



Login ▾

Request a Demo



Customers > Farms Journal Media

Media & Entertainment

Player

HOW JOURNAL MEDIA EXTENDED ITS REACH WITH MOBILE AND OTT

📅 Dec 7, 2024

[Continue without accepting](#)

We use cookies

We use the necessary technical cookies to make our site work. We'd also like to set analytics and profiling cookies to deliver more relevant ads, improve our products and services, and reach more people who may love our products. These will be set only if you accept them.

If you close this message, we won't set analytics and profiling cookies, and this won't limit your browsing experience. You can customize your preferences with the *Customize cookies* button below. For more information, have a look at our [Privacy Policy](#)

Accept all cookies

Customize cookies



Login

Request a Demo



VIDEO VIEWS SURPASS GOAL IN SIX MONTHS WITH HIGH TRAFFIC AND AUDIENCE ENGAGEMENT

If you're one of the 3.2 million farmers in the United States, chances are you've read Farm Journal Media (FJM), one of the oldest agricultural publications in the world. Started as a print magazine 140 years ago has now evolved into a full-blooded digital media company focusing on the intricacies of the commercial farming industry.

FJM's evolution is apparent in its collection of media properties, including print publications, eight broadcast programs, 26 websites, two e-newsletters, Farm Journal On Air, which is available via web and mobile app. Its program reaches over 100 or so local network affiliates, and they're also available on digital cable channel, RFD-TV. Considering FJM's audience reach, high-quality content, and viewership of nearly two million people weekly, the company is arguably the industry's leader in media publishing.

We use cookies

We use the necessary technical cookies to make our site work. We'd also like to set analytics and profiling cookies to deliver more relevant ads, improve our products and services, and reach more people who may love our products. These will be set only if you accept them.

If you close this message, we won't set analytics and profiling cookies, and this won't limit your browsing experience. You can customize your preferences with the *Customize cookies* button below. For more information, have a look at our [Privacy Policy](#)



Clinton Griffiths, Editorial Director of FJM's Broadcas

Login

Request a Demo



...k record, they've been doing just that. A perfect exam
...ngle print magazine to an industry premier website, AgWe
...program, AgDay, which is also available on a variety of platforms, including Farm Journal On
Air, RFD-TV, and the AgDay website.

"The AgWeb site has now grown into a powerhouse of the industry," says Griffiths. "It gets more than half the traffic from people looking for agriculture news, markets and other related information. It's just a behemoth out there in the business."

“

We're looking to roll out our OTT channel to service and Roku...to deliver to bigger screens and living room sets.

CLINTON GRIFFITHS
EDITORIAL DIRECTOR OF FJM'S BRO

Giving customers what they want has always been the driving force behind our business model. That's why the company teamed up with Brightcove to further expand its digital footprint. In just about seven months, Brightcove successfully supported the company in launching its OTT and mobile initiatives, driving incredible engagement and new ad properties, and discovering new ad revenue opportunities to help fund future growth.

We use cookies

We use the necessary technical cookies to make our site work. We'd also like to set analytics and profiling cookies to deliver more relevant ads, improve our products and services, and reach more people who may love our products. These will be set only if you accept them.

If you close this message, we won't set analytics and profiling cookies, and this won't limit your browsing experience. You can customize your preferences with the *Customize cookies* button below. For more information, have a look at our [Privacy Policy](#)

BRIGHTCOVE TO SUPERCHARGE CONTENT

Login

Request a Demo



During the company’s transition to digital, FJM first delivered video through a content delivery network, but during that time, the team recognized several challenges that were preventing FJM from optimizing its assets. For one, the network’s player, based in Flash, forced content to load far too slowly. Two, the platform lacked a smart tagging system and a flexible player. This made it nearly impossible to play video seamlessly within different browsers or mobile devices, and it erased any chance of enabling interactive content. And three, the entire platform was behind the times; it couldn’t provide FJM the tools it needed to stay on top of the latest technology trends. That’s when the FJM team began looking for the industry standard platform, and discovered Brightcove.

Brightcove’s player has proved to be the ultimate asset for FJM. Its optimized technology allows for fast load and play times, which is incredibly helpful in areas of limited connectivity. Since FJM’s target demographic is located in rural areas, consumers’ access to high-speed internet is spotty at best. That’s why the player helps FJM deliver high-quality video content to any location, regardless of connectivity.

The player also supports smart tagging, making it easy to distribute video content to whatever browser or platform people are using.

“You can put up one video, and it is delivered to multiple players,” says Griffiths, “as opposed to setting up and managing each player individually.”

And because of its impressive workflow efficiency, Brightcove’s platform has changed the way Griffiths and his digital team think about producing and distributing content. Instead of managing separate players and playlists, they’re now able to focus on creating videos themselves, which makes a big difference as far as efficiency is concerned.

OPTIMIZING CONTENT HELPS DRIVE REVENUE FOR FARM JOURNAL MEDIA PARTNERS

Since partnering with Brightcove, FJM has been able to take advantage of the platform’s

We use cookies

We use the necessary technical cookies to make our site work. We'd also like to set analytics and profiling cookies to deliver more relevant ads, improve our products and services, and reach more people who may love our products. These will be set only if you accept them.

If you close this message, we won't set analytics and profiling cookies, and this won't limit your browsing experience. You can customize your preferences with the *Customize cookies* button below. For more information, have a look at our [Privacy Policy](#)



team is segmenting video content into short, strategic
;tice that drives more traffic to multiple distribution pc

Login ▾

Request a Demo



“We discovered shorter, more compact clips are far better solutions for digital audiences. Now that we’re doing smart tagging, we’re shortening our clips and being more specific. We’re writing new stories around everything and driving traffic to individual pieces of video, as opposed to the entire show every day.”

FJM now is able to repurpose one piece of video into individual segments and deliver them separately throughout the company’s multiple digital properties and platforms. Therefore, FJM doesn’t have to create more video content; instead, it can distribute many versions of the same video, resulting in more viewing opportunities and a highly efficient work process. In fact, within the first six months of using the Brightcove platform, FJM hit its max data... indicating incredibly high traffic and audience engagement. From August 2017, digital video and audio plays have risen nearly 140 percent.

As FJM’s video assets continue to grow and its viewership increases, its... seeking opportunities for additional revenue to support the company’s... says the team is collaborating with sales staff to develop an impactful ap... and post-roll opportunities proving to advertisers just how valuable FJM’s

BOOST IN MOBILE USE ALLOWS FJM TO MAKE THE ARGUMENT FOR OTT VIDEO

While broadband connectivity poses a challenge to most of FJM’s rural viewership, mobile helped expand FJM’s mobile viewership. With more people investing in mobile, including increased data plans and 4G speeds, the company’s ability to reach mobile audiences has skyrocketed.

“It makes sense that people are going to get the content where they can. As Griffiths says, “It looks like our viewers use their phones for that because often it’s actually faster than the internet connection they have at home.”

And with such an attentive mobile audience, FJM is now aiming to attract a new OTT channel, Farm Journal On Air. The channel’s recently revamped mobile app, with the help of Brightcove’s OTT Flow, will be a huge asset in extending the reach to mobile and at-home audiences. FJM expects their mobile app will be especially appealing to those who

We use cookies

We use the necessary technical cookies to make our site work. We'd also like to set analytics and profiling cookies to deliver more relevant ads, improve our products and services, and reach more people who may love our products. These will be set only if you accept them.

If you close this message, we won't set analytics and profiling cookies, and this won't limit your browsing experience. You can customize your preferences with the *Customize cookies* button below. For more information, have a look at our [Privacy Policy](#)



Login

Request a Demo



're looking to roll out our OTT channel to services like... We eventually want to deliver to bigger screens and living room television sets.

Core

Host & Stream

Manage Video Library

Player

Features

Analytics

Interactivity

Gallery

AI Suite

Live Streaming

OTT

Resources

Resource Center

Customer Stories

Integrations Hub

CAE Calculator

Platform

Developer APIs

Accessibility

Security

Content Monetization

Integrations

Social Integrations

Solutions

Communications Studio

Media Studio

Marketing Studio

Beacon Studio

Zencoder

Get Started

Contact Sales

Request Demo

Login

Why Brightcove

Brightcove for

Financial Services

Leadership Updates

Live Events

Market

Moneti

Sales

Support

Indust

Broadc

Health

Media

Media

Publish

Retail

Tech C

We use cookies

We use the necessary technical cookies to make our site work. We'd also like to set analytics and profiling cookies to deliver more relevant ads, improve our products and services, and reach more people who may love our products. These will be set only if you accept them.

If you close this message, we won't set analytics and profiling cookies, and this won't limit your browsing experience. You can customize your preferences with the 'Customize cookies' button below. For more information, have a look at our Privacy Policy



Academy

Community

Product Documentation

Developer Resources

Pressroom

Newsletter

Blog

Events & Webinars

Login

Request a Demo



Company

About Brightcove

Help Center

Careers

We use cookies

We use the necessary technical cookies to make our site work. We'd also like to set analytics and profiling cookies to deliver more relevant ads, improve our products and services, and reach more people who may love our products. These will be set only if you accept them.

If you close this message, we won't set analytics and profiling cookies, and this won't limit your browsing experience. You can customize your preferences with the *Customize cookies* button below. For more information, have a look at our [Privacy Policy](#)