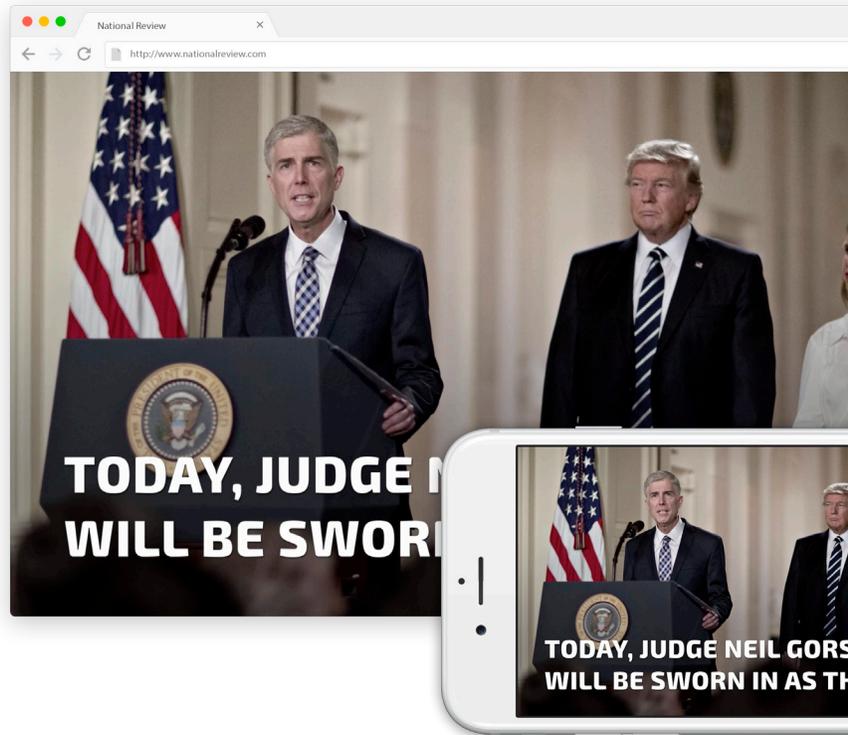


# HOW NATIONAL REVIEW MONETIZES THEIR SITE WITH WIBBITZ VIDEO PLAYERS

## MEET NATIONAL REVIEW

National Review was founded in 1955 as a semi-monthly print magazine, and has since become one of the leading voices in U.S. conservatism. The digital version of the magazine, National Review Online, is known for its up-to-the-minute, right-leaning commentary on politics, news and culture.



*"We've really seen how Wibbitz helps us in terms of both revenue and video output since implementing the players. These videos give our site a much more robust offering, and have attributed to almost 100% of our video ad revenue."*

**Erik Netcher**, Director of Revenue

## NATIONAL REVIEW VIDEO RESULTS

**16%**

Revenue increase after adding widget player

**1249%**

Viewable views increase after adding main player

**100+**

Videos published each month

**89%**

Average completion rate

## CHALLENGE

National Review's impressive reputation and roster of journalists has attracted a large and loyal audience base to their website. The publisher realized that video would be the best way to simultaneously capitalize on their high-traffic article pages and provide a quality experience for their readers, but lacked the resources required to do so in-house. They enlisted a few freelancers to create videos for monetization on YouTube, but with such a small ad share coming from the platform, these videos did not generate a strong enough ROI. National Review needed to find a profitable way to scale video across their entire site that their team could sustain in-house.

*"With Wibbitz, I can publish hundreds of videos by myself even though I have no prior experience, and these videos perform better than those we were having freelancers produce. There is an endless amount of need for video - I see it being very central to our overall strategy going forward."*

**Ericka Andersen**, Digital Director

## SOLUTION

### WIBBITZ VIDEO PLAYERS:

**Onsite video players for  
seamless video distribution  
& monetization**



#### Editorial support to scale production:

National Review has only one team member creating videos in the Control Room, but is still able to publish over 100 videos to their players every month by enlisting Wibbitz Editorial Services – where the Wibbitz editorial team creates videos for their stories, in their voice – to extend their bandwidth.



#### One-click video publishing to maximize inventory:

In one click, every video created in the Control Room platform can be published directly to National Review's website, and monetized by Wibbitz's premium ad partners. This out-of-the-box solution for video creation, distribution & monetization enables National Review to seamlessly multiply video inventory on every page.



#### Multiple video players for more revenue opportunities:

Once National Review implemented both of the Wibbitz video players – one within the article body and one as a widget at the bottom of the page – their viewable views increased more than 12 times, significantly boosting both the value and amount of monetization opportunities on their website.