How KelbyOne Seamlessly Integrates Video into their Online Photography Courses

▶   How KelbyOne Seamlessly Integrates Video into their Online Photography Cour...   ✦ 3:02

30 employees, KelbyOne has a

photography, covering everything from the business & financial side of running a photography business to post-processing.

With their lean organizational team and resources, KelbyOne needed a video solution that could run itself with minimal management. Digital video is integral to everything KelbyOne produces, with approximately 90% of their content produced as video-based webcasts, courses, and live streams.

KelbyOne's biggest challenge was finding a video solution that could handle their growing library of online courses and integrate easily with their existing content management system. With an SVOD strategy for their revenue, KelbyOne also needed a complete video solution including best-in-class video playback and video streaming that supports their subscription management solution, and provides a seamless viewing experience for subscribers.

> *We've been with JW Player for a long time and the performance has been great! It's allowed us to focus on other things we need to focus on. We appreciate the platform and the growth and everything it's provided.*
> *Adam Frick | Director of Web Development | KelbyOne*

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a seamless experience (and

All this integration takes place seamlessly and allows the KelbyOne team to focus on their content creation and getting new subscribers, rather than technical dev ops.

In 2020, KelbyOne also ran four live video streaming events and needed a packaged solution. Being able to get their live videos up on their platform almost immediately after the event, they turned what was previously a 2-3 day turnaround to just a few hours.

> *In many cases, [live streaming via JW Player] increased our turnaround time since the video is on our platform as soon as the event is over. It's turned what was a 2-3 day turnaround into just a few hours.*
>
> *Adam Frick | Director of Web Development | KelbyOne*

JW Player's dashboard, API integration, and one-stop-shop solution for video helps KelbyOne to focus on their core business—getting new subscribers and creating new content.

143%
growth in
video plays

96%
video
completion

2hour
turnaround
from live to
play

As Director of Product Marketing, Kristin brings over 20 years of experience in driving strategic 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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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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