



# FOX

- APPLAUSE CASE STUDY -

“APPLAUSE DELIVERED THE COVERAGE WE EXPECTED. WE HAVE ALSO SEEN OUR RELATIONSHIP GROW TO LEVERAGE OTHER EXPERTISE AND OFFERINGS FROM APPLAUSE THAT HELP US DELIVER BETTER CUSTOMER EXPERIENCES.”

MARC VAN NORDEN, VP PRODUCT DEVELOPMENT & ENGINEERING, FOX

## CUSTOMER

Television shows like Empire, New Girl, and Family Guy have made FOX one of America's most watched networks over the last 15 years. Over that same time period, technological innovations have changed what it means to be a media and entertainment enterprise.

No longer is FOX competing solely against other broadcast networks. Instead, they are competing against media giants like Facebook, Google, and Amazon in addition to the networks they were accustomed to. Every media empire has their own mobile platform looking to make their content more accessible and easy to consume.

The explosion of digital media has ratcheted up competition and the variety of offerings has led to sky-high consumer expectations. Those viewers expect the content they consume to work flawlessly wherever they are, on any device. It's a race to keep up and the competition isn't slowing down.

## CHALLENGE

FOX operates 12 different platforms—the most of any broadcaster—which are loaded with video, advertisements, merchandise, and

### COMPANY

Fox Broadcasting Co.

### INDUSTRY

Media

### TESTING TYPES

Manual | Usability |  
Automation

### APP TYPES

Web | Mobile

### CHALLENGES

- Outsourced app & website development to multiple agencies
- Millions of users on multiple platforms globally

### RESULTS

- 30% to 50% reduction in critical defects
- Release cycle time reduced by 25%
- Better understanding of user needs  
Increased user satisfaction / time spent on apps

more. FOX manages these platforms with an internal team of 22 people and a variety of external vendors. It releases new mobile builds approximately every six weeks, and new builds for their connected devices one to two times per year. The company is committed to innovating, charging the Digital Products and Platforms team with the responsibility of evaluating new products and defining the business case for new platforms.

With a seemingly limitless amount of content for viewers to consume across the internet, FOX releases new digital content on an ongoing basis in order to increase session length, drive repeat viewers, and attract new market segments. This content needs to be easily consumable for the user and work seamlessly across different devices.

With that said, increased device coverage and reduced time to market is critical for FOX, allowing them to release new products on a coordinated schedule.

## SOLUTION

FOX leverages the Applause community of more than 400,000 professional software testers across the globe to rapidly test new functionality across their platforms. To ensure high-quality user experiences, FOX relies on Applause for digital testing under real-world conditions.

While most of its outsourced developers perform QA, FOX utilizes Applause to independently validate new functionality and ensure quality. “Applause has a different approach to the testing process that most developers don’t have. They’re able to crank through things on particular devices, across networks and carriers,” said Neel Ketkar, VP, Digital Video Products at FOX.

FOX also uses Applause’s Test Automation to achieve broader test case coverage as well as reducing time to market for new functionality. Over 50% of regression testing for the FOX website is automated. Staying in sync with FOX development partners, Applause fully develops new test cases and automation scripts, allowing developers to focus on where they bring the most value—developing. In order for users to fully access FOX content, they need to pass through a “TV Everywhere” authentication system. Any issue arising from the authentication system is a point of failure for FOX, as users are restricted from content, which could quickly lead to user abandonment and lost revenue. Applause Test Automation allows



*“ A GOOD USER EXPERIENCE CUTS THROUGH THE NOISE. WHICH IS WHERE THE PARTNERSHIP WITH APPLAUSE IS INCREDIBLY VALUABLE.*

NEEL KTKAR, VP, DIGITAL VIDEO PRODUCTS, FOX

FOX to validate the authentication process of more than 100 different providers to ensure their content is accessible.

## RESULTS

The results have been dramatic. FOX has seen a reduction in P0 (show stoppers) and P1 (critical) defects by **up to 50%**. With a business so reliant on a quality user experience, reduction of these bugs is critical for FOX's continued success as an industry leader.

FOX has also seen **at least a 25% reduction** in time required for QA, UAT, and regression testing on every build since engaging with Applause. This time savings is now dedicated to focusing on FOX's products, allowing product managers to make enhancements and continuously innovate.

Leveraging Applause has not only allowed FOX to see a reduction in the number of bugs across their platforms but has allowed the company to continue to improve the overall quality of their user experience.

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NEEL KTKAR, VP, DIGITAL VIDEO PRODUCTS, FOX

## ABOUT APPLAUSE

Applause is the worldwide leader in crowdtesting and digital quality. Software is at the heart of how all brands engage users, and digital experiences must work flawlessly everywhere. With **400,000+ testers available on-demand around the globe**, Applause provides brands with a full suite of testing and feedback capabilities. This approach drastically improves testing coverage, eliminates the limitations of offshoring and traditional QA labs, and speeds time-to-market for websites, mobile apps, IoT, and in-store experiences.

Thousands of leading companies — including Ford, Fox, Google, and Dow Jones — rely on Applause as a best practice to deliver high-quality digital experiences that customers love.

Learn more at: [www.applause.com](http://www.applause.com)