

tvOne invests in digital video capabilities and partners with new creatives to reach younger audiences

tvOne is an Indonesian broadcaster that programs news, current affairs, talk shows, documentaries, and sports, 24 hours a day.

OPPORTUNITY

tvOne wanted to reach younger news consumers. The team saw an opportunity to invest in digital video capabilities and forge new creator partnerships to improve digital video production and attract a new audience.

APPROACH

The tvOne team approached their project in two phases. First, they built up their digital video capabilities and repackaged existing broadcast content. Next, they sought out new, younger creators to collaborate with, and started to produce made-for-digital content.

Building up the team and improving content quality: In the first phase, tvOne hired 25 new staff (young, tech-savvy digital professionals), upgraded the studio space, and purchased new digital video equipment (e.g., cameras, computers). The team then set about repackaging tvOne's broadcast content for their various YouTube channels, focusing on best practices around titles, descriptions, tagging, and thumbnails. Because of the investments in capabilities, the video quality they could now publish was significantly improved from what they had done in the past.

Finding new creators: For phase two, tvOne invited select college students to attend a YouTube workshop to learn about content creation and digital video, with the idea being that these people could become contributors to tvOne's YouTube news channels. In addition to the workshop, tvOne forged relationships with 20 influencers, artists, and well-known video creators from around Indonesia.

Creating bespoke YouTube content: With the team established, and new creators in place, tvOne began developing digital-first content for the first time — previously, they were just clipping from broadcast. They looked specifically at the needs of younger, digital audiences, and created things like animated explainer videos, captioned content, millennial-focused videos, and in-depth discussions.

RESULTS

By investing in digital video capabilities and new partnerships with young creators, tvOne significantly increased its YouTube presence.

- Recruited and trained **25 new staff**.
- **Partnered with young 'citizen journalists'** across four cities (Jakarta, Bandung, Yogyakarta, Malang).
- **~2K videos** are now uploaded every month.
- **2X growth** in yearly YouTube revenue from 2018 to 2019.

LEARNINGS

Collaborate your way to success: Producing great digital content requires collaboration between internal teams and external creators/partners. Work hard to forge good relationships between all parties involved and you'll see the quality of your content improve, as well as a jump in the quantity of videos you're able to produce.

Invest in training: Educating staff and creators is critical to brand success. tvOne found it took about four months to train new internal team members in all the tools they needed (e.g., YouTube analytics, channel optimization, etc.). For external creators, tvOne ran training programs including online activities, live events, and discussion groups. But don't put a time limit on your training. Adopt an always-learning mindset to keep your content fresh, and your staff and creators engaged.

Lean into YouTube's engagement tools: Building a community around content is critical in driving success. Use YouTube's Community tools (posts, chat, etc.) to drive viewer engagement, and also look to the tools of other platforms to help get more eyeballs on your content (e.g., social platforms). Don't forget about engaging your creators, too, and look for ways to enhance networks and community for them (e.g., tvOne created a WhatsApp group for young reporters all over Indonesia).

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