

## Chum Television and Lyris ListManager

### Company Background

CHUM Television is a division of CHUM Limited (TSE: CHM, CHM.B), one of Canada's leading media companies and content providers. CHUM Limited owns and operates 29 radio stations, 8 local television stations, and 17 specialty channels. CHUM's original content is seen in over 150 countries worldwide, and is also provided to online audiences via interactive television, wireless services, and CHUM-branded Internet properties.

### Goals and Challenges

"Our goal was to create a series of simple, high-frequency newsletters for our various media properties," said Raja Shankar of CHUM Interactive. "Integration was key, since these messages needed to be both timely and automated."

Since 2000, CHUM Television had collected its viewers' email addresses through its many Internet properties, using an outsourcer to create and send its messages. With the outsourcer, however, synchronizing list member data was both time-consuming and problematic. CHUM therefore sought a new email software solution that would facilitate real-time database integration.

The breadth of CHUM Television's media properties posed another challenge. Each channel has a separate identity and audience, and correspondingly, its own creative staff and newsletter. At any one time, over 40 staff members across several properties are involved in the design, copy writing, and approval process for CHUM's email newsletters. Thus, CHUM needed a solution that could accommodate many lists and many participants in the email marketing process.

### The Solution

Faced with these new needs, CHUM began evaluating a variety of email marketing solutions in mid-2002. After a preliminary screening identified Lyris ListManager as a top candidate, CHUM launched a battery of tests designed to measure ListManager's speed, flexibility, and database integration in real-world conditions.

To assess how Lyris ListManager would work in CHUM's environment, staffers spent two months experimenting with the software's integration and customization features. Evaluators wrote a considerable amount of test code to verify that CHUM's extensive customer information database could easily communicate with ListManager's

own internal databases. ListManager passed these tests with flying colors, leading CHUM to purchase a license in November 2002.

### The Results

As of March 2003, CHUM manages 16 lists with ListManager and sends out over 90 mailings each month. Newsletters are sent on a daily, weekly, and monthly basis, covering new shows, events, late-breaking news, press releases, and show updates.

ListManager has well exceeded CHUM's expectations. Because of ListManager's SQL database, CHUM can use automated tools to quickly move data between its proprietary customer information system and ListManager. And ListManager's fast sending speed ensures that time-sensitive messages reach viewers promptly.

As a result of ListManager's flexibility, CHUM is now prototyping a new tool that allows customers to sign up for triggered reminder emails. These messages are automatically sent before a particular show or movie runs, reminding the viewer that the desired program will be playing shortly. CHUM is very excited about this new use, and expects that it will increase audience size and loyalty.