



Driving Business Growth with Video Intelligence

← Previous



Next →

▶ Driving Business Growth with Video Intelligence

◆ 2:11



We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)

[Cookies Settings](#)

Reject All

Accept and Continue



ent, and one of its key

no plug-in to other SSPs or



“JW is far superior to their competitors in the space.”

Brian Levine | VP of Revenue of Operations

The Solution

JW Player worked with Penske to understand their monetization challenges and considerably grow video revenue. With unrestricted access to all demand sources and integrations with programmatic ad technology, Penske could tap into revenue sources beyond its direct sales or its sales from a single SSP. Penske could also take advantage of JW tools to manage and measure ad performance, including metrics like adimpression-to-play ratios and play-to-embed ratios. “JW Player’s ad schedule and analytics were great,” said Dustin Park, Senior Manager of Monetization.

Another contributing factor in improved monetization was JW Recommendations. The intelligence-powered engine deepened viewer engagement and extended the life of video content, providing increased advertising opportunities. According to Levine, “JW Recommendations has been easy to use and straightforward.”

“We get approached by other players in the space, but you guys are above and beyond in product and service,” Levine summed up. “JW is far superior to their competitors in the space.”

experienced tons of growth and
seen a 20% lift in ad revenue.

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking “Cookie Settings.” By clicking “Accept and Continue”, you consent to our use of cookies. [Privacy policy page.](#)





20%

18x

Contact Us



Lift in Ad
Revenue

Lift in Plays
from
Recommendati
ons for Variety

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.

Contact Us

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)

ok





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



Contact Us



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.

in

RELATED ARTICLES



We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)



Lindsey-Cook | May 20, 2025

read

How El Espectador increased video plays by switching to JW Player

The Challenge Colombian newspaper El Espectador has been publishing local and global news & opinion since 1887 as Colombia's ...

[Start Reading](#) →

How LATAM publisher El Comercio increased revenue with video strategy

Learn how Peruvian newspaper El Comercio increased video views and ad monetization with JW Player's recommendation engine & ...

[Start Reading](#) →



Kristin Lindsey-Cook | May 20, 2025

| 3 min read

How Revolver Used JW Player to Revamp Its Website and Power a Video-First Strategy

The Challenge In September 2017, heavy metal website Revolver relaunched under new ownership. The goal was to make video a much ...

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)





Contact Us



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.



Publishing Solutions

- Media & Content Management
- VOD & Live Delivery
- Security & Access
- Video Analytics
- Viewer Experience
- Services & Support

Advertising Solutions

- Video & Data Intelligence
- Advertising Packages
- Programmatic Partnerships
- Deep Contextual

Streaming Solutions

- Ad Delivery
- Data Intelligence Suite
- Dynamic Strategy Rules
- Ad Insertion for CTV

Company

- About Us
- Partnerships
- Careers
- Resources
- News

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)





Contact Us



We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)