

Who got the social media news video scoop on Notre Dame?

How NEWS organizations are occupying the stage on Social and overshadowing competition by being the first to publish

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WILDMOKA

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As reports of the fire engulfing Notre Dame rolled in on the evening of 15th April, the world's attention centered on Paris and its famed cathedral. Dramatic images of the collapsing tower were splashed on newspaper front pages the next day, and news channels that night broadcast live footage of the devastation to stunned audiences.

For such an iconic structure and unique story, the most effective medium to truly convey the sheer scale of the fire was video footage. And, in an industry where the pressure to get the news out fast is paramount, distributing that footage as social media news video was crucial - getting the story out to millions of people who didn't happen to be watching rolling news channels at the time of the fire. Whichever organization could get a video of the blaze out to their social audiences first could spread the word before other outlets, and show their audiences they were the news organization to trust.

So, who got the social media news video scoop on Notre Dame? Which organizations were first able to share footage and connect with their audiences on social? And what was the impact of their ability to get the news out faster than their competitors?

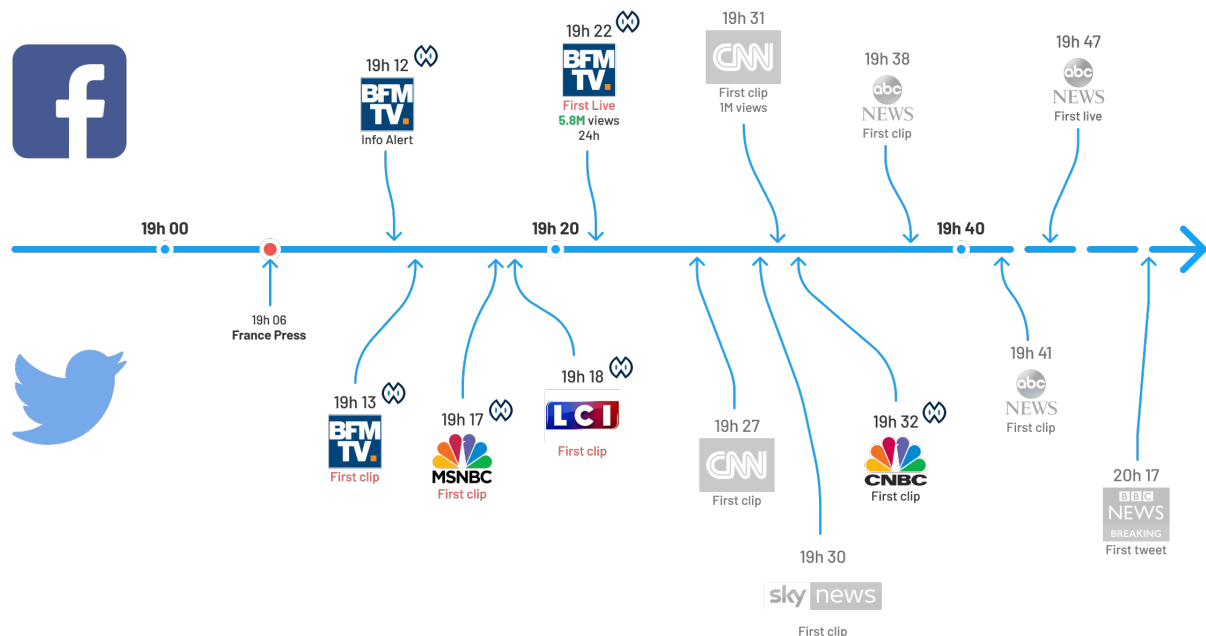
Who got social video of Notre Dame out first?

At 6.20pm on Monday 15th April, what's *believed* to be the first fire alarm at Notre Dame was heard during mass, but the church was only evacuated at 6.43pm when another fire alarm was sounded. Less than 30 minutes later, the first written alert of the fire went out on Agence France Presse's (AFP) Twitter account at 7.06 pm. How was the video of the story shared in the subsequent hours?

The publishing chronology below shows which of the world's leading media organizations shared social media news video of the Notre Dame blaze in the

minutes and hours after its first announcement, focusing on Facebook and Twitter (the *first and third* most important social media sites for news sharing):

PUBLISHING CHRONOLOGY



As the timeline shows, the first news organization to share footage of the blaze was France's BFM TV, sharing the first social video of the footage on Twitter at 7.13 pm, exactly 30 minutes after the cathedral was evacuated and the blaze was beginning to take hold (the channel had already distributed alerts about the story on Facebook and Twitter beforehand).

Four minutes later, MSNBC, one of the world's biggest broadcasters released their first clip on Twitter, followed just a minute later by LCI, another French news channel.

BFM TV was also first to get footage of the fire on Facebook starting at 7.22 pm and lasting for 5 hours - a major scoop given this social network is by far the leading social network for distributing news. America's CNN was on the scene on Twitter at 7:27 pm so 21min after the France Press Alert of 7:06 pm when **it took only BFM TV only 7 mins**. Such a period makes a huge difference when every minute counts to capture the audience, eager to watch videos and to share them with their community.

By this point, the word was out and many other local and international news organizations began picking up the story and distributing their own content of the fire on social media platforms.

Nevertheless, BFM TV, LCI, MSNBC (all leveraging Wildmoka cloud-based platform) could claim they got the scoop - distributing content to their social media followers first and at very large scale. Besides the public service value of sharing news as soon as possible, these companies's scoop made them the reference point for the story, helping show their new and existing audiences they are the outlet of choice for the latest news.

The value of getting the social media news video scoop

While videos of Notre Dame burning would have inevitably been published by the world's broadcasters on social media, the value of getting the story out first remains important for news organizations - and it's not just about bragging rights. Releasing a story on social media first means:

- Audiences who see footage on social media will turn that broadcaster's rolling news TV channel on - thereby increase viewer numbers
- Social media encourages mass sharing of content - the videos that emerge first are more likely to be shared
- The profile of a broadcaster **can rise** dramatically if it releases a story before its competitors
- Being the first to break a big story increases the trust of audiences
- The first publisher can control the story, as audiences keep returning to them for more information
- There are also commercial benefits to publishing a social media news video first

Let's look at just how compelling this is by comparing the relative impact of being first or second to post video footage of the story to Facebook:

	First: BFM TV	Second: CNN
First footage:	A live video at 7.22pm	A clip at 7.31pm reusing BFM TV's live video
No. views in 24 hours:	5.8m	0.9m
No. Facebook followers on their news page:	2.6m	31m

What this comparison shows is that being first counts. Despite CNN broadcasting its clip just nine minutes later, and the far higher number of Facebook followers that CNN boasts, BFM TV massively outperformed them with 5.8 m viewers out of a French population of 67 m (making Facebook live a major channel for breaking news). The most obvious explanation is that they were first to broadcast video - and therefore first to go viral. Once the first video was being shared, there was little point in social media users simply resharing CNN's similar story.

Even in the 24 hours after the story broke and other larger broadcasters began filming, none beat BFM TV's 5.4m views for a later Facebook clip (although American behemoth ABC News achieved an astonishing 27 m for one live video but in a far larger country).

Wildmoka: the secret to social video news video scoops

Getting a video out onto all social media fast offers enormous opportunities for amplifying a news publisher's content. However, it's not easy. Especially in a world of rolling live news, making the edits to content, transforming it to the file formats of different social media platforms and then publishing as clips or live streams is a considerable challenge.

However, Wildmoka provides the tools that let broadcasters do this. All the fastest

News providers shown in the figure above were powered by Wildmoka. The Wildmoka platform played a crucial role in BFM TV, LCI, MSNBC or CNBC's success in distributing video before its rivals - and therefore seeing its content go viral.

In the 24 hours after the fire broke out, videos produced with Wildmoka and shared on Facebook/Twitter by its customers received a colossal 20.3m views:

- **12m** views of **143** clips
- **8.3m** views of **11** live videos

Wildmoka helped these news broadcasters beat much of the competition and get their stories out to the world first. BFM TV especially benefited from the viral effect of sharing first (and perhaps a larger presence on social media) to ensure they got a higher number of views than others. Nonetheless, LCI was still third on the scene and got far higher views than other, bigger, French news outlets.

How does Wildmoka help news outlets break videos on social media first?

Wildmoka is a cloud-based professional video editing platform which allows broadcasters to rapidly edit and share video on social media in a matter of seconds. Rather than requiring lengthy edits and manual file changes to get videos published, Wildmoka does the technical work for editors, letting them create clips extremely fast. Here's how it works:

- Video is ingested into Wildmoka from a wide range of streams, live TV and file types before being transcoded
- Wildmoka is then used to easily and quickly edit clips, add pre-selected overlays and generate a complete clip or live video streams
- Content is then published to all digital and social platforms in one click - converting content to appropriate file formats, screen shapes and more
- Where appropriate, sponsorship or subscriber call-to-action messaging can be included in clips or SCTE tag inserted for Ad insertion

With Wildmoka, news organizations - and indeed any publisher - can publish key moments in as little as 30 seconds. That means they can release social media news video stories faster than other outlets - and get the scoop.

A nose for the next breaking story

With the relentless nature of today's news cycle, publishers are under ever greater pressure to release stories first to share important information, hold the attention of audiences and control stories. As we have seen, social media video is a crucial tool in getting news stories out there and 'going viral'. However, to really benefit from social video, organizations need their reporters to not only be first on the scene but for their video editors to be the first to create the digital-native content to make it shareable on social media too.

In the case of Notre Dame, Wildmoka's customers were able to get the social video scoop and saw their social media reporting of the event gather more views and shares than almost all their competitors.

To find out how Wildmoka could help your organization clip, stream and share near-real-time footage of the next breaking story on social media, request a consultation or browse our [customer stories](#) to see how Wildmoka helps outlets like yours.

If your goal is to dramatically increase engagement with your organization's social video content, contact us today to discuss how Wildmoka can help you achieve your targets.

REQUEST A CONSULTATION



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