

Ciaopeople invests in digital video capabilities to go live 24/7

Ciaopeople is a leading Italian publisher that was founded in 2009. Its newspaper, Fanpage.it, covers national and local politics, entertainment, sports, and news.

OPPORTUNITY

Ciaopeople wanted to grow its YouTube channel by increasing the quality and quantity of its video production, and adding a 24 hour live stream edition of Fanpage.it. To do this, it invested in digital video equipment, technology infrastructure, and new staff.

APPROACH

Ciaopeople upgraded its digital video capabilities, hired and trained new staff, and integrated new technologies into digital workflows and processes, with the aim of ramping up production of a 24/7 live stream.

Setting the team up for success: Ciaopeople purchased the tools and equipment the team would need for the project. It invested in a cloud-based infrastructure to handle live streams and bought new hardware (e.g., cameras, computers) to help increase the quality of videos. It also hired several new staff to fill gaps in the current team.

Creating training processes: The project management team created an internal training tool for digital video production. They established training topics (e.g., reporting, editing, filming, etc.) and put these all into a custom online training hub that anyone in the organization could access.

Increasing video production: As Ciaopeople ramped up content production, the team realized there wasn't enough breaking news to fulfill their ambitious daily video publication goals, so they started to create more evergreen stories and integrate them into the content schedule.

Integrating new technology: Meanwhile, the developer team started to configure the cloud infrastructure that would run the 24/7 live stream. This team also created an internal software tool that managed the live stream content playlists and gave journalists the ability to edit videos in the live playlist, change titles and descriptions, and add overlays.

Testing the live stream: When it started live streaming, Ciaopeople found occasional issues with the stream dropping out. To combat this, the developer team built custom monitoring software, which connects to the YouTube API and notifies the video team if the system is down, then automatically restarts it.

RESULTS

By building up the video team and capabilities, Ciaopeople saw huge leaps in productivity and revenue.

- **Increase in average video production** from 10 to 20 per day.
- **55% increase** in advertising revenue on YouTube.

LEARNINGS

Integrate the best of digital video and broadcast:

Ciaopeople's 24/7 live stream was influenced by both YouTube best practices and the processes and workflows of traditional 24-hour news broadcasters. For example, Ciaopeople broke down internal silos so that people from different departments contributed to the stream. It also adopted formats that you regularly see on 24 hour TV news channels, such as using text to announce breaking news while the video story is being prepared.

Get familiar with platform best practices: To grow the channel, the Ciaopeople team spent a lot of time familiarizing themselves with platform best practices and learning from what their audiences responded to. For example, on videos where they used end screens and linked to related content they saw higher click-through rates, views, and subscriptions. When they promoted videos in Community posts they drove greater reach, engagement, and views. They also found that refreshing the thumbnails on their live streams to focus on the most important news increased engagement.

“**We made strong investments into video production so our channel would grow faster. And we plan to continue to increase our efforts on the platform in order to improve our audience and revenue.**”

