

TKM finds innovative ways of video news storytelling to engage young audiences

TKM is an Argentinian digital media company that distributes content aimed at millennials and centennials across web and social media.

OPPORTUNITY

TKM wanted to reposition its brand from entertainment-only to news and 'newsertainment' in a way that would appeal to its younger audience. The team saw an opportunity to expand video capabilities and experiment with different formats to help young audiences understand hard news and current affairs.

APPROACH

TKM launched a digital video newsroom and experimented with innovative ways of creating video news content that would resonate with its young audience.

Updating technology and team: The first thing TKM did was build a custom digital video studio where the team could shoot most of their content. This included renovating an existing space (e.g., soundproofing, painting, etc.) and fitting it out with the right equipment (e.g., cameras, microphones, lighting, live streaming station, etc.). Concurrently, TKM hired 15 additional staff and purchased new equipment for them (e.g., laptops, smartphones, etc.). Throughout the year, TKM held regular staff trainings in digital video best practices, including fact-checking workshops.

Developing new formats: TKM decided to experiment with three new formats that would appeal to young audiences.

- **Explainers:** Six producers and editors explored options of storytelling styles, topics, and look and feel, before they decided what to publish. One explainer series the team developed was about the presidential election, which included how-to-vote information and mini biographies of every candidate. The team published about 40 videos between April and December.
- **Satire:** A small team workshopped ideas and wrote scripts to explain the news in a humorous way. They developed two shows within a month (news and sketch comedy) and the ~10 minute episodes were shot in the studio or on location.
- **Daily news:** TKM brainstormed ideas for how to produce two to three news videos a day, and looked at best practices around length, graphics, processes, etc. Within three months, a small, dedicated team was releasing breaking news videos every day.

Measuring success: TKM looked at different metrics to see what resonated with audiences. The explainer format was brand new for TKM, so the team initially focused on retention/watch time and sharing (rather than views). The success of the other formats were determined by views, social media comments, shares, audience retention, and watch time.

Collaborating with creators and brands: TKM pursued partnerships with other content creators as a way to reach a broader audience. External creators would work with the TKM team to draft scripts and shoot the videos, and TKM would edit them. The videos were then shared on the TKM and collaborator channels. TKM also worked with nonprofit organizations to create content around sustainability and climate change.

RESULTS

By investing in video capabilities and training, everyone at TKM has embraced a video-first news culture. All teams can efficiently produce high-quality news content that appeals to young audiences.

- **Over 122% increase in videos created**, from 45 to 100+ videos per month.
- **Over 600K total subscribers** to the TKM YouTube channel.

LEARNINGS

A clear visual identity is important: Differentiate yourself from the crowded market with a very clear brand image that will appeal to your audience. TKM wanted to engage young audiences, so it presented itself as being a provider of serious information via entertaining storytelling. Also, consistency across visual identity (e.g., thumbnails, titles, visuals, etc.) helps audiences recognize TKM's content at a quick glance.

Invest time in defining workflows: Early on, spend time establishing and testing the most effective workflows and processes for your teams. This will help everyone be more efficient so content production can run smoothly. And don't forget to build in extra time for any problems that might crop up — this way, your production schedule won't be thrown off if you have to deal with unforeseen issues.

Focus on quality not quantity: At the start of the project, TKM focused on output volume rather than output quality. But it soon found that producing fewer, higher-quality videos led to better channel performance. The team made changes to formats and workflows to accommodate this learning (e.g., explainer videos are now longer but published less frequently).

“ We transformed the culture of the organization into a video-first news outlet. ”