Infobae Quickly Boosted Video Views and Opened Up Ad Inventory with JWP

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with their rapidly growing

ew monetization opportunities.

To better serve their rapidly growing global audience and achieve their primary goal of increasing views and ad revenue, Infobae sought a video player that was scalable, reliable and customizable.

They had a goal of enhancing their online video experience by optimizing performance, improving the user experience and increasing operational efficiency for managing their video content.

The goal was to accomplish all of this *while* maximizing monetization opportunities.

That's where JWP comes in.

With JWP's guidance and support Infobae implemented the VOD player and the Recommendations engine.

Infobae also relied on the flexibility JWP provides for player customization, in addition to monetizing video content through preroll and midroll ads.

In just one year, Infobae successfully **doubled** their video inventory driving **91% growth** in ad requests which is driving view through rates and overall impression growth.

> "At Infobae we highly value video content, since it is one of the most effective ways to reach our audience. JWP accompanied us in a year of exponential growth, helping us to boost our inventory thanks to recommendations and the ...and playlists."

100%

Increase in
Video Plays

2x

Video
Inventory
Growth

Growth in Ad
Requests

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

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