

Nexo invests in digital video capabilities to increase YouTube presence and grow audience

Nexo is a Brazilian digital news outlet that was launched in November 2015. It covers national and international news and current affairs.

OPPORTUNITY

Nexo wanted to increase their presence as an influential Brazilian news outlet and reach a wider local and international audience. They saw an opportunity to expand their digital video production capabilities, subtitle existing content, and experiment with a new explainer format.

APPROACH

Nexo expanded their team, invested in a new studio space, and experimented with new content formats. Along the way, they incorporated content performance insights to optimize channel growth.

Hiring the team, building the space: As the first step, Nexo focused on building their digital video production capabilities. They hired a designer and an intern, and developed a new studio space. Concurrently, they purchased equipment — a 4K camera, two L-series lenses, a studio light kit, a tripod, and a high-end computer for better quality video and faster production and publishing workflows.

Going after an international market: They hired a translating service to produce English and Spanish subtitles for their foreign affairs videos in their series *Estrangeiro*.

Experimenting with an evergreen explainer format: With the right infrastructure in place, Nexo started to experiment with a new evergreen format. As a team, they developed the concept for a series about how the food of Brazil can help explain its culture, history, and people. They produced a teaser and pilot episode, and when that generated substantial views, they produced two more episodes. They also expanded an existing series of mini-biographies about lesser-known experts in different professions, such as Brazilian scientists.

Testing and optimizing visual identity: They looked at metrics around engagement, click-through rate, views, etc. Based on these insights, they decided to tweak the visual identity (e.g., thumbnails, titles) so the content would be more likely to show up and stand out in searches. Making these small changes helped them drive more viewership.

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Our goal was to become the leading reference of information in Brazil for a new generation of citizens. Through this project we expanded our capabilities of bringing explanatory and balanced content in video with an innovative and compelling approach.

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RESULTS

With the new studio, equipment, and team, Nexo was able to experiment with several evergreen topics and grow their audience and reach.

- **Nearly 2X growth** in subscriber numbers.
- **2X growth** in watch time.
- **Channel click-through rate** increased from 2.5% to 2.8%.

LEARNINGS

First impressions count: A cohesive visual identity is important for attracting viewers to click on your videos, so create impactful thumbnails, templates, and consistent branding. Nexo added their brand logo to thumbnails to give audiences a quick visual cue of authorship.

Be thoughtful and thorough about what you need — and what you don't: Nexo put a lot of time and thought into building up digital video capabilities. They ranked gear by what they needed most to least, and discovered that some things they thought of as essential to setting up the studio, they didn't need — ultimately saving them money.

Take a data-driven approach: Nexo leaned into their analytics to learn more about what their audience wanted. With these insights, they have set parameters around how to choose topics, tones, formats, etc. They are now more in tune with their audience when they develop new videos.

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