

ezy insights®

NEVER MISS A STORY.



TELEVISIÓ DE CATALUNYA

CASE STUDY

**REGIONAL TELEVISION
BROADCASTER TAKES DIGITAL
SERIOUSLY AND GROWS**

CASE TV3 TELEVISIÓ DE CATALUNYA

Table of
CONTENTS

HOW TV3 HAS IMPROVED ITS EDITORIAL WORKFLOW MANAGEMENT WITH EZYINSIGHTS	4
COMPANY BACKGROUND	6
RESULTS: MORE EFFICIENT NEWSROOM	7
FOCUS ON LOCAL ONLINE TRAFFIC	8
ABOUT THIS CASE STUDY	10
CONTACT	10




+96%

FACEBOOK
ENGAGEMENT **WENT**
UP OVER A YEAR



+103k

MORE **ENGAGEMENTS**
PER WEEK



+130k

NEW FANS
IN 6 MONTHS

TV3's Facebook engagement rose by 96% during the first 12 months with EzyInsights.



“ Before EzyInsights people could spend 3 to 4 hours everyday on news gathering.

With EzyInsights we just glance at the screen and immediately know what is going on. ”

JUDITH ARGILA
HEAD OF NEW PLATFORMS

TV3

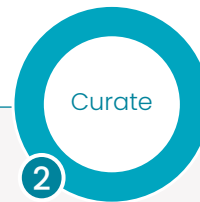


How TV3 has improved its editorial workflow management with EzyInsights



1

Local and national news gathering in Catalan regardless of the publisher. Saving time up to 3 - 4 hours each day/journalist.



2

Data has given confidence to the hundreds of employees posting in social media daily.



3

Traffic Light™ has changed the way TV3 posts on social media. All the employees posting use Traffic Light to ensure the best engagement and traffic.



4

Focusing on the traffic and views instead of followers.



company

BACKGROUND

TV3 is Catalonian medium sized company with 2000 employees, 4 television stations focusing on specific topics (kids, sports, news, etc) and radio stations in similar fashion. TV3 was looking for different tools to make news gathering especially in video format easier. Before EzyInsights the analytics team was performing different types of ad hoc analysis. The team came up with pre-defined questions and if nobody was able to formulate the right question they missed stuff.



INDUSTRY:
General news



LOCATION:
Spain



COMPANY SIZE:
20 People



EZYINSIGHTS
USERS:
10 People

“

We found EzyInsights to cater for our need, including local and national content, also in Catalan. In our own language and in our own territory.

”

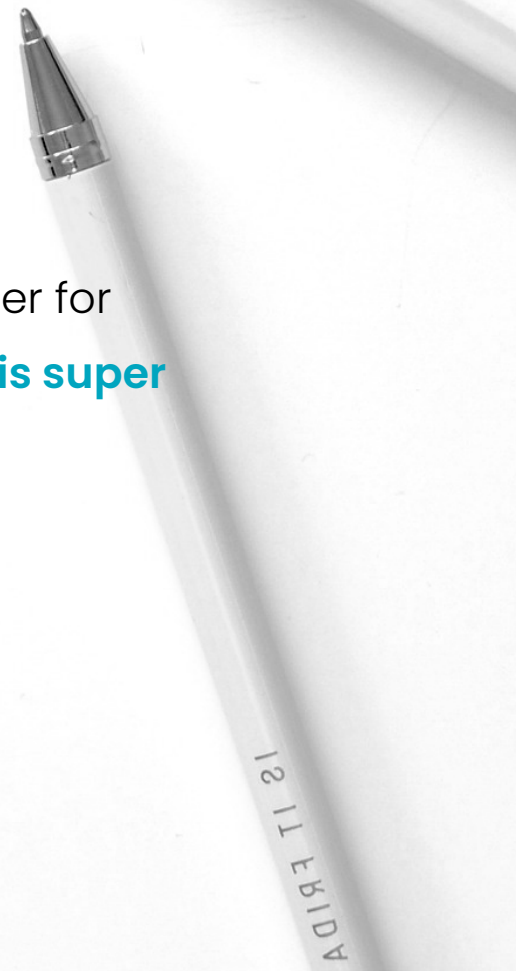
JUDITH ARGILA
HEAD OF NEW PLATFORMS
TV3



results:

MORE EFFICIENT NEWSROOM

TV3 has hundreds of people posting on social media on (a) daily basis. The main reason they adopted EzyInsights was to know what content works best online (regardless of the publisher). Now the newsroom is using EzyInsights constantly to gather local and national content in Catalan. EzyInsights has given the newsroom the needed confidence that they are working with right information. Simultaneously each journalist is saving time up to 4 hours each day.



“Journalists work better, faster and it is easier for journalists to do their work. **The newsroom is super happy with EzyInsights.**”

focus on

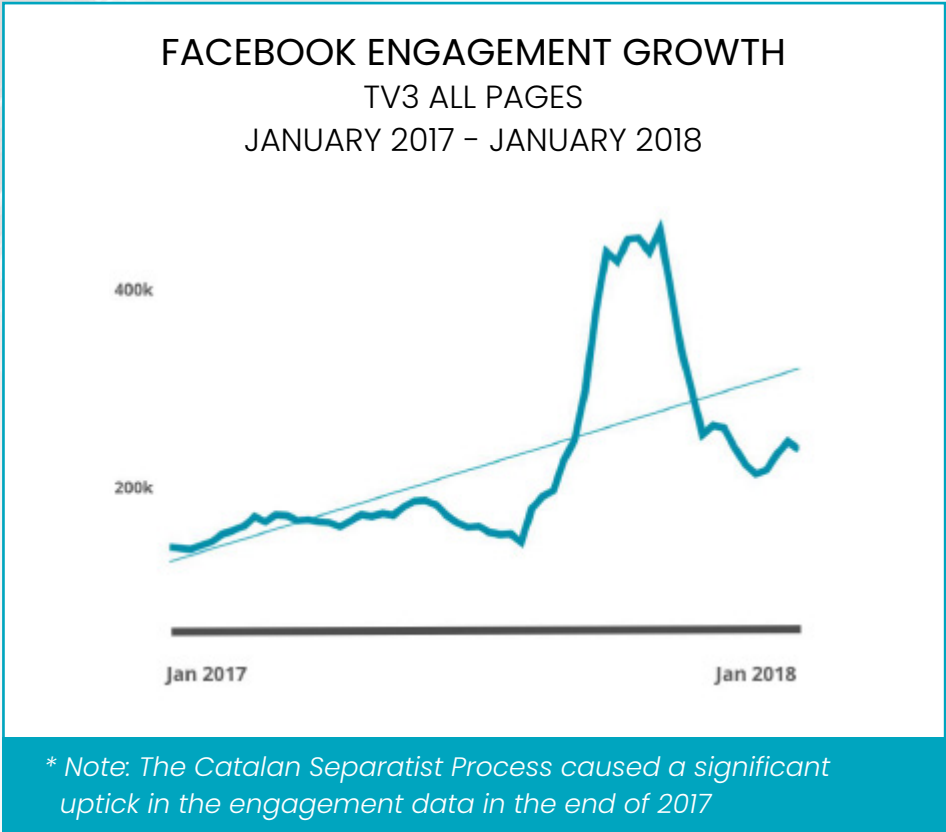
LOCAL ONLINE TRAFFIC

TV3 do not focus on followers that much anymore, at the moment they focus on how much traffic they get from social media (especially how many views did videos get on Facebook and how many views did other content get in Instagram).

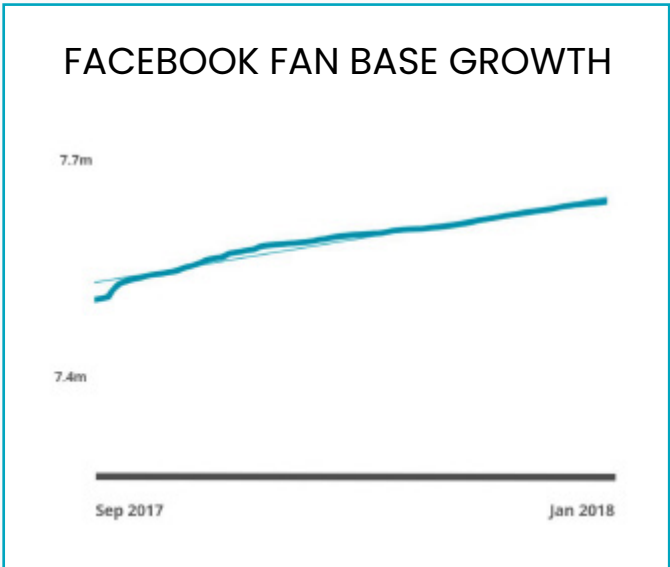
Traffic Light feature has given them valuable tool to optimise the posting times and to ensure greater traffic.



“We really use Traffic Light a lot! People used to post whenever we consider it was right; now we rely on Traffic Light. This has been a big change for us.”



“We use Ezyinsights intensively throughout the day.”



ABOUT THIS CASE STUDY

THIS STUDY HAS BEEN CONDUCTED BY EZYINSIGHTS – THE FASTEST NEWS GATHERING TOOL FOR NEWSROOMS AND JOURNALISTS.

WE HELP PUBLISHERS IMPROVE THEIR EDITORIAL WORKFLOW

CONTACT

WWW.EZYINSIGHTS.COM
INFO@EZYINSIGHTS.COM

MANNERHEIMINTIE 15 B B
2ND FLOOR
00260 HELSINKI
FINLAND

- 01** EFFICIENT NEWS GATHERING
- 02** TOPIC RESEARCH AND CURATION
- 03** KNOW WHEN TO POST ON SOCIAL BASED ON DATA AND AI
- 04** PERFORMANCE METRICS FOR SOCIAL AND DIGITAL
- 05** BENCHMARK YOUR PERFORMANCE WITH COMPETITORS

ezy insights[®]

NEVER MISS A STORY.



TELEVISIÓ DE CATALUNYA

**TO LEARN WHAT EZYINSIGHTS
CAN DO FOR YOUR BUSINESS**

REQUEST A DEMO

or email info@ezyinsights.com