How A Digital Publishing Group Increased Workflow Efficiencies Leading to Improvements in Viewer Engagement and Monetization

How A Digital Publishing Group Increased Workflow Efficiencies Leading to Impr... ✦ 3:26

...nt management system

...esses, allowing this digital

...on and TV Channel. With a

...erse formats, Thairath Online's

storytelling goes beyond the articles with video, immersive graphics, interactives and audio/podcasts.

The Challenge

With a vision to deliver a diversity of content in varied formats to Thai audiences, Thairath Online's content enriches the audience's experience through innovative storytelling.

The wide range of content pillars that Thairath Online manages requires a robust staff and operational system to publish thousands of pieces of content monthly. Since Thairath Online originated as a television company, they understand the power of video. But, with lofty content goals and a growing staff, it became a challenge to keep up with the pace of content their journalists were producing and Thairath Online had evidence that the bottleneck their in house video tool was creating, was also leading to a loss in viewer engagement and monetization.

Why Thairath Online Chose JWP

As Thairath Online scaled their video content, they needed a solution that would reduce their time to market and an implementation process that wouldn't interrupt their fast pace of video content production.

JWP offered an easy and high quality video solution to streamline Thairath Online's ~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~ to accommodate lofty ~~~~~~~~~~~~~~~~~~~~~~~~~~~~~ easy choice, fulfilling a myriad ~~~~~~~~~~~~~~~~~~~ lific content delivery.

~~~~~~~~~ speed up their workflow

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How JWP Responded

JWP's out-of-the-box web video player offers an intuitive and fast content management system — essential performance for a company uploading over 3,000 videos a month. The easy implementation allowed Thairath Online to keep up with the demands of their content production and viewership.

Thairath Online also took advantage of the Article Matching feature, generating more video plays by suggesting a second video based on relevant context. This increased engagement helped Thairath Online procure additional advertising in which they also streamlined with the ad insertion tool.

JWP helped Thairath Online monetize their advertising (pre-roll, mid-roll, and post-roll ads) offering all standard advertising formats and a solution to connect with programmatic stack.

"The analytics from JWP have helped us gain valuable insight, we can analyze all placement across the site. For example, which placement would generate a high completion rate and the high ads viewability, those capability of analytics can help us better optimize and deliver our user the best experience." – Sayanan Yaion, Business Development Manager, Thairath Online

2x

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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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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