Fox Just Gave Its Ad Portfolio a Massive AI Upgrade

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Whether it’s Tubi or not Tubi—or any of Fox’s other properties—AI insights are no longer a question.

Today, ahead of the upfront, Fox is announcing a new AI-driven platform, Fox AdStudio, which is set to give clients real-time insights across the company’s portfolio.

With the launch coinciding with the company’s new brand positioning of turning “passion into performance,” Fox’s ads leader, Jeff Collins, told ADWEEK that the idea is to give clients an understanding of audiences across Fox, leveraging AI to analyze content in real time and strategically deliver ad messages at the most relevant moments.

Collins said the offering came after extensive conversations with clients and third parties to learn what was making an impact in the marketplace.

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