



How LATAM publisher El Comercio increased views & revenue with a new video strategy

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video views and ad monetization technology.

online audience.



While publishing both in print and online, and increasingly using video, El Comercio has had to find new ways to monetize their growing library of content.

Switching to online video player JW Player in early 2021 provided the publisher with new opportunities to monetize. The brand set an aggressive goal to grow their video revenue from 4% in 2020 to 10% in 2021, with a goal to grow video views 40% YoY. El Comercio's challenge at the beginning of the year was to increase both reach and revenue in a scalable way across their digital media landscape.

Why El Comercio Chose JWP

With 30,000+ videos already available across their eight editorial websites, the publisher first needed a solution to increase the reach of the existing content. The JWP recommendations engine analyzes billions of signals from viewing activity across the JW Player network to recommend curated playlists from selected video libraries, customized at the individual viewer level.

Additionally, JW Player's unique header bidding is built directly into the player. Player Bidding helps to reduce latency and improve programmatic ad demand.

"JW Player has allowed us to professionalize video delivery and monetization,

allowing us to increase revenue through a combination of views, impressions,

and multiple sources of demand and

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Using JW Player's Recommendation Engine, El Comercio was able to incrementally increase viewership. "The player is able to suggest new video plays,



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thanks to the recommendations engine," Diego Peralta, Director of Digital Products & Programmatic at El Comercio said.

El Comercio further increased plays (and ad impressions) across their already available videos with header bidding. Beginning in the spring of 2021, JW Player's ad pod functionality allowed the publisher to also increase the number of ads shown per play.

Since switching to JW Player at the beginning of the year, El Comercio has seen a 63.81% increase in plays—to date, beating their 40% internal YoY growth goal. By using a recommendations engine to generate follow-on plays and increase viewership per user, they've been able to further monetize existing audiences. And with an effective strategy set up for ad pods by increasing pre-roll and mid-roll ads, El Comercio has increased their ad impressions by 107.44% since the beginning of the year. According to Peralta, video has grown in revenue 90% YoY with JW Player representing 60% of that growth.

63%

107%

60%

Faster Upload
Process

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strategy.



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

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Kristin Lindsey-Cook

As Director of Product Marketing, Kristin brings over 20 years of experience in driving strategic marketing 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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Infobae needed a video partner that could keep pace with their rapidly growing platform, improve operational efficiency and ...

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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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