

INTELLIGENT PAPERS SERIES

How to Choose Between AnyClip and JW Player

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At a quick glance, online video platforms like AnyClip and JW Player may look similar. Both platforms promise to monetize your video content, including hosting, managing, and delivering that content. However, digging deeper into your organization’s needs will help you determine which video platform is best for you.

AI-Driven Intelligence

JW Player promises advertisers that they can target based on content category, viewability, and completion rate. While contextual targeting is increasingly important for reaching audiences when they’re more likely to buy and preparing for a cookie-free future, content category offers limited targeting possibilities at best.

AnyClip is the first fully AI-driven video platform, using cutting-edge machine learning to automatically analyze and tag every video frame-by-frame, including recognizing spoken words, on screen text, people, brand logos, objects, and keywords. AnyClip’s Visual Intelligence™ Technology transforms traditional video content into data; smart video assets that can now be fully leveraged. By getting deeper into the actual content of each video and then using the transformative power of AI, AnyClip can offer contextual targeting and brand safety assurances in far greater detail than JW Player, for higher RPMs without any additional work.

Automatic Organization

AnyClip’s automated analysis and tagging enables a revolutionary approach to video management, allowing publishers to automate and streamline how they organize both editorial and advertising video content. Instead of manual tagging and curation, AI can automatically create unique playlists on each unique article page based on content data and context, no manual effort necessary. As video usage continues to soar, AnyClip’s approach helps publishers easily scale video management and diversify revenue streams in ways that legacy platforms like JW Player cannot.

The bottom line? AnyClip gives you a way to make your video more valuable, quickly. With the automation that AI enables, AnyClip saves your employees time and effort while leveraging relevant videos for greater engagement and higher demand.

“On average, viewers spend 30% more time on page from increased engagement using the AnyClip recommendation engine compared to JW Player.”

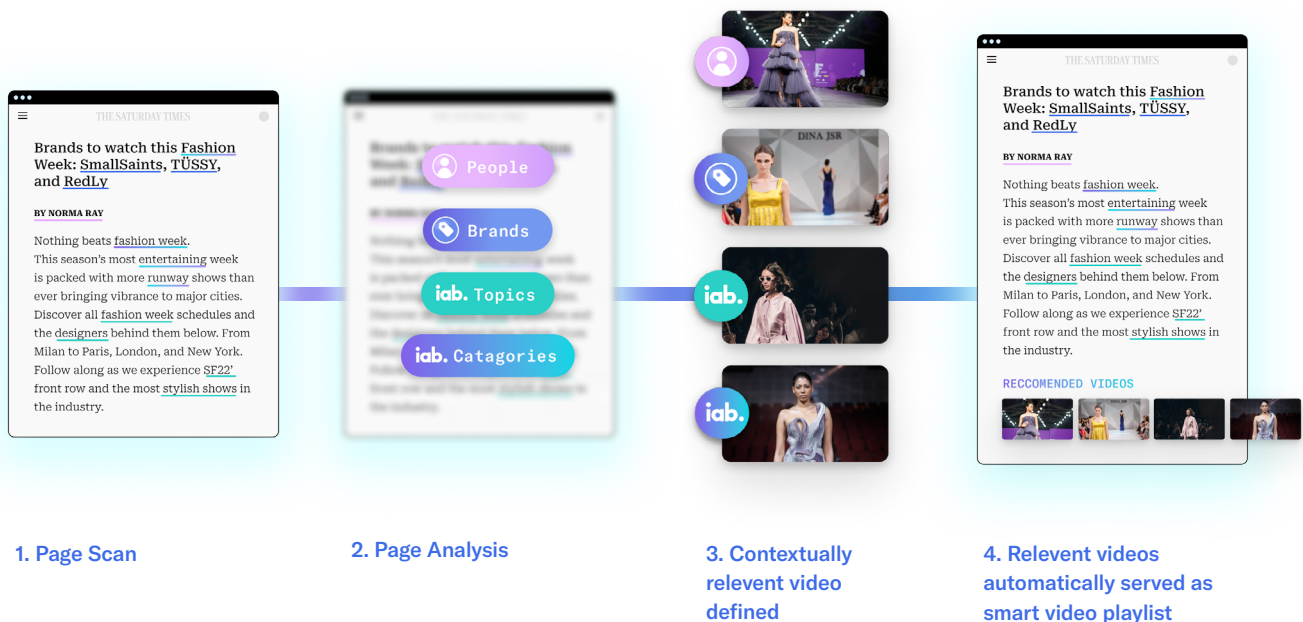
Content Recommendations and Automated Playlists

Because JW Player offers limited visibility into the content of videos, they also cannot offer recommendations to viewers. AnyClip, on the other hand, can automatically assemble relevant recommendations of related content, keeping audiences engaged longer and making discovery intuitive. In short, we power your on-platform recommendation engine.

On average, viewers spend 30% more time on page from increased engagement using the AnyClip recommendation engine compared to JW Player.

HOW IT WORKS:

Automated Content Recommendations



“AnyClip offers 40% better overall page performance than JW Player. When AnyClip handles backfill, it’s 30% less expensive.”

AI-Powered Interactivity

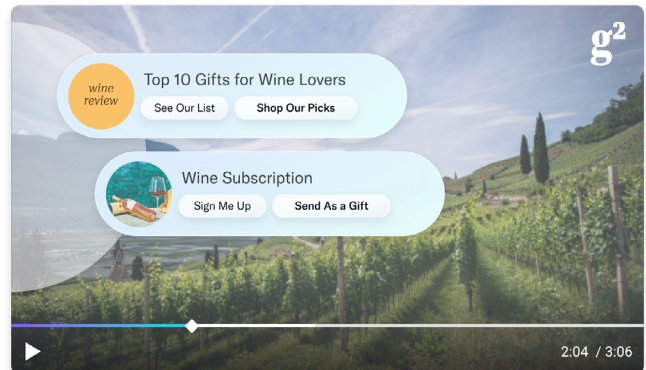
AnyClip offers additional ways of monetizing content beyond inserting video ads. With AnyClip, it’s possible to automatically create interactive campaigns through Engage+, inserting shoppable links and calls-to-action that automatically appear whenever a specific topic is raised (or other designated criteria), across multiple videos, without manual effort. For example, whenever a specific product is mentioned in any video, a sponsored link to buy that product can appear automatically inside the video. There is no need for the content owner to personally find every mention in every video and manually create a hotspot in each one. AI-generated interactive elements significantly impact engagement, viewership and time spent on site, resulting in increased monetization and incremental revenue across the board.

Ad-Serving Optimization

AnyClip’s proprietary adserver and marketplace provides demand and additional monetization support for content owners, publishers and media companies, with a greater number of header bidding connections than JW Player can offer. Ad-serving optimizations—from using waterfalls to setting floors—maximize and/or regulate performance, reduce latency, and are easy to execute, ensuring all revenue-generating opportunities are fully exploited across all screens and devices.

As a result, AnyClip offers 40% better overall page performance than JW Player. When AnyClip handles backfill, it’s 30% less expensive.

In addition, AnyClip’s team offers years of experience, consultative services and white-glove support to ensure clients can actually generate real revenue increases through the platform, rather than just providing ad-capable players and leaving customers to fend for themselves.



Favorable Terms for Publishers

JW Player uses an expensive legacy pricing model that charges separately for CDN. With AnyClip, get one simple, easy-to-understand price with CDN included.

Insightful Analytics

AnyClip offers customizable, consolidated dashboards for video consumption, performance, and advertising, all in one place. With the deep insights driven by the AI-based categorization, it’s easier than ever to monitor and optimize video results in real time. Create custom dashboards to meet your business needs.

Conclusion

JW Player is a well-established platform for monetizing video. However, its size and age have kept it from innovating. In today’s market, with rising video volume but unstable demand, publishers need to get more revenue out of their video content with less work so they can continue to scale. The only way to manage the growing volume of video is through smart automation that allows publishers to drive greater ROI. AnyClip’s AI-powered platform is revolutionizing the way companies do business with video.

ANYCLIP IS THE VISUAL INTELLIGENCE™ COMPANY.

AnyClip's proprietary Visual Intelligence Technology is using AI to revolutionize how business does video—the most desired and prevalent form of communication. By instantly activating its innate data, AnyClip brings to video the power once reserved for text via transparency, interactivity and collaboration.

The company powers advanced video solutions so smart, they're Genius. For internal communications, AnyClip's GeniusWork™ is the first AI-powered internal communications platform for Business, featuring intelligent video hubs for knowledge sharing, collaboration and communication. For customer-facing communications, Genius+™ is the AI-powered video management platform that converts traditional video into intelligent content that is fully enabled—searchable, measurable, personalized, merchandised and interactive.

AnyClip is located in New York, Los Angeles, Tel Aviv, London, and Munich. In 2021, the company was ranked No. 5 in New York, and 64 overall, on the Deloitte Technology Fast 500™ list of fastest-growing companies in North America. In 2022, AnyClip won the NAB Show Award for Product of the Year from the National Association of Broadcasters and was named to Aragon Research's "Hot Vendors in Collaboration" list. AnyClip was most recently named a Finalist for Best Video Platform 2022 by Digiday. For more information, please visit www.anyclip.com.

Any video. Every business. One global SaaS platform.

PUT OUR VISUAL INTELLIGENCE™ PLATFORM TO THE TEST

See how easily you can convert your traditional video into smart video, instantly. Book a demo at anyclip.com/contact/request-a-demo to learn more, or sign up for our 14-day free trial at: anyclip.com/contact/free-trial

