

# Video Recommendations Help Penske Media Grow Audiences, Revenue, and Demand



When Penske Media wanted to boost video engagement and revenue on their highly-trafficked celebrity news site HollywoodLife.com, they leveraged JW Recommendations to auto-advance their videos to relevant content, increasing the average views per session by 200%.

PMC

HollywoodLife

## Penske's Story

Penske Media Corporation, a digital media, publishing, and information services company with web brands including WWD.com, Deadline.com, and Variety.com, and was already using JW Player and Platform across their properties to reach, grow and monetize video audiences. Then, starting in May 2016, Penske wanted to build upon explosive audience growth on HollywoodLife.com and increase video engagement to grow plays and ad impressions. So, Penske opted to pilot JW Recommendations on the site.

**“JW Player’s data-driven recommendations tools were easy to implement and when we paired them with auto-advance, we saw immediate engagement and revenue gains.”**

— Gino Orlandini,  
Director of Video, Hollywood Life

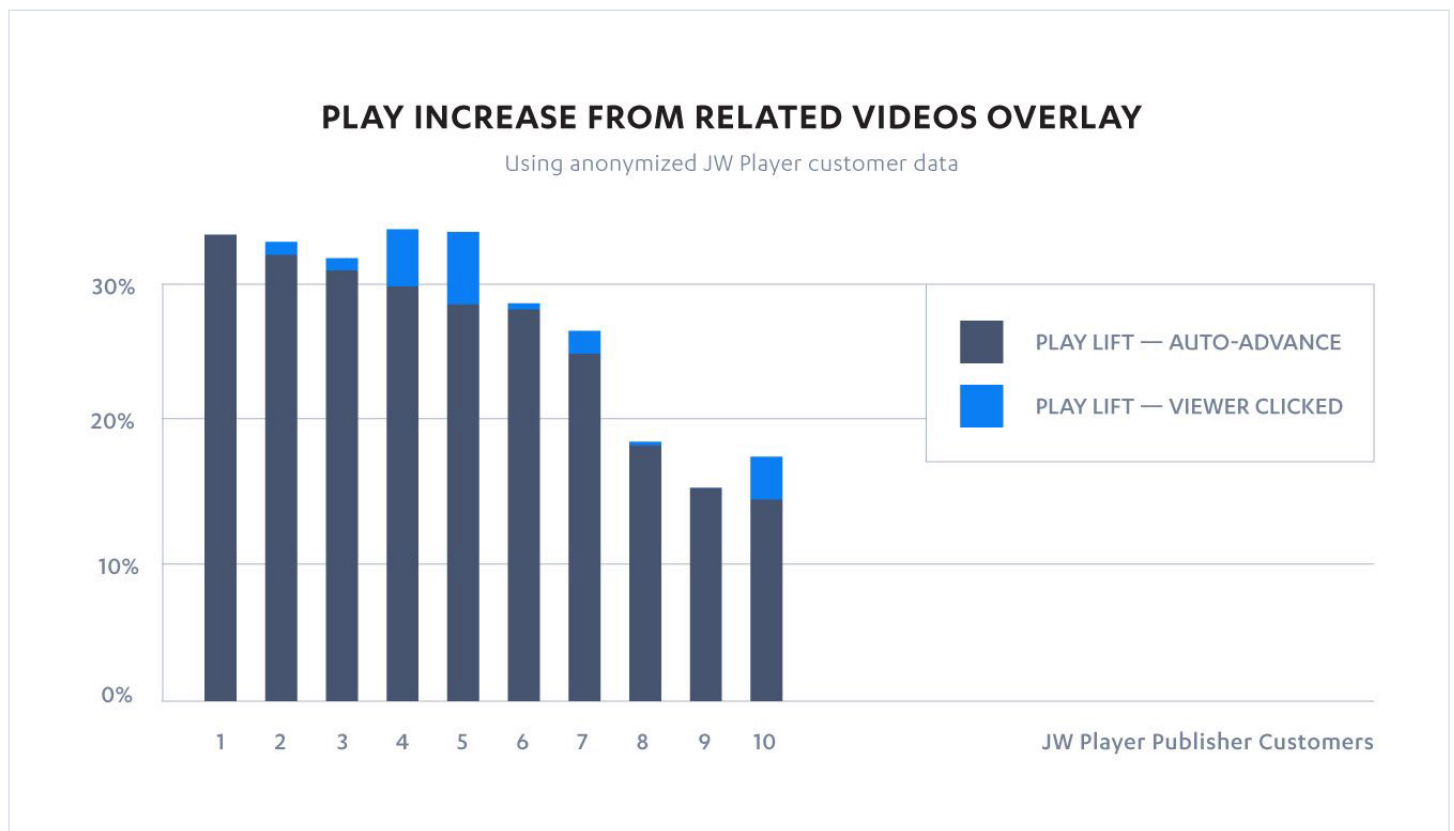
When Penske turned on auto-advance for select videos embedded across the the Hollywood Life domain, they saw an immediate increase in plays of 2X, from 200,000 to 400,000 video plays a month. They also garnered 100,000 incremental ad impressions during this period achieving significant incremental revenue.

## About Data-Driven Recommendations

The JW Player recommendations engine gives publishers the power to present relevant videos and keep viewers engaged for an extended time. The engine indexes a publisher's content library and selects the best videos for each viewer based on content traits and what's trending in the publisher's network.

These Data-Driven Recommendations update in real time, so recommendations are always fresh. We are continuously improving and adjusting our underlying algorithms to drive the deepest audience engagement possible.

The benefit is not only that that videos suggested to your viewers are more engaging, but also that they require much less effort than a human-curated playlist.



**With JW Recommendations, publishers see increases of 5-10% using in-player recommendations and 20-50% with auto-advance enabled.**

## JW Recommendations Best Practices

### Start with essential video publishing best practices

- Use cloud-hosted single-line JW7 embeds
- Incorporate large video players (over 600 x 400 px)
- Ensure that web pages are optimized for mobile
- Select eye-catching thumbnail images
- Set clear titles & descriptions for each video

### Advanced settings for deeper engagement

- Set Recommendations to “ON” for all players
- Place widgets in highly visible locations on the page
- Use Trending playlists in high traffic areas
- Use ‘Similar videos’ on sections & article pages

## AN EQUATION EVERY PUBLISHER SHOULD CONSIDER

**20M** Ad impressions / mo.

**\$10** CPM average

**2X** Increase in plays

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**\$200K** Potential incremental ad revenue / month

The image shows a screenshot of the JW Player dashboard and a video player interface. On the left, the 'RECOMMENDATIONS' settings panel is expanded, showing options for 'Recommended Content' (toggled ON), 'Feed' (set to 'Default Recommendations Fe'), and 'Autoplay options' (set to 'after 10 seconds'). Below these are options for 'Custom Text' and a text input field. On the right, a video player interface is shown with a 'Next in 4' overlay for 'Work @ JW Player'. The player displays a grid of recommended video thumbnails with titles and durations: 'JW Player Homepage Video' (00:43), 'Misty Mountains' (00:18), 'Smokey Glass' (00:35), 'JW Player 7!' (00:45), 'JW Player Overview' (01:28), and 'Tears of Steel' (00:39). At the bottom of the player, it shows 'Player Version: 7 NEW!' and 'Channel: Production'.

Using JW Recommendations is easy, immediate, and automatic. Select the “Related” Overlay in the JW Player dashboard’s Player Builder, or further customize your viewer’s experience with our Data-Driven Feeds, offering ‘similar’ feeds and ‘trending’ playlists using easy API access with RSS & JSON.

## About JW Player

JW Player is a venture-backed company based in New York City. We've been around since 2008 and offer a powerful-yet-straightforward set of business solutions that integrate with any workflow. JW Player products prioritize speed, control, and audience & revenue growth across all viewing platforms. Our customers range from publishers and broadcasters monetizing short form content to enterprises training users and developers integrating JW Player into their own products. Each month, more than 1 billion people watch video on websites or apps using JW Player solutions.

### JW PLAYER CUSTOMERS

