

El Universal integrates Player for Publishers and unlocks revenue

El Universal is one of Mexico's longest running newspapers. It has strong print circulation and an impressive online presence—its website currently averages just under **200M unique page views per month**.

With a century of experience behind it, the publisher understands the importance of moving with the times in order to meet audiences where they are. Most recently, El Universal has been focused on building its digital profile to cater for the increasing number of people turning to online video for news consumption.

To accelerate its digital video growth, El Universal adopted YouTube's Player for Publishers (PfP) and implemented it across all its owned and operated (O&O) sites. This helped the brand significantly cut costs and drive **increases in video revenue**.

PfP AT A GLANCE

At YouTube, we strive to make digital video easier for publishers. Player for Publishers is a free version of our custom video player for news publishers, delivering a world-class system complete with a comprehensive CMS. The player is stable, customizable, and allows for unlimited hosting and transcoding. It can be implemented across web and mobile, for live or on-demand video. Designed with publishers in mind, PfP is a one-stop solution for streaming, content management, audience reach, and monetization.

A single video player helps streamline and save

By implementing PfP, El Universal was able to reduce costs and streamline its management of digital video publication.

Prior to PfP, El Universal did not have a singular strategy for video.

The YouTube channel was managed by the social media team, whereas content for the O&O site was managed by the video group. This meant two teams, two upload schedules, two video strategies—and a lot of headaches. There were no solid channels of communication between the teams, and O&O was always prioritized, which meant YouTube was an untapped revenue source with huge potential.

But with the introduction of PfP, things changed. The technology team developed an internal CMS, which connects to the YouTube API and allows the video team to publish across YouTube and O&O at the same time. This transition to a single player also helped El Universal save over **\$140K on costs associated with digital video infrastructure**—YouTube doesn't charge partners to use PfP, unlike many competitors.

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El Universal then restructured teams to better represent the core role that YouTube and digital video play for the brand. Digital video is now under the purview of a single project manager, who “directs the orchestra”—he manages video publication across platforms, maintains streamlined communications between teams, and ensures that best practices are used to optimize content (e.g., endscreens, playlists, cards, etc.).

Importantly, the project manager also monitors performance and provides feedback, insights, and learnings from content that works, and suggestions for how to improve content that doesn't. Results are presented on a monthly basis to the video team and management.



PUBLICACIONES RECIENTES

Anaya hizo hincapié en la crisis económica por el Covid

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CONFERENCIA DE PRENSA

Hay que tener una visión de solidaridad

López Obrador lamenta que países como Guatemala y Honduras no tengan acceso a vacuna de Covid

Videos published with PfP on El Universal's website

PfP helps brands grow audience and revenue

As a result of a streamlined video business and clear focus, El Universal has been able to reach a larger audience, and unlock more opportunities to monetize its valuable video content.

After implementing the single player, the team migrated 40K videos from the O&O platform onto YouTube, giving El Universal's YouTube channels a massive increase in inventory (prior, there were less than 15K videos on YouTube). Today, El Universal has over 60K videos on YouTube, and the brand is now able to sell all its video inventory from one consolidated platform. The commercial team has also leaned into YouTube's strong reputation and wide reach to drive success of their campaigns.

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In addition, El Universal took advantage of YouTube's Partner Sales program, which helped them unlock untapped revenue. The program enables eligible partners to sell ads using the YouTube player for their own O&O site, as opposed to relying solely on the Google sales force. The combination of PfP and Partner Sales helped El Universal drive **YouTube revenue growth by over 500%**.

 **500%** growth in YouTube revenue

El Universal's advice for video success on YouTube and O&O with PfP

The implementation of PfP into El Universal's O&O sites wasn't without challenges. It took the team six months of hard work to iron out small hiccups and get the transition finalized. But since integrating PfP, El Universal's **video views have increased from 36M to 538M** in just two years—more than a 1,300% increase in video views.

 **1,300%** increase in video views since implementing PfP

El presidente López Obrador viajó en una Aeronave la FAM acompañado por el presidente de la SCJN, ministro Arturo Zaldívar; el presidente del Senado, Eduardo Ramírez (Morena) y la vicepresidenta de la Cámara de Diputados, Dolores Padierna (Morena).
También lo acompañaron integrantes de su Gabinete.



El Universal uses PfP to embed videos into text articles on its website

As you can see, the results from PfP so far have been well and truly worth it, and El Universal continues to unlock growth opportunities at an unprecedented rate.

DRIVING SUCCESS THROUGH PfP

El Universal shares its advice on how to succeed with video on YouTube and O&O, through Player for Publishers



Have a focused digital team or leader

To get the best results from PfP, ensure there is a single person or team responsible for driving success via the platform and managing communications across teams.



Use data to measure impact

Lean into measurement metrics (e.g., views, watch time, subscribers, etc.) to understand how videos are performing, then tweak low performing content as necessary. With a solid measurement framework in place, you'll be able to demonstrate the value of video to internal and external stakeholders.



Ensure video can stand alone and support editorial

To create impact across platforms, video content must deliver value to the viewer regardless of whether it's viewed as an independent story, or as part of a larger text piece. If you're using video to supplement editorial (or vice versa) ensure each piece is saying something unique.