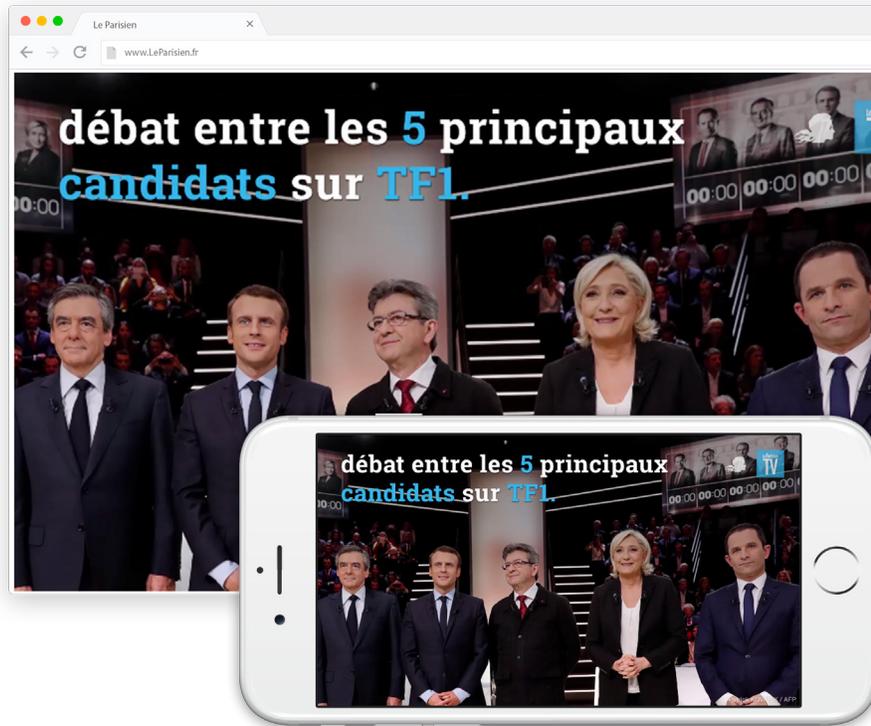


HOW WIBBITZ HELPED LE PARISIEN DEVELOP ITS DIGITAL VIDEO BRAND

MEET LE PARISIEN

Since its launch in 1944, Le Parisien has been one of the largest and most reputable daily newspapers in France. While their popular print publication is still in circulation, Le Parisien has also built a loyal international audience online by translating their print stories – covering everything from local to international, politics to sports – to the digital screen.



"It's not easy for us when something happens internationally, to have someone there to capture the moment at the right place and time. With Wibbitz, we have media readily available, we can quickly produce clean and clear content that fits our image, and we can have the right video with the right article."

Anne de Kinkelin, Director of Le Parisien TV

LE PARISIEN VIDEO RESULTS

300

Videos published
each month

162M

Video views
each month

50X

Increase in
revenue

665K

Average views
per video

CHALLENGE

Video has not always been a key focus for Le Parisien, who until recently was best known for their legacy print publication. The publisher has made big strides over the last few years by establishing a strong presence on desktop, mobile and social and launching their own video wing Le Parisien TV. However, with only five people on the team responsible for producing all of Le Parisien's video content, they found it extremely difficult to create video coverage for every story with the same scope, aptitude and quality their reputation was built on. Le Parisien needed a video solution that would help establish their reputation as an innovative digital brand.

"We can take the best of Wibbitz's technology and the best of Le Parisien's editorial content to create the most perfect video content for desktop and mobile sites, and monetize really easily."

Anne de Kinkelin, Director of Le Parisien TV

SOLUTION

WIBBITZ WIDGET: Video players optimized for desktop & mobile



Monetization opportunities on every page:

The Wibbitz Widget player enables Le Parisien to distribute fully-branded videos created in the Wibbitz platform to their site, significantly expanding video ad inventory without interrupting their site's existing content. After adding the Widget to every page of their site, Le Parisien saw their video ad revenue from Wibbitz increase by 5000%.



Original, custom branded video content:

Le Parisien's team has minimal experience with short-form digital video, and is reluctant to publish videos from outside sources that might not fit with their content. With the Wibbitz creation platform's intuitive editing tools and media from top providers like Reuters and AFP, Le Parisien has full editorial control over each video published to their player.



Top Story videos extend bandwidth & multiply output:

In addition to the videos they create in-house, Le Parisien publishes Top Story videos created by the Wibbitz editorial team that are rebranded to match Le Parisien's content. Even with a small team of five, Le Parisien's Widget player is always stocked with videos covering the stories their audience cares about.