



The Most Successful Internet Video Story on the Polish Market

Ring Live Video's online streaming solution made it possible for Onet to develop a fully digital product, Onet Rano, in a unique video format.

Ring's comprehensive solution covers the whole workflow, from cameras in a mobile studio in a car to end user devices on various channels.



○ Why

Live streaming is on the rise. It continues to grow every day and it has tremendous power to reach and engage an audience. Onet wanted to increase user engagement and decided to reach users not only through readable content and static videos, but also through live videos. One of the chosen paths was to create an original and engaging live program that would reach a large group of users every day on multiple channels.

○ What

Onet wanted to create a lifestyle program – broadcasting live from a moving car every morning to engage a large number of users in real time and makes it possible for users to be engaged in watching and commenting on the event, asking questions online from anywhere, from any mobile device. Live streaming is recorded and then a complete program is available to users and shorter recordings are posted on different fan pages at different times.

○ How (Solution)

This is a comprehensive solution covering a whole workflow, starting from cameras in the car, through the video studio, to end user devices on various channels. The need for a stable, daily release of a high quality video program at a precise time, and from a moving studio (car), has become very important.



Therefore, Ring Live Videos has been created with the following key features:

1. An intuitive, self-managed platform that an editorial team can use to set up and publish live streaming of an event in 30 seconds
2. Allows editors to schedule a live streaming event in advance and offers the ability to broadcast prerecorded video content in the manner of a live event
3. Streaming of a live video on desktop and mobile websites, mobile native apps, and simultaneously to YouTube, Facebook (including portrait mode), and Twitter
4. Broadcasting live directly from a video studio, moving video studio (car), or a mobile phone
5. Recording the live streaming to provide a static video of the program immediately after the event and shorter recordings for social media
6. Provides high availability and scalability

Results and benefits

- The only live show hosted from a car
- The average number of video views per episode increased to 1.3 million in 2019 and over 2.5 million video views in April '20
- Over 80% viewers are in the commercial group 18-44 (YT)
- 360 degree distribution: Onet/FB/Instagram/Twitter/TV
- Over 150K YouTube subscribers
- Over 60 clients like BP, Intel, Volvo, Huawei, Lexus, PayU
- Over 2,000 influential guests



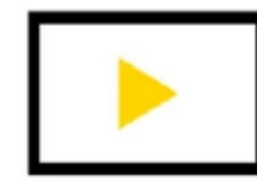
Over **1.3 M VV**
per episode



The **only live show**
hosted in the car



Over **80% viewers**
in commercial group
18-44 (YT)



360 distribution:
Onet/FB/Instagram
TT/TV



Product development:
Onet RANO, #WIEM,
#wpodrozy, On tour



Over **150 K**
Subscribers



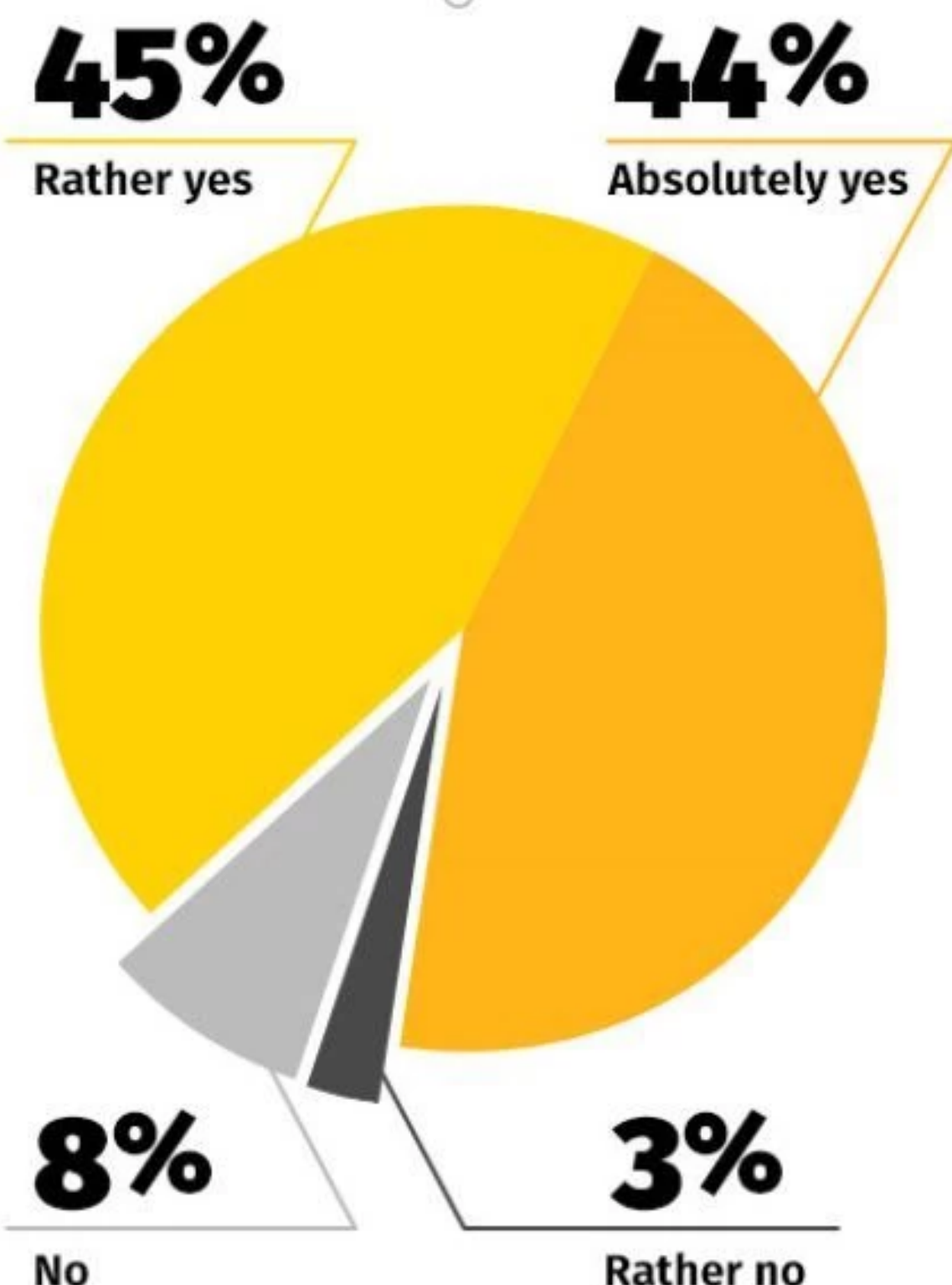
Over **60 clients**



Over **2000**
influential guests

○ Users' and customer voice

Would you watch this program in the future?



What do viewers think about the program?

General rating	4.8	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Host	5.1	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Selection of subjects	4.8	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Selection of guests	4.8	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Music	4.1	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Lenght of the program	4.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Scenography	4.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Number od ads	3.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>

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Today, technology and new media allow everyone to be a broadcast medium. The fact is that it gives you a lot more freedom, but (...) we are imposing on ourselves a style that enforces the highest quality. When you need to do something that's high quality, it can be tricky. First of all, the budgets for the Internet are not as big as for corporate television. We realize that for the viewer it does not matter who produced it, he/she just wants it to be good. So, we do not have the comfort, but we have a lot of flexibility. Because if we talk after the program today, we draw conclusions and we know that it is necessary to improve, add here, cut off there, we change it starting from tomorrow, and we do not wait until the end of the season. We are looking at viewership results and then we decide



Jarosław Kuźniar
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About client



Leading Polish internet portal

Onet is the leading Polish internet portal with 24 years of experience. It delivers content for millions of users as text and video every day, including video on demand.

Onet Rano: unique video format

Onet Rano is a live video program broadcast daily on Onet's home page, as well as on social networking channels like YouTube, Facebook, and Twitter. It is a unique video format in which the hosts and their guests inform listeners of upcoming events and discuss current topics and social affairs in a friendly atmosphere and casual format, which is filmed in a mobile car studio.



Leading digital publisher in CEE

Ringier Axel Springer Poland is the leading publisher in the traditional, as well as the online, press market, with a portfolio including such well-known brands as Fakt, Newsweek, Forbes, Przegląd Sportowy, and Onet.pl, the most popular Polish internet portal.



Ring Publishing is an all-in-one digital publishing solution, helping media brands succeed in the digital era. The platform supports content creation, management, and distribution, as well as offering tools to monetize media products.



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