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Case Study: Broadcast Innovations

BACKGROUND

In what started simply as the “Superstation”, Turner Broadcasting laid the blueprint for today’s basic cable television explosion and evolved to create the first 24-hour news cable channel, CNN. In the 90’s with an eye on expansion, Turner focused on growing channels and content, creating some of the most valuable brands in the world, including Bleacher Report, Cartoon Network, HLN, iStreamPlanet, Super Deluxe, TBS, Turner Classic Movies (TCM), TNT, truTV and Turner Sports.

THE CHALLENGE

In the effort to advance its partner advertising offering, Turner Broadcasting sought new and innovative ways to increase the effectiveness of its ad placements. Widescope offered a snapshot of the future by introducing a new technology and tagging system that would make its advertising more on-demand and relevant.

THE SOLUTION

Widescope Consulting and Contracting Services introduced the standards and formatting for contextual advertising at Turner Broadcasting. Unlike traditional planned advertising, we helped introduce dynamic ad scheduling that was directly connected with the airing show’s content. Our technical processes coordinated ads related to show subject matter based on keyword. For instance, if a television segment featured a heist made possible by the certain auto brand, automated systems would queue ad sequences of that auto dealer to appear in the following advertisement breaks. The use of the new contextual advertising in both scheduled and live broadcasting was a win-win for Turner and its advertising partners.

THE RESULTS

The systems supporting contextual advertising and content tagging drastically increased the effectiveness of partner advertising firms and customers to get higher market penetration out of their advertising dollars. **The added advertising resulted in a \$145 million ROI in its first use within a broadcast season, setting a new standard for programmatic contextual advertising till this day.**



About Turner:

Turner Broadcasting System, Inc., formerly Turner Communications Company, creates and broadcasts news, entertainment, kids and young adult, animation, and sports media environments on television and other platforms for consumers worldwide.

\$145 million

ROI from contextual advertising in first use within broadcast season



ABOUT WIDESCOPE

Founded in 2014, Widescope Consulting and Contracting Services, LLC is a management and technology consulting company providing cyber security, information technology, and professional service solutions to corporate and government clients.

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