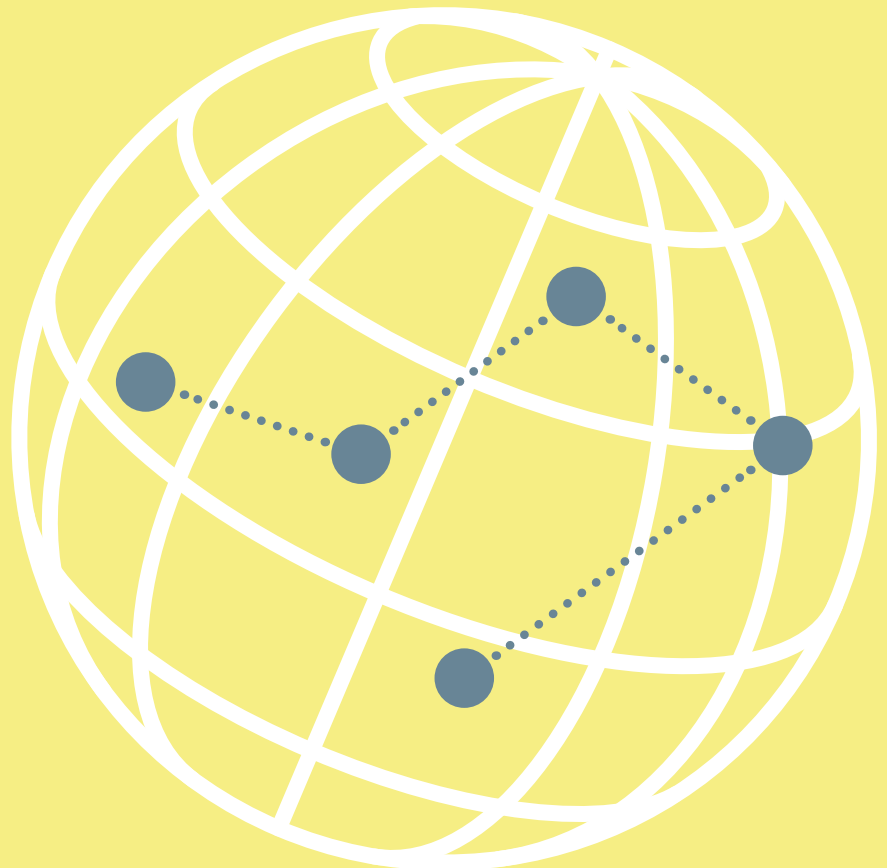


Case study/ **Sky News Arabia**

Sky News Arabia

Transforms Social
Analytics into Competitive
Edge and Increased
Engagement



At a Glance/ sky NEWS عربية

Sky News Arabia: A News Organization on the Rise

Founded:	2012
Headquarters:	Abu Dhabi, UAE
Audience:	Households across the Middle East and North Africa, and Arabic-speaking viewers from around the world
Industry:	Media/Broadcasting
Website:	www.skynewsarabia.com
Services:	24-hour rolling Arabic news in HD quality via broadcast, online and mobile
Brandwatch services:	Social Media Monitoring & Analysis

Key Benefits/

- Increased viewership by thousands per day by engaging and adapting to viewers
- Leveraged analytics insights to help reporters apply social media practices
- Gained competitive edge by establishing relevance among social/mobile viewers
- Streamlined sense-and-respond operations to remain the fastest source of news in the MENA region

1000s
of extra viewers
per day

The Goal/

Innovating News Coverage Within an Entrenched Media Market

Launched in May 2012, Sky News Arabia provides an important voice in the Arab world by setting a new standard for fresh, fast and independent news.

Through the full integration and delivery of news across broadcast, mobile, online and social media platforms, Sky News Arabia gives viewers the news they want, when they want, where and how they want it.

To stand out from established competitors in the pan-Arab news market, Sky News Arabia has instituted a “sense-and-respond” news model—a strategy that capitalizes on multiple, varied online interaction points with the public to excel in three main areas:

1. Fast coverage that is first to the air waves
2. Credible, unbiased journalism that is well-conceived and innovative
3. Content that is highly accessible and responsive to viewer needs

The Challenge/

Applying Optimal Social Analytics to Arabic Language

For Sky News Arabia, the ability to “sense-and-respond” to viewers via social media is a critical component to increasing viewer-to-viewer engagement, and gaining extended market reach.

According to management, social media presents one of the best means for understanding viewer behavior and interests, and better understanding how they perceive Sky News Arabia reporters and stories.

“Do viewers see us as independent? Are we getting the stories right? We need to know these things to win over viewers,” says Fares Ghneim, Communications Manager at Sky News Arabia.

To put it into practice, the Sky News Arabia team needed a social monitoring and analytics platform that could easily and quickly capture and analyze social conversations.

As an Arabic news outlet, Sky News Arabia is keenly aware that social media is growing at a phenomenal rate in its core markets. In fact, the Middle East region is second only to the United States in terms of the number of daily video uploads to YouTube. This compelled the news organization to focus on a social media monitoring solution with local Arabic language support. In addition, Sky News Arabia needed a solution that could track and measure the success of its own social media activities as part of overall social analysis.

“Our challenge was to find a tool that really delivered two core pieces of functionality,” says Ghneim. “We wanted to measure how viewers felt about our news coverage, and at the same time, analyze which of our types of posts and tweets generate the highest engagement.”

With that in mind, Sky News Arabia prioritized a list of key criteria to meet their requirements:

- Full Arabic language capability for social monitoring and analytics
- Broad listening capability across all social media channels relevant to Sky News Arabia
- Deep analytics to help uncover viewer interests, dislikes, unanticipated trends, etc.
- Streamlined and easy-to-use reporting to allow front-line managers to surface important findings quickly

Ghneim and his team felt that a product with all these capabilities would be worth the investment, as the eventual gains in viewer satisfaction combined with the organization’s ability to provide the right mix of news outreach would far outweigh the cost.

The Solution/

High Value, Flexible Functionality and Speed

After evaluating several vendors, Sky News Arabia chose Brandwatch social monitoring and analytics.

According to Ghneim, “Brandwatch is a very powerful, very versatile tool that gives us an enormous amount of options and flexibility in measuring and evaluating our social media data. In short, the combination of the language support and the functionality, plus surprising value for the depth of capabilities, made Brandwatch a winner for Sky News Arabia.”

Multiple uses & benefits of Brandwatch Social Analysis/

Since adopting the Brandwatch platform, **Sky News Arabia** has achieved its initial social media goals and improved in several key areas;

01

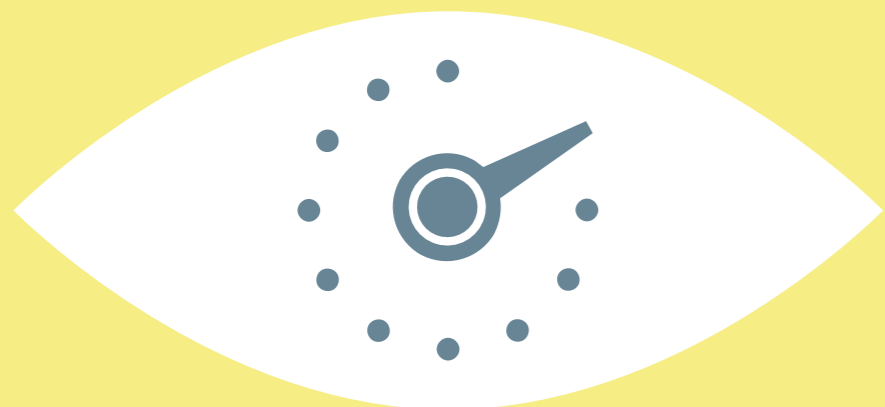
Quick-Hit Competitive Intelligence

Utilizing keyword queries, Sky News Arabia can track its key competition and measure their relative social media success and penetration.

This is a significant advantage that Brandwatch provides by enabling them to manage the data in one place.

“Although we are the new kids on the block, our use and integration of social media into the news room is much better than that of our competitors,” says Ghneim.

“**Brandwatch helps us keep an eye on what the others are doing** to ensure that we remain ahead of the game.”



Ultimately, Sky News Arabia wants to **track and measure** the success of all its social media activities.



04

Quality Analysis of Sky News Staff Reporting

Leveraging Brandwatch to measure each individual reporter's performance enables management to conduct quality assessments on individual reporters and the news reporting team as a whole.

Says Ghneim, “The goal is not to be a policeman, rather it is to make better use of social media across the board.”

Through periodic reviews in which reporters glean knowledge from Brandwatch analytics, Sky News Arabia can help its reporters continuously incorporate new best practices into their reporting and public interactions. For example, recently reporters have been trained about the impact of tweeting during live coverage of certain event types.

“**Our objective is to get the news out first.** If that means a correspondent who is in the middle of the action tweets about the event before he reports about it on air, then so be it,” Ghneim explained.

02

Objective Measures of Perceived News Quality

Sky News Arabia applies the Brandwatch data in creative ways to arrive at viewer satisfaction ratings.

With unabashed goals of maintaining neutrality and credibility, the organization has appointed an independent Editorial Advisory Committee that carefully reviews Brandwatch analytics data to measure individual reporter performance and organization-wide performance regarding news accuracy, relevance, fairness, and other criteria. “The beauty of Brandwatch is that we feel the love or the hate very quickly – instantly in fact. This gives a good measure of how our output is received, so the digital world is now a proxy for our broadcasts.”

03

More Effective and Continuous Viewer Engagement

Leveraging Brandwatch, Sky News Arabia can delve into the details behind social media.

Rather than simply counting volumes, such as “total tweets”, the organization can understand qualitative dynamics behind the numbers.

Managers now understand which tweets generate the highest buzz, which topics get re-tweeted most frequently, and who does the re-tweeting.

“This type of information allows us to listen to our users and adapt what and how we post on social media channels,” says Ghneim.

05

Streamlining Operations

Time is of the essence in the news world.

Sky News Arabia takes full advantage of Brandwatch to remain swift and to get quality coverage out fast.

“Having data aggregated in one place makes it much easier to analyze the information and to focus on what's important rather than spending time manually collecting information,” says Ghneim.

About/

" The beauty of Brandwatch is that we feel the love or the hate very quickly – instantly in fact. This gives a good measure of how our output is received, so the digital world is fast becoming a proxy for our broadcasts."

Fares Ghneim
Communications Manager
Sky News Arabia

Sky News Arabia

Sky News Arabia is a 24-hour, Arabic-language rolling news channel broadcasting in HD quality from Abu Dhabi.

A joint venture between Abu Dhabi Media Investment Corporation and the UK's BSkyB, the channel offers fresh, fast and independent news across multiple media platforms including live streaming of its broadcast on the internet and via dedicated mobile applications.

Sky News Arabia operates 17 bureaus in key cities across the region as well as international bureaus in London and Washington DC. The channel also draws upon sister channel Sky News' global network of bureaus, ensuring comprehensive coverage of regional and international events.

Brandwatch

Brandwatch is a leading provider of social media monitoring and analytics solutions.

More than 700 global brands and agencies use Brandwatch, relying on a broad range of social coverage and highly reliable, spam-free data to monitor online conversations. As a result, organizations can glean insights around their brand interests, conduct market research, predict market trends, and more actively engage influencers, customers and prospects.

A global company, Brandwatch is headquartered in Brighton, UK and has offices in the United States and Germany.

For more information, please visit www.brandwatch.com