

NewTek growth set to surge in 2022 after record year

– Expert network of channel partners alongside award-winning, software-defined innovations fuels record growth for NewTek –

SAN ANTONIO, March 29, 2022— [NewTek](#), the leader in IP-based video technology and part of the [Vizrt Group](#), today announces significant growth with a total 39% increase across the global business as it reviews 2021 and sets the groundwork for continued success in 2022.

Building on the continued growth, since the Vizrt Group acquisition NewTek has doubled its business due to the strong combination of the increase in demand for robust, next-generation video technologies that are brought to market via carefully selected expert channel partners. Additionally, NewTek has continued to grow its partner network in 2022 with distributors appointed across Asia and India, the United Kingdom, and Europe.

“Since joining the NewTek team in 2019, I have been in constant awe of the team and their passion and drive to innovate and deliver outstanding products to support our customers via our exceptional channel network. The growth we are seeing is a result of this, and one that is even more impressive in the context of the turbulent last few years,” states **Barbara Spicke, President and GM of NewTek.**

“Our partner relationships are, for me, one of the main strengths of NewTek. Distributors, channel partners, systems integrators and others, all play a crucial part in bringing our innovations to market and putting them in front of the customers – they deliver local expertise that complements our global scale,” says **Michael Hallén, CEO Vizrt Group.**

NewTek has also reinvigorated its partner offering 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. In 2022, NewTek has more of these partners than ever before, helping us support the creation of great content, and delivering more stories, better told.

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. Working exclusively with selected Channel Partners around the world to bring its innovative solutions to market, NewTek empowers customers to grow their audiences, brands, and businesses faster than ever before. NewTek products are natively IP-centric via NDI®.

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.

NewTek is part of the Vizrt Group alongside its sister brands, Vizrt and NDI. NewTek follows the single purpose of this Group; more stories, better told. www.newtek.com

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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