

JWPLAYER

Upload My Property

Simi Dash Content | Admin

Exclusive Trailer Release

Live Currently Broadcasting 1,831

Media Library Playlists Instant Live Imports

Players Apps Advertising Social Posts

Analytics Real Time Custom Reports

All Systems Operational

Disable Channel CURRENT MEDIA ID eusZrqMx Embed

BETA FEATURE Create instant clips during your live event Live Clipping

Channel Details Encoder Details Go Live Settings

CHANNEL ID eusZrqMx STATUS Idle RECONNECT WINDOW 60 seconds

LATENCY Normal Delay from video encoder to end-user's player video will be about 25 seconds

Previous Events

TITLE	MEDIA ID	MEDIA ID
Sham Stakes	rWjSUWTo	June 11, 2021
Santa Ynez Stakes	XD5Neq3g	May 30, 2021
La Cañada Stakes	tstX8N0G	May 23, 2021
Sam F. Davis Stakes	j3B19zGG	May 11, 2021

Clipping Downloads

19:00 0:01 0:02

-60s -10s -1s -1f 0:00:12.84 +1f +1s +10s +60s Set In Set Out

# Real-time Clipping

## Case Study

TO PANDORA

# Objective

Become an end-to-end solution for all Broadcast customers while maximizing the value of their live streaming content.

# Goal

Provide customers running Live streams the ability to create clips from their live events in real time.

# Product Strategy

## Phase 1 (MVP):

Beta trial with 5-10 customers

## Phase 2 (MVP):

GA upon successful completion of beta trials

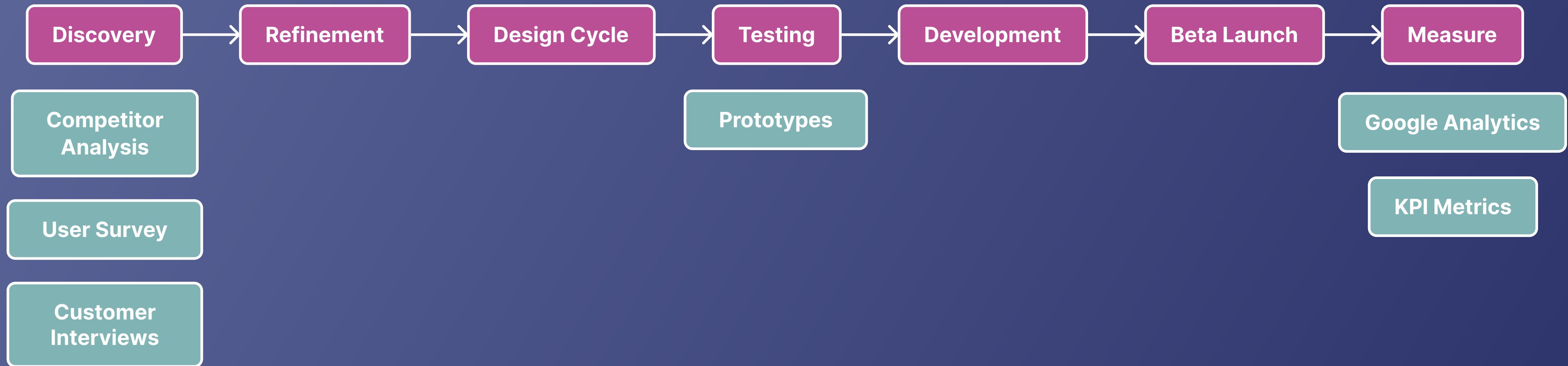
## Phase 3:

Advanced features (tbd)

## Project Squad

- Product Manager
- Design Director
- Product Designer
- Backend Engineer
- Front-end Engineer

# Product Development Life Cycle



# Discovery:

## Competitor Analysis

### Research Objective

To learn about established UI patterns and best practices among existing live video clipping tools

- Grabyo
- Wildmoka
- Tellyo
- Vualto

**Features Offered**

	Post directly to social	Post to multiple accounts simultaneously
Tellyo	✓	✓
Grabyo	✓	✓
Wildmoka	✓	✓
Vualto	✓	✓

Based on the features offered by the video editing and social media-- implies that users can post directly to social media and prefer to bypass standalone video editing software.

**UI Patterns**

**Trimming Timeline**

Allows the user to scrub live video.

This is always found directly under the primary interface. Its importance is its prominence, and perpetual motion.

All products include:

- Draggable in and out points
- A movable playhead to reposition
- Footage that updates in real time
- Frame nudging
- Time markers

Less universal functionality includes:

- A filmstrip-style timeline display
- Time markers on handles

**Zoom Timeline**

Video controls

Allows the user to play back video, and often enables the user to nudge the current frame in very precise increments

All products include:

- A play button
- A volume control

Less universal functionality includes:

- Rewind/fast forward (Wildmoka, Grabyo)

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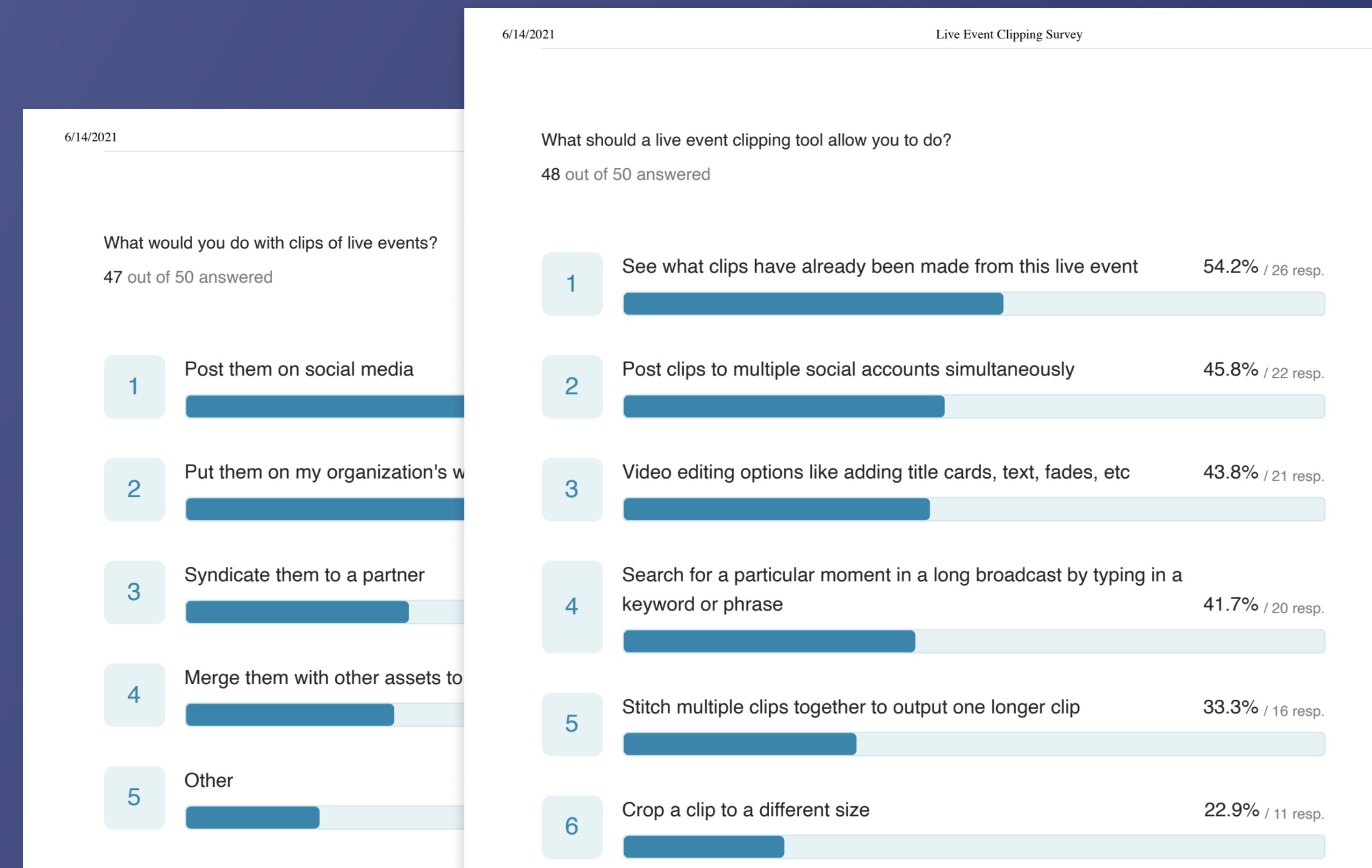
- Rewind/fast forward (Wildmoka, Grabyo)

# Discovery:

## Survey

## Research Objective

To determine what features would be required for an MVP of the real time clipping tool.



# Research:

## Customer Interviews

### Research Objective

To validate the assumptions that the MVP will satisfy customer needs.

- Axios
- Hedgeye
- NPR
- Spiegel
- Vualto

The screenshot shows a Google Drive folder named "Customer Interviews" containing several documents from interviews with Axios, Hedgeye, NPR, Spiegel, and Vualto. Each document includes details such as date, interviewers, organization information, story, pain points, participants, schedule, and questions. The interface shows a sidebar with navigation links like My Drive, Computers, Shared with me, Recent, Starred, and Trash, along with storage information (1.61 GB of 15 GB used) and a "Buy storage" button.

Organization	Date	Interviewers	Objective	Participants	Schedule	Questions
Axios	April 26, 2021 3:30pm-4:00pm	Katie Dow and Michael Vernick	A mid-size (71 employees) financial services firm that provides insights and research into hedge funds on a SaaS basis.	Team representatives from Axios and Hedgeye	APR Monday, April 26, 3:30PM - 4PM Hedgeye Tuesday May 4, 1PM - 1:30PM	How frequently would you or your team use a real-time clipping tool? How many live streams do you usually have going at once?
Hedgeye	April 26, 2021 3:30pm-4:00pm	Katie Dow and Michael Vernick	A large, multi-site team that works collaboratively to record, broadcast, and publish news stories.	Team representatives from Axios and Hedgeye	APR Monday, April 26, 3:30PM - 4PM Hedgeye Tuesday May 4, 1PM - 1:30PM	Find out what real JW Player customers need in a live event clipping feature.
NPR	April 26, 2021 3:30pm-4:00pm	Katie Dow and Michael Vernick	A large, multi-site team that works collaboratively to record, broadcast, and publish news stories.	Team representatives from Axios and Hedgeye	APR Monday, April 26, 3:30PM - 4PM Hedgeye Tuesday May 4, 1PM - 1:30PM	Find out what real JW Player customers need in a live event clipping feature.
Spiegel	April 26, 2021 3:30pm-4:00pm	Will Mitchell and M Aboulah	A large, multi-site team that works collaboratively to record, broadcast, and publish news stories.	Team representatives from Axios and Hedgeye	APR Monday, April 26, 3:30PM - 4PM Hedgeye Tuesday May 4, 1PM - 1:30PM	Find out what real JW Player customers need in a live event clipping feature.
Vualto	April 28, 2021 12:00pm-12:45pm	Chris Alvey and James Bowcott	A giant German news service.	Team representatives from Axios and Hedgeye	APR Monday, April 26, 3:30PM - 4PM Hedgeye Tuesday May 4, 1PM - 1:30PM	Find out what real JW Player customers need in a live event clipping feature.

## Real-time Clipping

## Holistic Design Strategy

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Rebolder Mile Stakes	91CHoSLUm	May 6, 2021

TO PANDORA

▶ 🔍 0:01 0:02

19:00 -60s -10s -1s -1f 0:00:12.84 +1f +1s +10s +60s Set In Set Out LIVE

# Beta Launch

Customers:

- Hedgeye
- Spiegel
- Gain
- Videodock
- Symphony
- Eyecons
- Pelmrex

The screenshot displays a user interface for managing live clipping features. At the top right, a green header bar contains the text "BETA FEATURE" and "Create instant clips during your live event." with a "Live Clipping" button. Below this is a dark-themed panel with tabs for "Channel Details", "Encoder Details", and "Go Live Settings". Under "Channel Details", it shows a CHANNEL ID of "cTCEbb2m" (with a copy icon), STATUS "Active", and RECONNECT WINDOW "60 seconds". It also lists LATENCY as "Normal" with a note about a 25-second delay and a 30-second reconnect window. To the left, a Google Sheets document titled "Live Clipping Beta.xlsx" is open, showing a table of customer use cases. The columns are Customer, Entitled for Instant Live?, Use case, Roadmap / feature requests, Contact, and Feedback. The rows list the following data:

	Customer	Entitled for Instant Live?	Use case	Roadmap / feature requests	Contact	Feedback
3	Hedgeye (account ID: KIMrftav)	Yes	Live clipping of daily CEO investor update live stream for instant distribution to Twitter, for the purpose of driving traffic to the live stream on their site.	Twitter syndication of VOD content direct from the JW platform.	Eric Gendron	
4	Der Spiegel	Yes			sven.christian@spiegel.de	
5	Gain	Yes			salih@gain.com.tr	
6	Videodock	Yes	Testing Live Clipping feature on behalf of Symphony (Videodock are their OTT app developer)		Bauke Freiburg	
7	Symphony	Yes				
8	Eyecons	Yes	Live clipping sports streams of local sports leagues.	<a href="#">Request came in via a support ticket.</a>	Mats.admiraal@eyecons.com	
9	Pelmrex	Yes	Live clipping of breaking weather news (weather channel).			
10						
11						
12						
13						

# What Worked

## Externally

We were able to identify an appropriate minimal viable set of features and functionality to fulfill product adoption goals.

## Internally

We were able to align all stakeholders around data driven decisions that enabled a friction-less planning and development process.

# What Didn't

## Externally

We didn't scale the feature set quickly enough to accommodate larger scale customers with more specific needs and use cases.

## Internally

After the initial Beta, the adoption from new customers was much slower due to a poorly defined go-to-market strategy.

# Final Outcome

- Reduced the risk of customer churn to competitors
- Simplified customer workflows by mitigating the need to use third party solutions
- Nurtured customer relationships by delivering on a highly requested feature