



NEWS RELEASE

Newsmax Draws 10 Million Viewers at RNC, Biggest Week in History

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BOCA RATON, Fla.--(BUSINESS WIRE)--Newsmax had its biggest ratings week in history during the Republican National Convention — drawing more than 10 million viewers across its networks.

“Newsmax continues to rise and rise and there's no question we are now a major force in cable news”

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As Republicans turned to nominate Donald J. Trump, millions of Americans turned to Newsmax to watch live coverage from Milwaukee.

According to Nielsen, more than 6.5 million viewers tuned into the network for nightly convention coverage, with more than 3 million viewers watching each night.

The network estimates at least another 3.6 million tuned into Newsmax2, its sister streaming channel for live coverage across platforms like Roku, Samsung, YouTube and more.

Some key ratings takeaways:

- No. 1 prime-time ratings week in Newsmax history.
- Top 7 channel with total viewers across all of cable.
- Top 5 cable channel for prime time across all of cable.
- 2.6 million viewers in key demo of 35-64 tuned in.

Newsmax even beat top networks like CNN and MSNBC during key time periods.

And for three nights in a row last week, "Rob Schmitt Tonight" beat CNN's Erin Burnett with total viewers.

Schmitt and Greta Van Susteren led network coverage from Milwaukee with on-site analysis from Rick Santorum, Mark Halperin, Mercedes and Matt Schlapp, Jenn Pellegrino, Rob Astorino, Tom Basile, and others.

Host Greg Kelly oversaw network coverage from its New York studios.

Newsmax 2 coverage in Milwaukee was led by anchors Bianca de la Garza, Ed Henry, and John Bachman.

"Newsmax continues to rise and rise and there's no question we are now a major force in cable news," Newsmax CEO Chris Ruddy said of the ratings.

Ruddy said Newsmax's audience is sticking after the RNC, noting Pres. Trump's rally in Michigan last weekend drew over 4 million viewers on both Newsmax and Newsmax2.

About Newsmax

Newsmax Media, Inc. operates Newsmax, the nation's fourth highest-rated cable news network and a top 20 daytime cable channel, according to Nielsen. Newsmax is carried on all major cable and satellite systems. Newsmax also broadcasts its free streaming channel Newsmax2. Both are available on OTT platforms and through the Newsmax+ service. Newsmax reaches more than 40 million Americans regularly through Newsmax TV, the Newsmax App, its popular website Newsmax.com, and publications like Newsmax Magazine. Forbes has called Newsmax "a news powerhouse."

CONTACTS

Bill Daddi

Bill@DaddiBrand.com

917-620-3717

Newsmax Media, Inc.