

How Voici increased revenue by 60%

Business issues

- Print media revenue in decline
- Leverage video to further monetize print media assets
- Grow revenue thru sponsored digital video tied to print media
- Lower costs to sustainable levels

PM > **Headquarters** | Paris, France
> **Industry** | Media
> **Employees** | 1,100

+60%

Revenue

€811k

Licensed content savings

+800%

Video team productivity

€40k

Server and IT savings



At first, of the 60 news articles a day, we'd choose the 30 strongest ones and place a video in them. But then, as we saw it was working so well, we now make sure, for every news article, there is a video. It is systematic. Our video views increased 165%, and our revenue increased 60%.

Myriam Ferrus, Voici Editor in Chief, Digital, Videos and Social



How Voici used the Wochit video platform to increase revenue by 60%

Prisma Media (PM) is France's premier print and digital publishing company with twenty flagship brands that reach more than forty-two million people. Boasting a long and successful history as a print publisher, in five short years, the company has become a powerhouse in multi-media editorial content.

Challenge

The company has achieved success in both the print and digital domains by employing a multi-content and multi-media approach that meets audiences where they live. But print revenues were flat or declining. The way to grow revenue was through digital where video is key to this strategy in the digital domain.

While video is uniquely effective at engaging emotions, it is also traditionally slow to produce and expensive, requiring skilled videography and post-production crews as well as music, graphics, photographs and professional voice-over or on-screen talent.

A text-to-video platform that employed simple templates that did not require specialized expertise or training was tried. While this solution reduced costs, the results were cookie-cutter, didn't represent the brand well, and were not achieving the revenue and profit objectives.

Solution

First, PM invested in the Wochit video platform which allowed for strong, value-added videos to express the value of the brands.

Second, they efficiently generated high volume of good-quality videos to increase views.

Third, they put the power of video production in the hands of the video professionals and all content creators ensuring every digital story had an accompanying video. Then they created even more videos for the best trending content.



Annualized results

- » 60% increase in Voici revenue the first year by increasing the number of PM video views 635% in 17 months with a goal to sustain revenue growth of 20% year over year
- » Saved €811,200 on license fees for stock photos and video
- » Increased productivity of the video production team by 800% while empowering every content creator (20) to be 100% more productive while also creating video
 - Voici achieved annual video production of 27,040
 - Video production across brands was 32,900

Bertelsmann in Germany is our parent company. Bertelsmann is an investor in [a Wochit competitor]. Because of this, I was brought into Germany and they [Bertelsmann management] made me prove why I needed Wochit versus [the competitor]. It was easy to prove.

Voici Editor in Chief, Digital, Videos and Social