

# Graham Media Group: Innovating to Meet Growing Live Streaming Demand



## Executive Summary

Faced with growing live streaming demand across an increasing number of digital platforms, Graham Media Group sought a solution to solve the inefficiencies of the traditional live broadcasting model.

By partnering with Arc Publishing, Graham Media Group found the solution they were looking for in a unified video backend and a collaboration with Arc to launch an iOS live streaming app, Broadcast. Leveraging AWS Elemental technology, Broadcast enabled journalists to stream directly from their phone to social media, station websites and over-the-air broadcasts.

## Evolving to Meet Today's Media Demands

Graham Media Group is a 70-year-old media company that operates seven television stations across six states. Like many broadcasters, they have evolved to produce content that extends beyond traditional television channels to online and OTT as well as podcasts and other audio devices. To manage their digital platforms, Graham Media Group formed a division called Graham Digital, a digital media and technology group that is widely recognized as a leading industry innovator.

Today, Graham Media Group has millions of viewers who access programming across a myriad of platforms and devices. As demand for live video coverage continued to increase, traditional live broadcast equipment – trucks and backpacks – proved limited and too expensive to efficiently meet viewer's needs. Graham Digital knew a new solution was required, one that would enable them to stay at the forefront of the ever-changing digital landscape.

## Innovating to Build a New Solution

In early 2018, Graham Digital partnered with Arc Publishing, the headless CMS with a broadcast-quality video streaming platform built on top of AWS. Thanks to Arc's microservices architecture, Graham Digital could now solve a key challenge to meet live streaming demand: finding a video CMS robust enough to handle seamless and efficient video delivery across all channels.

Pleased with the results they saw within just a few months of implementing Arc as their video platform, Graham Digital sought to migrate the rest of their content ecosystem into Arc. The implementation process was swift, with the first site launched in just eight weeks and the seven remaining sites rolled out over the course of the following two and a half weeks.

Simultaneously, to solve its core live streaming challenge – eliminating the need for trucks and backpacks – Graham Media and Arc collaborated

## About Graham Media Group



**Graham Media Group is comprised of 7 local media hubs, Graham Digital and Social News Desk delivering local news, programming, advertising solutions and digital media tools for television, online, mobile, OTT, podcasts and audio devices. We are dynamic, local brands that extend well beyond the traditional TV set. Our work helps inform, celebrate and knit together the communities we serve.**



to develop the native app, Broadcast, which enabled their journalists to easily launch new live streams straight from their phones onto social media channels, including Facebook and YouTube, as well as their own websites and OTT apps.

“We normally work in this big technology hub with control rooms, servers and studios,” said Matt Austin, anchor and reporter for WKMG-TV in Orlando. “Turns out we can do nearly the same thing on location. The future of news is mind-blowing.”

### **Harnessing the Power of Live Video to Drive Viewership and Engagement**

The beta release of the Broadcast app was timed for Independence Day celebrations on July 4, 2019. Using the app, WKMG-TV in Orlando produced more than 100 hours of livestreaming content for ClickOrlando.com. A Graham Media Group news release noted:

“This online streaming project harnessed live video from more than 25 different camera angles and sources, allowing online viewers to be in the ‘Director’s Chair’ and select from a variety of angles including the first-ever streams directly from the mobile phones of reporters and producers in the field...”

Up to 17 simultaneous live streams were ingested into cloud-based AWS Media Services and were available for the audience to watch while they were live, essentially allowing viewers to choose their own adventure in watching the fireworks. Additionally, a digital-only broadcast was produced from laptops at the event.”

Two years after partnering with Arc, Graham Media Group continues to see a significant increase in video content publishing volumes as well as engagement – both from producers and the audience, resulting in a 50 percent year-over-year increase in video plays.

## **About Arc Publishing**

Arc Publishing is an award-winning, state-of-the-art digital platform and suite of tools that’s engineered to meet the demands of modern publishers, brands and broadcasters around the world, providing a competitive advantage enhanced by a set of sophisticated machine learning and AI-powered tools. Built by The Washington Post, Arc has powered the digital transformation of clients both large and small across the globe, currently serving more than 900 million unique visitors monthly. At its core, Arc is about speed and innovation: for readers, newsrooms, brands, advertisers and developers.

