

# FOX Sports Scales Editorial Team Content and Wins Big

**FOX Sports**, one of the world's top sports news providers, is committed to daily sports coverage on the web, via mobile apps, in social media, and directly in email to millions of sports fans. This huge task was accomplished by a large team of editors but their process was time-consuming, error-prone, and hard to optimize. They needed a technology solution to help industrialize their efforts and bring more short-form content to their digital properties. Partnering with PublishThis, they achieved their goals and more. Here's their story:



**"We're simply producing content in a smarter way with PublishThis."**

**Brian Rogers**, Sr. Director, Digital Production at FOX Sports

## THE CHALLENGE

Brian Rogers, Senior Director of Digital Production, had a system in place for a 40+ person editorial team to produce **250 team-specific newsletters on a daily basis** but he knew he could improve it and, if he could save time, apply the team's efforts across all their digital channels. The team's process was slow and errors were inevitable given the manual work that went into just producing the email newsletters with a lot of copy and paste workflows. Furthermore, the FOX Sports regional networks did not cover every city. To get the depth of coverage they wanted to provide to their online visitors and subscribers, the editorial team had to complement their coverage with local, third-party content to produce a daily newsletter for every team and sport.

"I saw the potential in PublishThis right away," said Rogers. "I got excited when I saw the **quality and relevance of the content results generated by their semantic search technology** and knew that **giving this tool to our editors could save us an enormous amount of time** by quickly

helping them find the most relevant content for every sports team, player and league. Our first opportunity was to make the process more automated and create some efficiencies so we could do more with the team."

Brian felt sure that he could get more value of his team's time and effort with a technology solution that could take a lot of the grunt work out of their day. With less time committed to producing newsletters, he knew they could expand their coverage while protecting themselves from human error and not sacrifice the quality content they delivered to their subscribers.

## THE SOLUTION

By partnering closely with FOX Sports and Strongview (who powered their email system), PublishThis helped Brian's team cut their newsletter production time dramatically by using the platform's powerful content discovery and simplified curation workflow. In short order, the FOX team was **compiling newsletters five times faster** than they had before and **reducing**

**human error** through an integration between PublishThis and Strongview that removed cutting and pasting code from their original process and enabled **simple, one-click publishing**. They were also able to **rapidly source fresh, relevant content in the platform** instead of spending hours finding content from their own CMS back-end (their articles are now fed into and tagged for organization in PublishThis), scouring the web, and weeding through an overwhelming number of Google Alerts for the latest sports news. This **gave them the ability to expand their coverage to more sports and teams** with minimal extra time.

“With PublishThis, we saw **5x efficiencies in the speed of use**,” Rogers said. He added, “We saw this as an opportunity to expand the roles of our curator team and build short-form content that could increase the timeliness and breadth of our coverage.”

Brian then directed his team to leverage PublishThis further by quickly identifying trending topics they could write articles about while they were building newsletters. By surfacing breaking news and in-depth coverage of all the teams they followed, the team was able to quickly know which hot topics were getting attention and they started creating new articles inspired by the most popular news stories shown in PublishThis. This served the **dual purpose of adding more editorial pages to their site and giving them FOX-branded content they could include in the newsletters**. PublishThis also worked with the FOX Sports team and Adobe to build an integrated workflow to publish directly into their Adobe CQ content management system.

“I knew this could be a big win if we **used our time saved to create more original work** on FOX Sports sites and apps. And since those extra pages of content could also be used in the newsletters, we were going to get double-value out of PublishThis.”

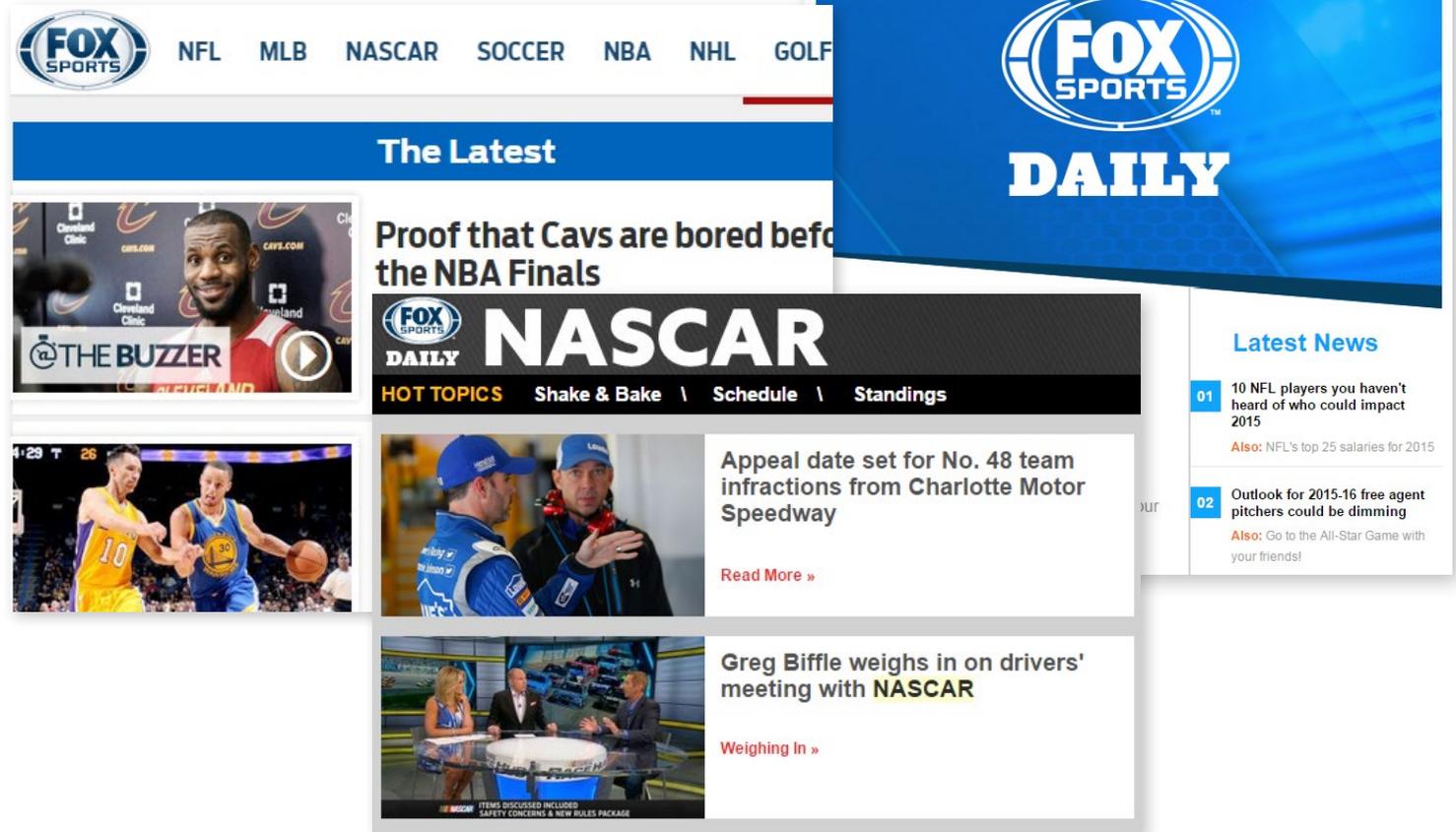
The forty-person newsletter curation team was now producing thousands of articles for the team pages on their website and the FOX Sports app, Fanhood, on a weekly basis. Plus, their newsletters were driving more traffic back to FOX Sports’ pages than ever before.

“We were giving away 70% of our traffic to other sites and only retaining 30%. We’ve now flipped that percentage: 70% of our newsletter links now go to FOX sites with content we produced using the PublishThis platform,” Rogers said. “**We’re simply producing content in a smarter way with PublishThis.**”

**THE RESULTS**

Using PublishThis, the FOX Sports content team is now able to **rapidly produce high quality content for their targeted newsletters** as well as power the website and app with expanded coverage. They've reduced the danger of human error, expanded their coverage, and made their newsletters more valuable by driving more than twice as much traffic back to FOX Sports' website. As a result, **his team has evolved from their previous role as newsletter curators to become the trendsetters and 'tastemakers' for FOX Sports**, helping the organization capture trending sports stories wherever they happen and ensuring timely coverage across all of their digital destinations.

- **5x time savings** on newsletter production
- **1,500 New Articles/Pages per week** with the same team for the FOX Sports website and Fanhood app
- **40% more traffic retention** from email newsletters
- Integration with Adobe CQ and Strongview for **1-click publishing**



"Thanks to PublishThis, we've expanded coverage across all channels, are creating a ton of additional content that drives traffic back to FOX Sports, and our 'newsletter team' has been transformed into productive tastemakers that can keep up with today's fast-moving, mobile sports fans."

–Brian Rogers, FOX Sports

Learn more about how PublishThis can help you deliver better content more often.

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