



How El Espectador increased video plays by switching to JW Player

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roducing video content for the



term video viewership.

Previously publishing their video content on YouTube, El Espectador lacked the customization and insight necessary to increase their reach and revenue. “We were using YouTube originally, but the video analytics, direct monetization, and levels of personalization were far away from our expectations,” Alvaro Alfonso Cuesta Arevalo, Chief Revenue Officer at El Espectador, said. In order to advance their business objective to increase revenue through video, El Espectador switched to JWP with a goal to scale up their video content production to noticeably improve their reach and revenue 3x more than previous levels.

JWP allowed us to expose the video category [as a monetization model] better than before—especially through article matching.

—Cuesta Arevalo | El Espectador

The Solution

JWP’s full online video platform enabled El Espectador to easily scale their video strategy. Because the news publication’s revenue model depends on articles for more than 80% of its revenue, video content hadn’t previously been prioritized for

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on-page content, increasing video views for a more engaged audience.

The Results

El Espectador increased video plays on its site by 40x once switching to JWP by enabling engagement features such as a recommendations playlist and article matching. Detailed analytics and audience insight via JWP's all-in-one video platform also provide the necessary metrics for optimizing El Espectador's revenue via video. In fact, when switching from using YouTube to JW Player, El Espectador saw a 148% increase in ad revenue from their pre-roll ads (even when accounting for platform costs).

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to meet the unique



demands of your business, whether you're broadcasting Live,
launching an OTT platform, or optimizing monetization

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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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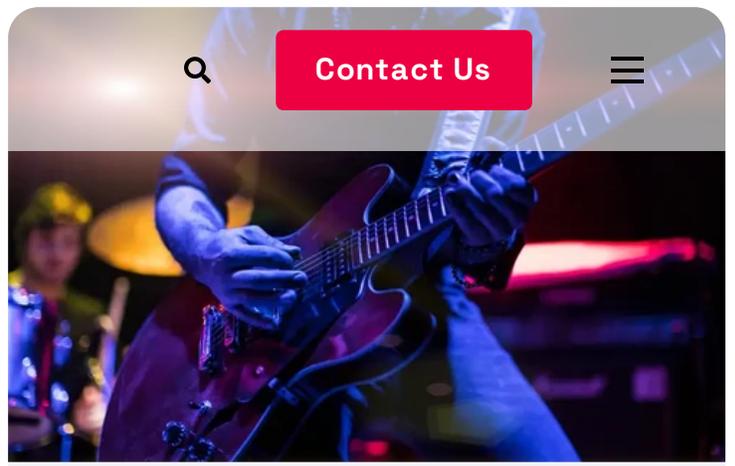
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Player's Recommendations and Article Matching.



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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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