

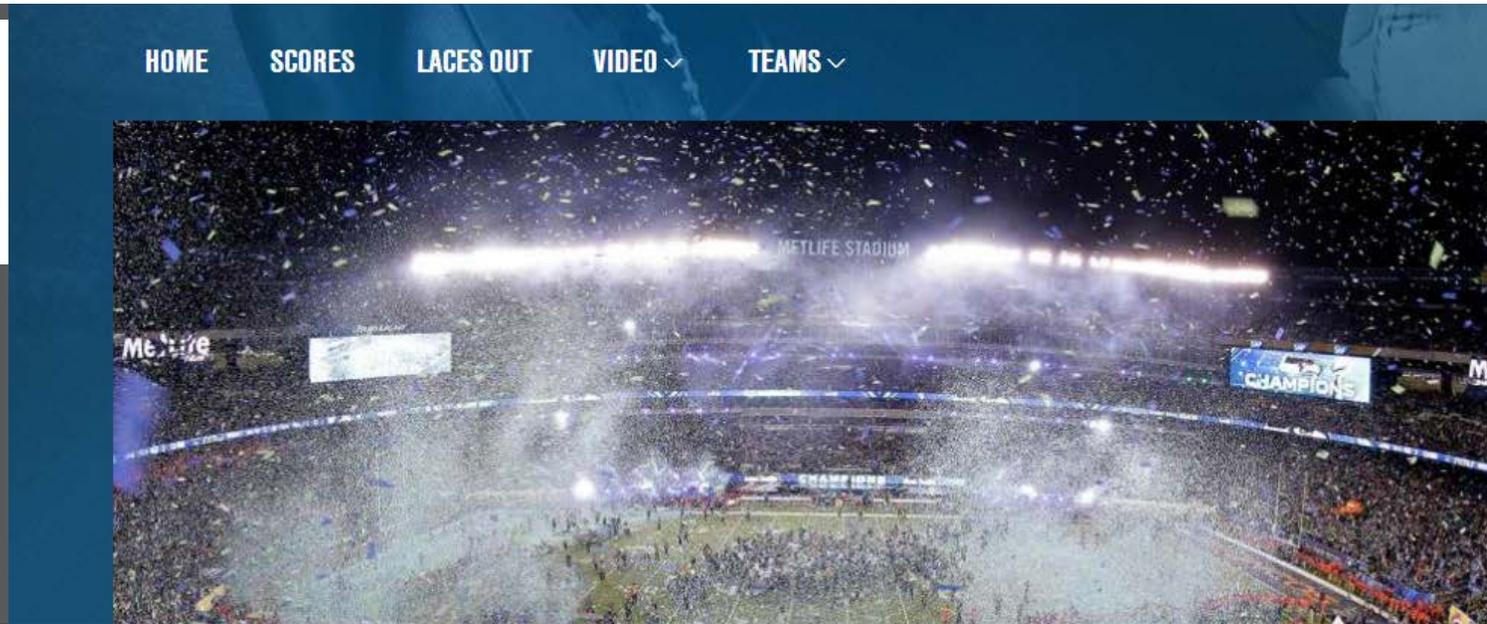
FOX Sports scores big in Super Bowl XLVIII.

Broadcaster uses Adobe Analytics to update digital ad strategies in real time to meet Super Bowl XLVIII sponsor agreements.



"The Super Bowl is one of the biggest sporting events in the entire world. The performance of Adobe Analytics was impressive and we look forward to continuing a strong partnership in the future."

Clark Pierce, senior vice president, Mobile and Advanced Platforms, FOX Sports



SOLUTION

Adobe Analytics solutions within Adobe Marketing Cloud

RESULTS



ENGAGING VIEWERS

Streamed one of the world's biggest sporting events to fans worldwide



REAL-TIME RESPONSIVENESS

Used real-time data to optimize advertising strategy and fulfill obligations to advertisers



OPTIMIZING PERFORMANCE

Updated and responded to mobile app performance using real-time analytics

FOX Sports

Los Angeles, California

www.foxsports.com

CHALLENGES

- Delivering streaming video to millions of concurrent users
- Meeting agreements with sponsors for ad impressions
- Accessing analytics from web and mobile apps quickly

Raising the bar on engagement

With millions of people tuning in to watch the Seattle Seahawks take on the Denver Broncos, Super Bowl XLVIII became the most-watched television event in U.S. history. By reaching a diverse viewing audience larger than any other annual event in the United States, the Super Bowl, for many people, has become just as famous for its advertisements as for the game, with companies big and small paying millions of dollars to present the night's most memorable ad.

As the official broadcaster of Super Bowl XLVIII, FOX Sports set its sights high by aiming to reach more viewers than ever before. For FOX Sports, that meant thinking beyond the television screen and engaging fans through digital channels including tablets and desktops. A few months before the Super Bowl, FOX Sports debuted FOX Sports GO, a new mobile app that live streams FOX Sports channels and events for sports fans who are on the go. Taking advantage of these digital channels not only gives fans a new way to watch their favorite sports, but it also gives sponsors new avenues to reach fans.

"People are busy and sports events are best experienced live and in the moment. FOX Sports GO is a sports fans' best friend, providing live FOX Sports events on the best screen available," says Clark Pierce, senior vice president, Mobile and Advanced Platforms at FOX Sports. "Fans are becoming more and more comfortable watching live events on the go. We can't afford to let down our viewers or our sponsors." Predicting a substantial increase in more mobile-device viewers compared to the previous year, FOX Sports relied on multiple technology partners, including Adobe, to deliver solid streaming and video measurement services.

FOX Sports needed to help ensure a world-class viewing experience for all sports fans who would be tuning into the game—not just the television audience, but also all those who would be interacting with the big game on a desktop or tablet device. FOX Sports needed more granular video analytics about what happened with the audience, what kind of viewing experience customers had, how many advertisements were started and viewed, and much more.

To pull together all of the data from across channels for the massive event, FOX Sports implemented the Adobe Analytics solution in Adobe Marketing Cloud. Using real-time video analytics, FOX Sports accurately measured streaming users and ad impressions. "The Super Bowl attracted a record audience for FOX Sports GO," said Pierce. "With access to clear, real-time analytics and dashboards, we were able to monitor viewership peaks and track ad impressions to help ensure a high-quality experience for fans and sponsors."

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SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including Adobe Analytics solution. Capabilities used include:
 - Marketing reports and analytics

For more information

www.adobe.com/solutions/digital-marketing.html



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Adjusting plays on the fly

Long before kickoff, Adobe worked closely with FOX Sports to define analytics requirements and develop real-time dashboards to consolidate data from across digital channels.

During Super Bowl XLVIII, FOX Sports watched the Adobe Analytics dashboard update with the latest information about numbers of viewers and ad impressions. Using this data, FOX Sports continually adjusted its projections throughout the game. As it became more likely that the Seattle Seahawks would win, the streaming data indicated that the number of viewers could drop.

Building on the success during the Super Bowl, FOX Sports GO will continue to bring games and sponsors to mobile sports fans. “The Super Bowl is one of the biggest sporting events in the entire world,” says Pierce. “The performance of Adobe Analytics was impressive and we look forward to continuing a strong partnership in the future.”