

THE POWER OF VIDEO

710%
INCREASE
in video views

536%
INCREASE
in video revenue

41%
INCREASE
in page views

LAS VEGAS
REVIEW-JOURNAL

STN
V I D E O

STN Video, North America's largest independent online video platform, and the Las Vegas Review-Journal have published a 5 month-long case study illustrating the power that the STN Online Video Platform (OVP) has in growing user engagement and revenue.

After full adoption of the STN OVP in September 2020, the Las Vegas Review-Journal's digital property (reviewjournal.com) saw:

- A 41% increase in monthly page views
- A 536% increase in digital video revenue
- A 710% increase in monthly video plays
- A 22% increase in monthly site visitors
- A 9% increase in time on page from returning visitors

"Our number one priority at the Review-Journal is delivering quality content to our readers. STN Video plays a key part in our content strategy by delivering the best possible video content to keep our readers up-to-date and informed, and at the same time, has driven impressive results as this case study shows," says Jim Prather, Executive Director of Digital Programming for the Las Vegas Review-Journal.

The Review-Journal adopted the full offering of the STN OVP and deployed it site-wide. This allowed them to:

- Upload their entire video content library to the STN Platform
- Access the STN library of over 1 million contextually relevant videos from over 200 premium content providers
- Have STN's AI-powered Smart Match® in all their articles to provide the most relevant match of video to the publisher articles.
- Leverage the STN monetization stack of direct and programmatic sales opportunities
- Sell their content along with the STN library to their digital advertising partners
- Live stream events
- And much more—all at zero cost

Doing so not only allowed the Review-Journal to receive premium revenue from STN but also eliminated costs like ad serving fees, video platform subscriptions and hosting costs.

"We exist to help publishers solve the challenges for digital video," Says Matthew Watson, CEO of STN Video. "Our OVP allowing the Review-Journal to grow and engage their audience while increasing sustainable revenue together with eliminating costs and the strain on associated resources is exactly what we set out to do at STN, and we are thrilled to be part of their ongoing success."

The STN OVP helps publishers by being a turnkey service allowing them to deliver the best in digital video content to their readers while receiving revenue from ads sold via STN. Publishers using STN's OVP instantly have access to video from over 200 content providers including MLB, NFL, NBA, Associated Press, Rolling Stone, Conde Nast, Bloomberg, Variety and more.

**Digital Video.
Solved.**

How adopting the STN Online Video Platform allowed the Las Vegas Review-Journal to immediately increase user engagement metrics while receiving increased revenue...all at zero cost

Overview and Results

After adopting the STN Online Video Platform, the Las Vegas Review-Journal saw significant improvements in traffic, user engagement and revenue metrics across their digital property, in year-over-year comparisons (Sept. 2019 - Feb. 2020 vs. Sept. 2020 - Feb. 2021) the ReviewJournal.com saw:

An increase in monthly page views of **41%**

An increase in monthly visitors of **22%**

An increase in monthly video plays of **710%**

An increase in returning viewers time on page of **9%**

An increase in digital video revenue of **536%**



Goals

The Las Vegas Review-Journal wanted to replace their current video solution with a platform that increased the amount and quality of digital video on the ReviewJournal.com. This included:

- Content produced by the Las Vegas Review-Journal
- Content sourced from premium content creators

The Review-Journal also wanted to increase overall revenue from digital video and reduce costs.



Challenge

With up to 70 articles published per day, having rich and relevant video in every article was time consuming and costly. Producing and monetizing video related to every article was a significant strain on resources, not only for the resources needed to produce and edit the video, but also in player license and hosting fees.



Solution

The Review-Journal partnered with STN to adopt the entirety of STN's full service Online Video Platform.

This allowed the Review-Journal to:



Upload their entire self-produced video library to the STN platform



Access to the STN library of over 1 million videos from over 200 premium providers



Use STN's Smart Match (AI) to auto embed players in all articles



Have contextually relevant video players on all homepages



Leverage STN's unparalleled monetization stack of direct and programmatic sales



Sell their content along with the STN library to their digital advertising partners



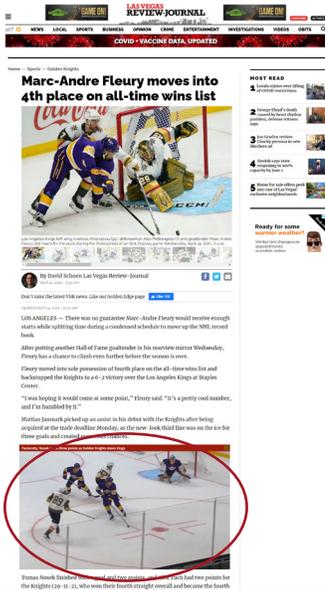
Remove platform, ad serving fees and hosting costs



Build playlists with a mix of STN content and their own self-produced library



Live stream events like the building of Allegiant Stadium and CES 2021



Adopting the STN Online Video Platform allowed the Review-Journal to have premium and contextually relevant content from over 200 providers like Associated Press, MLB, NFL, NHL, Bloomberg, Rolling Stone, Condé Nast and more across their site

Additional Results

Further to site-wide increases in traffic, the Review-Journal saw user engagement increases on specific sections, illustrating the power of STN's full content library.

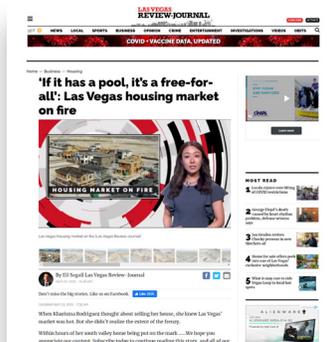
Raiders / NFL Section



An increase
in monthly
page views of
63%

An increase
in monthly
visitors of
42%

Local News Section



An increase
in monthly
page views of
57%

An increase
in monthly
visitors of
51%

Entertainment Section:



An increase
in monthly
page views of
28%

An increase
in monthly
visitors of
23%

“Our number one priority at the Review-Journal is delivering quality content to our readers. STN Video plays a key part in our content strategy by delivering the best possible video content to keep our readers up to date and informed and at the same time, has driven impressive results, as this case study shows. In addition, STN’s player technology allowed for an easy transition from our previous player, onsite integration was seamless and STN’s monetization stack has become a significant contributor to our digital revenue. I would highly recommend the STN Video Online Video Platform to any publisher looking to grow their engagement and revenue.”

Jim Prather, Executive Director Digital Programming, Las Vegas Review-Journal

