

Bath City Football Club

Introduction

This case study of Bath City Football Club is based on a January 2021 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 enjoyed a dramatic improvement in quality and customer satisfaction using JW Player – I’m delighted.”

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:
 - Increasing video engagement (average viewing sessions)
 - Exploring and optimizing subscription and/or pay per view revenue models
 - Developing more compelling live video experiences
- The three main drivers on why their company signed/renewed a partnership with JW Player:
 - Scalability and performance of (live) video delivery
 - I wanted a reliable, scalable and affordable player

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)
 - Video Streaming (hosting, transcoding and playlist management)

Results

The surveyed company achieved the following results with JW Player:

- The vendors they evaluated before choosing JW Player:
 - Vimeo
 - YouTube
 - streamingvideoprovider
- Rates JW Player compared to other video platform solutions:
 - video viewing experience: better
 - ease of use: best in class

Company Profile

Company:
Bath City Football Club

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](#)