

Christianity Today International

Introduction

This case study of Christianity Today International 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.”

“We’ve had bad experiences with previous streaming vendors. JW Player has proved to be reliable and performant, cost-effective and easy to work with. Great team, as well.”

Challenges

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

- The top challenge(s) facing their video business in 2021:
 - Increasing video engagement (average viewing sessions)
 - Doing more with less (due to cost cutting, and overall business climate)
 - Developing more compelling live video experiences
 - 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
 - Scalability and performance of (live) video delivery
 - 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 organization uses:

- How they use JW Player:
 - Web video players (desktop and mobile HTML5 players)
 - Video Streaming (hosting, transcoding and playlist management)
 - Analytics
 - Ad Schedules (Video Ad Management)

Results

The surveyed organization achieved the following results with JW Player:

- The vendors they evaluated before choosing JW Player:
 - We were previously with Pkixel
- Rates JW Player compared to other video platform solutions:
 - video viewing experience: best in class
 - advertising Revenue: best in class
 - ease of use: significantly Better
 - expanding reach on new screens / platforms: best in class
 - breadth in developer APIs and documentation: best in class

Organization Profile

Organization:
Christianity Today International

Industry:
Non-profit

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](#)