

# Archant Ltd.

## Introduction

This case study of Archant Ltd. 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.”

“It helps keep viewers on our platform ”

## 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)
  - 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
  - Increasing video advertising revenue

## 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)
  - Live Channels
  - Analytics

## Results

The surveyed company achieved the following results with JW Player:

- The vendors they evaluated before choosing JW Player:
  - Brightcove
  - YouTube
- Rates JW Player compared to other video platform solutions:
  - ease of use: significantly Better

### Company Profile

Company:  
**Archant Ltd.**

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](#)