion

“Releasing the show before the linear premiere on FB Live gave FOX a chance to position itself as being an innovative broadcaster... **by bringing the TV to where the viewers are.**”

JENNIFER FILDES, SENIOR PLANNER, GLOBAL RESEARCH & AUDIENCE STRATEGY, FOX

While using social media to promote its brand, premiere the show, and research an audience, FOX was able to turn simple business questions into insightful research directions.

Simply asking how many people viewed the program became asking what groups of people were interested in the program, and what groups weren't.

Learning whether or not people engage with the show became investigating how people are engaging with the show and what language they are using when they talk about it.

With social intelligence, FOX didn't just make history with its premiere; the global entertainment broadcaster gained rich insights about its audience, was able to analyze the language surrounding the programming and brand, and further, the teams were able to create metrics to inform future business decisions, from marketing to programming.

# About

## Brandwatch

Brandwatch is the world's leading social intelligence company. Brandwatch Analytics and Vizia products fuel smarter decision making around the world.

The Brandwatch Analytics platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering the world's most admired brands and agencies to make insightful, data-driven business decisions. Vizia distributes visually-engaging insights to the physical places where the action happens.

The Brandwatch platform is used by over 1,200 brands and agencies, including Unilever, Cisco, Whirlpool, British Airways, Heineken, Walmart and Dell. Brandwatch continues on its impressive business trajectory, recently named a global leader in enterprise social listening platforms by the latest reports from several independent research firms. Increasing its worldwide presence, the company has offices around the world including Brighton, New York, San Francisco, Berlin, Paris and Singapore.

Brandwatch. Now You Know.

[www.brandwatch.com](http://www.brandwatch.com)

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