

MiQ | HAVAS



How audience data and connected TV supercharged broadcast viewership for UKTV

Discover how we did it



UK CASE STUDY

MiQ | HAVAS |



UKTV's goals were two-fold:

- ▶ Boost linear viewership of the new release of **'Gemma and Gorka'**
- ▶ Increase awareness for UKTV's content



UK CASE STUDY

GOALS

- ▶ Used ACR data to segment postcode into Heavy, Medium, Light & lapsed UKTV users
- ▶ Leveraged geo-contextual insights to build custom data sets of online and offline behaviours
- ▶ Layered over a contextual strategy of custom YouTube channel lists and AVOD/FAST content

Focused on light and lapsed UKTV users and targeted them on YouTube, FAST and AVOD channels



The results speak for themselves!

+22%

Increase in
YT VTR
above
benchmark

+7%

Increase in
AVOD VTR
above
benchmark

+6.6%

Increase in attention
(APM vs Lumen benchmark)

RESULTS



Gemma and Gorka became channel W's most successful launch, attracting an audience more than **double the size** of the previous season (2.6X)

