



UKTV FTA X Blis Driving network wide growth

A cross-channel strategy designed to drive
incremental linear viewership



The brief

Driving linear tune-in in a fragmented viewing landscape

With the rapid growth of streaming platforms, driving viewers back to scheduled Free-To-Air television is increasingly challenging. Viewing habits are fragmented, and traditional digital metrics rarely prove whether media activity leads to real TV viewing behaviour.

UKTV needed a strategy that could **reach audiences most likely to watch new show launches** and **demonstrate measurable impact on linear tune-in**.

Together, we built a data-led strategy **combining telco behaviour signals with Samba TV ACR data** to identify growth audiences and measure the incremental effect of media exposure on household viewing.

Key objectives:

- Increase linear viewing across UKTV networks during the campaign period
- Drive incremental tune-ins for new show launches
- Reach growth, light and lapsed viewers most likely to engage with Free-To-Air content
- Deliver high-impact cross-channel reach across CTV, Video, YouTube and Display
- Prove incremental viewing uplift





Campaign overview

UKTV partnered with Arena and Blis to drive viewers to its linear channels across the network.

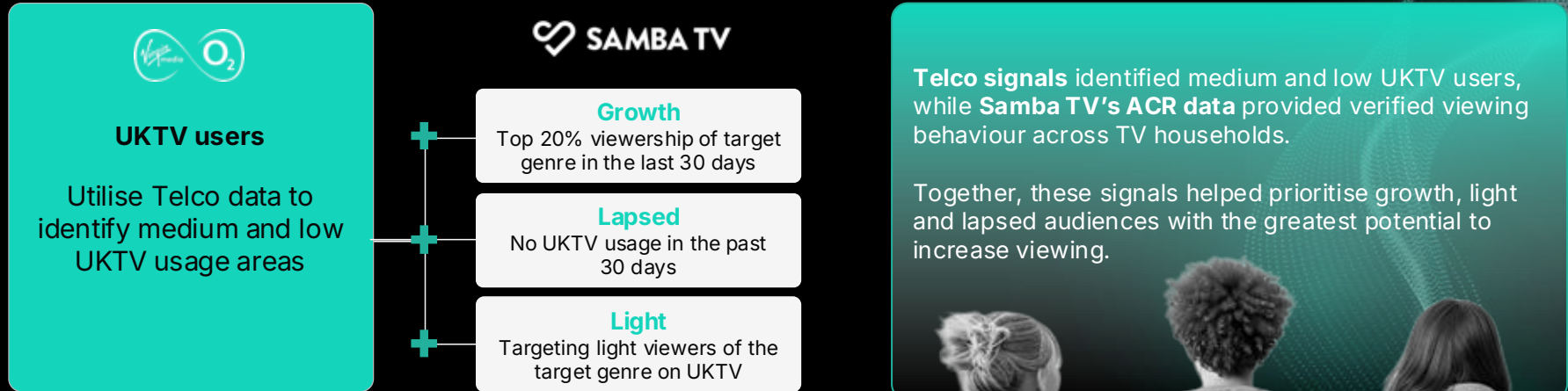
Using telco behaviour signals alongside **Samba TV ACR data**, the campaign identified households who engage infrequently or had drifted away from the network, activating across **CTV, Online Video, YouTube and Display** during key launch windows.

The campaign demonstrated that data-led digital media **can drive measurable incremental viewing**, increasing tune-ins across UKTV networks.

Building the audience

Two audience signals powering smarter TV targeting

To drive incremental tune-in, the campaign focused on audiences most likely to change behaviour, rather than existing heavy viewers.



This approach focused media investment where it mattered most, reactivating lapsed audiences and driving incremental viewing growth.

Activation

Cross-channel delivery built to drive tune-in

The campaign activated high-intent audiences across **CTV**, **Online Video**, **YouTube** and **Display**, aligning media delivery with key programme launch windows to maximise awareness and drive incremental linear viewing.

Activated around
programme launch
windows to
capture peak
audience interest

Delivered consistent
cross-channel reach
across CTV, Video,
YouTube and
Display

Optimised
throughout the
campaign to balance
reach, frequency
and engagement



Measurement

Proving digital drives real TV viewing

Measurement framework

Input: ACR Viewing Data

Real TV viewing behaviour captured through Samba technology

To measure the campaign's true impact, we used Samba TV Automatic Content Recognition (ACR) data to analyse how media exposure influenced viewing behaviour.

Methodology: Causal Machine Learning (CaML)

Comparing exposed households to an identical version of the households with no exposure.

Measures a campaign's impact through a trained model that predicts user behavior. Evaluating viewership habits and digital behaviors to understand each household's likelihood to convert under different exposure scenarios.

Outcome: Incremental Tune-Ins

Measuring the additional households driven to watch UKTV programmes

Delivers a lift analysis with greater granularity and precision using a consistent methodology to measure the true incremental impact of the campaign.

UKTVARENA
MEDIAAblis

The results

Driving measurable incremental tune-in growth



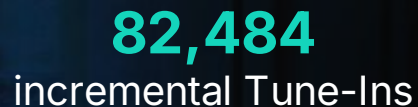
2.96M
Exposed Households

→

1.5M
Tune-Ins

→

52%
Tune-In Rate



82,484
incremental Tune-Ins



+6%
Lift across the UKTV Network

We drove **1.5M households** to tune into a UKTV linear channel, generating **82,484 incremental viewers** who would not have watched without exposure.

Show spotlight

The Brokenwood Mysteries S11

Blis Digital Metrics

Total Impressions

11.1M

Display CTR

0.49%
(vs 0.35% benchmark)

Overall VTR
(CTV, OLV & Youtube)

88%
(vs 80% benchmark)



Samba TV Entertainment Outcomes

2.03%

Tune-in rate

+65%

Lift

18k

Incremental Tune-ins

Key Insights:

- Exposed viewers watched 3.0 episodes on average, totalling 265.5 minutes of viewing
- Blis audiences watched 0.3 more episodes than those reached via TV promos alone
- Light viewers (57% of impressions) delivered the strongest uplift
- Brand lift results showed strong awareness reinforcement across the wider audience

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In an increasingly fragmented viewing landscape, traditional digital metrics are no longer enough to prove real-world impact. By partnering with Blis and leveraging their sophisticated methodology, we were able to move beyond standard reach and frequency to demonstrate true incremental value for UKTV. This campaign proved that digital media, when powered by telco behavioral signals, can directly and measurably influence linear TV viewing behaviour at a household level."

**Alex Sherr**

Managing Partner, Arena Media UK

Key takeaways

What did we learn?



Verified viewing data unlocks smarter TV targeting

Combining telco behavioural signals with Samba TV's verified ACR viewing data allowed UKTV to prioritise growth, light and lapsed audiences, focusing media investment where the greatest opportunity to increase viewing exists.



Incrementality measurement proves the true value of digital media

Using exposed vs control analysis at the household level, the campaign demonstrated measurable incremental tune-in growth, proving that digital media can directly influence linear TV viewing behaviour.



A new model for modern programme launches

By integrating audience intelligence with cross-channel activation and advanced measurement, the campaign provides a scalable framework for broadcasters to grow linear audiences in an increasingly fragmented media landscape.



THANK YOU

