

Fox leans into latest YouTube tools and features to grow subscribers and revenue

Fox News Channel is a 24-hour all-encompassing news service delivering breaking news as well as political and business news. Fox Business Network is a financial news channel delivering real-time information across all platforms.

OPPORTUNITY

Fox wanted to enrich the Fox News and Fox Business YouTube experiences for viewers. They saw an opportunity to hire dedicated staff, create a curated YouTube presence for Fox Business, expand coverage to seven days per week, ramp up livestream offerings, and integrate cutting edge YouTube features into their regular workflow.

APPROACH

Fox hired and trained new staff, changed the curation of the Fox Business channel, implemented revenue-driving initiatives, and integrated the latest YouTube features into their workflow.

Hiring and training new staff: Fox explored how and where new staff might have the greatest impact, and concluded that they should hire two new channel managers dedicated to growing the Fox Business YouTube channel. Once hiring was complete, they had the two new staff shadow and train with current channel managers for a month. The new team members learned the ins and outs of YouTube's distribution and channel management process as well as Fox's internal curation/editorial process. New hires were taught how to create clips directly from broadcast in real time so they could get breaking news stories up on YouTube more quickly, without having to rely on other teams or editors. They were also trained in analytics so they could create weekly progress reports.

Implementing new publishing processes: Concurrent to the training, new staff started manually curating the Fox Business YouTube channel, instead of relying on automatic content syncs. This included creating playlists and custom thumbnails.

Developing strategies for revenue growth: For the following three months, the focus of the team was to strategize and execute plans to grow revenue, subscribers, views, and watch time by better utilizing YouTube's publisher tools. One of the actions they took was to decrease the number of videos uploaded each day, making the selection process more strategic. This helped increase engagement and revenue for Fox Business.

Integrating YouTube tools into workflows: With a strategy in place, they ramped up usage of Community posts, Invite-only live chat, Stories, and Premieres, and implemented these product features into their daily workflows for the Fox Business and Fox News channels.

- **Invite-only live chat:** This let them run a real-time, Fox-controlled blog alongside a livestream so they could provide moment-by-moment updates on breaking news streams (e.g., the Notre Dame fire and the Robert Mueller press conference).
- **Premieres:** This helped them create buzz around exclusive interviews featuring President Trump, Jon Stewart, Attorney General Bill Barr, and more. They also used Premieres for Fox News town halls featuring 2020 presidential candidates.
- **Community posts:** These allowed them to do things like cross-promote content between the two channels and administer polls. They leveraged compelling images/GIFs in order to make posts more engaging.

Looking to the future: They will continue to look at increasing the number of livestreams, Premieres, Community posts, and Stories they produce, which has already helped them grow their audience and boost revenue. Recently, the Fox team have begun looking at ways to sell Fox merchandise via YouTube, and are in the early contract stages with an e-commerce clothing platform.

5X

growth in revenue for the Fox News YouTube channel

OVER 2X

growth in subscribers and video views year-over-year on the Fox News channel

RESULTS

Fox successfully enriched the YouTube presence for the Fox News and Fox Business channels, and as a result significantly grew their audience and increased revenue.

- **5X growth** in revenue for the Fox News YouTube channel.
- **10X growth** in revenue for the Fox Business YouTube channel.
- **Over 2X growth** in subscribers and video views year-over-year on the Fox News channel.
- **Over 85% growth** in monthly views for the Fox Business YouTube channel.

LEARNINGS

Lean into the platform: Creating a new type of content isn't the only way to grow your YouTube channel; you can actually drive tremendous growth just by leaning into the platform and using the tools available to engage a new audience. Fox uses the Premieres feature to generate buzz for exclusive interviews and special event coverage by giving fans notifications before programming begins — this helps them build a bigger audience in advance of a video going live, and significantly boosts user engagement and overall views. Community posts help them engage current fans and make new ones through polls, previews to exclusive content, GIFs, and more.

Don't cannibalize your own channels: While the Fox Business and Fox News channels offer different content, the channels have similar audiences. That leads to the challenge of growing both accounts while trying to differentiate the two. Fox learned they had to be strategic about what each channel streams and posts, or they'd end up competing against one another. If your organization is attempting to grow multiple channels with similar audiences, be strategic in the content you feature on each channel, and make sure your teams are communicating and planning on how they can offer something different.

Don't forget the small details: With more channel managers dedicated to driving YouTube growth, Fox had time to focus on things like placing additional midroll ads in longer videos. This was a game changer for them and led to increased revenue growth.

Experimentation is key to success: Take a test-and-learn approach to growth. For example, Fox realized Stories wasn't going to be as financially fruitful as some other features, but experimenting with this feature could help them grow an audience outside of Fox News loyalists, which is something the organization is now prioritizing.