

How 24i Enabled Newsmax to Scale Streaming, Stability, and Innovation



About Newsmax

Newsmax is a leading U.S. broadcasting and digital media company and the fourth-largest cable news channel, reaching over 60 million subscribers across platforms.

Its ecosystem spans broadcast, streaming, subscription services, and mobile apps, with more than 16 million downloads and 20 million social followers. With a diverse, multi-platform audience, Newsmax set out to **unify its experience across devices while supporting rapid growth and innovation.**

The Challenges



Fragmented experience

Consistent UX across devices was complex and resource-heavy.



Maintenance over innovation

Constant updates kept teams out of innovation mode.



High-stakes performance

Breaking news drove spikes (up to 10x), demanding extreme stability.

The 24i Video Cloud Solution

24i delivered a **scalable, cloud-based video platform** enabling Newsmax to unify its ecosystem, stabilize performance, and accelerate innovation.

Built on **24i Video Cloud**, the solution connects:

- ✔ **Video Workflow** (live streaming, ingest, delivery)
- ✔ **CMS & data layer** (for control and scalability)
- ✔ **Applications** (multi-device apps)

This aligns directly with 24i Video Cloud vision of **connecting content, data, monetization and applications into one platform.**

Platform Capabilities Delivered

Performance & Stability at Scale

- Reliable live streaming during peak breaking news events
- Cloud-based delivery with high availability and scalability
- Reduced operational risk during traffic surges

Cross-Platform Unification

- One consistent experience across iOS, Android, Roku, and more
- Simplified platform management across devices

Innovation Without Trade-Offs

- Shift from maintenance-heavy development to rapid innovation
- Faster rollout of new features and services
- Foundation for personalization and AI-driven experiences

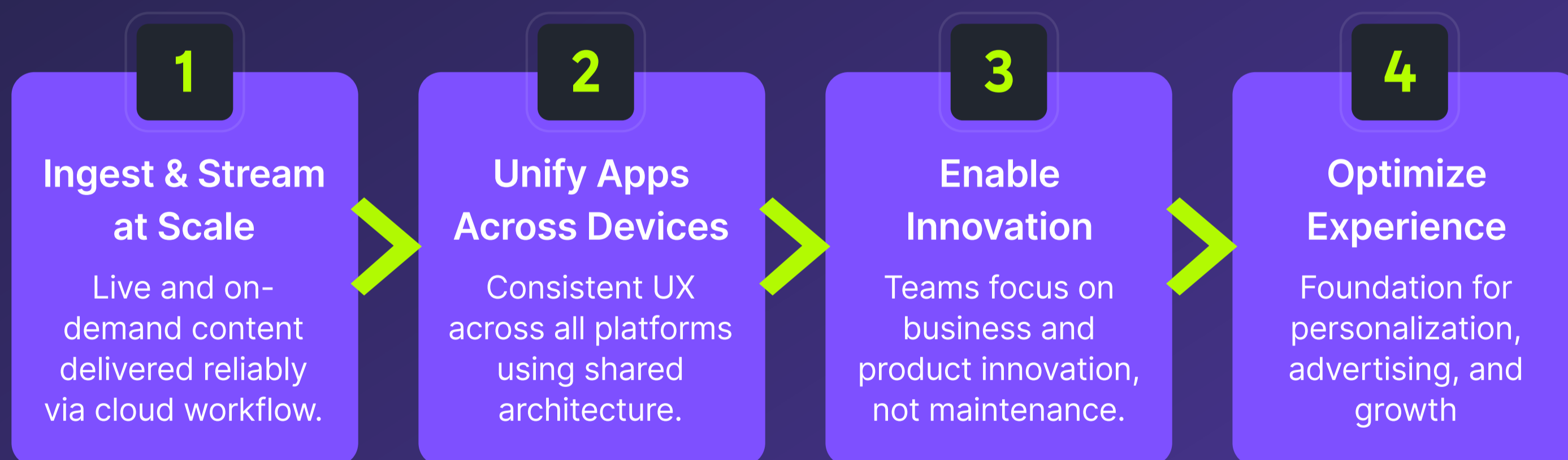
Monetization & User Experience Balance

- Support for scalable advertising and subscription models
- Ability to explore personalization and targeted monetization
- Improved balance between revenue and UX



From Platform Complexity to Scalable Growth

At the core of Newsmax's transformation is 24i Video Cloud's unified architecture, enabling:



NEWSMAX

“With 24i, we’re able to balance user experience, content, and monetization in a way we couldn’t before. We can innovate faster while maintaining the stability we need, especially during high-traffic moments like breaking news.”

Lokesh Tiwari
Chief Digital Officer, Newsmax



Measured Impact



From maintenance to innovation

Freed internal teams to focus on product evolution instead of upkeep.



Improved platform stability

Reliable performance even during peak news cycles.



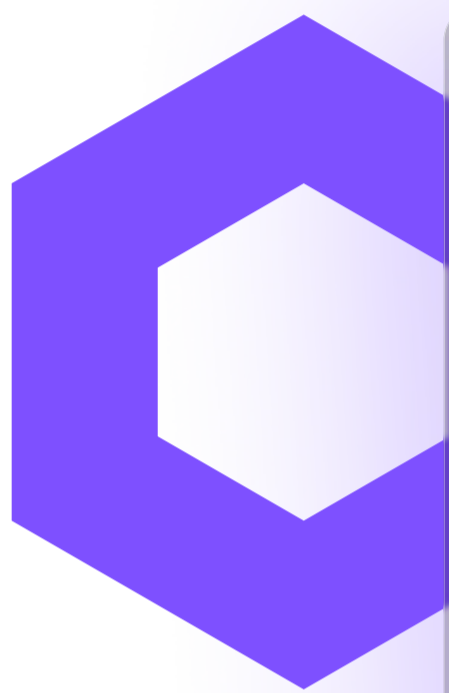
Faster time-to-market

Accelerated feature development and deployment.



Foundation for future growth

Enabled AI-driven personalization and advanced monetization.



What Made the Difference

Newsmax's success was driven by a platform that combines:

- **Cloud-native scalability** designed to handle unpredictable demand
- **A unified ecosystem** connecting content, applications, and data
- **Operational simplicity** that replaces fragmented legacy systems
- **Flexibility to innovate** continuously without compromising performance

About 24i

24i Video Cloud is a data-driven, modular, end-to-end video platform that unifies content management, video workflows, applications, personalization, and monetization into a single scalable ecosystem, designed to launch, grow, and continuously optimize streaming services.

