

Driving Digital Excellence: How Levira Transformed Delfi's Video Delivery

This case study highlights the successful collaboration between Levira, a prominent provider of media services, and Delfi, Estonia's largest news and online publisher.

Delfi, part of the Ekspress Group, faced a significant challenge due to the restructuring of its internal video provider. The company needed a new, robust video vendor to maintain its high standards of video content delivery without overburdening its internal IT department. Levira emerged as a key service provider, offering an end-to-end video platform, support services, and deep technical expertise.

"Levira has been an excellent partner, providing the technical support and solutions we need to deliver high-quality video content to our audience. Their responsiveness and dedication during challenging times have been invaluable." – Priit Kuuseorg, CTO, Delfi

The collaboration between Levira and Delfi started organically, given the relatively small and interconnected Estonian media market. When the need for a new video vendor arose, Levira was a natural contender among both local and global options.

Levira stood out not only because of their existing relationship but also due to their proactive and effective communication during all project stages. Their sales and technical teams demonstrated exceptional responsiveness and provided comprehensive guidance throughout the process. Levira's experience and vast knowledge of the OVP market made them the preferred choice for Delfi's video service needs.

Technical Transformation

Both companies determined that the best fit for Delfi's needs was the JW Player platform. Levira handled the negotiations, acquisition, and seamless integration of the new platform, significantly improving Delfi's video service performance and reliability. Levira was also responsible for migrating all Delfi's assets from the previous platform, ensuring a smooth transition with no disruptions in content delivery.

Delfi's in-house developed Digital Asset Management (DAM) system integrated with JW Player via API, making JW Player primarily function as a backend solution. This allowed Delfi's journalists and producers to efficiently upload video files and manage both VOD content and live events. All video, live, and audio podcast content at Delfi flows through JW Player's platform and CDN.

More advanced features, such as VOD clipping and live-to-VOD clipping, are utilized directly via JW Player's



web dashboard. The platform also provides comprehensive analytics and custom reporting functionalities, giving Delfi deep insights into video performance and audience engagement.

Delfi's news site harnesses the full capabilities of JW Player's video player, including monetization through ad support and content recommendation features. Levira continues to provide essential sales, technical, and development support, ensuring Delfi maintains its high standards in video content delivery.

Services and Functionality Offered by Levira to Delfi:

- End-to-end SaaS video platform with CDN integration
- API integration with Delfi's in-house developed DAM system
- Video upload and transcoding to ABR profiles, VOD clipping
- Live streaming, stream recording, live-to-VOD clipping during live events (ideal for sports highlights and other live events)
- Web dashboard covering all platform functions, including analytics and reporting
- A cloud-hosted web player with ad support and an advanced content recommendation engine
- Automatic and manual playlist management
- Comprehensive analytics and custom reporting
- Technical support provided by Levira
- Integration, migration, and custom project services

Current Collaboration

Today, Levira acts as a reseller of JW Player for Delfi, providing vital support in terms of software, technical queries, and billing. This partnership enables Delfi to deliver high-quality video content, including video-on-demand and live streams, to its extensive audience in Estonia and beyond.

Future Prospects

The relationship between Levira and Delfi continues to thrive, with both parties open to exploring further business and technological developments. One potential area of expansion is the development of TV applications, an area where Levira's expertise could significantly enhance Delfi's growth in the big screen market.

Conclusion

The collaboration between Levira and Delfi is a testament to the power of effective partnerships in the media industry. Through their combined efforts, Delfi has been able to maintain its position as a leading news provider, delivering top-notch video content to its users.

"Our collaboration with Delfi exemplifies our commitment to supporting our clients with the best possible solutions. We look forward to continuing our partnership and exploring new opportunities together." – Edgar Põhjamets, Business Manager of Streaming Services, Levira