

How A+E Networks use Watching That for their FAST Channels

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INTRODUCTION

When it comes to analyzing FAST channel data and performance, the A+E team leverages multiple Watching That resources.





REPORTS

The **Watching That Daily Report** is a tool we use each day to identify any major fluctuations in FAST channel activity.

The report is our first line of defence in knowing if we need to initiate a troubleshooting session.





MONITORS + ALERTS

In terms of ongoing maintenance, A+E leverages a:

- **FAST Report** which identifies top performing channels
- Set of **Monitors** to alert the A+E team of any substantial channel fluctuations
- **Monthly Recap Report** highlighting key performance metrics from the previous month



VALUE

With the continued growth of the FAST channel space, A+E is finding great value in our partnership with Watching That and the automated reporting tools their platform provides.



Get in touch

Contact Cameron to discuss using Watching That for your FAST Channel Monitoring and Analytics

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