Cross platform reach: 30%+ uplift in reach with the inclusion of Kayo & Fox Venues across sport



CHALLENGE

Foxtel partnered with Essence to understand the strength of **buying sport across ALL Foxtel platforms**. In doing so Essence was able to connect their Auto client with dedicated sports fans, wherever they were watching. The test provided Essence & Foxtel Media first-to-market insights into the incremental audience that Linear TV, Streaming, & Fox venues delivered.

SOLUTION

The data, collected and analysed over a fourweek period, measured activity on live NRL and AFL on Foxtel TV, Kayo / Foxtel Go & Fox venues. The buy also included spots in Fox Sports-produced, exclusive games. Using a mix of measurement platform standards Foxtel was able to gather insight to derive an understanding of incrementality across its sporting platforms.

essence

RESULTS

The results showed that while TV is still key among total audiences, streaming and venues are successfully delivering for the males aged 25-54 segment. The test proved that across streaming platforms, AFL and NRL delivered significant incremental reach of 36% and 27%, respectively.

36% AFL Incremental reach on streaming plat **27%** NRL incremental reach on streaming plat

34% Fox Venues incremental reach across 8 games

Across both AFL and NRL, Fox Venues also helped to deliver an average of 34% incremental reach across eight games, and a huge 60-65% uplift in incremental audience for the key demographic of Men aged 24 to 54

Highlighting how the **platform successfully captured sports enthusiasts outside of the subscription eco-system**.

SO WHAT?

This FoxTest allowed a holistic, cross-platform view of the delivery that Foxtel platforms are capable of with sports viewing. The unique measurement methodology created provided powerful insights in advising brands about advertising budget splits and creative execution. It supports the understanding that viewership is fragmenting and there is opportunity to build reach through a multi-platform approach

For more info on this FoxTest & others please contact Toby Dewar Toby.Dewar@foxtel.com.au

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