



How Ebony used JW Player to simplify workflows, save time, and increase engagement.

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in 2017: Videos would now be

not integrated as well as

through Javascript and fend



We looked for a video partner who could truly work with us.

Anu Pillai | VP of Digital Technology | Ebony

The Solution

Ebony’s switch to JW Player required no training for its editorial staff. The company simply put editors in a room, presented the JW Dashboard, did a demo, and the team was able to transition with virtually no learning curve. “Even the least technical person could use the tools without frustration,” said Pillai.

Those tools included a JW8 HTML5 player with lightning-fast speed; powerful ad technology; JW Showcase (which created a turnkey video website); JW Recommendations (which surfaced related video content); and consultative service JW Demand. “A key component of us switching was knowing that we had JW Demand to depend on,” said Pillai.

One of the most visible results of Ebony’s partnership with JW Player was its standalone video page, video.ebony.com. Created by Showcase, the beautiful site has been widely popular with viewers—including Ebony’s COO, Mark Walker, who said it should be the homepage.

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board has allowed editors to coverage-conscious days with its

half of all time in 2017 and





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50%

300k

Of video plays
driven by
Recommendati
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Plays From
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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.

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