Brand: Network 10

Sector: Entertainment

Primary Objective: Other: Data Strategy

Formats used: Other: Data Strategy

Background and Overview:

Network 10 is an Australian commercial television network. One of five national free-to-air networks, 10's owned-and-operated stations can be found in the state capital cities of Sydney, Melbourne, Brisbane, Adelaide and Perth while affiliates extend the network to regional areas of the country.

Eighteen months ago, they decided to internalise and accelerate their data capabilities, investing in multiple new technologies and creating brand new departments and roles within the business, with help from SilverBullet.

What was the role of digital within the media mix?

In February 2020, Network 10 engaged Silverbullet to develop a world-class data offering.

Over this time, Network 10 achieved:

- Monetisation of digital audiences grew from 20% to 85%
- Implementation and optimisation of CDP, DMP and analytics technologies on seven platforms
- Consistency in platform capability across all content viewing platforms
- Supporting the 10 Play App re-platforming project, ensuring all data capabilities implemented and optimally deployed across Network 10's brand new app platform

Silverbullet was selected as the right partner to guide this strategic plan and optimise the overall investment in data related capabilities.

"We needed a partner we could deploy quickly to implement data related capabilities across our various apps. It had taken us more than a year to get some basic setup in place, so the see the speed and quality delivered by Silverbullet, getting us set up across seven platforms in a short period of time was excellent. The confidence we have in our set up has really grown since working with Silverbullet." Josh Slighting, Head of Data & Digital Audience, Network 10.

What results did you attain? What was the biggest achievement?

Since engaging Silverbullet six months ago, Network 10's ability to monetise its audiences has scaled from 20% to 85%

Silverbullet has implemented and enabled data capabilities across five connected TV apps, and two mobile apps, which covers 65% of 10's digital audience, well beyond Silverbullet's initial scope of two CTV apps and two mobile apps.

"Silverbullet has helped us design and build the blueprint for our data-driven future, and we feel very confident in our setup after working so closely with them. It's refreshing having a partner that is as ambitious as we are, working with us towards a collective goal." Josh Slighting, Head of Data & Digital Audience, Network 10

What was the killer headline?

Silverbullet accelerates Network 10's monetisation capabilities through a trusted partnership.