

## kumparan empowers regional journalists and increases the quality of video content published on its platform

kumparan is an Indonesian online media platform. Started in 2017, it publishes editorial news and user-generated content from across the country.

### OPPORTUNITY

kumparan faced the challenge of sourcing high-quality video journalism from provinces and cities outside Jakarta. The kumparan team saw an opportunity to train regional publishing partners in digital video best practices so they could create compelling local content, which kumparan would distribute via its own platform.

### APPROACH

kumparan runs a media startup incubator focused on digital video. The team invited media startups to apply, then selected participants. These participants received training, financial support for operational costs, and video editing app subscriptions, all of which helped them produce high-quality video journalism. Throughout the program, participants were evaluated every three months to see their progress. Participants uploaded video content to their own YouTube channels, and the videos were also shared with kumparan readers via a personalization engine.

**Selecting the participants:** kumparan invited media startups to apply, then selected 36 participants from over 2,000 applications.

**Training the team:** In this program, participants were trained by YouTube video experts, kumparan editorial team, and top media figures. The teams were also given the equipment they needed to create high-quality digital videos (e.g., smartphones, video editing software, etc.).

**Producing high-quality videos that tell local stories:** Prior to the program, the regional publishers mostly produced articles, but kumparan empowered them to create video content. Upon completion of the project, the teams returned home to put their new skills to use. They coordinated with local government, NGOs, their local communities, etc. to create relevant, localized content for publication both through their own channels and on the kumparan platform. For example, one very successful channel was Acehkini.id, which provides highly localized content for Aceh, the only province in Indonesia with its own laws (Sharia).

### RESULTS

kumparan successfully trained 36 Indonesian media startups in digital video best practices and helped them launch YouTube channels.

- **100% success rate** for media incubation program
  - all teams completed training and are now operating their own YouTube channels.
- **36 new hyperlocal YouTube channels** across Indonesia.

### LEARNINGS

#### **Empower regional creators to generate hyperlocal content:**

Indonesia is a geographically and culturally diverse country, and kumparan found that different regional creators had different training needs. For example, in areas where internet connection wasn't strong, kumparan found that creators weren't as aware of YouTube best practices around optimization or monetization. So, while kumparan offered the same training program to all participants in its incubator, it helped teams focus where it was needed, ultimately empowering regional reporters to create high-quality content and sustainable digital video operations. For example, Urban ID TV (the local partner from Palembang) was able to move away from publishing just broad, hard-hitting news to cover more hyperlocal 'soft' and evergreen topics, which were popular with its audience.

#### **Learning is a two way street, so listen to your regional partners:**

kumparan also found that the teaching went both ways. For example, after the completion of the program, the regional newsroom from Aceh established a very successful model for creating and distributing local content. kumparan took these findings and helped other regional teams implement similar models, driving greater success for creators across the board.

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**We empowered creators with training and equipment so they could produce more locally-specific videos.**

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