



How SNY increased their online video viewership and engagement with a video-first strategy

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The Challenge

With a goal to expand reach by producing new video content, getting viewers to engage with the content, and therefore increase ad revenue, SNY needed a reliable tech solution. With JW Player, SNY has been able to increase not just the amount of video that they're producing, but also the engagement and ad revenue from regular video content. And all this during the global pandemic, when much of the New York sports world was halted and in-person games impossible.

Why SNY Chose JWP

“One of the major reasons why we chose JW Player over Brightcove and Kaltura was the ability to really engage our audiences with playlist technology, the ability to go live with the player, the various tools for tightening the metadata, and it's a really nice looking player with all the right technical aspects,” said Kristin Lindsey-Cook Director of Digital Platforms & Strategy.

To increase engagement of their content (and thereby increasing their viewership and ad revenue), SNY uses analytics and custom reporting from JW Player to provide valuable insights in what works. That insight is relayed back to producers so content can be further optimized in the future. In one example of using analytics to optimize

video to under 3 seconds which with a minute-by-minute look continuing to engage,” said Zach

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How JWP Responded

“We took advantage of the time during the pandemic to create about 12 different original franchises—serial content that could sustain us without game play,” said Kristin Lindsey-Cook. With fresh, new original content, SNY was able to utilize JW Player to streamline new ways to engage with not just their existing audience, but bring in new audiences. “In the past, video would just go out to any platform. We weren’t acquiring new users through video.”

Using JWP to host video exclusively on their owned and operated website rather than social media platforms, SNY was able to increase their engagement and advertising revenue. With original programming alongside [sports](#) broadcast content, SNY still uses social media to tease their original video content and bring new viewers back to their site where they can [monetize their video content](#).

The Results

Using JW Player’s [Video Player](#), [Video Streaming](#) and [Analytics](#) with a robust content strategy utilizing playlists, SNY managed to increase their video viewership. Since transitioning to JW Player in July 2020, SNY’s average daily video views are up 81% vs. their 2019 daily average. With detailed analytics, custom reporting, and a digital-first

with new audiences, but also
Y’s average daily video watch
ng a digital-first content

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81%

Increase of
average daily
video views

84%

Increase
average daily
video watch
time

100%

Increase in
video views
since 2020

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As Director of Product Marketing, Kristin brings over 20

years of experience in driving strategic



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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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Kristin Lindsey-Cook | May 20, 2025

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