

# Optimizing Video, Platform by Platform

Alan Saura

@alantheninga





## Since Launch (September 2014)

- Over 10 billion views
- Over 9.5 million page likes on Facebook
- Over 270,000 subscribers on YouTube
- Over 550,000 followers on Twitter
- 3 Webby Awards
- 2 Shorty Awards
- ONA Award for General Excellence in Online Journalism

# How did we grow so fast?



Innovation



Audience first  
approach



Platform specific content



Innovation

What is the  
future of news?

# SOCIAL PLATFORMS



MOBILE APPS



VIDEO ON DEMAND



## EDITORIAL

Real Time, Context, Documentaries, Satire, VJ

## ENGAGEMENT

App, Social, Audience Development, Data

## PLATFORMS

Product, UX, Engineering



Innovation



# Agility

Have to evolve as quickly as the platforms

# Creativity

Experiment with different formats and learn from successes and failures





Audience First



# Who is the audience?



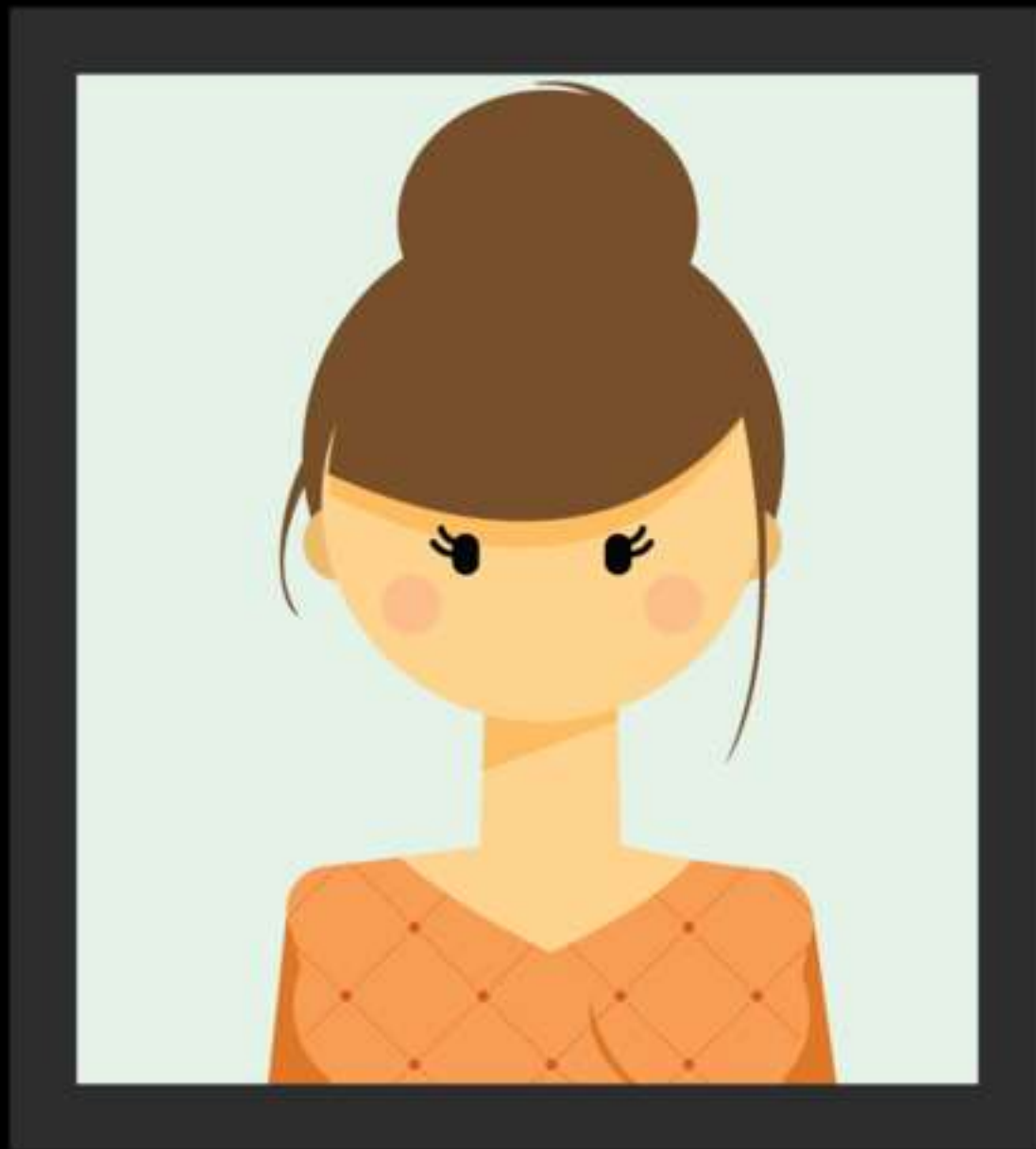
- Demographics, psychographics, lifestyle
- What are their interests?
- What platforms do they use?
- Where do they live?
- When are they online?
- NOT one size fits all
- Different stories have different audiences



# Personas



We had an “audience” before we had an audience.

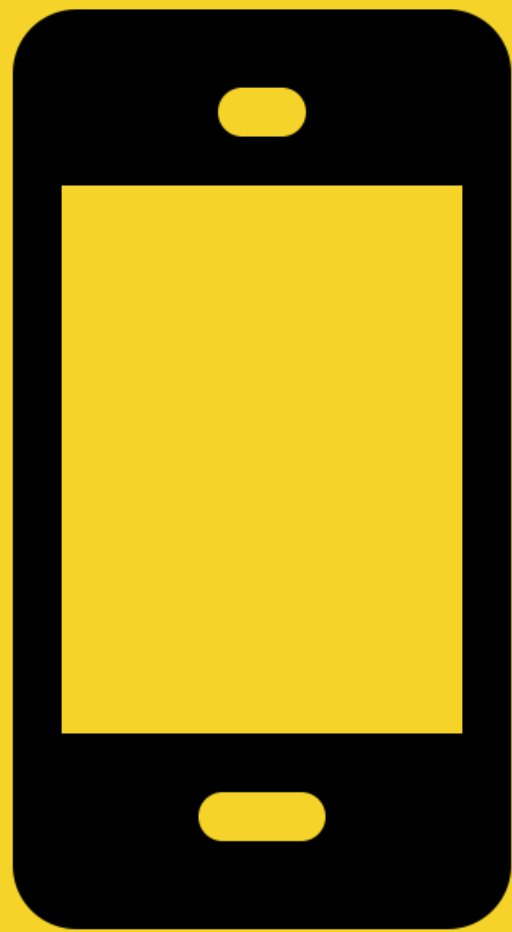


# Engage your Community

- Establish credibility with great content
- Listen to your audience
- Produce with your audience, not for it
- Interact with your audience

## Optimize for Shares

- What is the shareable message of the video? Don't start your video until you have a clear description/headline/title
- Who will the video appeal to / Why will they share it?
- Identity / Emotional Appeal / Informative
- What is the intended tone of the video?
- Different videos have different audiences especially on Facebook



Platform Specific



# Multi Platform Approach

- No website strategy
- Design content for the user behaviors/limitations of the platforms
- Optimize content for platforms
- Stories need to start platform specific
- Content should be tailored for the platform
- Find opportunities for content crossover when possible



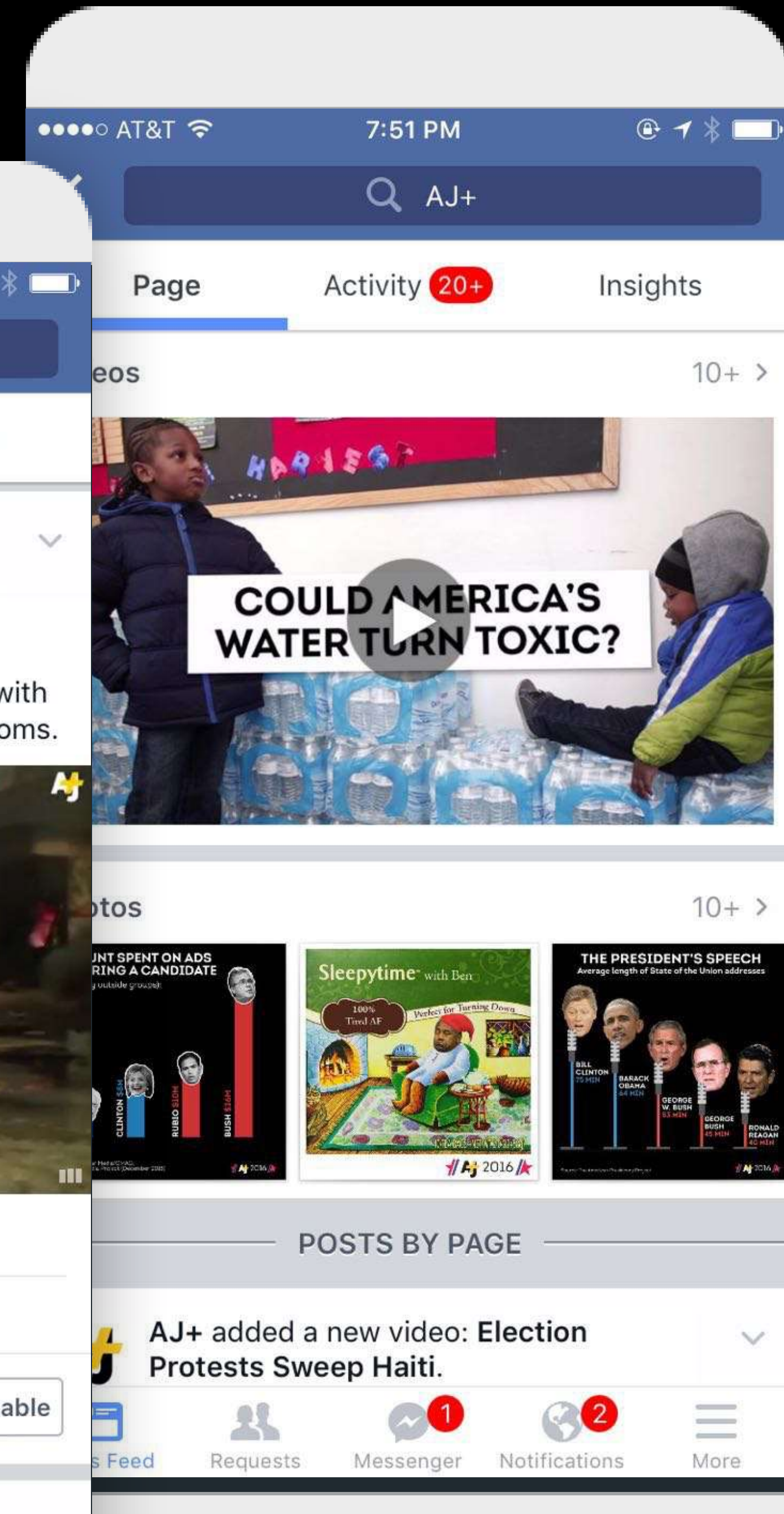
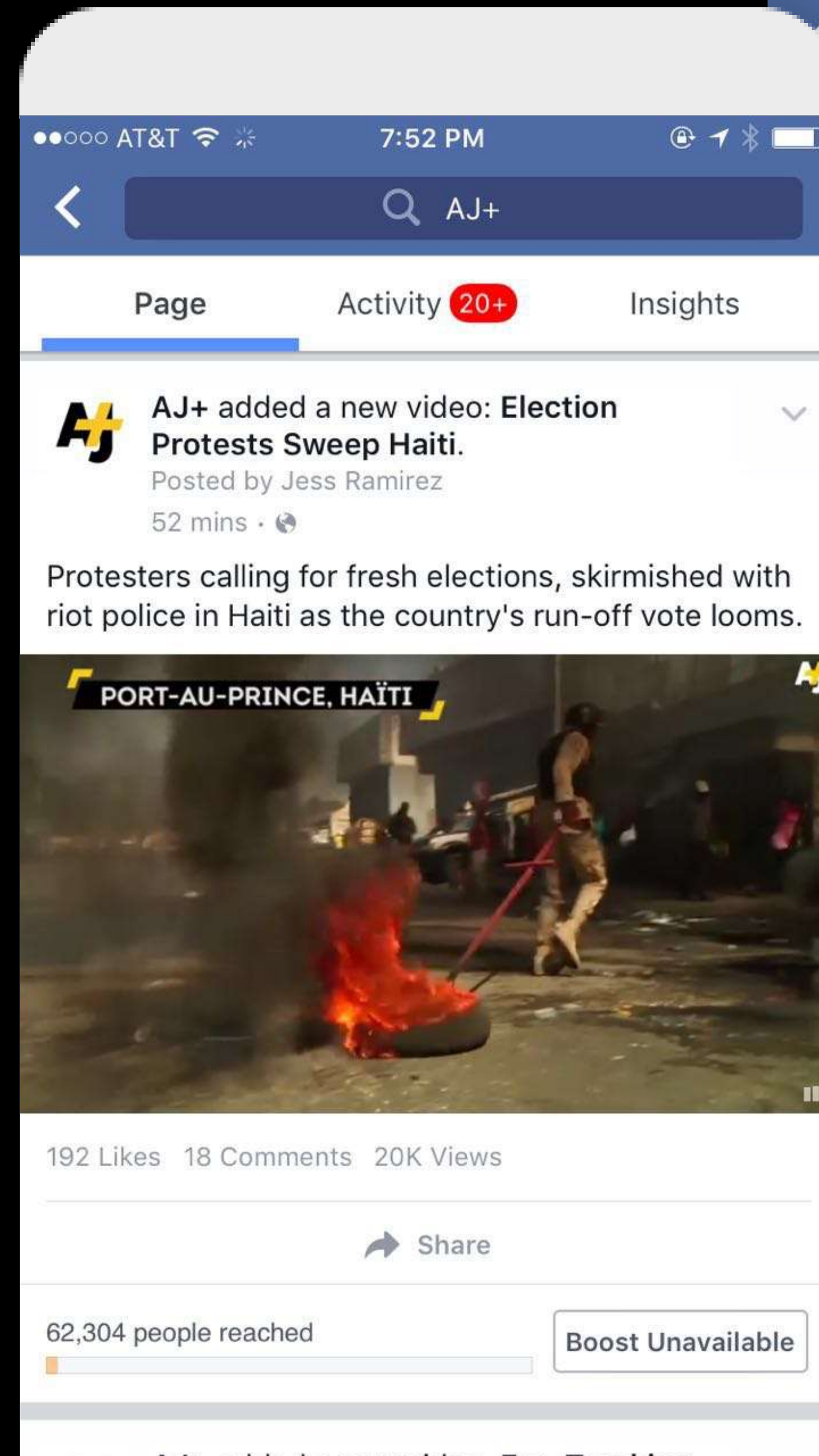


What content  
goes where?

Who is our user?

WHERE ARE THEY  
VIEWING?

MOBILE DEVICE  
FEEDS  
LIMITED ATTENTION SPAN  
NO AUDIO



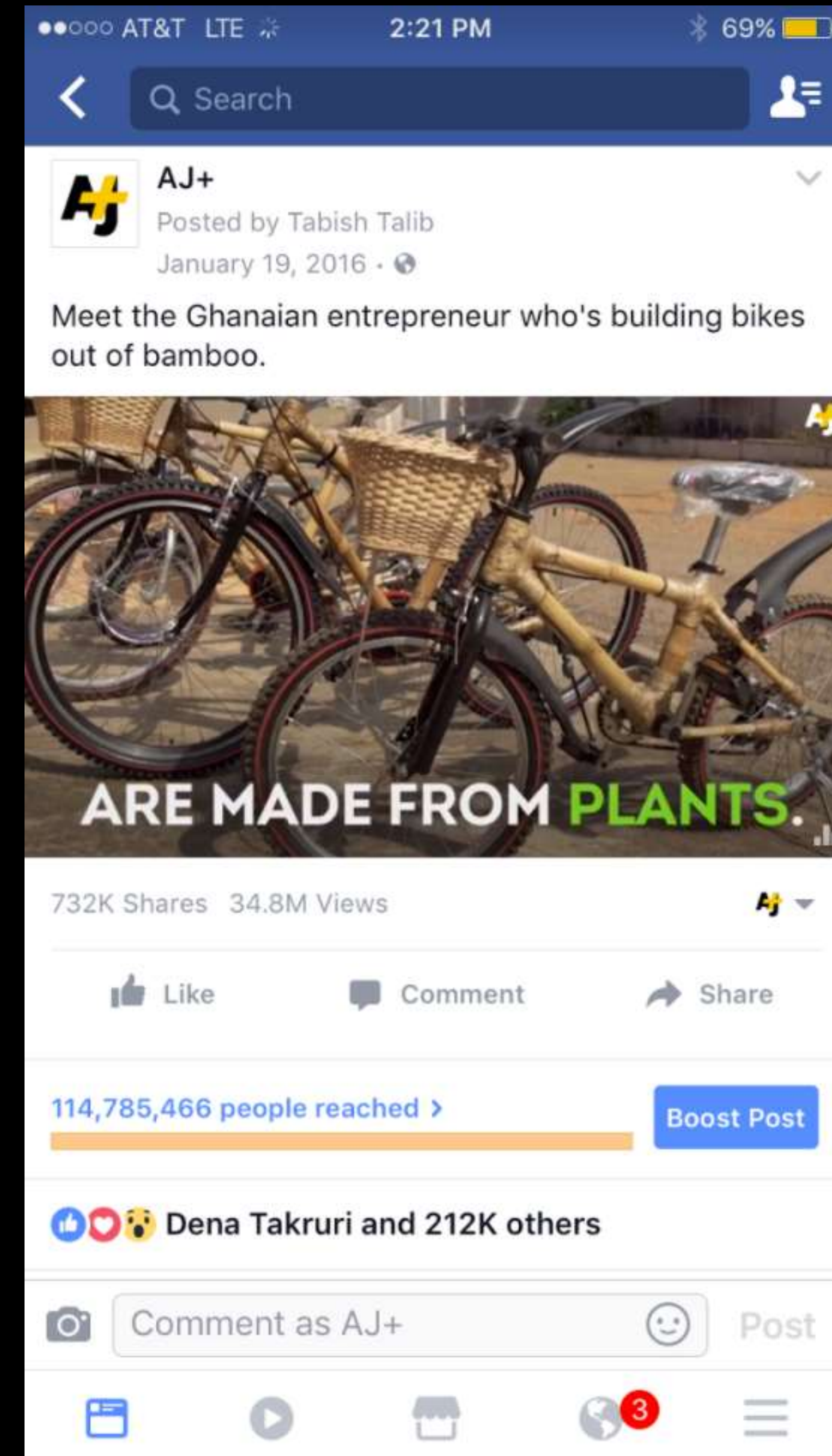


# Facebook

- Mobile First **Video** Sound off
- Algorithm
- **Feeds** = Limited Attention Spans **FOMO**
- Lead with important information
- Concise and shareable
- Keep users on platform outside links bad

# Facebook Video

- Optimized for the Facebook mobile experience
- Short format
- Highly legible use of type
- No audio needed
- Simple and shareable
- Short description





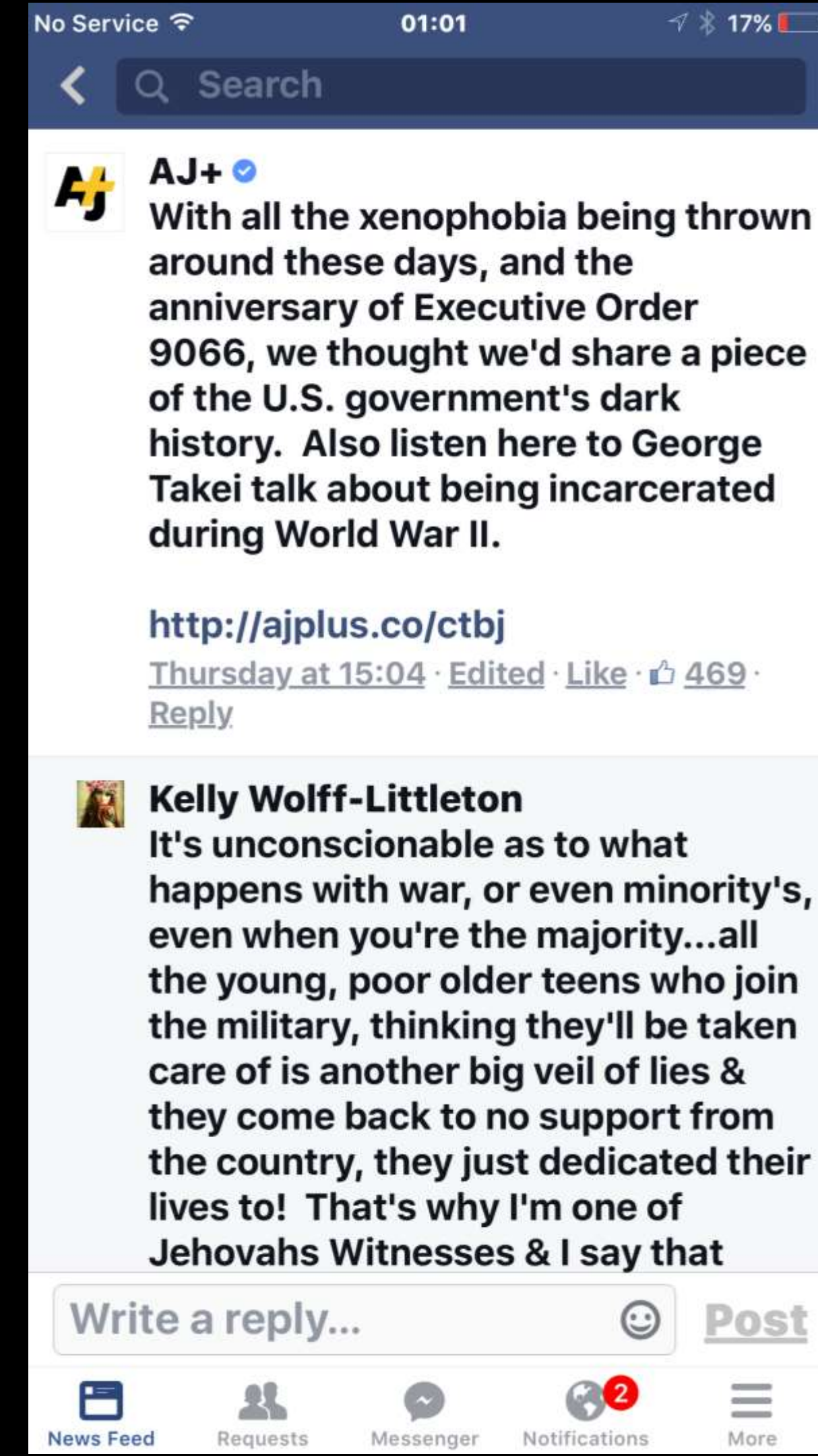
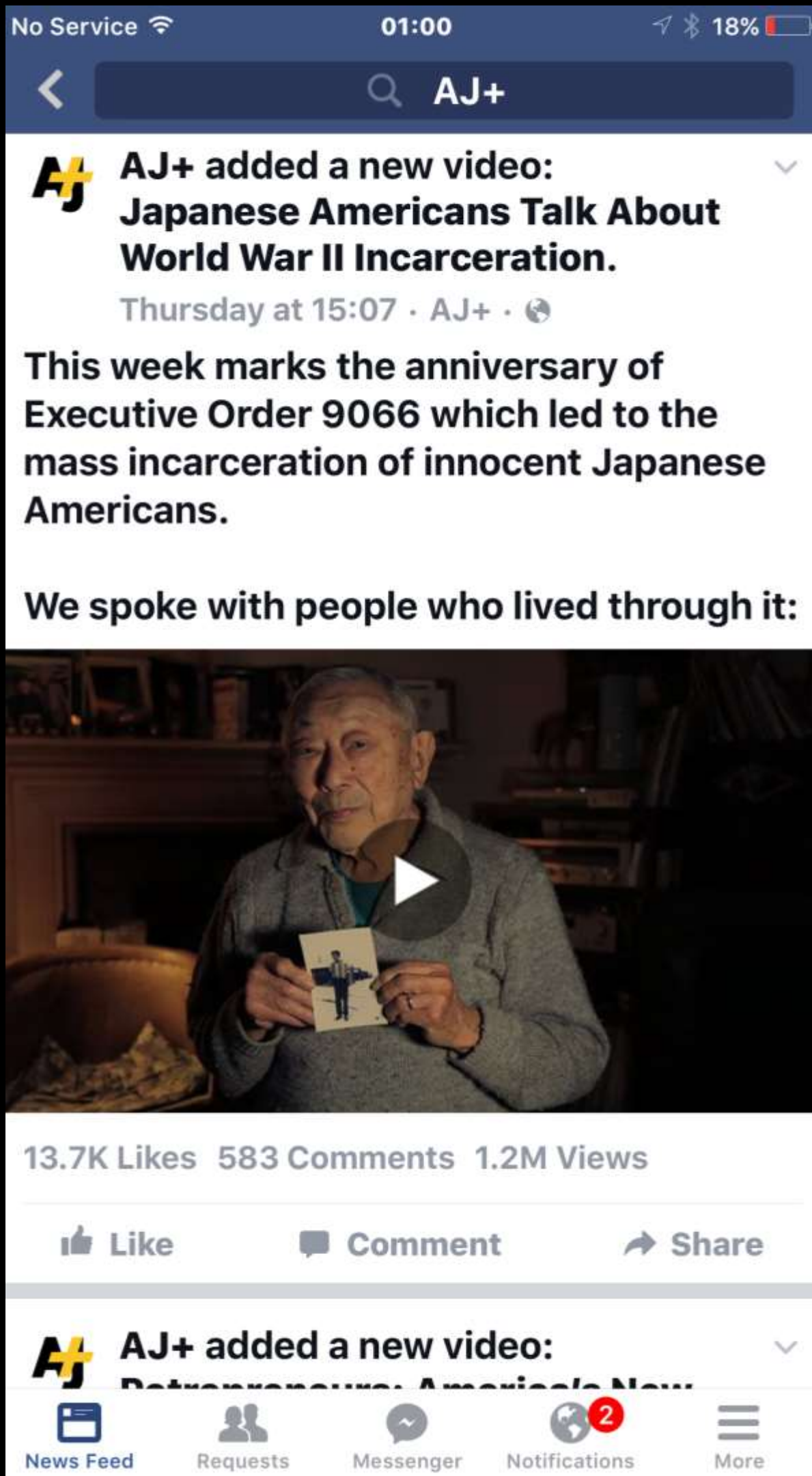
# Facebook Video





# Value addition through commenting

## Sets the tone and guides the conversation





# YouTube

- Just video
- Average length:  
4 min 20 sec
- Browsing/recommendation:  
Long sessions
- Titles and thumbnails are important
- Lean back experience:  
Audio
- Second largest search engine

# YouTube Gun Series





# Newsbroke on YouTube



NEWS  
BROKE

Fairly Unbalanced

Newsbroke

✓ Subscribed

16,830

Home

Videos

Playlists

Channels

Discussion

About

Also subscribed

How To Sell Bullsh\*t By Donald Trump

3 weeks ago • 14,245 views

You know the ShamWow guy? That's basically President Trump right now. Even though he sells himself as an...

Who We Love

AJ+ 

✓

Subscribed

Full Frontal with Sa...

Subscribed

LastWeekTonight 

✓

Subscribe



The Twitter logo, a stylized bird in flight, is rendered in a dark gray color against a black background. The word "Twitter" is written in a white, sans-serif font, centered over the bird's body.

# Twitter

- Breaking News and live events  
chronological feed
- Raw—doesn't require as much  
production
- GIFs help convey an idea or  
emotion —enhance the copy of  
a tweet
- Visibility through retweets

# Twitter



## TRUMP TRACKER DAY 46

- The Supreme Court declined to hear the Gavin Grimm case involving transgender students' rights. The Court vacated the appeals court ruling in favor of Grimm and sent it back to the lower court for reconsideration.
- Trump signs new immigration order that places a 90-day travel ban on citizens from six Muslim-majority countries. Green Card-holders will not be affected.
- White House says Planned Parenthood can keep its federal funding – if it stops providing abortions.
- House Obamacare replacement plan would include income-based tax credits for healthcare.
- Secretary John Kelly confirms that DHS is considering separating undocumented children from their parents at the border.
- Senate votes to repeal rule requiring government contractors to disclose violations of federal labor laws.
- Press Secretary Spicer says Trump wants a wiretapping investigation, but he may not accept the results.



AJ+  @ajplus · Mar 6

Your news fix on day 46. #TrumpTracker [ajplus.co/tt46](https://ajplus.co/tt46)  
[pic.twitter.com/N4Iz02akbc](https://pic.twitter.com/N4Iz02akbc)



2



127



88

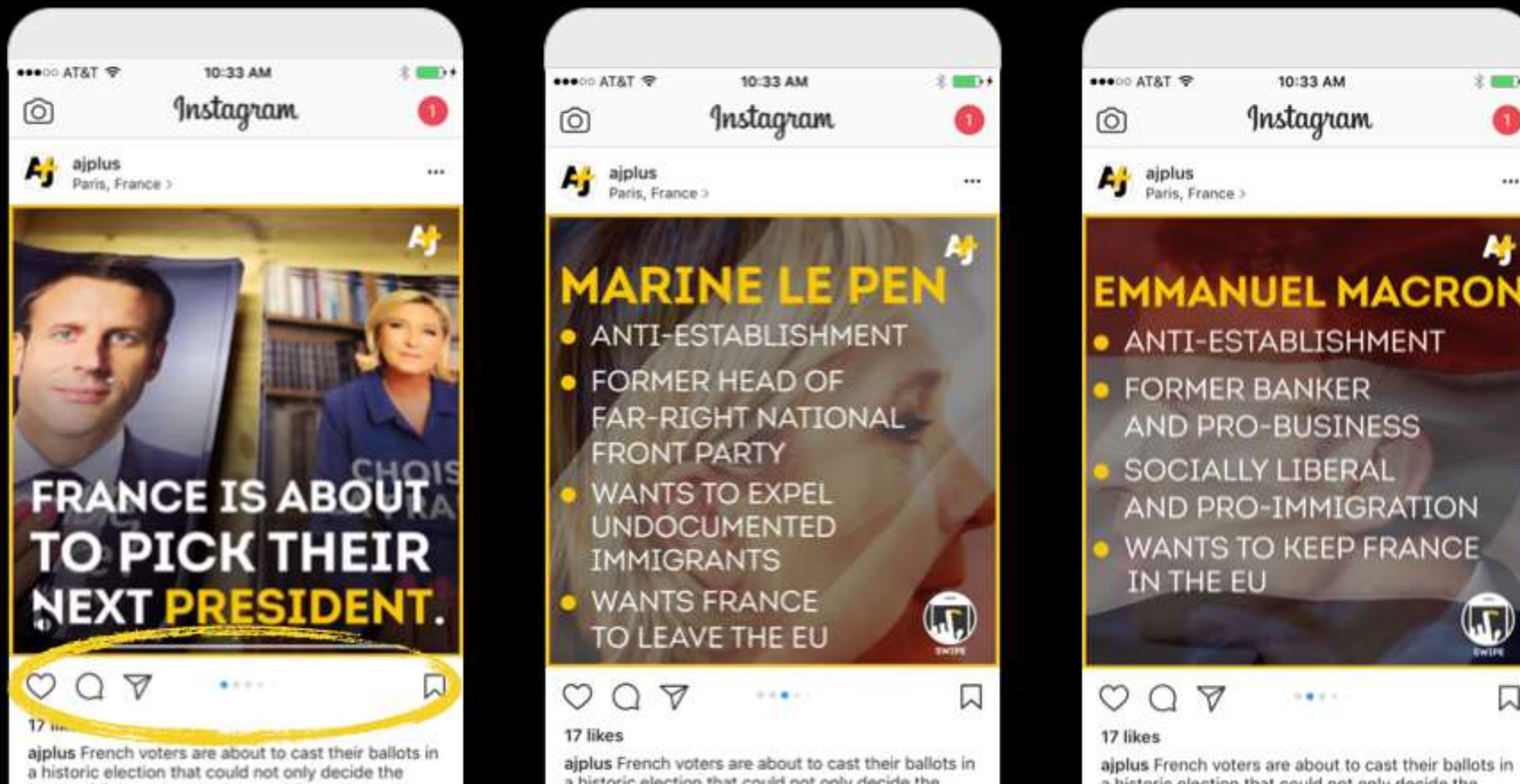


Watch this veteran explain exactly what the problem is with police violence in the U.S.



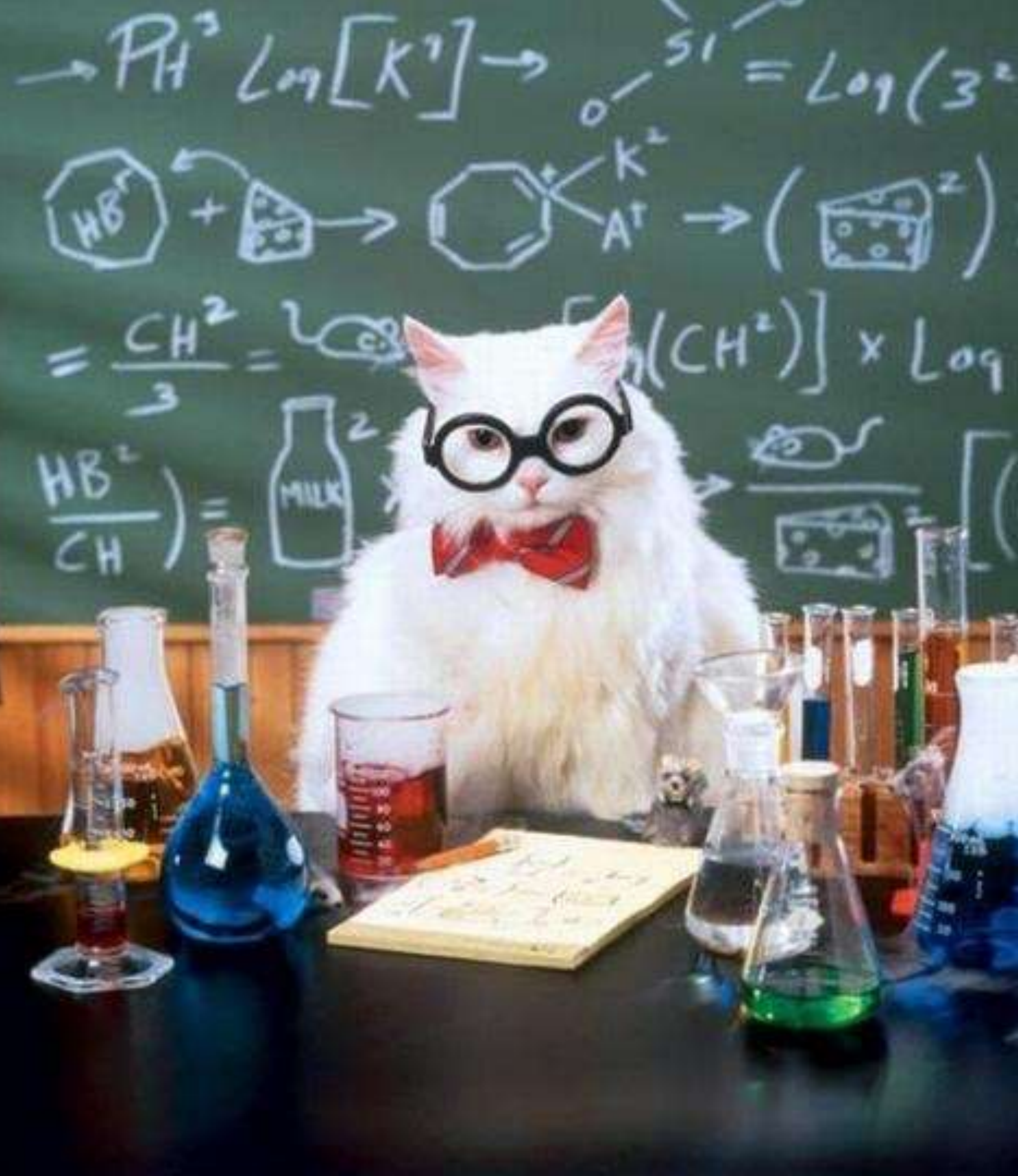


# Instagram



- Albums: Combine up to 10 videos and images
- More context can be provided for those who care
- Tell the most complete story possible
- Adopt a strategy that plays to our strengths: video and context





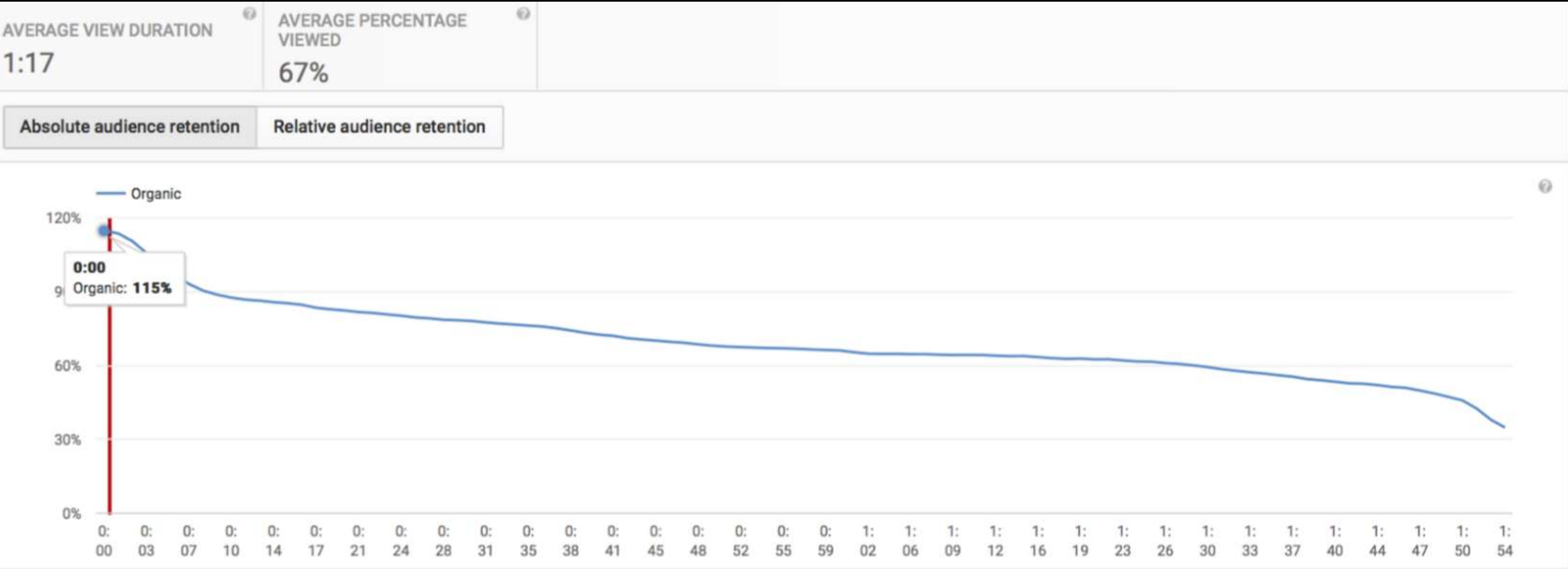
# Analytics in Editorial

## Why I look at analytics?

- DEFINE YOUR AUDIENCE'S BEHAVIOR
- UNDERSTAND PATTERNS OF YOUR CONTENT
- SEE WHAT IS WORKING
- LEARN FROM SUCCESSES AND FAILURES
- FEEDBACK LOOP TO IMPROVE EDITORIAL

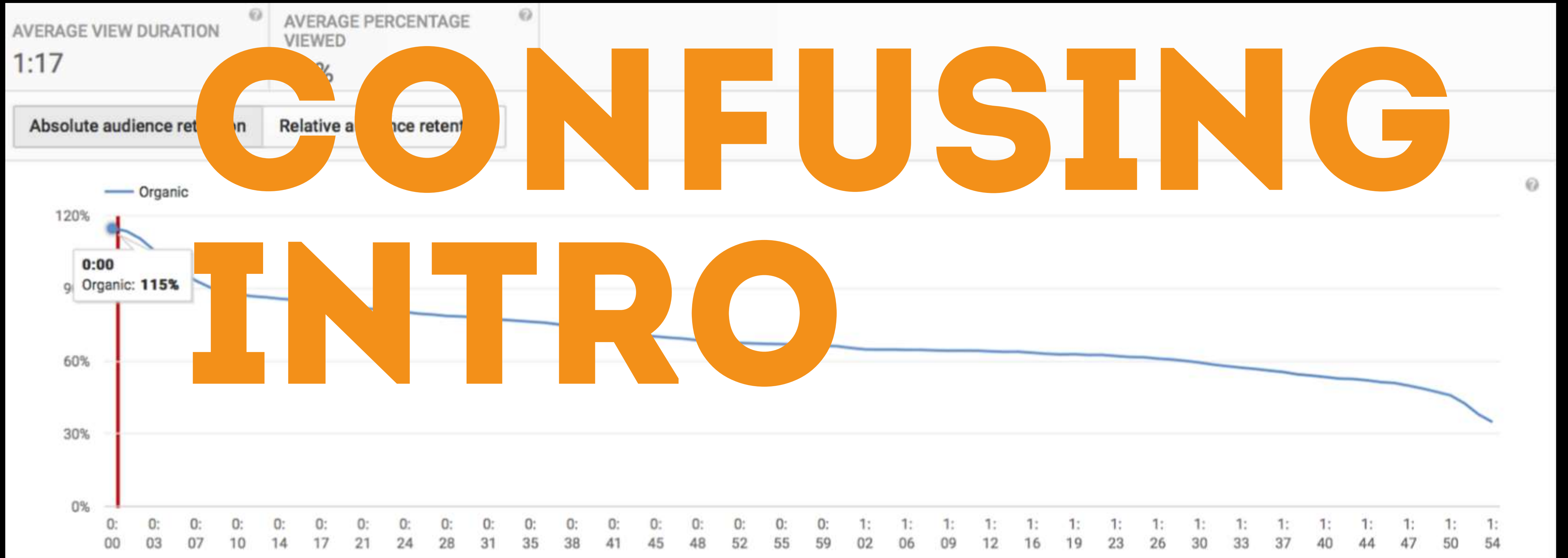


# Analytics in Editorial





# CONFUSING INTRO



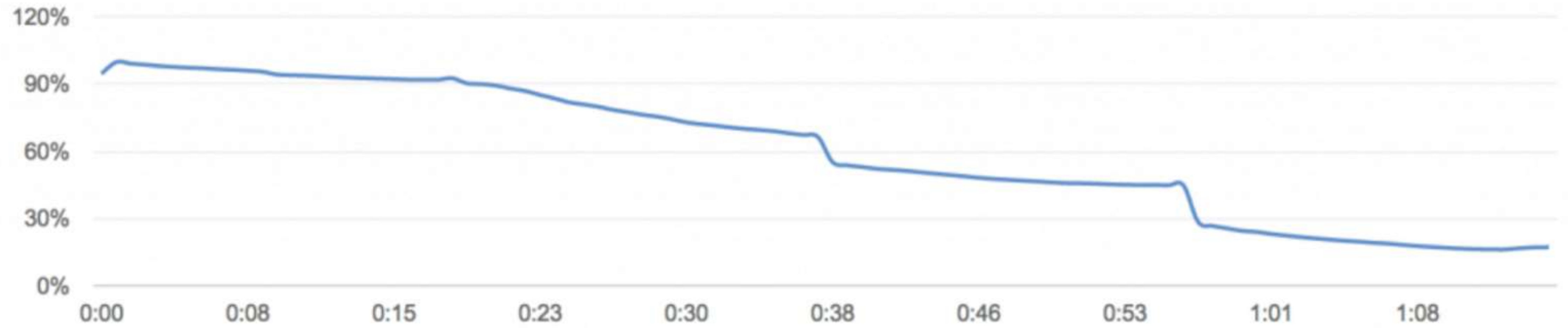
# Analytics in Editorial

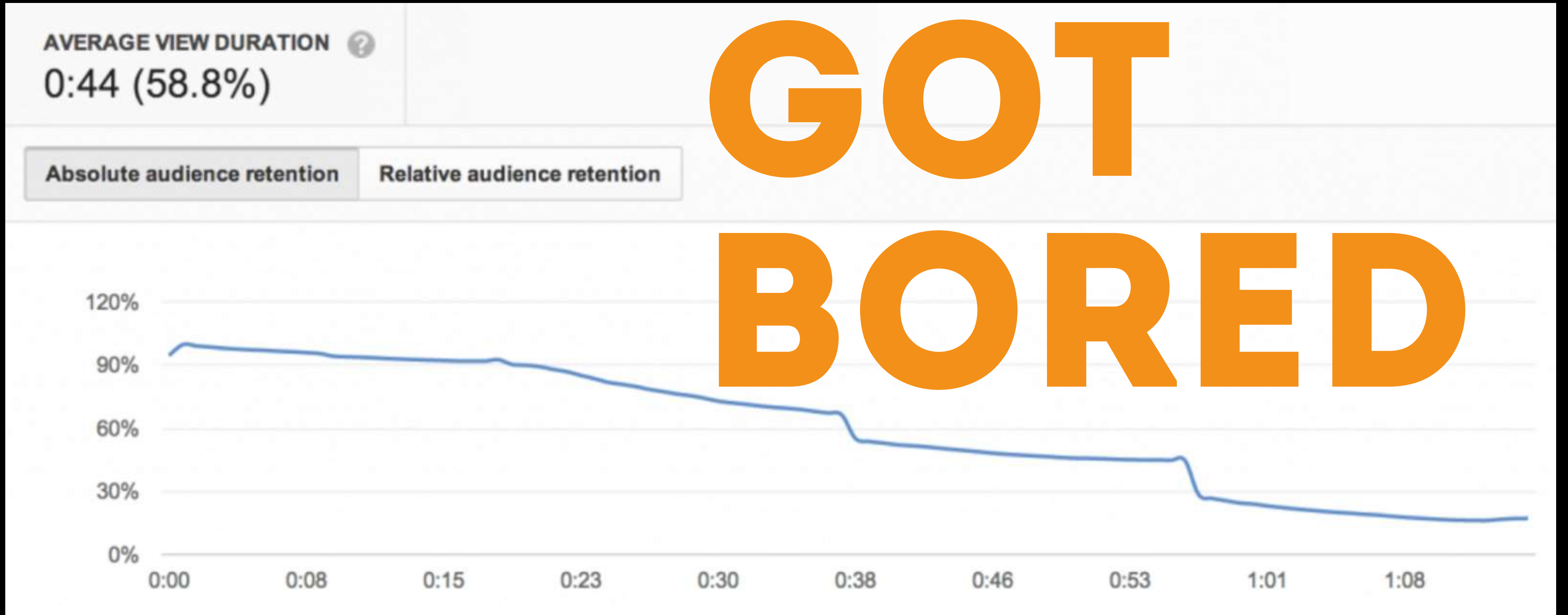


AVERAGE VIEW DURATION ?  
0:44 (58.8%)

Absolute audience retention

Relative audience retention





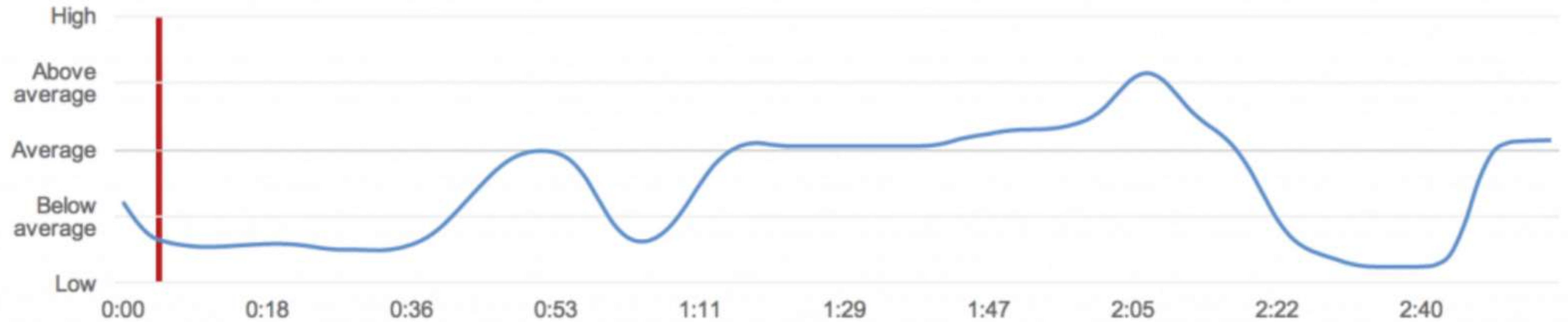
# Analytics in Editorial



AVERAGE VIEW DURATION ?  
0:57 (32.1%)

Absolute audience retention

Relative audience retention



SEARCHING  
FOR  
SOMETHING

AVERAGE VIEW DURATION  
0:57 (32.1%)

Absolute audience retention

Relative audience retention





# Any questions?

[Alan.Saura@aljazeera.net](mailto:Alan.Saura@aljazeera.net)

@alantheninja

