Media & Entertainment   Player   SSAI

HOW ROGERS MEDIA LEADS CANADA'S MEDIA MARK...

📅 Dec 7, 2024

...EE, TARGETED CONTENT D... ...ULTIPLE PLATFORMS BOOS... ...AND REVENUE

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For over a century, technology advances have driven changes in user behavior, forcing publishers and broadcasters to evolve their businesses. This trend has accelerated in the past few years as streaming services, social video and other alternatives to traditional media outlets have surged in popularity. To stay relevant—and profitable—in this new environment, conventional broadcasters are continuously looking for new models to grow and monetize their audiences.

One company that is successfully evolving is Rogers Media, a leading Canadian media company. Under the Rogers Media umbrella are over one hundred brand... sports, and lifestyle entertainment to over 13 million digital visitors. Know... innovation, Rogers Media is putting digital video at the center of its new b...

FREE, HIGHLY-TAILORED VIDEO PROG... DRIVES AUDIENCE GROWTH

Rogers Media content includes a wide variety of national, local, and regio... programs addressing topics ranging from politics to health to arts, as we... primetime shows. The company also owns rights to air professional and a... events, showcasing teams Canadians care about most. Through this type... programming, Rogers Media ensures there's something for everyone.

One of the main differentiators for Rogers Media's local City™ brand is off... for free. "We're the only major broadcast channel that puts in-season sho... Kasra Zokaei, Director of Digital Product Development at Rogers. "Our c... whereas most other platforms are subscription-based and feature only p... viewers aren't limited to past season catch-up."

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ere's a very important connection betw...
...ow multiple sports at different times o...
availability of various content—video, tra...ditional stories, scores,
data—all on digital devices.

DALE FALLON
DIRECTOR OF DIGITAL PRODUCT MANAGEMENT AT ROGERS

The instant gratification of up-to-date programming for those who don't ... subscription is helping Rogers Media attract new viewers. This is support... decision to not require authentication to access Rogers Media's videos, w... catch up on current season shows with zero hassle. This convenience has ... major destination for primetime shows in Canada.

VIDEO VIA APPS DRAW MOBILE-SAVV... AUDIENCES

Rogers Media's live and custom programming is accessible through mult... desktop, mobile, tablet and connected devices. As part of its strategy to ... everywhere, Rogers Media pairs brand channels with a free app, allowing ... video content on-demand while on the go. This way, Rogers Media maint... viewership *and* gains new audiences. "We've been a pioneer in terms of ... addition to making some content available at no charge to consumers an... authentication, we also offer a special tier of subscription access to our li... Zokaei. "As our linear audience is very tech-savvy and quick to adopt our ... there's a lot of uptake on mobile, so we really strive to give them the best ... when it comes to consuming video."

SPORTSNET REIGNS: MULTI-PLATFOR... STRATEGY DRIVES REVENUE AND AUD...

...tsnet is a prime example of Rogers' success deliverin[...] [thr]ough multiple business models. As the country's numbe[r...] delivers 24×7 access to regional and national coverage, in-depth analysis, and live events for a variety of professional leagues, including NHL, MLB, NBA, Curling and WWE—perfect for the all-around sports fan. Viewers can access this content free with advertising on the Sportsnet website or the Sportsnet app. In addition, Rogers Media also offers fans a subscription-based OTT product—Sportsnet NOW—for those who want live streaming of six Sportsnet linear channels, anytime, anywhere on a variety of different devices. The first mainstream sports TV channel in North America to be offered directly to consumers, Sportsnet NOW is available on desktop, through the Sportsnet App on mobile devices, Apple TV, and other connected TV platforms including Xbox.

"The Sportsnet mobile app is key to our success; it is heavily focused on [...] demographic is very mobile savvy, so we extend the brand to all major m[...] Dale Fallon, Director of Digital Product Management.

The Sportsnet App has helped Sportsnet grow a substantial audience an[d...] revenue driver within the Rogers Media sports portfolio. Available on iOS [...] Sportsnet app won top prize for Best Mobile Utilities at the nextMEDIA Di[...] Apple Watch app at the Apple Best of Awards. The app has become a fa[...] regular fixture in the top downloaded sports mobile apps.

"There's a very important connection between sports fans who follow mu[...] times of the day, and the availability of various content—video, traditiona[...] —all on digital devices," Fallon explains. "With our portfolio of products, [...] covered."

BRIGHTCOVE PLATFORM PROVIDES E[...] TRANSITION TO DIGITAL VIDEO SUC[...]

Rogers Media's aim is simple: distribute video wherever people are cons[...] Brightcove's technology, Rogers Media is able deliver on that goal.

Fallon explains: "In general, we've found Brightcove's product plans and [...] with our needs, whether it's SSAI, Brightcove Social, mobile SDKs, or inte[...] ad servers. Brightcove is really a partner to us. There is a strong fit betwe[...]

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...ıei praises Brightcove's Video Cloud solution for its hi... superior technology.

"Brightcove has the fastest player on the market, and that's very important for our audiences who want fast, uninterrupted viewing. We also have a lot of flexibility in how we customize and modify our players based on our brands. Each of our brands has its own unique needs, so customization is key."

Overall, the collaboration between Rogers Media and Brightcove has delivered strong results. In expanding localized video content to digital platforms, Rogers Media has found a way to reframe its value potential for advertisers.

INNOVATION CONTINUES FOR ROGEI

With Brightcove handling the heavy lifting on the technical side, Rogers Mits efforts on finding innovative ways to expand. The company hopes to indiscoverability methods to introduce viewers to alternative content. It's alive-feed capabilities for those who want to consume content in real time

To increase monetization opportunities, Rogers Media plans to use Brightmitigate the impact of ad blockers and deliver an improved TV-like viewmultiple platforms. The company has implemented Brightcove Social for allowing streamlined publishing and aggregated performance data acroand owned and operated sites.

In the end, Rogers Media doesn't want to just grow as a company. It wantbrands that offer relevant, reliable content to its audience where they wa"We want to make it easy for our audience to get to the content they carecontent to the platforms they want to consume it on."

"We are leveraging our content to turn viewers into local superfans. We witime so they'll continue watching our channels, using our digital productsour brands," concludes Fallon.

Features

Analytics

Interactivity

Gallery

AI Suite

Live Streaming

OTT

Platform

Developer APIs

Accessibility

Security

Content Monetization

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Solutions

Communications Studio

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