

WeVideo's approachable video creation drives operational efficiency and reader engagement at Amedia.

Introduction

As a well-known and respected media organization in Oslo, Norway, Amedia recognized it needed to improve its video editing capabilities to support its various news outlets. With a long history dating back to 1832, Amedia operates 109 brands across Norway, focusing mainly on local news with some national titles. With over 1,110 editorial staff, Amedia supports around 30 partners using its platform, providing services from accounting and HR to publishing platforms and editorial tools.

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Head of Video & Audio Development at Amedia

Meeting the Needs of Every Newsroom

The main goal for Amedia was to find a video editing solution that could cater to the different needs of its newsrooms, which range in size from 50 journalists to just two. The solution needed to be easy to use, not require special hardware, and allow seamless content sharing among journalists. "We needed a tool that would be straightforward and suit everyone, regardless of their technical expertise or hardware," said Tord Selmer-Nedrelid, Head of Video & Audio Development at Amedia.

WeVideo Roll-Out

Having followed WeVideo's growth for over 10 years, Amedia chose them as its standard, intuitive video editing platform. WeVideo's ease of use and collaboration features made it a perfect choice for the company's diverse newsrooms. Common use cases that journalists enjoy in WeVideo include:

- **Enhancing videos by adding graphics:** For example, adding watermarks and edits to lower thirds of the screen indicating who is speaking, where an event took place or a newsroom name.
- **Easily share content to work collaboratively:** For example, enabling the morning journalist to hand off footage to the evening journalist to continue working on the same story.
- **Integrating user-generated content:** For example, editing user footage (eg. blurring faces) to then include into their reports.

WeVideo also suited their centralized decision-making approach, unique amongst media outlets. By standardizing platform workflows, integration, and training needs, newsrooms now enjoy a consistent level of operational efficiency with WeVideo at the center of that change.

The Impact of WeVideo

Since its introduction in 2021, WeVideo has dramatically enhanced video production and publishing capabilities, with video content volume four times the size it was in year one of operations. The platform empowers journalists with minimal video editing experience to create engaging content efficiently. Its collaborative features allows journalists to work together, easily sharing content and continuing each other's work, even when offline.

WeVideo also integrates flawlessly with Amedia's video player, Flowplayer, facilitating one-click publishing from any device to a shared workspace for immediate video distribution across news desks.

Tord noted, "The biggest benefit we've seen implementing WeVideo is now hundreds of reporters are editing video that previously were unable to." This is particularly important given the overall trend of younger audiences preferring video content, making the site stickier with a higher likelihood to subscribe. "In fact, last week we broke our own record for the number of subscribers watching video - which continues our trend of growing video consumption this year."

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