

The Language Revenue Gap and How to Close It in Real Time

How live broadcasters are leaving millions on the table

Your content reaches the world. Your revenue doesn't.

Live broadcasting has solved distribution. Cloud infrastructure, OTT, and FAST platforms mean your feed can reach global audiences instantly. But much of that audience remains unmonetized — because it speaks a different language.

That's not a content problem. It's a revenue problem.

~75%

of internet users are
non-English speakers

60M+

Spanish speakers in
the US alone

100+

countries reached
within 18 months

EXECUTIVE SUMMARY

Executive Summary

Live broadcasting now has global reach, but monetization remains language-constrained. While content is distributed worldwide, revenue is still largely captured from a single-language audience.

Real-time localization changes this. It enables broadcasters to generate parallel language feeds directly within the live workflow, turning each language into a fully monetizable distribution channel—carrying the same ad load, delivered to new audiences, without additional production cost.

This creates a direct revenue expansion path:

- Larger addressable audience per stream
- Incremental ad inventory across language variants
- Faster entry into new markets without launching new channels

Early deployments show continuous 24/7 operation at scale, with existing ad insertion models preserved. Localization is no longer a cost center—it is a revenue multiplier.

NON-ENGLISH INTERNET USERS

~75%

Yet most live broadcast content is still produced in a single language.

Language Is Now the Constraint

Distribution is no longer the bottleneck. Language is.

Live content can reach global audiences instantly, but it is still produced and monetized in a single language. That leaves revenue on the table in every market where the audience does not match the source language.

At the same time, demand is shifting. Spanish-speaking audiences represent one of the largest addressable markets in the US, with over 55% of Hispanic TV viewing already on streaming platforms. Globally, fewer than 20 languages account for the majority of internet users—yet most live content still operates in one.

Why Existing Approaches Fall Short

Traditional localization models were not designed for live, global distribution:

- Subtitles reduce engagement in live environments
- Post-production dubbing is slow and expensive
- Separate language channels require duplicated workflows

The result: global distribution with single-language monetization.

Real-time localization operates at the speed and economics of live broadcasting—removing this constraint.

Real-Time Localization as a Revenue Layer

Real-time voice localization generates multilingual output directly within the live workflow. Instead of a downstream process, it becomes part of the live chain—producing synchronized audio streams alongside the original feed. Broadcasters run a single production workflow while delivering multiple language outputs in parallel.

Each language feed functions as:

- A distinct distribution stream
- With its own audience segment
- Carrying the same ad markers (SSAI / SCTE-35)
- Generating incremental revenue without incremental production cost

Localization becomes a scalable revenue layer—where every language adds audience, inventory, and monetization.

SyncWords in the Live Chain

SyncWords provides the real-time localization layer that makes this model operational. Inserted directly into the live workflow, it combines speech recognition, contextual translation, and voice synthesis to generate synchronized multilingual audio in real time—without altering upstream production.

Broadcasters continue to produce a single feed. SyncWords enables that feed to scale across languages simultaneously, preserving timing, delivery, and operational simplicity.

INTEGRATION WITHOUT OPERATIONAL CHANGE

Real-time localization integrates directly into existing workflows without disrupting production or playout.

Broadcasters continue to produce a single live feed. Localization is applied downstream, generating multilingual outputs in parallel for distribution.

- No changes to production workflows
- Parallel outputs from a single feed
- Broadcast-aligned audio/video synchronization
- Distribution-ready streams for OTT and FAST platforms

Detailed technical architecture is available separately for engineering teams.

Why Now

Three shifts make this an immediate opportunity:

- 1 Streaming has globalized distribution**
Content reaches everywhere—but not in every language.
- 2 Ad-supported models reward scale**
Revenue grows with audience. Language limits that growth.
- 3 Technology has crossed the threshold**
Real-time localization is now stable, continuous, and deployable at broadcast scale.

Every live channel today is a multi-language opportunity that has not yet been activated. Broadcasters that move first capture new markets early. Those that wait compete later, with less advantage.

Case Study: Newsmax

When Newsmax expanded globally, it did not build new workflows. It added a language layer.

Before real-time localization, distribution was largely constrained to English-language audiences, with expansion limited by traditional localization models.

Within 18 months of deploying SyncWords, Newsmax expanded into over 100 countries across five continents, launching Spanish-language distribution across Latin America and extending into new multilingual markets.

One feed → multiple language outputs → new distribution deals → incremental revenue

- Launch on DGO (DirecTV Latin America) across major LATAM markets
- Multi-year agreement with Supercanal in the Dominican Republic (3M households)
- Expanded distribution via Fubo to US Hispanic audiences

Each deal is enabled by a single source feed extended into new markets through language—without additional production overhead.

Newsmax also expanded its carriage partnership with Fubo, YouTube TV, and Sling to include Newsmax en Espanol for a growing US Hispanic audience — a segment that over-indexes on streaming consumption compared to the general population.

In addition to securing multi-year distribution agreements in France, Israel, and Cyprus, Newsmax has an expanding brand licensing agreement with Telecom Serbia, including Newsmax Balkans and Newsmax Polska, and another partner to launch Newsmax, extending its editorial reach into markets where English-language US news has historically had limited native-language accessibility. These moves are part of a deliberate strategy to reach audiences anywhere in the world.

Andy Biggers, SVP of Content Distribution at Newsmax, framed the strategic logic clearly:

"Latin America is the second fastest-growing streaming market globally, and DirecTV Latin America is one of the largest multichannel players in the region."

ANDY BIGGERS — SVP OF CONTENT DISTRIBUTION, NEWSMAX

What ties this together isn't just commercial ambition — it's a fundamental rethinking of what localization makes possible.

"What's most powerful about this technology is how quickly it allows us to scale. We're no longer limited by traditional barriers to entry in new markets. With SyncWords, we can expand into new languages in real time, and that translates directly into audience growth, engagement, and immediate business value."

ANDY BIGGERS — SVP OF CONTENT DISTRIBUTION, NEWSMAX

That's the shift this technology represents in practice. Not an experiment. Not a pilot. A live, 24/7 broadcast operation now distributed across Latin America, the Caribbean, and Europe— each new language feed a fully monetizable distribution channel, carrying the same ad structure as the original broadcast, without requiring a parallel production team.

For broadcasters evaluating their own global strategy, Newsmax's trajectory offers a clear benchmark: language is no longer the barrier it was. The infrastructure to remove it exists, it's proven at scale, and the commercial returns are already being realized.

Monetization and Market Expansion

Real-time localization removes language as a constraint on revenue.

In the US alone, over 60 million Spanish speakers represent one of the largest language markets globally. Localization enables direct access to this audience from existing live feeds—without new channels or workflows.

The same model applies globally across high-value language markets.

US SPANISH SPEAKERS

60M+

One of the largest addressable media audiences globally.

This changes the economics of expansion:

- New language streams launch with minimal incremental cost
- Existing content generates additional revenue across new audiences
- Market entry becomes language-driven, not infrastructure-driven

Over time, localization shifts from production overhead to scalable revenue layer.

Advertising Integration

Real-time localization extends existing advertising infrastructure. Ad markers (SCTE-35) and server-side ad insertion (SSAI) are preserved across all language outputs, allowing each stream to carry the same ad structure as the original broadcast.

This enables:

- Immediate monetization of multilingual streams
- Language-specific ad targeting
- Use of existing ad decisioning systems

Each additional language feed becomes a fully monetizable channel within existing OTT and FAST environments.

THE NEXT STEP

The constraint is no longer distribution. It is language.

Real-time localization removes that constraint—allowing broadcasters to convert global reach into revenue, one language stream at a time.

The infrastructure is proven. The model is operating at scale. The upside is immediate.

The question is no longer whether this will happen—but who captures the opportunity first. Broadcasters that act now will define the next phase of global distribution.