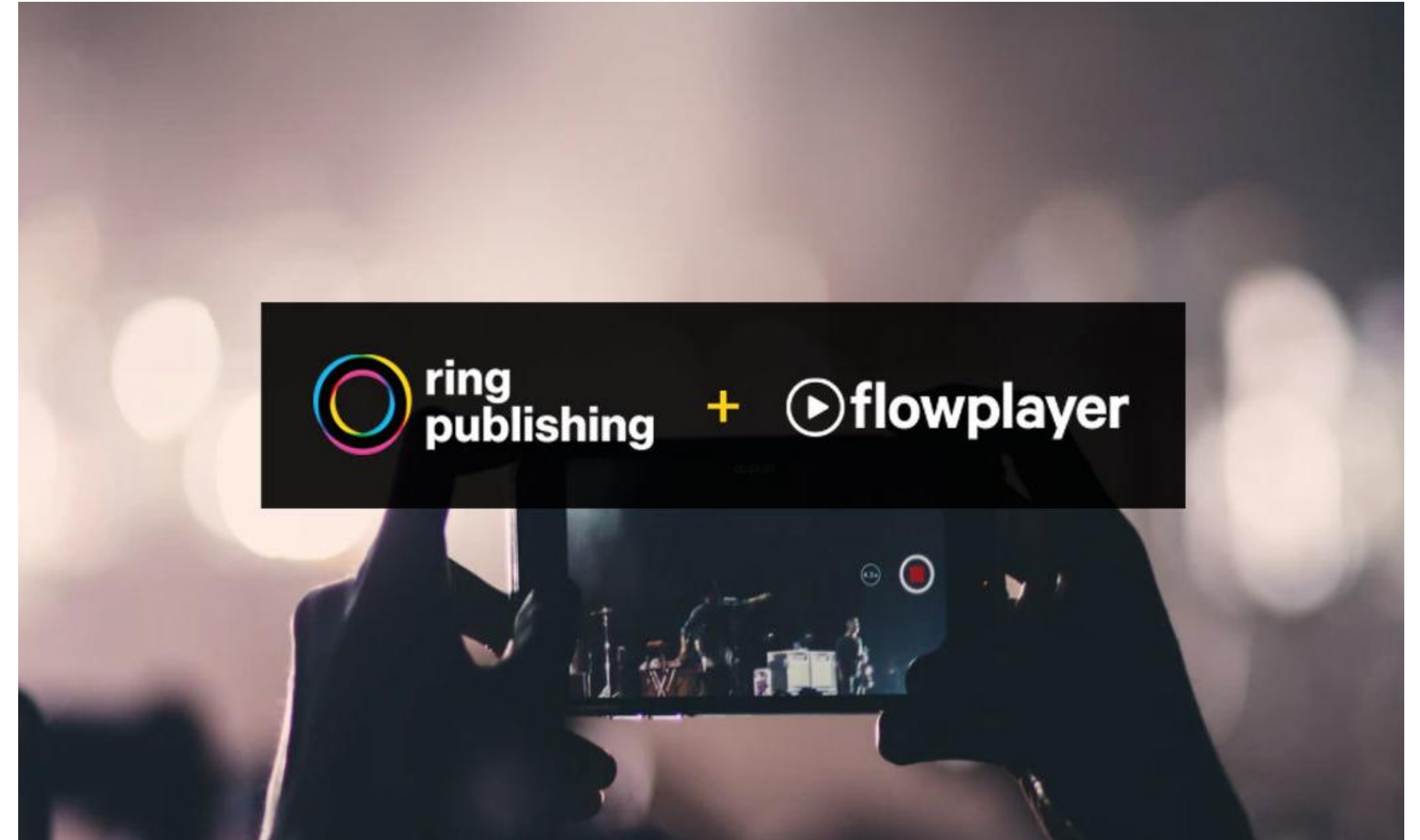




Ring Publishing with Flowplayer at Ringier Axel Springer Poland

In today's world, engagement and easy access to news is what sets apart the leaders in the publishing market. Using creative visuals, memorable information in the form of powerful, relevant videos can be much more attractive than text content. This is because complex content can be easily explained and described step-by-step in a video in a short amount of time.



According to the 2020 Digital News Report survey from 40 countries, nearly 67% of the online populations consumes video news every week. It is inevitable that any publisher today considers modern video solutions.

Challenges

Video is one of the strategic areas for RASP (Ringier Axel Springer Poland), and from the beginning it was a fast growing and expansive sector. With this dynamic growth, RASP could cover many aspects of users' needs but observed that user engagement was dropping off and saw reductions in inventory monetization. Because RASP was not up to date with modern advertising standards and did not have a flexible and extendable solution - but rather relied on one that required a lot of work each day - it was falling behind the market and couldn't meet user needs.

Solution

Ring Publishing brings the modern and fast, expendable and flexible video module. Through integration with Flowplayer, Ring Publishing provides the possibility to speed up load time for video stories, shorten user interaction with the player by single tap to play, auto starts in defined conditions, and automatic switching between players on the same site. All these actions immediately improved user experience significantly. With the possibility to create its own plugins, RASP managed to improve the effectiveness of the AD serving model by using new formats (vast 4.0), opening inventory for cell phones, and more effectively using the current Ad Servers.



○ Solution

Ring Publishing - all-in-one digital publishing solution

Ring Publishing platform helping media brands succeed in the digital era by covering the whole value chain. The solution has been created by engineers and journalists with their readers in mind, based on a deep understanding of the challenges of the media business and market trends. Ring Publishing provides intuitive tools for content creation and management in customized editorial workflows, enables automation of publication processes, and allows content to be personalized according to user preferences.

It resolves problems of inefficiency in developing, managing, and maintaining a digital product portfolio thanks to standardization of product development and readiness for integration with 3rd party market solutions.

- **Mobile First** – integrated, mobile first solution for content creation, management and automated publishing, as well as real-time content performance monitoring.
- **Multi-platform & multi-channel** – all you need to engage your readers on any device and publication channel with great user experience.
- **Monetization** – made for content monetization, specializing in sponsored articles, native campaigns, content commerce and subscription models.
- **Scalable flexible SaaS** – fully SaaS system providing scalable, reliable solutions based on top AWS technologies and desired by DevOps.
- **Engaging, fast and reliable video presentation** – comprehensive and easy to use modules that address the needs of modern and engaging video presentations.
It starts from super-fast video encoding to formats compatible on any device and continues with high-quality playback on myriad web browsers. All these lead to high View Through Rate and Advertising viewability measures. With the one of the smallest footprints of any HTML5 video player, Flowplayer from Ring Publishing can increase visitor engagement and present impactful news videos.

Flowplayer - Your online video platform

One of the world's most deployed video platforms, Flowplayer assists some of the most successful content owners, broadcasters, news publishers, magazines, and OTT platforms in making the most out of their online video strategies. In fact, after YouTube and Vimeo, Flowplayer is the world's most deployed video player.

Flowplayer's ease of customization to match branding requirements, combined with the lightweight footprint required to deploy the player and its integrated video content management system make it the top choice for organizations large and small.

- **Digital media security and rights management** – Ring Publishing integrates media files with copy prevention technologies, such as PlayReady, Widevine Modular and Apple FairPlay, which include encryption, output prevention, and DRM (digital rights management). With Flowplayer, we have gathered different technologies under one single DRM plugin to make it simple.



- Flexible, customizable and extendable** – Ring Publishing brings the mobile first interface of Video Browser that allows browsing, searching, filtering, uploading, defining a license, and adding metadata, including series, seasons, episodes and subtitles. Thanks to seamless integration with Story Editor, you can enrich the content with video materials quickly and conveniently. With Flowplayer on board you can customize the player with ready-made templates or make more detailed tweaks with CSS (Cascading Style Sheets). It is also easy to customize using the numerous available plugins.
- Integration with Ad Server** – Ring Publishing provides wide monetization capabilities thanks to integration with Ad Server and support for the newest standards such as VAST, VPAID, VMAP, Google IMA sample tags. You can put pre-roll, mid-roll, post-roll and overlay banners or branding in your video materials and monetize your video ad inventory very effectively. With Flowplayer you can create your own tag if needed.

Results

With the product changes and Ring Publishing solution, RASP managed to significantly improve user engagement and the effectiveness of its advertising mode. Ring Publishing allows fully flexible solutions for future business initiatives.

User Engagement

0.6

second faster player load

89%

faster player
initialization start time

57%

faster playback start time

43%

less buffering ratio

only one

not two clicks to
play on mobile

4%

increase in VTR on desktop

AD effectiveness

unblocked

iPhone instream
monetization

50%+

fewer errors from
AD servers

50%+

increase in paid
impressions by optimized
pod (desktop and mobile)



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