

NewTek's expansion in APAC yields significant growth

Since 2020, new channel partners, leadership, and product innovation have contributed to NewTek's success.

Bangkok, Thailand, 14 June 2022 – [NewTek](#) is transforming the way businesses create quality video content and share it with the world, with significant success in the India/SAARC region because of an expanded channel partner network and new leadership.

From 2020 to 2021, there has been **47%** growth for NewTek across the Asia-Pacific with four new partners added in India, Sri Lanka, and Bangladesh. Furthermore, innovations from NewTek like the TriCaster 1 Pro and PTZ3 camera and an increased demand across the broadcast and proAV markets in corporate, education, and houses of worship have also added to regional success.

Spearheading NewTek's investment in the India and SAARC region is Rohan Tadke who was appointed as the Regional Manager for the area. Rohan has a strong heritage in the sector having previously held management positions at Wyrestorm and Harman International. As NewTek's global go-to-market model is indirect, his primary focus has been to enhance the existing partner relationships and rapidly grow the partner footprint in the region.

“NewTek is a change-agent in the video industry, leading the shift to IP video workflows regionally, and globally. NewTek's growth in the India/SAARC region has been driven by the fact that in the current climate, organizations are continually looking to improve communications with employees and customers. While we have always had a strong positioning in the broadcast market, we are seeing significant growth in other sectors previously unexplored including education, corporate, and many others,” **states Rohan Tadke, Regional Manager, NewTek.**

On NewTek's recent accomplishments in Asia-Pacific, its customers and partners have said:

CDM: *“NewTek has been an integral part of CDM Technologies' growth, we have seen significant investment from NewTek in India. The addition of a new Country Manager to build an India based team further strengthened NewTek's position in the India markets and we will invest accordingly.”*

Cineom: *“As a Systems Integrator, Cineom only ever invests in best of breed products. NewTek's products address both the broadcast and proAV markets where Cineom are active, especially in the education segment.”*

Sraban Engineering: *“With NewTek and NDI solutions we have the power to transform any production and studio facility with an ease – we look forward to taking NewTek to the next level across Bangladesh.”*

Shaf Broadcast: *“Shaf Broadcast is a systems integrator which has historically focused on the broadcast market however, we are seeing many opportunities in House of Worship and other sectors where NewTek technology and NDI are relevant.”*

Techlobby: *“We recently signed a partnership agreement with NewTek in Sri Lanka which has enabled us to provide reliable and flexible studio production solutions to our customer – this is our first deal, and it is significant. We look forward to a bright future with NewTek.”*

VTI: *“The fact that you can position a NewTek product to practically anyone right from a Broadcast house to a Corporate AV customers make NewTek an invaluable proposition.”*

This news follows a previous announcement from NewTek on the doubling of its entire business since the Vizrt Group acquisition in 2019. NewTek has also reinvigorated its partner offering globally with its support business doubling since 2020, and NewTek University awarding diplomas and certifications to hundreds of distributors, systems integrators, partners, and other solutions specialists.

NewTek’s growth in 2022 is expected to surge even further, with a robust product roadmap in the pipeline with more to be announced very soon.

To follow NewTek’s latest updates, and news, please visit: www.newtek.com

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About NewTek:

NewTek® is the leader in IP video technology that gives every storyteller a voice through video. NewTek sells exclusively through hundreds of resellers ([find a reseller](#)) around the world to bring its innovative solutions to market. NewTek products are natively IP-centric via NDI® and empower customers to grow their audiences, brands, and businesses faster than ever before.

Clients include: The Supreme Court of the United Kingdom, New York Giants, NBA Development League, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, the National Aeronautics and Space Administration (NASA), Pinsent Masons LLP, and more than 80% of the U.S. Fortune 100. www.newtek.com

About the Vizrt Group:

Vizrt Group® runs under the passionately held single, simple purpose of “more stories, better told,” supplying media content creators around the world with software-defined visual storytelling tools to help them to build a better-informed world.

The Group contains three of the strongest names in the broadcast technology industry; NewTek, NDI® and Vizrt. All three being creative businesses, built on innovation and grown by our people, with the goal of becoming the most recommended solution provider in the markets we serve.

We combine our strategic pillars of Content-Centricity, Software-Defined, IP First, and Innovation to increase our customers’ success in delivering engaging and immersive content to their audiences.

Vizrt Group is a global and diverse organization with over 600 employees from 58 different nationalities, with offices in 16 countries worldwide. It is privately-owned by Nordic Capital Fund X.

www.vizrtgroup.com