



How Talpa brought The Voice to millions with JW Player's "Triple-A" Technology

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ainaina competition The Voice—



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The Solution

JW Player offered “premium triple-A” technology. It has “the best technology on playout,” said CTO Hylke Sprangers. Another key feature was JW Player’s flexible APIs, which bridged the player with Talpa Connect, an in-house platform that consists of standard components and allows their team to launch apps and websites quickly at scale. JW Player also easily integrated with the Talpa advertising stack.

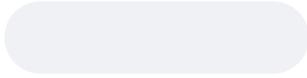
The Result

Using JW Player, Talpa brought The Voice to 50 countries digitally and reached 100 million people on social media. Said Sprangers: “We have standardized for the playout of all our videos across all the formats, across all the countries on JW.” JW Player also provided a “very modular open player” that allowed Talpa to connect to advertising technology from broadcasters. Sprangers summed up, “We believe JW Player is the best player in the world.”

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strategy.





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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Kristin Lindsey-Cook | May 20, 2025

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