

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

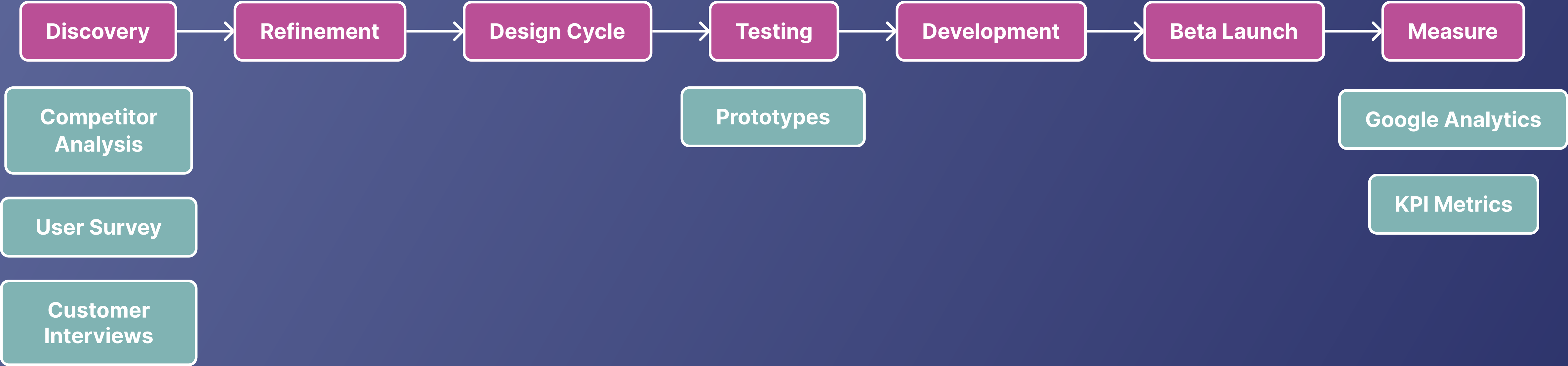
Phase 3:

Advanced features (tbd)

Project Squad

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

Product Development Life Cycle

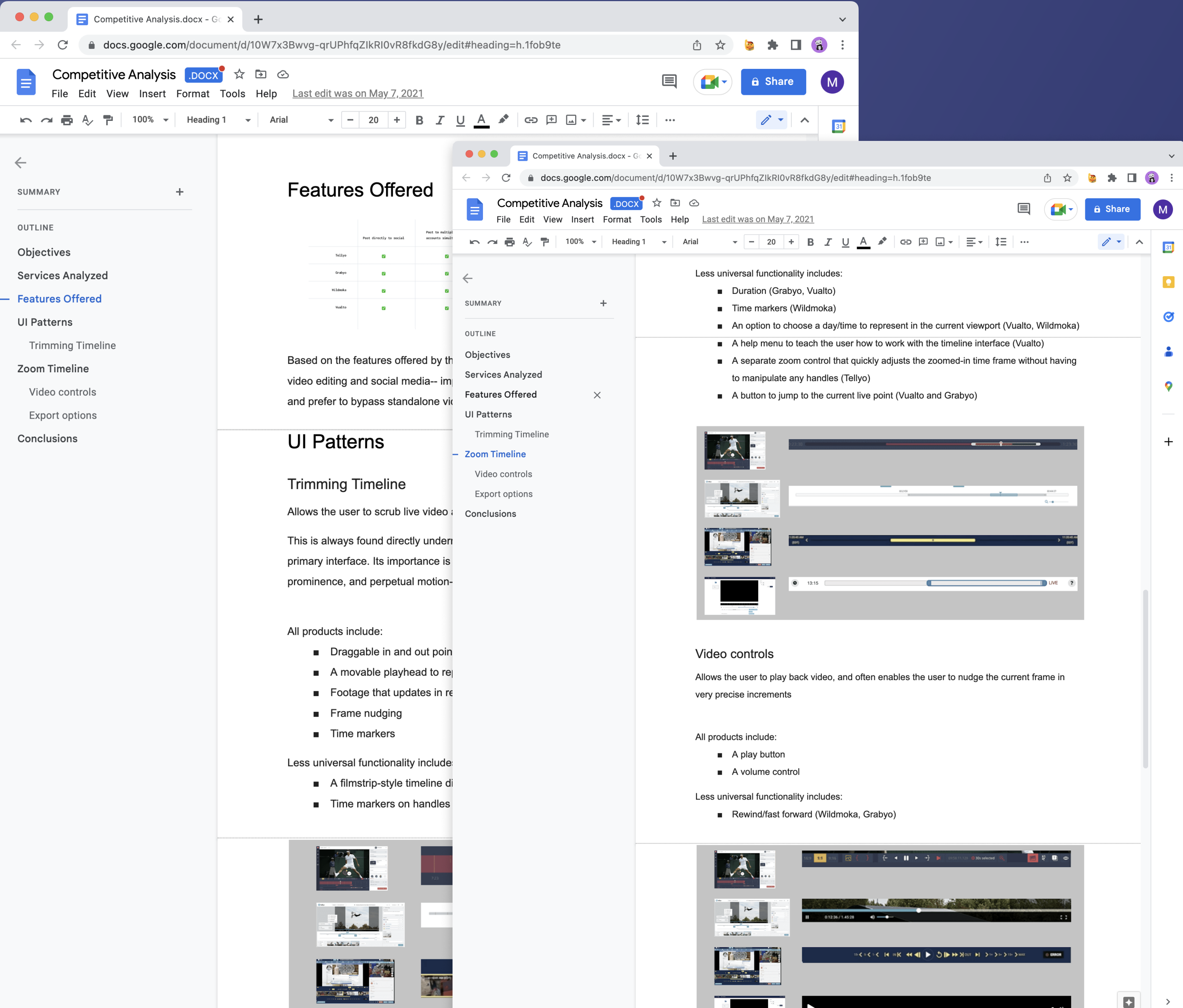


Discovery: Competitor Analysis

Research Objective

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

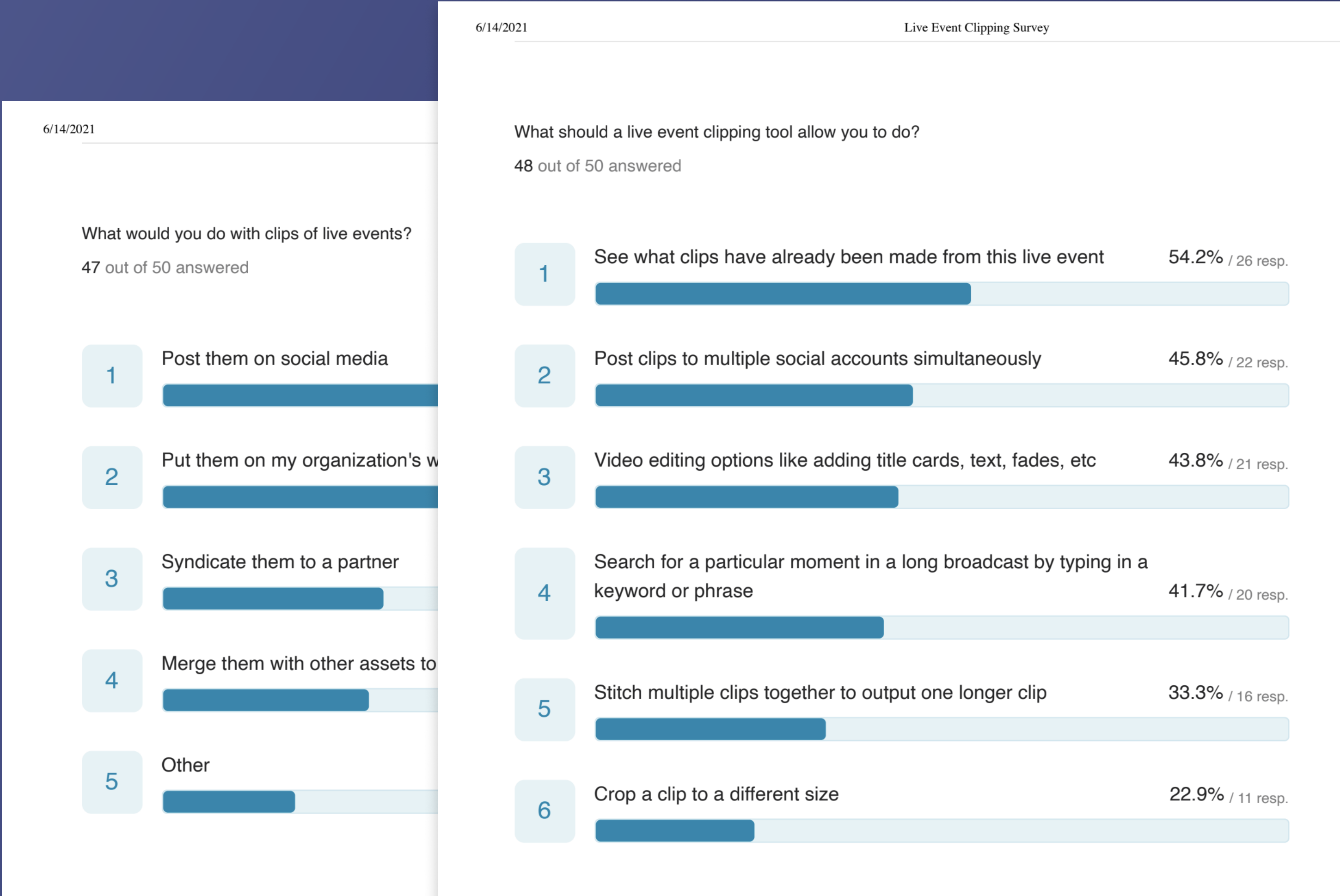
- [Grabyo](#)
- [Wildmoka](#)
- [Tellyo](#)
- [Vualto](#)



Discovery: Survey

Research Objective

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



6/14/2021

What would you do with clips of live events?

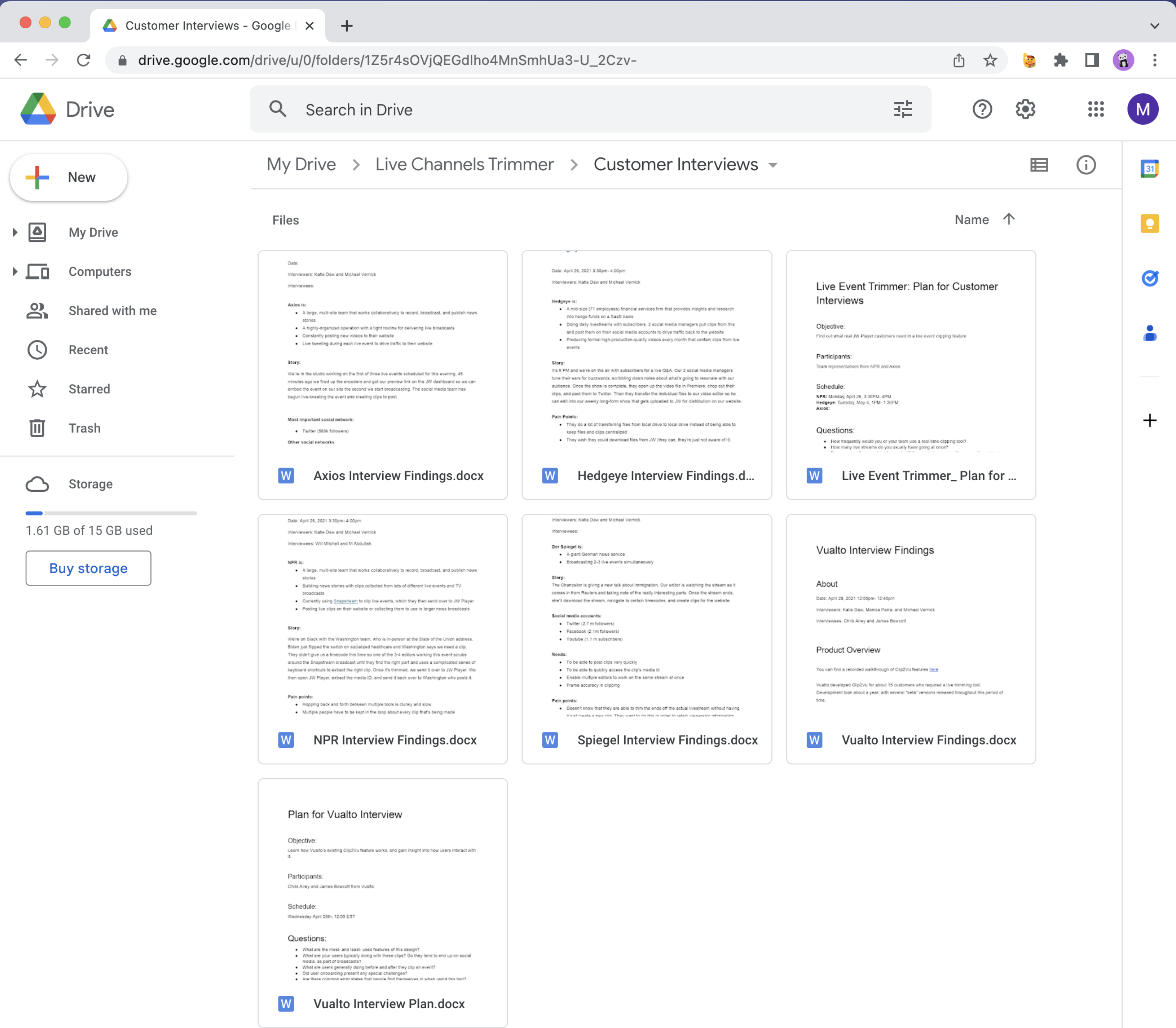
47 out of 50 answered

Research: Customer Interviews

Research Objective

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

- Axios
- Hedgeye
- NPR
- Spiegel
- Vualto



Real-time Clipping

Holistic Design Strategy

JWPLAYER

Upload

My Property

Simi Dash Content | Admin

Media Library

Playlists

Instant Live

Imports

Players

Apps

Advertising

Social Posts

Analytics

Real Time

Custom Reports

All Systems Operational

← Exclusive Trailer Release

Live

Currently Broadcasting

1,831

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 STATUS RECONNECT WINDOW

eusZrqMx Idle 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
Beholder Mile Stakes	9lCHoSUm	May 6, 2021

The screenshot shows a video player interface. The main video area displays the text "TO PANDORA" in a glowing blue font against a dark, textured background. Below the video area is a playback control bar. On the left is a play button. In the center is a progress bar with a blue segment indicating the current position. On the right is a volume icon. Below the progress bar is a timeline with keyframes represented by small video thumbnails. The current time is 0:00:12.84. At the bottom, there are playback speed controls (-60s, -10s, -1s, -1f, +1f, +1s, +10s, +60s) and two buttons labeled "Set In" and "Set Out". A "LIVE" indicator is visible on the right side of the progress bar.

Beta Launch

Customers:

- Hedgeye
- Spiegel
- Gain
- Videodock
- Symphony
- Eyecons
- Pelmorex

The screenshot shows a Google Sheets document titled "Live Clipping Beta.xlsx". The spreadsheet has columns A through F. Column A is labeled "Customer", B is "Entitled for Instant Live?", C is "Use case", D is "Roadmap / feature requests", E is "Contact", and F is "Feedback".

	A	B	C	D	E	F
	Customer	Entitled for Instant Live?	Use case	Roadmap / feature requests	Contact	Feedback
1	Hedgeye (account ID: KIMrtfav)	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	
3	Der Spiegel	Yes			sven.christian@spiegel.de	
4	Gain	Yes			salih@gain.com.tr	
5	Videodock	Yes	Testing Live Clipping feature on behalf of Symphony (Videodock are their OTT app developer)		Bauke Freiburg	
6	Symphony	Yes				
7	Eyecons	Yes	Live clipping sports streams of local sports leagues.	Request came in via a support ticket.	Mats.admiraal@eyecons.com	
8	Pelmorex	Yes	Live clipping of breaking weather news (weather channel).			
9						
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