

Canadian Broadcasting Corporation (CBC)

Increasing User Attention Time by 20% with Viafoura Community Building Suite

The Client

Founded in 1936, the Canadian Broadcasting Corporation (CBC) shares the news, content and commentary that matter most to Canadians.

The Challenge

CBC was experiencing disruptive trolling activity within their community, resulting in a poor user experience, reduction in user-generated content, and community frustration. Even though CBC was able to deploy enough human moderation resources to manage all comments, there was a significant drop in on-site engagement.

The Solution

CBC partnered with Viafoura to increase on-site interactions around their content and improve the quality of their online discussions. With Viafoura's industry-leading civility tools including email verification, display name, avatar moderation, and user muting, CBC was able to create a more civil user experience in line with their community standards. As a result, they report a significant increase in engagement, attention time, retention, and loyalty.

20%

Increased User Attention Time by 20% with Viafoura Community Building Suite

The Results

“After implementing the engagement and moderation tools, we noticed an increase in replies and likes on our site, and a decrease in flagged comments. Viafoura’s platform has been instrumental in upholding our commitment to creating a respectful, safe, and welcoming community where Canadians can discuss the issues of the day.”

— Sam Lightowler, Product Owner, Web Presentation, CBC



ENGAGE

CBC experienced a significant increase in on-site interactions.



35% INCREASE IN COMMENTS PER USER



34% INCREASE IN REPLIES PER USER



62% INCREASE IN LIKES PER USER



10% INCREASE IN OVERALL REPLIES



22% INCREASE IN LIKES PER COMMENT

*Last updated November 2016



DISCOVER

CBC saw an increase in average daily attention time per user by 20%. The impact of engagement on attention time offers new insights for CBC to understand what stories are successful at keeping readers engaged.



20% INCREASE IN AVERAGE ATTENTION TIME PER USER



GROW

With a 45% increase in new daily registered users, CBC reported a significant increase in retention, loyalty, and conversion.

And with a 23% decline in flagging, this reinforces the commitment from CBC to promote positive and civil online discussions.



45% NEW DAILY REGISTERED USERS



23% IMMEDIATE DECLINE IN FLAGGING



Ready to engage, discover, and grow your audience?
Schedule a live demo with Viafoura today.

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