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Player

# HOW VOX MEDIA GAVE ADVERTISERS INSIGHT IN VIEWERSHIP

📅 Dec 9, 2024

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# BRIGHTCOVE TECHNOLOGY PROPELS CONCERT PLATFORM SUCCESS

Through its eight distinct media brands—[The Verge](#), [Vox](#), [SBNation](#), [Eater](#), [Polygon](#), [Racked](#), [Curbed](#), and [Recode](#)—[Vox Media](#) distributes dynamic video storytelling that’s integrated across all digital platforms and adapted specifically to each target audience. By combining stand-out technology with captivating video and digital journalism, the company produces thought-provoking pieces that advertising partners can trust.

“We only work with premium and brand-safe environments. We also build in-house, which is something that’s really rare, and advertisers have really benefited. Those two pieces together make sure it’s extremely safe,” states Heather [Name] at [Company] Solutions.

Vox Media’s audience-first mindset is embraced by both editorial staff and advertisers to build custom advertising solutions for marketers. To ensure these turnkey solutions reach audiences with speed and reliability across a number of environments, the company chose Brightcove as its video platform of choice. Leveraging Brightcove’s industry-leading player and trusted viewing analytics, Vox Media is able to monitor video ad performance for overall success, thereby prompting return business from numerous advertisers.

# EVOLUTION OF CONCERT PLATFORM INTRODUCES ADVERTISERS TO TURNKEY SOLUTIONS

Vox Media was founded on the belief that passionate, inquisitive people can create deeper, connecting audiences to subjects they value most. The company is built on that creative drive, building standout technology on which Vox Media has used, for example, its proprietary platform, Chorus. As the company’s own content management system (CMS), Chorus is a tightly looped workflow system that runs across all Vox

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*When we were rolling out outstream, we knew we were going to use Brightcove to build it on...we definitely were able to innovate and get it to market much faster, just building on top of Brightcove.*

**HEATHER SAVATTO**  
DIRECTOR OF AD...

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With the success of Chorus, Vox Media's revenue product team went on to an advanced suite of custom ad products targeted specifically to the company. By doing so, these partners were able to leverage Chorus's same proprietary advertising programs that live on platform, making it easy to share messages across Media's O&O properties. This resonated so well with brand partners, Vox Media's sister company called Concert, designed specifically with its advertisers.

The Concert platform operates in partnership with NBCUniversal and collects valuable ad inventory across a variety of premium digital media properties. It provides marketers with innovative ad solutions that are both effective and reach diverse audiences. While similar in concept to other ad networks, the platform does not operate entirely publisher-led. This means the company's editorial partners are able to maintain relationships with consumers, while still delivering high-impact advertising to brand partners. Vox Media even leverages Concert to distribute original content from Vox Creative, the company's in-house creative practice.

"We track all the different metrics, and we've been able to help advertisers to distribute based on the VCR goal that they're going for. Advertisers have



message out as fast as possible, but also in a really smart way for publishers,” explains Savatta.

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# BRIGHTCOVE PLAYER, METRICS PROVE REAL VALUE IN VOX MEDIA'S CUSTOM AD UNITS

In order for Vox Media to deliver its beautiful, first-rate video ads across Concert's premium collection of ad inventory, the company partnered with Brightcove, using its player to support several custom video ad units, including its UX-friendly outstream format.

Unlike instream ads, which run as pre-, mid-, or post-roll content within a video player on a website, outstream ads exist natively on a text-based editorial page outside of a video content. While users scroll through editorial text on a page, the outstream ad unit comes into view and begins to autoplay muted video. The player itself doesn't distract from the content at all; in fact, the video automatically pauses as soon as users navigate away from the page. Vox Media's version of outstream, therefore, helps publishers maintain their focus with consumers—they're not being distracted by intrusive ad content. As a result, they're assured they aren't irritating audiences while delivering ad messaging.

And with Brightcove player's critical pause feature, Vox Media can now track and analyze performance data. For example, if a user scrolls past an outstream video ad unit, the player immediately pauses, putting the creative on hold as it scrolls out of view. This ensures that accurate video completion rates are recorded and the user's behavior is tracked at the drop-off point if they do return to the ad at a later time. With Brightcove's advanced measuring metrics, Vox Media is better able to properly gauge the success of its advertising solutions.

With Brightcove's integrated video player, Vox Media's in-house product team can now focus solely on developing new, innovative products and continuing to lead the way in the digital ad space. As a result of the success with their custom ad formats, Vox Media is seeing more and more advertisers inquiring about its unique product innovation and its premier ad inventory. At the same time, it's also seeing an impressive boost in engagement, signaling that Vox Media's advertising solutions have proven effective for

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ntcove,” says Savatta.

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