

## NYOOOZ develops an app to help local Hindi-speaking field reporters more easily create video content

NYOOOZ is a vernacular-language video news creator in India that covers tier two and three cities, which are traditionally underserved and media 'dark spots' in the country. It works with locally based contributors who create content, which is edited and published by a central video team.

### OPPORTUNITY

NYOOOZ wanted to grow its reach from 12 cities to 200 within one year and become the largest vernacular local city video news publisher for Hindi-speaking states in India.

### APPROACH

To reach its expansion goals, NYOOOZ needed to recruit Hindi-speaking local contributors and make it easier for them to create and publish low-cost content about local issues. The contributors are at the core of NYOOOZ's approach — having community-based reporters means NYOOOZ is able to share local stories and perspectives.

NYOOOZ recruited contributors in 100 cities across 11 Hindi-speaking states through its own database and external referrals. Contributors were then invited to participate in a training program — online modules about digital video skills and best practices (e.g., recording interviews and video stories using phones).

NYOOOZ also wanted to make it easier for local contributors to create and share content. So, in parallel to recruitment and training, NYOOOZ designed a proprietary mobile app.

The new Content Management System (CMS) app helps reduce the time, cost, and complexity involved in capturing in-the-field footage, processing video at the central head office, and publishing stories online. It lets the contributors do everything from editing to publishing to tracking video performance:

- **Editing:** Contributors can create, merge, edit, modify, add voice over and labels, format HD videos, etc., on the go.
- **Publishing:** The app enables simultaneous cross platform video posting and real-time publishing of verified processed video stories.
- **Tracking:** The backend CMS allows for story and content performance tracking (e.g., likes, shares, comments, view time, etc.), and contributor and app analytics.

The new system is a win-win for local contributors and NYOOOZ. Each contributor gets credited for their work, with their name displayed on the video/s they've created. And NYOOOZ is able to report widely on local issues, and scale broadly while keeping cost low — each video only costs INR 400 (US\$5-6). This success is most meaningful for Hindi-speaking news consumers, who are able to access more video content about important stories from their local community.



NYOOOZ designed a custom app to help reporters more easily create digital video content.



**We wanted to use technology tools to more efficiently create and publish relevant local videos. And we wanted to build an ecosystem of trained media professionals and verified contributors from tier two and three cities in the Hindi belt states.**

Alok Verma  
Founder and Editor-in-Chief of NYOOOZ



## RESULTS

NYOOOZ successfully trained hundreds of local contributors, and created an app that enables reporters in the field to create videos and live streams more easily at scale. Today, the video platform publishes more high-quality stories that are important to local communities.

- **Trained contributors from 200+ cities** across 11 Hindi-speaking states.
- **Created and deployed a custom app and CMS**, used by 300+ in-the-field reporters.
- **Sold digital advertising to local businesses**, including private educational institutions, hotels, spas, travel agencies, etc.
- **Publishes up to 600 videos per day**, up from 25 per day prior.

## LEARNINGS

**Local stories can lead to national impact:** By covering local issues and stories, NYOOOZ was able to drive change at a national level. For example, NYOOOZ shone the spotlight on the story of an upper caste woman and a lower caste man who fell in love, but faced threats to their lives. The Uttar Pradesh High Court intervened in the matter to offer them protection.

**Engage local audiences by telling local stories:** By focusing on unique city-specific content, NYOOOZ was able to better engage local audiences and attract local contributors. The team also found that local businesses were more excited about sponsorship/advertising opportunities when stories were about core local issues that impacted or inspired the community (e.g., hygiene, plastic ban, pollution, water crisis, entrepreneurship)

**Driving local engagement takes time:** Even with great content, organic growth in views and subscribers will take time. NYOOOZ found this to be especially true of smaller cities. The teams that saw the most success had a medium- to long-term strategy for growing viewership and did not expect short term success.