PROJECT

FOX Entertainment partnered with the **WCA Analytics Accelerator** to analyze data from marketing campaigns for TV shows, **aiming to deepen in-house marketing analytics**, advance **predictive modeling capabilities** and **inform promotion strategy** across owned properties (including the FOX broadcast network, FOX Sports and FOX Entertainment digital platforms).

KEY TAKEAWAYS

- NFL premieres have a significant impact on other shows.

- TV shows categorized under the 'drama' genre should premiere after NFL games.

- Paid media provides the most sure-fire return on investment.

- TV shows categorized as 'returning' garnered much higher social media exposure than 'new' TV shows, over the course of a marketing campaign.

Analyzing Non-Viral / Viral Social Media Exposure
Which programs are getting the best exposure among audiences & potential audiences?
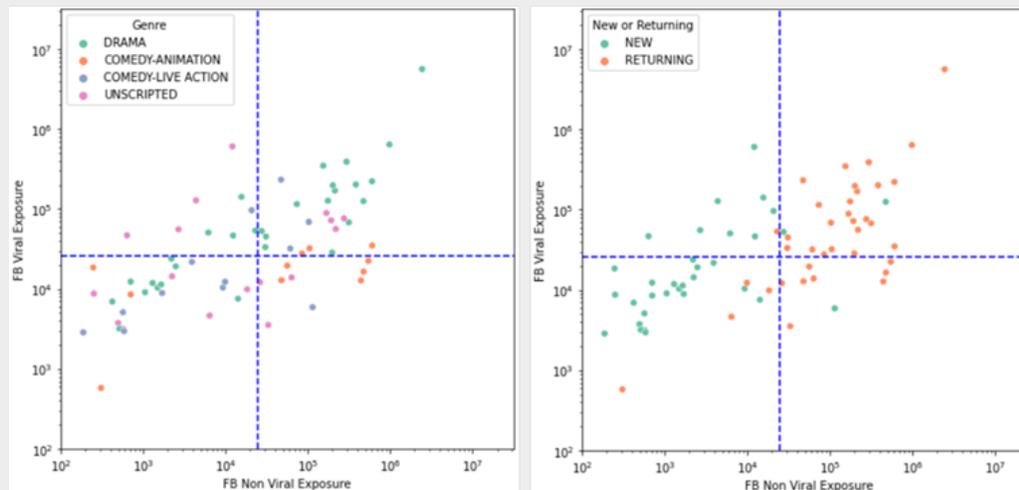
FOX ENTERTAINMENT

FOX Entertainment is an American media company that oversees the FOX broadcast network, FOX Alternative Entertainment, Bento Box Entertainment, and Tubi.

"The WCA student team brought fresh and innovative perspectives to campaign analytics at FOX Entertainment. This was a diverse and dynamic collaboration that allowed us to derive actionable insights from complex marketing datasets quickly, over a nine-week period."

Gina Bahremand
Vice President, Audience Research
FOX Entertainment