

Www.Simplilearn.Com

Introduction

This case study of www.simplilearn.com 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 player is serving videos to millions of our customers and play significant role in overall edtech video streaming business”

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:
 - Doing more with less (due to cost cutting, and overall business climate)
- 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
 - 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)
 - Mobile SDKs

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)
 - Flowplayer
 - AWS Elemental
- Rates JW Player compared to other video platform solutions:
 - video viewing experience: best in class
 - ease of use: best in class
 - expanding reach on new screens / platforms: significantly Better
 - breadth in developer APIs and documentation: significantly Better
- They increased the volume of video published by 30-40% with JW Player.

Company Profile

Company:
www.simplilearn.com

Company Size:
Medium Enterprise

Industry:
Educational Institution

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](#)