



Growing up fast, how OTT Apps helped BabyFirst reach new audiences

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ork that produces original, kid-





viewers who were not already familiar with its brand and needed to better consolidate their in-app user experience especially with the need for multiple languages. Their previous OTT solution was too fragmented and did not provide the best user experience for their viewers.

In order to continue expanding, it needed a more streamlined, customized OTT app solution across all the various platforms where parents and babies consume content in multiple languages, and a technology partner that could seamlessly manage and deliver its content across all desktop, tablet, mobile and connected TV touch points. And while the network wanted to move fast on its new initiative, a small, nimble product team meant it would need some help to carry the engineering load.



BabyFirstTV™

OTT Apps from JW Player in partnership with Float Left empowered us to reach more viewers across a wide range of OTT touchpoints.

Yoav Haruvi | Director of Product Management | BabyFirst

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infrastructure empowered BabyFirst to seamlessly host, stream and analyze its video content across its entire suite of touch points.

Each app offers multi-language support to make it easier for each viewer to access their content. This also widened the discoverability in the app store, increasing brand awareness. The ability to customize their apps was incredibly valuable for BabyFirst. Updates to the UI catered to a more kid-friendly audience including changes like larger font sizes.

And whenever BabyFirst had a question, our-top notch customer service team was there to walk them through it. Within a short time period, the publisher was acquiring new audiences and delivering quality streaming and on-demand content to viewers around the world—and across a range of devices.

With user-friendly content management and distribution, excellent customer service and a fast, easy set-up process, we couldn't be happier with what JW has done for our business

Yoav Haruvi | Director of Product Management | BabyFirst

The Result

audience, just as the network

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Increase in average viewing time on Roku

Increase in viewing sessions on Apple TV

Increase in monthly active users on Apple TV

Transform your video strategy.

Discover how our end-to-end video technology delivers seamless, scalable streaming experiences—engineered to meet the unique demands of your business, whether you’re broadcasting Live, launching an OTT platform, or optimizing monetization at scale.

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As Director of Product Marketing, Kristin brings over 20 years of experience in driving stra



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initiatives across B2B SaaS and media industries. With a passion for aligning product value with customer needs, she thrives on creating impactful strategies that deliver measurable results and help brands grow.

in

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Transforming Content into Growth.

JWX helps streamers, publishers, and advertisers create, deliver, and monetize video with one intelligent workflow - built for speed, scale, and results.



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