



Canal Sur improves profitability of its online portal with Google AdSense



About Canal Sur

- www.canalsuralacarta.es
- Based in Seville
- Radio y Televisión de Andalucía website

Results

- After a fall in advertising revenue, the portal team decided to try Google AdSense
- Revenue increased by 40 per cent
- Google's solution has helped them optimise resources and save time and money

“AdSense proved to be the simplest and most profitable option.”

— Antonio Manfredi, Director of Interactive Media.



Launched in 1995, The Radio y Televisión de Andalucía (RTVA) website www.canalsur.es broadcasts TV and radio programmes online and includes other content such as the news and promotional material for Canal Sur productions. It currently has 18 employees and receives 6.5 million visits a month. Since Canal Sur started using Google AdSense three and a half years ago, total global advertising revenue has increased by 40 per cent.

“The economic crisis has affected us like the rest of the media throughout Spain, so we decided to look for new ways to improve,” says Antonio Manfredi, Director of Interactive Media at RTVA. “We realised that AdSense was the simplest and most profitable option. What’s more, it provided us with a YouTube channel through which we could earn even more revenue.”

30 per cent of the website’s traffic and revenue now comes from mobile devices, and AdSense has played a major part in making the website profitable. All in all, the company is very happy with how AdSense is working and makes full use of all of the tools available, implementing it across all four of their platforms: the portal, television on demand, blogs and the “community” (a social network where users can discuss and interact with their favourite programmes).

Since it was implemented, Google AdSense has saved Canal Sur both time and money – an extremely important consideration in the current economic climate. In the future, the company would like to work more with YouTube and improve its TV-on-demand services.

About Google AdSense

Google AdSense™ is a programme that enables businesses to earn revenue from their online content. Over 2 million publishers of all sizes worldwide use AdSense to show relevant text and display ads targeted to their site and audience. Website publishers can also provide Google search to their visitors, generating revenue through Google ads on the search results pages.

For more information, visit:
www.google.co.uk/adsense