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BITCENTRAL: DRIVING GROWTH IN NEW MARKETS

1 CHALLENGE: EXPANDING AUDIENCE REACH

For over 20 years, Bitcentral has helped broadcasters and publishers deliver the biggest stories in news, sports, and entertainment to the widest audiences. Its systems are used by over a thousand media and entertainment organizations.

Bitcentral launched a new streaming solution called ViewNexa to target the streaming video market. It was launched at the NAB Show in Las Vegas.

The company needed to grow awareness to drive sales opportunities beyond its traditional customer base and target digital publishers, sports organizations, and similar companies that create high-quality video.

Bitcentral also needed to expand its brand to new geographies beyond the USA and into Europe, where the company was less well known.

2 SOLUTION: CUSTOMER-FOCUSED COMMUNICATIONS

Platform profiled Bitcentral's target audiences: where they were, how they got their news, and what topics they were most likely to engage with. Then we developed an integrated communications and marketing campaign that included thought leadership, media relations, mailers, and social media.

We targeted specific audiences by the best means, including:

- Thought leadership for digital publisher audiences, covering trending topics such as the diversification of streaming audiences and revenue opportunities through hybrid monetization.
- Direct mailers for the relevant salespeople, tailored to specific sales targets.
- Regular drumbeat of media coverage through news announcements and inclusion in features.
- Increased brand awareness by expanding coverage reach into Europe.
- Social media calendar focused on specific product groups, monitoring and using the most relevant hashtags for each to drive maximum engagement.

We ensured content aligned to real-world sales conversations to help drive leads through the sales funnel.

Why Publishers Need A Hybrid Approach To CTV Monetization

The Top 3 Trends That Will Define Broadcasting In '23

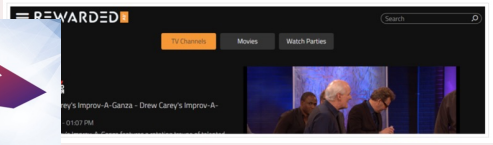
VIEWNEXA BY BITCENTRAL HERALDS A NEW, SIMPLIFIED ERA IN DIGITAL VIDEO

JW Player taps Bitcentral to boost audience reach and revenue streams

NAB 2023: JW Player and Bitcentral Join the FAST Lane to Audience Reach and Monetization

Rewarded TV gamification: unlocking new value in the TV experience

01 May, 2023 Colin Dixon 0 Comments FAST, Web 3.0

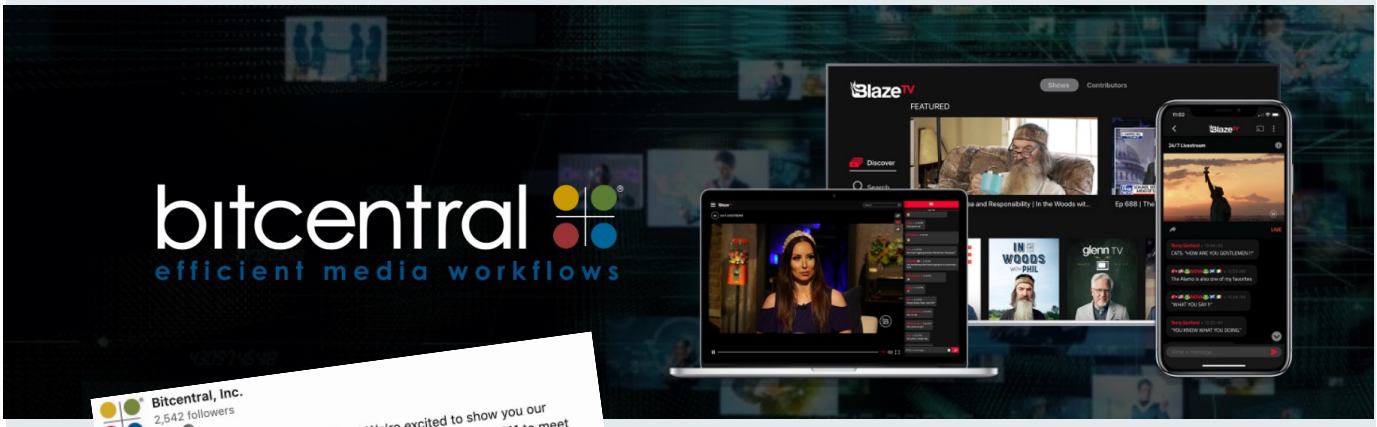


3 OUTCOME: INCREASING SALES CONVERSATIONS

Bitcentral secured first-time coverage in leading titles read by digital publishers, as well as regular coverage in industry titles in Europe and the USA.

Total coverage reach among Bitcentral's specific audience **was up by 2 million** compared to the same quarter in 2022. **Click-through rate** (CTR) to the Bitcentral website from social media **up by 1.4%**.

The campaign culminated in **170 qualified leads** at NAB Show – a sharp increase – as ViewNexa was launched.



"Platform are proactive, they are looking for opportunities for us all the time, and they act like they are invested in our success. They are smart, they are extremely responsive, and they just know what to do. They are literally an extension of my team."
-Teresa Sarte, Marketing Director, Bitcentral

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