



## News Republic: Redefining Mobile News Performance

### Background

In 2016, Smartphone was clearly *the* defining device for digital news. A [Reuters Institute 2016 Report](#) found that over half of consumers (53%) now use their smartphone to access news. With increased reliance on mobile apps for news and sports comes the greater expectation for app performance. Media consumption today is almost totally on-demand and impulsive - It needs to be consumed quickly and easily within the short time windows consumers have on their busy days - or it may not be consumed at all.

An [Aptelligent paper](#) shows that Almost 70% of users indicate that load time should be less than six seconds and 36% demand it be under three seconds. Half of consumers consider app load time a source of frustration and almost 25% would leave a brand if they found the app load time unacceptable.

### The App

Founded in 2008, News Republic is a leading personal mobile media company transforming how people get and experience news across iOS, Android, Windows 8 and Tizen smartphones, tablets and wearables. Its highly rated, award winning apps: News Republic, AppyGeek and AppyGamer are available in 6 language editions for millions of readers that span the globe.

The company believes that information empowers and has made it its mission to "Deliver information with purpose for engaged citizenship." It does so via a proprietary and predictive semantic engine that enables real time contextual news flows for a truly personalized experience. Readers have access to articles, videos and photos from over 1650 media partners around the world and can connect with each other to spark conversations about issues that interest them.

## **The Performance Challenge**

News Republic's rapid growth means connecting millions of users globally with real-time news updates. User engagement is critical to the success of any news/media app: number of articles read and number of images downloaded during a user session are important indicators of how captivated the user is with the mobile experience.

News Republic was previously using a CDN-only solution, but with its rapid growth the app's image and video-heavy experience required a solution designed specifically for a mobile-first platform.

## **The Solution**

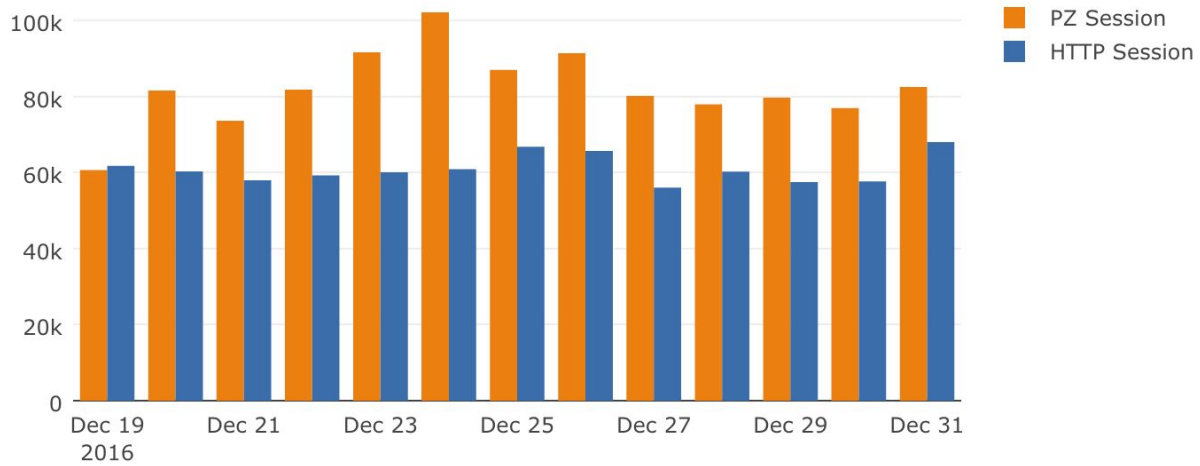
News Republic completed PacketZoom's SDK integration in less than an hour. PacketZoom's SDK offers a drag and drop integration and is lightweight with a minimal memory footprint. No changes to infrastructure configuration and no additional hardware or software was required.

"SDK integration was presented as super-easy and super-fast. PacketZoom kept their promise and we were able to see the benefits of PacketZoom within an hour" said News Republic CTO Thierry Vazzoler.

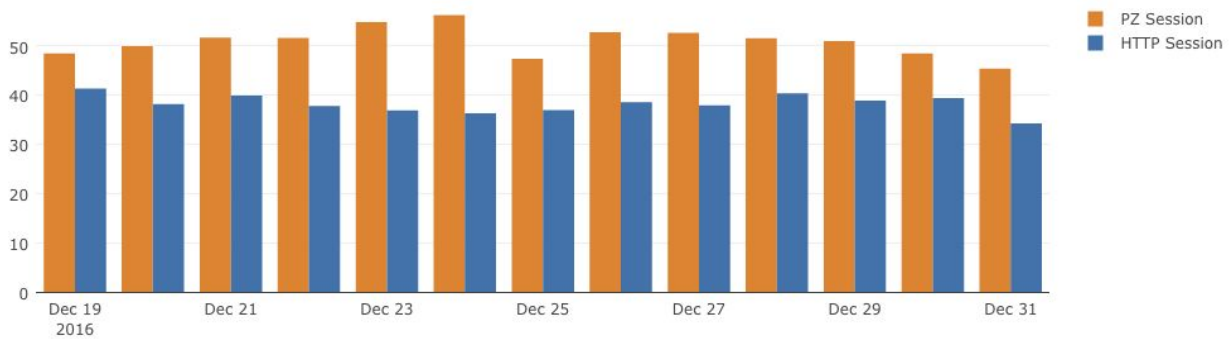
The existing CDN infrastructure was kept and News Republic was granted full operational monitoring and control via the dashboard which allows the team to conduct A/B tests and see performance with and without PacketZoom.

## **The Results: 34% Increase in Data Consumption**

News Republic saw an immediate ROI and significant boost in user engagement, including 34% increase in data consumption and 12% increase in average number of image views per session. This was made possible since PacketZoom Mobile Expresslane rescued 60% of transfer failures - rescuing 3,200-4,800 dropped connections per day, and was able to speedup content delivery 2.37X on average. News Republic saw an additional benefit: since PacketZoom is a CDN enhancer and not a replacement, PacketZoom automatically offloads mobile content caching from the CDN. For News Republic this means a 45% reduction in CDN bills.



*Figure 1: 34% increase in data consumption with PacketZoom*



*Figure 2: More than 12% increase in image views per session with PacketZoom*

**PacketZoom Mobile Expresslane** redefines mobile performance via in-app networking technology, customized for each user. By removing roadblocks in the mobile last mile, PacketZoom is able to significantly accelerate the performance by 2x to 3x, rescue up to 80% of the sessions from TCP connection drop and reduce CDN costs.

For more information: [www.packetzoom.com](http://www.packetzoom.com)