

Telefe Noticias centralizes digital video workflows to help newsrooms efficiently and effectively tell local stories

Telefe Noticias is a national Argentine broadcaster with eight local stations around the country. It publishes original news content across TV and digital, and coordinates the broadcast and web operations of its local news affiliates.

OPPORTUNITY

Telefe Noticias saw an opportunity to increase its YouTube presence, streamline and improve digital workflow processes, and provide training and support for its local broadcast stations. It wanted to excite teams about the possibilities of digital video and help them produce videos more effectively in order to grow its YouTube subscriber base.

APPROACH

Telefe Noticias formalized best practices and established processes for the digital video workflows of its eight local stations. It centralized production in Buenos Aires, but gave local teams the autonomy to source local stories, develop scripts, and provide feedback.

Aligning local teams with the brand and vision: First up, Telefe Noticias outlined its digital video objectives to the eight local stations. It then refreshed its national broadcast YouTube channel and created individual channels for each local station, which were housed under a single content owner so that branding was consistent.

Centralizing production: At the same time, Telefe Noticias established a central post-production headquarters (HQ) in Buenos Aires, purchased equipment, and recruited a digital producer and editor. The HQ team defined visual, editing, branding, and graphics standards, and also provided assistance to the local stations — everything from technical support, to editing, and topic ideation.

Project kickoff and refinement: Local teams started to collect footage and send it to HQ. Early videos were opportunities for training and improvement and, from them, Telefe Noticias developed best-practices guidelines around titles, technical issues, storytelling, etc.

Defining optimal workflow: Staff from HQ visited local teams, ran on-site training, and helped establish ways to minimize production costs. They discovered one team had developed an optimal workflow, which incorporated resource scrappiness, captivating storytelling, on-location filming, publishing and packaging, playlists, etc. HQ established this as the standard workflow for all local teams, which helped increase production quality and volume.

Experimenting with formats: The lead up to the local Argentine elections provided the perfect opportunity for all eight newsrooms to test a pre-election explainer format. After the success of that, the stations tested several new series', which covered sports, health, crime, and politics. During the first round of elections in August, Telefe Noticias experimented with a seven hour live stream, which consisted of digital-first and edited-from-TV content. The following day, local teams produced analysis of the election, sent it to HQ for editing, and the videos were published online within 24 hours.

Looking to the future: Telefe Viacom spent the final part of the year analyzing successes and areas for improvement, and reorganizing teams and workflows to better streamline processes.

RESULTS

Telefe Noticias developed digital video processes and best practices for its eight local news teams, established a post-production HQ in Buenos Aires, and successfully grew its YouTube subscriber base. But perhaps most rewarding for the team spearheading this effort was that enthusiasm for digital video within the organization increased.

- **Eight local YouTube channels were launched** and incorporated under the Telefe Noticias brand.
- **Over 40 people** (journalists, talent, editors, managers) from eight local newsrooms participated in the project, and **70+ videos** were published and tested on YouTube (e.g., live streams, digital-first election specials, explainers, current affairs series).
- **Over 2X growth in subscriber numbers**, to 670K subscribers across all channels.
- **3X growth in monthly average income** from ads since the last quarter.
- **Over 2X increase** in total watch time.

LEARNINGS

Digital video production is different from TV: The rules, workflows, and processes of TV aren't going to work for digital video. If you have staff that are familiar with TV production, but not digital video, it's important to define clear and precise instructions for new workflows. Telefe Noticias had the greatest successes when they developed step-by-step processes, gave plenty of feedback at each stage, and invited teams to share their own triumphs and concerns.

Show them your experts: Telefe Noticias found that digital video news requires more from the person on-camera than TV news — when audiences watch a presenter on YouTube they expect them to have expert knowledge about the topics they cover.

Hone in on tentpole events: Broadcasting major events on YouTube not only helped Telefe Noticias bring in new audiences, but also helped increase the engagement and excitement of internal teams. The national election coverage helped bring in new YouTube audiences and also generated enthusiasm for creating digital videos — most of the local teams turned around post-election video analysis within a day of the event.

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With this project, we were able to lower cultural resistance toward digital video, create and iterate on a unified workflow for video production so we could dive into local issues, and boost video publishing operations with more of a digital mindset.

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