

When Seconds Count

The importance of online video in the modern news process at Edinet

Throughout the world, news organizations are faced with a difficult task: to provide timely, compelling local stories minutes—or even seconds—before the competition. In the Genova region of northern Italy, one such publisher is Edinet S.r.l. (www.edinet.info). Combining the roles of local newspaper and broadcaster, the Web-only company hosts several Italian-language sites, including *Il Vostro Giornale* (IVG) and *Genova24*, adding a short video to its coverage of local news and sports.

Originally an Internet service provider and Web site developer, Edinet entered the publishing world in 2006, with the IVG news site. According to Matteo Rainisio, it now employs five full-time journalists, and reaches an audience of about 260,000. Web analytics show about 20,000 unique daily visitors, and growing. Local advertisers have found the sites to be very attractive business venues.

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– Matteo Rainisio, Edinet

In 2008, the company looked into ways to add video to their online offerings, capitalizing on their audiences' growing demand for short (1-2 minute) news clips. The challenge, according to Rainisio, was finding a platform that met a small publisher's needs, while allowing for rapid growth and change.

Edinet first explored Brightcove, but soon discovered that it was "for big spenders only," according to Rainisio. The next attempt was with Vimeo, which had gained in popularity outside Italy. Unfortunately, that platform's

The screenshot shows a video player interface for IVG web tv. At the top, there is a navigation bar with the address "A Savona, Via Bonini, 33" and a button "vieni a trovarci". The IVG web tv logo is prominently displayed, along with the date "Lunedì, 21 Gennaio 2013" and a link "Vai su IVG.it". To the right, there are logos for Mercedes-Benz and smart, with the text "Maiellano Service Autorizzato Mercedes-Benz e Smart". Below the navigation bar, there is a banner for "Trail The Lake Extreme Winter Trail" scheduled for "24 FEBBRAIO 2013". The banner includes details about the trail: "30 KM 1100 metri di dislivello positivo (D+)" and "18 KM 700 metri di dislivello positivo (D+)", and mentions the location "TRA IL MONTE SETTEPANI E LA FORESTA RONCO DI MAGLIO". The video player itself shows a man in a suit speaking into a microphone. The IVG.it logo is visible in the bottom right corner of the video frame. Below the video player, there is a date "21/01/2013" and a headline "Nuovo svincolo per l'ospedale San Paolo, 'opera possibile'". A sub-headline reads "Abbiamo formulato una richiesta ufficiale ad Autostrade, la possibilità per i mezzi di soccorso di uscire vicino". To the right of the video player, there is a code for embedding the video: "<object classid='clsid:D27CDB6E-AE61" and a link to the video: "http://webtv.ivg.it/2013/01/21/nuovo-svin". On the far right, there is an advertisement for "chiesa Industria Salumi" featuring a branch of olives and olives scattered on a surface.

advertising policies and customer support were not acceptable. Finally, in late 2008, the company discovered Viddler.

“Viddler is the most responsive, proactive vendor I have experienced in the 16 years I have been in this business,” Rainisio said. “With most companies, if there is a problem, I have trouble reaching a live person. Viddler’s platform seldom gives us any trouble, but when there’s an issue, *they call me*—sometimes before I even know there’s a problem!”

Edinet’s needs are common to publishers everywhere. Using video taken with mobile phones and other consumer-level devices, Edinet’s journalists needed a way to easily modify and upload content—as the news happens. Rainisio recounted several occasions where Edinet scooped other news organizations—including multinational corporations—with both reporting and online video. In one instance, a major story garnered over 2 million hits before other news sites picked it up.

The business requirements are equally important. Viddler’s ease of use and ability to generate click-throughs—for both editorial and advertising content—are essential to Edinet’s profitability. Rainisio also noted that the Viddler player can be easily customized, and gives the publisher full control over advertising—a serious shortcoming with YouTube and other “free” platforms.

In the end, however, Viddler’s post-sale customer support has been the centerpiece of Edinet’s wholehearted endorsement. “When we made a change in our advertising system, Viddler’s technician discovered a potential problem on the video side, and fixed everything in *days*—not weeks.”

Needless to say, Edinet is eagerly awaiting Viddler’s next move, including a greater emphasis on mobile devices. “Viddler’s platform gives us everything we need to look professional, to control the essential video content of our news presence, and to become a leading source of local news and advertising.”



18/01/2013

Nuovo tunnel a Capo Noli, appello del sindaco Repetto: "Non dimenticare il progetto"

Sulla situazione di stand by per il nuovo progetto del tunnel a Capo Noli per risolvere il problema viario sulla via Aurelia è intervenuto oggi il sindaco di Noli Ambrogio Repetto, preoccupato per il "silenzio" in atto in merito alla fase di progettazione e realizzazione dell'opera, dal costo di circa 40 mln di euro e che prevede due anni di cantieri. "Non ci

Codice da incorporare

<object classid="clsid:D27CDB6E-AE6F-

Link al video

<http://webtv.ivg.it/2013/01/18/nuovo-tunn>

CONDIVIDI



06/01/2013

Pareggio a reti inviolate tra Savona e Pro Patria, il commento di Corda

La sfida al vertice del girone A di Seconda Divisione non ha avuto né vincitori né vinti. La temuta Pro Patria si è rivelata squadra solida e brillante, capace di mettere in difficoltà gli striscioni, costruendo un buon numero di opportunità. Il Savona, dal canto suo, ha profuso i maggiori sforzi per frenare le iniziative ospiti e non è andato oltre un paio di conclusioni nello specchio avversario. Protagonista dell'incontro il portiere locale Arestì, decisivo in un paio di

Codice da incorporare

<object classid="clsid:D27CDB6E-AE6F-

Link al video

<http://webtv.ivg.it/2013/01/06/pareggio-s>

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Edinet’s top publications, IVG and Genova24, use Viddler’s online video platform to feature a wide range of video (“WebTV”) content, featuring local news, sports and events reporting. End users can easily embed video clips or share them via social media networks.