



## Fox Networks Group Efficiently Monetizes Content Knowledge, automation, reduced cost, real-time agility

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— Ben Hope, CIO

### CHALLENGE

"Market dynamics have been changing, but the speed at which they're changing recently has increased," says Ben Hope, chief information officer. "More and more, people are finding non-traditional distribution channels. They've become "cord cutters" looking at other content sources. Our biggest challenge is to figure out where they are and monetize our content there. The only way to do that is to use business intelligence tools and analyze large amounts of data.

"The technology objectives we set about 18 months ago were to break down our data silos, which include our own as well as third-party data, and leverage a whole host of business intelligence tools to allow our business partners to do their jobs more effectively and efficiently.

"We recognized we had a diverse array of legacy applications and different types of data repositories. We wanted to make sure that we picked the best-of-breed tools that fit our unique circumstances for each layer of the platform."

### SOLUTION

"We didn't know much about TIBCO when we started; they were brought to us by a consulting firm. What it came down to from a functional fit, speed-to-market, and cost-benefit perspective was that TIBCO was the best-of-breed for what we needed—which was the ActiveMatrix BusinessWorks™ integration platform and TIBCO Enterprise Message Service™ messaging middleware.

### DETAIL

**30 TO 50**

Manual processes eliminated, enabling reduced cost and increased value

## FOX NETWORKS GROUP

Fox Networks Group is 21st Century Fox's primary operating unit for TV and Cable. It produces and distributes 300+ entertainment, sports, factual, and movie channels in 45 languages across Latin America, Europe, Asia, and Africa using several brands, including Fox, STAR India, Fox Sports, Fox Life, National Geographic Channel, Fox Movies Premium, STAR Movies, Star Plus, and STAR Gold. Its non-linear brands are Fox Play, Fox Play+ and Nat Geo Play. These brands reach over 1.725 billion households around the world.

## FAST FACTS

**Parent:** 21st Century Fox  
**Broadcasting:** 35 languages, 350 channels, 11 cable networks  
**Viewers:** 1.7 billion

"What helped us build trust was the TIBCO people. They dove in and tried to understand our business and our challenges. In addition, they've helped us move toward one of our primary technology goals: to be self-sufficient. We didn't want to have to rely on a vendor to support and drive the environment. TIBCO has allowed us to bring a lot of expertise in house, and we're in the process of standing up a TIBCO Center of Excellence. That, to me, built more trust than a lot of my other vendors, the ability to hand the keys over to us after we had implemented.

"We set up an expandable, flexible platform that not only allows us to move forward on near-term needs but will also allow us to expand into unstructured data sets."

## BENEFITS

### KNOWLEDGE TO MOVE WITH THE MARKET

"TIBCO will allow us to gather data from various distribution systems, which will allow us to monetize content as a collective in a dynamic marketplace. Already, we have become much more knowledgeable about how to appropriately and effectively promote our content. Right now, we beat viewers over the head with promos because we don't know if they saw them previously, how many times, or whether we're reaching the right viewers on the right channels. We will use our inventory much more effectively, and viewers will only see promotions that are relevant to them."

### AUTOMATION, REDUCED COST, REAL-TIME AGILITY

"TIBCO allowed us to eliminate 30 to 50 (and still counting) manual processes, which either allowed us to reduce our overall spend or refocus resources onto more value-added activities.

It's helped us fulfill new contractual requirements with our cable and satellite video program distributors, to feed them updated program information and scheduling data in a real time.

"We're using TIBCO to move data to a third-party cloud provider who looks at our on-air promotions and figures out when we promote. Moving that data in real-time is critical; otherwise, by the time we get the analysis back, the opportunity to adjust our promo strategy has passed. Getting results in real time is helping promote our shows more effectively and efficiently."

## FUTURE

"We know that as the marketplace evolves, there will be other third-party data providers, analytic tools and approaches, as well as market changes that we will have to integrate into our models. We made sure that we future proofed this platform to not only move data very effectively and efficiently internally, but also in and out of other cloud service providers."



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