

Rcs&Rds Romania

Introduction

This case study of RCS&RDS Romania 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 was one of our key partners in 2020, always helping us and providing permanent support. ”

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:
 - Exploring and optimizing subscription and/or pay per view revenue models
 - 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:
 - Increasing video advertising revenue
 - Scalability and performance of (live) video delivery
 - Increasing productivity of their video team
 - 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
 - Live Channels

Results

The surveyed company achieved the following results with JW Player:

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

Company Profile

Company:
RCS&RDS Romania

Company Size:
Medium Enterprise

Industry:
Telecommunications Services

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](#)