

Bullish, Llc

Introduction

This case study of Bullish, LLC is based on a December 2020 survey of JW Player customers by TechValidate, a 3rd-party research service.



“JW Player enables us to provide best-in-class viewer experiences, and supports our goals for growing video engagement, reach and revenue.”

“JW has enabled Bullish to develop and deploy our custom video player in record time. With endless customization and functionality, JW allows us to create rich video experiences that increase user engagement and revenue opportunities.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select JW Player:

- The top challenge(s) facing their video business in 2021:
 - Insufficient advertising demand (low ad fill and/or CPMs)
 - Doing more with less (due to cost cutting, and overall business climate)
 - Producing and/or acquiring more video content
- The three main drivers on why their company signed/renewed a partnership with JW Player:
 - Reducing video platform costs
 - Increasing video advertising revenue
 - Turn key support for the latest digital video standards
 - Breadth and ease of use in developer APIs

Use Case

The key features and functionalities of JW Player that the surveyed company uses:

- How they use JW Player:
 - Web video players (desktop and mobile HTML5 players)
 - Engagement (Article Matching and Recommendations)
 - Analytics
 - Ad Schedules (Video Ad Management)
 - Video Header Bidding

Results

The surveyed company achieved the following results with JW Player:

- The vendors they evaluated before choosing JW Player:
 - Brightcove
 - Video.js (in-house solution)
 - Vimeo
 - YouTube
- Rates JW Player compared to other video platform solutions:
 - video viewing experience: significantly Better
 - advertising Revenue: significantly Better
 - ease of use: significantly Better
 - expanding reach on new screens / platforms: significantly Better
 - breadth in developer APIs and documentation: significantly Better

Company Profile

Company:
Bullish, LLC

Company Size:
Small Business

Industry:
Media & Entertainment

About JW Player

JW Player is the New York-based company that pioneered video on the web and continues to innovate for the future. As creators of the world's first open source video player in 2008, we powered the original YouTube and have since expanded to video hosting and streaming, advertising, and analytics for 1 billion monthly unique viewers in 200 countries

Learn More:

[JW Player](#)