

## Grupo Reforma transitions to a multimedia newsroom and grows its audience

Grupo Reforma is a leading Mexican news publisher that has been in operation for nearly a century. With a presence in Mexico City, Monterrey, and Guadalajara, its print journalism has a run of ~500K copies per day and its websites have 5.5M unique visitors per month.

### OPPORTUNITY

Grupo Reforma wanted to transition from a traditional news publisher to a multimedia newsroom by creating a robust technical infrastructure, training staff, and enriching its content by producing live news stories, which it had never done before. The team hoped this would help them expand their audience and subscriber base.

### APPROACH

Grupo Reforma established workflows and processes, trained staff, and built up its digital video capabilities. The team took a test-and-learn approach to live streaming, experimenting with one format at a time, then scaling.

**Defining the project:** As a first step, Grupo Reforma used digital video best practices as well as audience and industry research to define the formats, topics, and visual identities of its new programming.

**Establishing digital as part of the day-to-day:** Because Grupo Reforma is a traditional publisher all the staff (journalists, editors, technical staff, producers, etc.) had to be trained for digital video and live broadcast. The team started to incorporate digital publishing into their daily workflows and, in doing so, uncovered the need to hire new staff for social media, content monitoring, and production assistance.

**Establishing and rolling out live broadcasts:** With the team and training in place, Grupo Reforma was able to experiment with live broadcasts. It began with a news summary show and, after that proved successful, rolled out three more live stream formats, one at a time.

**Measuring success:** For each live show, Grupo Reforma turns to audience insights to gauge success. Based on engagement, subscribers added, views, and other metrics, the team makes tweaks to the content so it more deeply resonates with audiences. They plan on continuing these four new formats into the coming years.

### RESULTS

Grupo Reforma successfully completed the transition from traditional publisher to digital newsroom, established four live broadcast formats, and increased its audience.

**600% increase in live video production**, with 345 live segments broadcast in Q3 and Q4 2019.

**Over 500% increase in channel views** in 12 months.

**Nearly 330% increase in channel watch time** in 12 months.

**Over 370% increase in subscribers** in 12 months.

### NEW LIVE FORMATS

- 1 **"Corte Informativo"** is a news summary program where an anchor presents the most relevant news of the day, Monday through Friday.
- 2 **"Al Momento"** is a breaking news program that has a reporter and producer in the field and broadcasts live as news events unfold.
- 3 **"Cobertura Especial"** is a program covering special, high-impact events (presidential elections, protests, etc.). It is filmed in a studio with one or two anchors and includes pre-recorded segments and cutaways to reporters live on location.
- 4 **"Entredichos"** is an interview program conducted by the popular journalist, René Delgado.

### LEARNINGS

**Digital video success is up to the whole organization:** Grupo Reforma built video into its existing processes for journalists and created clear goals for video output. It established company-wide best-practices guidelines, encouraged open and transparent communication between teams in different cities, and ensured that everyone was working toward the same goal of driving audience engagement.

**Hit first and hit hard:** With live coverage, the success of the transmission will depend on the coordination of the entire newsroom. Being first to publish will help you increase viewing numbers and engage more people, so planning and having workflows and processes in place is critical. Begin live coverage before the video starts, so that your audience can easily find you leading up to event kick-off.

**Keep titles simple and clear:** Great videos can underperform if they're not well titled. Titles should be straightforward and briefly explain the content of the video. Review online search trends to uncover the language and themes your audience will respond to, and write a summary using appropriate keywords so users can find content more easily. Another tip from Grupo Reforma: Check that the complete title (not a cut-off version) displays on mobile devices and the channel home page.