

News website in France increased its video views by 50x

L'Opinion is a daily newspaper and digital brand for French politics and business launched 3 years ago. After only 4 months of using Wochit to create videos for social audiences, the number of views grew from 100K to a remarkable 5M views per month. 75% of these videos are monetized through DailyMotion and Digiteka platforms.



“Wochit enabled us to produce great social videos faster than any other video creation platform. We more than doubled the number of videos we publish daily, while relying on internal resources - that translates into a significant increase in our bottom line.”

- Erik Monjalous, managing director L'Opinion

THE CHALLENGE

As a paid French news website, L'Opinion constantly searches for new ways to broaden its reach and attract new subscribers. Before partnering with Wochit, L'Opinion created 3-5 videos a day using an external production company. The high costs and relatively low viewership from this strategy (100k views/month) hardly justified the resources and time put into managing this type of video production.

THE SOLUTION

Using the Wochit platform, a single creator in L'Opinion published 2.5x more videos per day. The license-cleared media library in the platform and the easy-to-use editor enabled this single video creator to publish up to 10 videos per day, every week day.

Wochit provided L'Opinion with the ability to immediately begin managing all video production internally, with a focus on creating more timely videos about events in national and international politics that complemented its brand and content.

Based on this video success, L'Opinion quickly identified social video as a primary driver for their younger audience targets and launched a dedicated Facebook video channel, [O'Play](#).

L'Opinion's video strategy also resulted in significant increases in revenue, with 75% of its monthly views being monetized through distribution platforms DailyMotion and Digiteka.

RESULTS

After only 4 months on the Wochit platform, L'Opinion video views grew from 100,000 to a total of 5,000,000, accompanied by hundreds of thousands of shares and likes. All this, while managing the entire video operation in-house.



2.5x
Videos published

50x
Video views

\$0
Cost of outsource production