



How Der Spiegel uses AVOD & Live Streams to grow their brand and audience

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monetize their audience. That opportunity has the potential to further grow in 2021 with regional politics continuing to dominate the news and the chance to further engage audiences with expanded online video content.

Video and livestreaming are an important part to strengthening the DER SPIEGEL brand and online presence. As a respected editorial outlet, DER SPIEGEL needed a video solution with a reliable tech-savvy partner, so they could continue focusing on the editorial content and growing the SPIEGEL+ premium paid subscriptions.

Another challenge when expanding their video content was finding ways to further increase their reach and digital presence, with an explicit goal to make more revenue through an AVOD business model, DER SPIEGELs Nabil Moghib (Video Product Team, Monetization) reports.

Finally, as a news organization, there's always a need to get information out quickly and accurately. DER SPIEGEL needed a live video strategy to stream news conferences and other important programming in a 24-7 world, especially during the tumultuous 2020 year.

The Solution

In a competitive news market, DER SPIEGEL has found creative ways to use video

ess. With their premium

alongside their established

market, it's difficult to offer

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JW Player’s live player enabled DER SPIEGEL’s newsdesk to not only use live streaming for standard live events, but with a reliable tech partner, they’ve also managed to set up regular live channels to stream from other news partners, press conferences, and special planned events without commentary. However, as part of their ongoing strategy to offer more engaging content, DER SPIEGEL has also begun hosting live talk shows with prominent guests and hosts. During the U.S. election, DER SPIEGEL ran live shows during the presidential inauguration and other high-volume events, generating 2 million live streamed minutes of President Biden’s Inauguration on January 20, 2021!

Engagement is also an important aspect to DER SPIEGEL’s success in the AVOD business, delivering premium experiences for readers and advertisers. With a new strategic goal to increase and monetize subscribers without sacrificing reach this has become even more important. DER SPIEGEL uses a recommendations playlist to easily integrate video within their pages. With video being such an important part of their complete digital strategy, the JW Player recommendations engine allows for follow-on plays to related content.

The Result

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...eo and with live streaming
...GEL has successfully used
...netized through advertising.





17%

2M

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YEAR ON YEAR

LIVE STREAMED

INCREASE IN

MINUTES

AVOD VIDEO

VIEWED OF

VIEWS (Feb

PRESIDENT

2020 – Feb

BIDEN'S

2021)

INAUGURATION

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As Director of Product Marketing, Kristin brings over 20

years of experience in driving strategic

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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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