



CASE STUDY

A Game Changing Video Solution

How VPP Gaming Network Used JW Player to Grow Ad Impressions and CPMs

The Challenge

VPP Gaming Network prides itself in helping video game fan communities maximize advertising revenue. A previous video monetization solution caused a great deal of latency in playback. Faulty plug-ins led to ads or videos not running and an overall poor user experience. Complaints increased, and VPP had to customize ad integrations for each server. The company needed a fast and centralized video monetization solution that produced the greatest ad yield for its clients.

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— Toan Nguyen, CEO, VPP

The Solution

By switching to JW Player, VPP noticeably improved user experience and simplified implementation. According to CEO Toan Nguyen, “the most important thing for us was a lightweight player that doesn’t lag,” an experience that **JW Player delivered with a lightning-fast HTML5 player**. “Getting rid of Flash helped a lot.”

In addition, a robust API system and JW Player’s cloud-hosted players ensured that any technical change VPP made was reflected in all its ad players through automatic updates. “All the integrations were so, so easy,” said Nguyen. “It was just Javascript. That was the easiest thing for us.”

CONTACT@JWPLAYER.COM



AT A GLANCE

- ▶ Serves clients who run active gaming communities
- ▶ Connects clients with ad providers for maximum monetization
- ▶ 500 million ads served

JW PLAYER SOLUTIONS

- ▶ HTML5 player
- ▶ JW cloud-hosted player
- ▶ Powerful ad technology
- ▶ Robust APIs

WHY JW PLAYER

- ▶ Produces millions of ad impressions and raises CPMs with innovative ad technology
- ▶ Improves user experience with a lightning-fast HTML5 player that combats latency
- ▶ Applies global updates across all ad players via JW cloud

RESULTS

- ▶ 10% increase in CPMs
- ▶ 300% ad impressions achieved between 2015 and 2017
- ▶ 10 million monthly ad impressions in 2017

The Results

With each JW Player update, VPP has seen a significant uptick in ad impressions. In 2015 with JW6, it achieved about 3 million monthly impressions, while in 2016 with JW7, that number rose between 5 and 8 million. In 2017, total monthly impressions climbed to roughly 10 million with the latest JW8 release. With faster player speeds, CPMs grew 10% in 2017.

10%

INCREASE IN CPMS



LIGHTNING-FAST
HTML5 PLAYER

300%

AD IMPRESSIONS

“All the integrations in JW Player were so, so easy.”

— Toan Nguyen, CEO, VPP

About JW Player

We're the company that pioneered video on the web and became the world's largest network-independent platform. Our world-class video technology empowers media giants like Univision, VICE Media, Hearst, and Business Insider.

Talk with a video expert about how JW Player technology can help you meet your video goals.

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JW PLAYER

The fastest online
video player



JW PLATFORM

Intuitive video management
and delivery at scale



JW ENGAGE

Intelligent, data-driven
audience growth



JW MONETIZE

Maximize ad yield, fill,
and performance