

# How FOX Broadcasting Modernized Its Digital Presence

## Project Summary

When FOX Broadcasting decided to overhaul its website to meet growing demands for advanced publishing functionality, they turned to X-Team to deliver a modern, scalable solution. With tight deadlines and a rapidly changing scope, X-Team's expertise was essential in helping FOX transition to a new Drupal-based content management system.

## The Client

FOX Broadcasting Company, owned by the Fox Entertainment division of the Fox Corporation, is the third-largest television network globally in terms of revenue and international coverage.

## The Challenge

The existing website was in need of a major overhaul. The project required improved tools for content producers along with faster implementation of design changes to meet changing market

demand. The site needed better integration with third-party content providers, especially for video and social media. FOX also requested enhanced personalization features for their audience. Finally, everything needed to be compatible across browsers and devices.

## The Services

X-Team provided a flexible, scalable, and distributed team of eight full-time developers, allowing for 24/7 agile development coverage to help achieve their deadlines amid frequent scope changes. The team facilitated FOX's transition to Drupal 7, enabling a more efficient content management system. X-Team also focused on improving video presentation capabilities, integrating cable subscriptions for personalized content, and optimizing processes for faster design updates and content additions.

## Results

### Accelerating Time-to-Market with Agile Development

One of the key successes of the project was the ability to make faster design and content updates. With X-Team's agile development processes in place, FOX was able to respond quickly to industry trends, keeping its website fresh and up-to-date with new content added daily.

**Company** Fox Broadcasting

**Industry** Media

**Headquarters** New York

**Project Start** 2008

## Enhancing User Engagement Through Personalization

X-Team's work helped FOX enhance its user engagement by integrating advanced personalization features. These updates allowed users to log in with their cable subscription and track their favorite shows.

## Driving Growth with Increased Traffic

The improvements in video presentation, integration of third-party content, and a more seamless user experience resulted in increased web traffic. This enhanced FOX's position as a key digital touchpoint for its audience and is driving continued viewer engagement.

**X-Team always delivers. Always.** — Fox Broadcasting