



# 10X INCREASE IN AD IMPRESSIONS FOR KHQ-TV WITH FUEL,™ BITCENTRAL'S DIGITAL STREAMING SOLUTION

## ► The Opportunity

Cowles Broadcasting's KHQ in Spokane, WA, like many news-producing broadcasting stations, had a problem: their audience was increasingly moving away from over the air viewing. KHQ was seeking a solution to connect with their audience digitally, and, most importantly, monetize the content and the audience consuming it.

KHQ needed an easy path to generate new digital revenue, utilizing their existing assets that would increase viewer engagement, thus creating more advertising revenue.

"We needed a way to maximize the revenue from our digital assets," said Neal Boling, Cowles station executive. "It's time that digital ad dollars stay with the content owners, and we are looking forward to FUEL doing that for us," remarked Boling.

## ► The Approach

FUEL an industry-changing offering from Bitcentral, is a simple-to-deploy solution in one end to end platform that would help broadcasters give their viewers relevant content while monetizing it significantly.

FUEL, manages and integrates both live and recorded media seamlessly, from acquisition through video distribution, using dynamic channels produced from a streamlined workflow for an engaging viewing experience. Viewers experience a dynamic, high-quality TV-like viewing experience on any platform wherever and whenever they want to watch. FUEL does all this and more with no CAPEX requirements and minimal impact to existing resources or workflows.

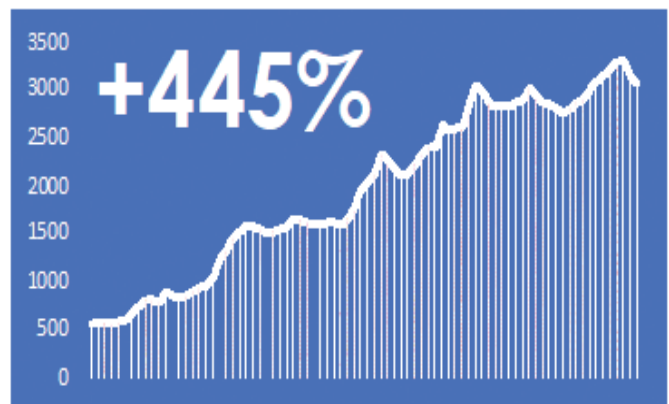
FUEL offers two modes, both of which provide an experience as seamless and engaging as TV. One is Linear on Demand™ (LOD), which creates channels dynamically from VOD assets. The second is Non-Stop Live™, which seamlessly streams live newscasts with automatically reinserted digital ads that are available for replay until the next live newscast. These two methods together, in combination with the integration of digital ad platforms, provide a huge lift to ads inserted.

## ► FUEL Enabled KHQ to monetize digital audiences

The right content, coupled with the right platform to showcase it, allowed additional opportunities to sell ads is a winning formula all day, seven days a week.

## ► FUEL Delivered

- 1. LONGER ENGAGEMENT:** Viewer session duration increased 600% and viewing growth 445%
- 2. HIGHER QUALITY PRESENTATION:** Seamless and undisruptive content
- 3. BETTER AD DELIVERY:** More ads served up increased revenue



90 Day Viewing Growth

## ► The Results

The metrics are validating that viewers will watch videos longer when the content is dynamic, streams continuously, and is personally relevant to where they are and to their interests. When there is a high-quality presentation, viewer duration is longer, more ads are viewed, and significantly more revenue is realized. The consumption rate since KHQ moved content to FUEL has grown over 5x.

**The key metrics below have been captured showing the success of achieving KHQ's goals with FUEL:**

Viewer session duration on KHQ's website was measured previously as approximately 1:23 minutes per session. This limited time could be attributed to presenting each video asset with a pre-roll and as a separate VOD element. With FUEL, KHQ is seeing viewer durations over 8:46 minutes per session.

Growing overall video consumption on digital devices was certainly a goal, but the monetization of KHQ's audience was a critically important factor for success. Instead of presenting a pre-roll, FUEL inserts ads server-side as mid-rolls, never awkwardly interrupting content, or annoying users with ads before showing them the content they came to view in the first place. **FUEL offers integration with ad platforms and programmatic exchanges, providing for full monetization of all content.** Additionally, FUEL's seamless LoD streaming has given KHQ the ability to design creative ways to offer news and other content to better engage viewers on the weekends.

## ► Advertising revenue increased by engaging viewers longer

After almost two decades of TV stations being online, broadcasters have only achieved a fraction of the online ad revenue they could potentially capture. KHQ is witnessing firsthand how FUEL is turning that around for them with its simple to deploy, end to end workflow that creates a viewing experience resulting in significantly increased viewer duration times and revenue.

Instead of posting and giving their video content away through social media on Facebook or YouTube, FUEL enables KHQ and other broadcasters to promote their content on social media, and play it on their own websites, mobile and connected television apps, delivering a viewing experience far surpassing the video experience of social media and monetizing their content for themselves.

KHQ is taking advantage of everything FUEL has to offer. Proving that the right content, coupled with the right platform to showcase it, allows additional opportunities to sell ads is a winning formula all day, seven days a week.

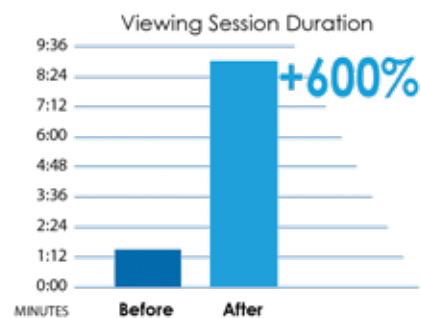


**10X**  
IN AD IMPRESSIONS

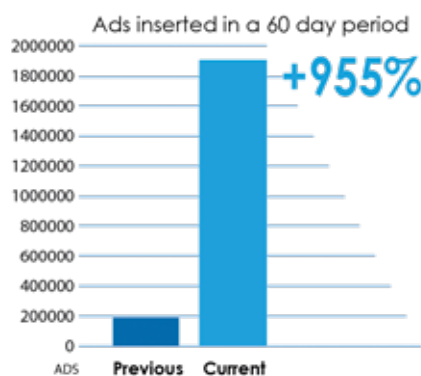
## ► Case Study Metrics

### REAL RESULTS GENERATED BY FUEL

Leveraging the power of FUEL, KHQ experienced the following performance increases.



Viewing Duration Growth



Increased Ad Insertions

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and [streamingfuel.com](http://streamingfuel.com)

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