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Publishers

Player

SSAI

Video Cloud

How Stuff moved beyond traditional journalism

📅 Oct 1, 2025



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Stuff needed a trusted partner to create a brand new video platform serving storytelling across multiple genres and audiences.

THE ANSWER

Brightcove video, with its 24/7 reliability, technical expertise, industry reputation, and OTT solution, made this happen quickly, easily, and with no added development costs

THE RESULTS

- 3 MILLION+ views per month
- 27 genres
- 78 channels
- Thousands of videos featuring news, entertainment, lifestyle documentaries, business, and much more

As the way we consume news and information changes, publishers must reach out to their audiences in new ways. Reaching beyond its traditional journalism platform, Stuff created a bold new streaming service called Play Stuff. Powered by Brightcove's video experience delivers local and international video content across news, sports, and lifestyle programming, with material originating from Reuters, Press TV, The Guardian, The Telegraph, Bravo New Zealand, Al Jazeera, Sky Vision, and Screen, and many more.

PUBLISHERS INNOVATE WITH VIDEO

Like many in the publishing industry, Stuff set out to increase its video focus and storytelling with video, and meet the demands for new OTT (over the top) video to rise to Play Stuff, which features a mix of short- and long-form programming including sports, entertainment, lifestyle, and documentaries. Play Stuff quickly became New Zealand's

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ertainment and beyond,” said Paddy Buckley, Head of
y Stuff represents a huge opportunity for us to rethink
ow opportunities with video.”

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27 GENRES...78 CHANNELS...THOUSANDS AND THOUSANDS OF VIDEOS

“

Being able to lean on an organisation like Brightcove for us. They have a robustness in their systems that And we need to ensure that there is a high level of reliability in any problems that we encounter. We really need to be being able to deliver 24/7.

Carol Hirschfeld

Head of Video/Audio

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Ready, engage

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Transform the way you connect, communicate, and convert through video.

Get Started →

BRIGHTCOVE®

Core

Host & Stream

Manage Video Library

Player

Features

Analytics

Interactivity

Gallery

AI Suite

Live Streaming

OTT

Resources

Resource Center

Platform

Developer APIs

Accessibility

Security

Content Monetization

Integrations

Social Integrations

Solutions

Communications Studio

Media Studio

Marketing Studio

Beacon Studio

Zencoder

Get Started

Contact Sales

Brightcove

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Live Events

Marketing

Monetization

Sales

Support

Industries

Broadcast

Healthcare

Media & Entertainment

Media & Entertainment

Publishing

Retail

Tech & Telecom

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