



MEDIA

FOX SPORTS Australia

Uses Taboola to
Increase Revenue
and Engagement



"We always loved the BuzzFeed-style approach of snackable content and giving our users more options at the end of each article. While we understood the benefits, we hadn't fully built the capability in-house.

Taboola offered this with a turn key solution, with minimal effort or resource. Our customers have another avenue to continue engaging with our content, as we bring fans closer to the game like never before! In addition, their AB testing tool and test and learn methodology is one we adopt internally, so it's great to be aligned on that front."

- Debs Majumdar, Commercial Manager, Fox Sports

37%

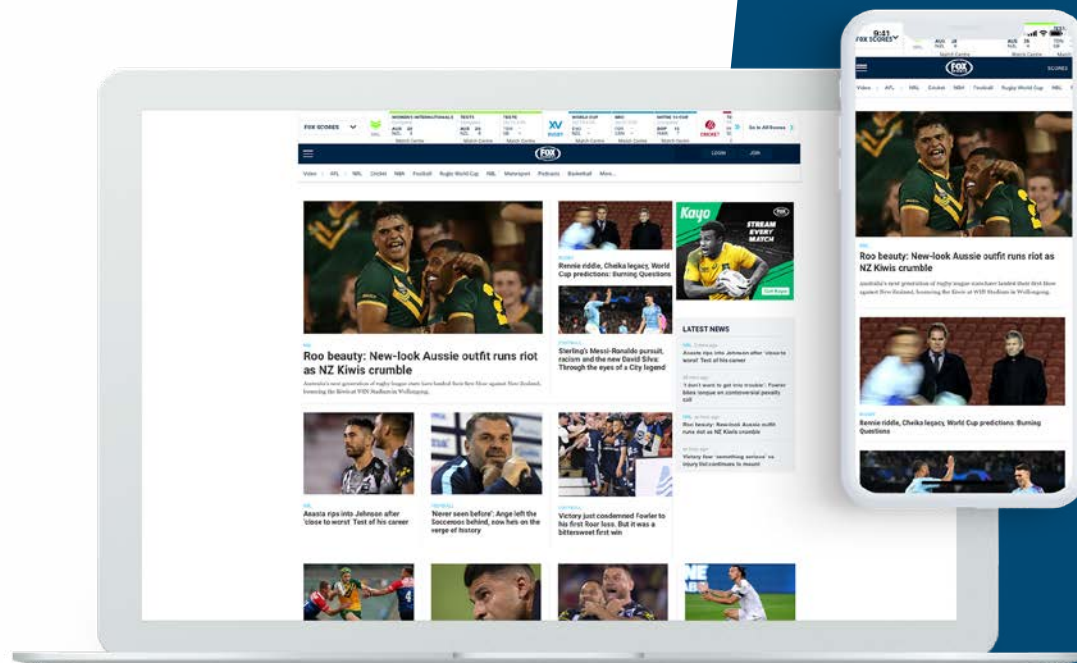
Increase in
Organic CTR

31%

Increase in Traffic to
Recirculated Organic
Content

More than
Double

Increase in Overall
Mobile Revenue



COMPANY

FOX SPORTS Australia is Australia's leading producer of sports coverage and is home to its favourite subscription television sports channels as well as its number one multi-sports website and app.

CHALLENGE

For **FOX SPORTS Australia**, It's always been about finding the right balance for organic content and sponsored content. They needed a solution that would do so while increasing revenue and engagement.

SOLUTION

Use suite of **Taboola** products including **Taboola Feed** integrated on apps, Google AMP and their mobile site, as well as **Taboola Newsroom** to provide the optimal experience for their audience.

RESULTS

With **Taboola**, **FOX SPORTS Australia** has seen a **37% increase in organic CTR** and a **31% increase in traffic to recirculated organic content** across all sites, and **more than doubled mobile revenue**.

FOX SPORTS Australia Creates an Engaging and Relevant Environment for Sports Fans with Taboola Products

INTRODUCTION

FOX SPORTS Australia is Australia's leading producer of sports coverage and is home to Australia's favourite subscription television sports channels as well as Australia's number one multi-sports website and app.

FOX SPORTS compiles and produces live content across seven dedicated high definition channels – FOX CRICKET, FOX LEAGUE, FOX SPORTS 3, FOX FOOTY, FOX SPORTS 5, FOX SPORTS 6 and FOX SPORTS More, all available via the Foxtel subscription television platform and available to stream via Foxtel Go and Foxtel Now. The **FOX SPORTS** channels are also available to stream on Kayo Sports.



Taboola Feed Improves Organic Ctr And Traffic Recirculation For Fox Sports Australia

FOX SPORTS Australia has used content recommendation engines before, but according to their team, none as sophisticated as the **Taboola** Feed.

The new **Taboola** Feed brings the familiar continuous scrolling experience that users love to publishers' sites on the open web. This next generation below-article experience delivers engaging 'card' formats that contain a variety of content including video, articles, slideshows, and a host of third-party experiences, all personalized for the user.

Taboola Feed inspires users to discover more content, stay longer on site and drive significant revenue growth.

All **FOX SPORTS Australia** teams have incentive to optimize and monetize content, from editors who publish sports news and videos around the clock, to product managers who deliver the fan experience and finally, the commercial team responsible for monetization.

In February 2019, **FOX SPORTS Australia** launched **Taboola** Feed on article pages across their site, and has seen improvements with engagement metrics like CTR and traffic recirculation.

FOX SPORTS Australia Integrates Taboola Across Apps, Mobile Site and Google AMP and Sees Massive Revenue Growth

Overall, their biggest growth area has been mobile. **Taboola** Feed is integrated within their apps, mobile site and Google AMP, and we they've seen more than half of content recommendation revenue coming from smartphones.

FOX SPORTS Australia has seen the biggest improvement on Google AMP, as the **Taboola** Feed helps keep customers engaged. To integrate with their apps, **FOX SPORTS Australia** uses **Taboola's** Mobile SDK, which seamlessly integrates into native applications to drive higher revenue and engagement.

FOX SPORTS Australia chose to implement **Taboola** products on these sites because they felt **Taboola** would serve overall business goals and **FOX SPORTS Australia** customers.

For **FOX SPORTS Australia**, it's always been about finding the right balance for organic content and sponsored content. The **Taboola** feed was able to strike that balance, and they're happy with the performance, particularly on AMP pages.

Taboola Newsroom Provides Editorial Insights For FOX SPORTS Australia

FOX SPORTS Australia's editorial and social teams use **Taboola** Newsroom to discover real-time snapshots of the trending topics, what content users are searching for, and what stories they should be focusing on.

Taboola Newsroom helps teams become more aligned with their content strategy.

Powered by **Taboola's** predictive engine and massive data set of over 1.4 billion internet users, **Taboola** Newsroom helps writers, editors and special-interest teams make informed decisions to increase readership.

According to **FOX SPORTS Australia**, the **Taboola** team is dynamic, proactive and always available. They love **Taboola's** commitment to the partnership, and their understanding of business objectives and priorities.

FOX SPORTS Australia is looking at ways to innovate alongside **Taboola** using their emerging technology as beta testers. **Taboola** has invested time in learning about **FOX SPORTS Australia's** business and always recommends new ways or better ways of doing things. **Taboola's** A/B testing tool and test-and-learn methodology is **FOX SPORTS Australia** adopts internally, creating further alignment between the partners.