



## CASE STUDY SCA

Southern Cross Austereo is one of Australia's leading media companies. Reaching more than 95% of the Australian population, "SCA" owns and operates 99+ stations.

### How Southern Cross Austereo, "SCA" efficiently managed its media operations to reduce time spent "off-air."

#### BACKGROUND

Under its Triple M Network, SCA airs the National Rugby League (NRL), the Australian Football League (AFL), and Cricket Australian Coverage. Its radio coverage includes pre-game (15 mins - 2 hours), the live event, and post-game analysis (10 min - 1 hour). Football and Cricket broadcasts across SCA FM/AM stations and is streamed on its LISTNR app.



#### CHALLENGE

The main challenge SCA faced in operating nearly a hundred stations was that they lacked a centralized way to manage programming. Due to the dynamic nature of sports programming, this lack of centralization was leading to an increased amount of time spent "off-air."

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**NO CENTRALIZED SOLUTION**

SCA lacked a documented schedule in a central location. The content operations team was solely relying on spreadsheets, word docs, and emails to schedule its programs.

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**LACK OF STRUCTURE**

SCA lacked structure and transparency, with information often living in key stakeholder's heads, resulting in information that was often out-of-date.

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**MANUAL WORKFLOWS**

With few automations in place, SCA relied on manual workflows that were disjointed and time consuming.

Monday 16 January 2023				
12:00 AM - 01:00 AM	Get That Feeling	HIT Network 1	[TSV] Net 2	Networked <a href="#">Clocks</a>
01:00 AM - 05:00 AM	Get That Feeling	HIT Network 1	[MEL] Net 2	Networked <a href="#">Clocks</a>
05:00 AM - 06:00 AM	Get That Feeling	Sport 1	[ABK] Net 2	Networked <a href="#">Clocks</a>
06:00 AM - 09:00 AM	Nick & Jules	Sport 1	[ABK] Net 2	Networked <a href="#">Clocks</a>
09:00 AM - 12:00 PM	Get That Feeling with Chris Jarrold	HIT Network 1	[ABK] hit104.9	Local <a href="#">Clocks</a>
12:00 PM - 03:00 PM	Get That Feeling with Harry Boucher	HIT Network 1	[TSV] Net 2	Networked <a href="#">Clocks</a>
03:00 PM - 06:00 PM	Carrie and Tommy	HIT Network 1	[MEL] Net 2	Networked <a href="#">Clocks</a>
06:00 PM - 07:00 PM	Hughesy, Ed & Erin	HIT Network 1	[SVY] Net 2	Networked <a href="#">Clocks</a>
07:00 PM - 09:00 PM	Hot Nights with Abbie Chatfield	HIT Network 1	[SVY] Net 2	Networked <a href="#">Clocks</a>
09:00 PM - 11:00 PM	Get That Feeling (Jimmy & Nath Replacement Show)	HIT Network 1	[SVY] Net 2	Networked <a href="#">Clocks</a>
11:00 PM - 12:00 AM	Get That Feeling	HIT Network 1	[SVY] Net 2	Networked <a href="#">Clocks</a>

## OBJECTIVE

SCA sought to implement a top-down, centralized solution that enabled data to be visible to key stakeholders across multiple departments. SCA wanted the ability to customize the solution with automation to increase efficiencies in workflows across its dispersed team. Additionally, SCA wanted the ability to filter information relevant to specific teams.

## SOLUTION

Xytech's Media Operations Platform™

## BENEFITS



Visibility into station scheduling and local stations to identify studios through a schedule



Automated notes and reports to key stakeholders on programs



Decrease of "Off-Airs"



Personnel data that details which team members are associated with each program and the role they play in the workflow



Detailed data reports for executives and managers



Management of syndicated stations programming



Transmission management of stations to document what satellite services they should be using, with receive and playout links/information

## RESULTS

In utilizing Xytech's Media Operations Platform, SCA was able to reduce the need for spreadsheets, word docs, and emails as the platform allowed SCA's Operations team to load show changes, create new work orders, generate reports and manage dispersed affiliate stations through a single platform.



### INCREASED

- Efficiencies
- Visibility into workflows
- Centralization of information
- Communication
- Employee morale



### DECREASED

- Time spent "off-air"
- Manual workflows
- Spreadsheets, emails, word docs
- Dynamic programming
- Operational bottlenecks

## FUTURE PLAN

SCA believes they've just begun to scratch the surface of what Xytech's Media Operations Platform can deliver in optimizing its Media Operations.

### Areas of Growth

- **Reporting:** through Xytech's data-rich reports executives will have greater visibility and control of programming
- **Advertising:** through the platform, SCA will have more precise metrics in both scheduling and air-time, driving its value proposition
- **Local Programming:** Programming and scheduling changes could be made on a national level, down



"Xytech allows me to think through the end, from the beginning."

-Brendan Englebrecht,  
Head of Operations, SCA

