



Login ▾

Request a Demo



Customers > Hope Channel

Media & Entertainment

Player

Video Cloud

HOW THE HOPE CHANNEL BROADENED THEIR GLOBAL COMMUNITY

📅 Dec 9, 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



Hope Channel began in 2003 with just one channel; as of

Login ▾

Request a Demo



ONLINE VIDEO ALLOWS HOPE CHANNEL TO CONNECT WITH GLOBAL AUDIENCES

Hope Channel credits its strong global presence to its strategic addition of affiliate channels that cater to specific regions. “Our growth has been phenomenal in terms of the number of affiliates we have added and their global reach,” states Fylvia Fowler Kline, Director of Marketing. “We are in 30 countries, and still growing. With each new affiliate, we reach new audiences with whom to share the message of our faith.” Online video helps Hope Channel make its content more widely available to its global audience.

Hope Channel is unique in that affiliates around the world create the majority of content that drives the network. Programs reflect local cultures and are broadcast in languages including Spanish, Portuguese, German, Romanian, Mandarin, Russian, Thai, Hebrew, Arabic, Farsi, and Telugu. There is also a channel for the deaf.

As Hope Channel adds new global affiliates, distribution of local content becomes a more complex. Satellite and terrestrial broadcast mediums limit viewers’ access to growing global audiences by requiring multiple protocol support. Hope Channel’s main channel in the United States is on DirecTV. Some affiliates are available on satellite, but some only through the internet. So, in 2011 Hope Channel began using online video to make it easier for people in all corners of the world to access, view, and share content.

AN ONLINE VIDEO PLATFORM SIMPLIFIED DISTRIBUTION AND ACCESS TO CONTENT

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](#)

“



Video is the cornerstone of our new web

seamlessly integrate video into the web

content more discoverable and more watchable.

Login

Request a Demo



FYLVIA FOWLER KLINE

DIRECTOR OF MARKETING, HOPE CHANNEL

Hope Channel began by offering all episodes of its flagship shows as video on its corporate website. Later this year, Hope Channel will launch a major infrastructure and expand availability of VOD content to all regional programming. "Video is the cornerstone of our new website," explains Kline. "Our goal is to seamlessly integrate video into the web experience, making our content more discoverable and more watchable."

Hope Channel is using the Brightcove Video Cloud as its standard online platform for live broadcasts and VOD. "Our new web platform will have built-in integration with social media," states Justin Woods, Manager of Web Services for Hope Channel. "Our goal is to reach more people because many of our viewers cannot access our signal via satellite or terrestrial broadcast. We will provide a 24/7 simulcast of all our affiliate channels via the web. Now, anyone can watch our content. We have a VOD asset that people can go to directly," adds Kline.

By integrating the experiences of live linear and video on demand, Hope Channel is making content easier to find and easier to watch, driving people to consume more content and more ways to change their life for the better. "In the past twelve months, we've seen 1.2 billion views, and 96.7 million viewed minutes," continues Woods. "The VOD library is growing our audience by making it easier for viewers to share videos."

EXPANDING ACCESS TO CONTENT IN THE SCREEN WORLD

With one third of its views of over-the-top content (OTT) on mobile devices, Hope Channel to integrate video on multiple devices — in addition to desktop.

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](#)



Recently, Hope Channel’s content is available on Roku; but available on Apple TV, a new app for IOS, Samsung Smart

Login ▾

Request a Demo



devices helps Hope Channel reach more viewers, enabling people to watch our programs the way they want to watch,” states Woods. “Brightcove supports a range of platforms and devices, so our viewers can watch high-quality content anywhere, on practically any device, regardless of where the content was created.”

UNITING A GLOBAL COMMUNITY WITH REGIONAL CONTENT

Hope Channel manages the distribution of content through its corporate content is created locally. “It’s important that the content itself is regional of people view the content within the context of their language and culture

In addition to ensuring a consistent user experience, the Brightcove platform Channel to have a consistent look and feel for locally created content. Hope process of creating branded templates and a style guide for all the affiliate corporate office also offers production workshops that safeguard production a branded feel among all 44 channels.

Hope Channel is working with Brightcove to make it easy for affiliates to platform. “Having all affiliates on the same platform will provide an increased process,” says Kline. “By just plugging into the platform, uploading video able to seamlessly distribute content through our website. This will continue audience growth.”

A SINGLE PLATFORM WITH EXTENSIVE CAPABILITIES

Before selecting Brightcove, Hope Channel conducted an exhaustive review video platforms (OVPs). “Brightcove was the only way to go,” states Woods was by far the most robust and usable. Its vast scale means that our video and quickly to the largest global audience. And the extensive Brightcove

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



...ds adds, "Another huge benefit of Brightcove is the at
 we upload to a standard multi-bitrate rendition set, which means we can guarantee consistent
 playback across all devices, for all videos. This is a huge time-saving for us, not having to
 manually manage a dozen renditions for every video, or perform the transcoding on our own
 hardware."

Online video is helping Hope Channel increase its global presence by expanding access to
 content focused on faith, health, relationships and community. Video makes content easier to
 find, easier to view, and easier to share. It is content that can change a life.

Core

Host & Stream

Manage Video Library

Player

Features

Analytics

Interactivity

Gallery

AI Suite

Live Streaming

OTT

Platform

Developer APIs

Accessibility

Security

Content Monetization

Integrations

Social Integrations

Solutions

Communications Studio

Media Studio

Marketing Studio

Beacon Studio

Zencoder

Brightcove

Financial

Leadership

Live Events

Marketplace

Monetization

Sales

Support

Industries

Broadcast

Healthcare

Media & Entertainment

Media & Technology

Publishing

Retail

Tech & Software

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](#)



Stories

is Hub

Calculator

Request Demo

Login

Why Brightcove

Login

Request a Demo



Learning

Brightcove Academy

Brightcove Community

Product Documentation

Developer Resources

Updates

Pressroom

Newsletter

Blog

Events & Webinars

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](#)