



## Headlines Delivered Faster to Beat the Competition

### Sky News' Objectives

- Be the first and fastest to deliver breaking news
- Motivate app users to spend more time in the app
- Grow the Sky News user base and app audience

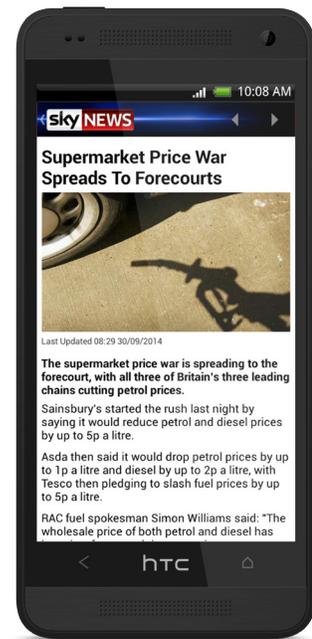
Sky News is a 24-hour multimedia news operation based in the UK and is part of Sky, Europe's leading entertainment company.

Sky News continually engages its users, driving more time in app with push messaging. "With push notifications, we've seen a significant boost in traffic when there is a big story – it gives people a reason to keep coming back," said Hugh Westbrook, Producer of Development at Sky News.

The brand's push notification strategy is based on the news day: app users receive fewer push notifications on slow news days than hectic days.

The Sky News apps use Urban Airship's push notifications to send breaking news before its competitors can deliver the story. "We think of push notifications as key to driving people into the app – it's essential to our engagement," Westbrook said. "Our main goal is to offer a great service by being the first and fastest to break a big piece of news," he said.

"When brands take push notifications in-house, it can be very slow and take 10 to 15 minutes to deliver the content," Westbrook said. "With Urban Airship, it's instant."



*The Sky News app sends push notifications to alert users to breaking news stories.*

### RESULTS

## **Faster push notification delivery**

Sky News sends push notifications faster than its competitors.

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*“Push notifications give us speed and credibility. It’s the fastest method to send content compared to other media channels. With Urban Airship, we’re able to deliver news faster than our competition and keep people coming back.”*

*Hugh Westbrook,  
Producer of Development, Sky News*

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We immediately see a spike in opens and more time spent in app.”

Sky News is available on multiple platforms including a 24-hour live television channel. It found that its app gives the fastest updates compared to its other media counterparts. Also, the app sees the highest engagement and message opens when content is unexpected, such as breaking political or foreign news.

The app also encourages users to tune into news that is about to break on television, for example, sending a push notification when a court is ready to hand down sentencing. Sky News continually refines and updates the app to keep users engaged and add more sophisticated

features. The company is working on bringing more personalization to further boost engagement through targeted push notifications.

“Push notifications allow us to engage our users through speed and reliability, but it’s also a balance of not sending too many messages. The voice also needs to fit your brand and audience’s expectations,” Westbrook said. “When used right, both Sky News and our users see tremendous benefit from push notifications.”