



Case Study:

The Rise of Rumble



We provide **DEDICATED** talent solutions tailored to your needs. Growing with us is easy.

The Rise of Rumble: A Story of Empowerment, Growth & Support

In the evolving landscape of digital media, few stories are as compelling as that of Rumble, a platform dedicated to empowering small content creators. Launched in 2013, Rumble embarked on a mission to offer a voice to creators often overshadowed by larger influencers and corporations on other platforms. This case study delves into Rumble's journey, year by year, highlighting its growth and the challenges it has overcome to become a beacon for free expression and diverse opinions.



2013: The Inception

In 2013, Rumble emerged as a fresh alternative in the digital media sphere, challenging the status quo dominated by established platforms. This year marked not just the launch of a new platform but also the beginning of a movement dedicated to democratizing content creation and distribution. Rumble's foundation was laid on the principle of fairness and opportunity for all creators, regardless of their size or reach, setting a new precedent in the digital content landscape.

2014: Early Milestones

By 2014, Rumble had already begun to carve out its niche in the competitive world of online video content. Reaching one million monthly video views was not just a numeric achievement; it was a clear indicator of the platform's growing appeal and the resonance of its mission with a broader audience. This milestone was crucial in validating Rumble's model and attracting a wider range of creators to the platform.

2015: Technological Recognition

In 2015, Rumble's commitment to technological excellence was evident. The accolade of having the fastest video player as per Google's developer insights was a testament to the platform's dedication to enhancing user experience. This recognition not only boosted Rumble's credibility but also attracted tech-savvy creators and viewers who value high-performance digital experiences.

2016: Gaining Prominence

2016 was a landmark year for Rumble as it was recognized as a top 50 Video Site by ComScore. This recognition was a significant nod to Rumble's growing influence in the digital video space. Moreover, the substantial earnings of \$4 million by video creators on the platform highlighted Rumble's potential as a lucrative platform for content creators, further enhancing its attractiveness.

2017: Expanding Reach

Rumble's expansion into the mobile realm in 2017, marked by its ranking as a Top 100 mobile site by Alexa, signified its adaptability and responsiveness to changing consumer behaviors. This achievement was indicative of Rumble's understanding of the importance of mobile platforms in content consumption and its ability to cater effectively to mobile users.

2018: Recognition and Growth

The year 2018 was pivotal for Rumble, with multiple accolades highlighting its rapid growth and impact. Being recognized as a Top 10 Mobile Site by Quantcast and one of the fastest-growing tech companies in Canada and the US by Deloitte, Rumble solidified its position as a formidable player in the tech industry. These achievements were not just accolades but also powerful endorsements of Rumble's platform and business model.

2019: Social Media Success

In 2019, Rumble's influence extended significantly on social media, particularly with the Rumble Viral YouTube channel surpassing 1 million subscribers. This was a clear indication of the platform's ability to engage and entertain a diverse and extensive audience. The success on YouTube also served as a strategic expansion of Rumble's presence, allowing it to tap into a larger pool of potential content creators and viewers.

2020: Exponential Growth

2020 marked a period of unprecedented growth for Rumble, with a significant increase in key metrics like MAUs, watch time, and daily uploads. This exponential growth demonstrated the platform's scalability and its ability to attract and retain a growing user base. The surge in user engagement reflected a wider trend of content consumers seeking alternatives to traditional media platforms.

2021: Record-Breaking Achievements and Expansion

The year 2021 was a landmark period for Rumble, characterized by record-breaking user engagement and strategic expansions. The platform's achievement of 36 million average monthly active users and a 44x growth in viewer engagement underscored its rising popularity and the resonance of its content with a broad audience. Additionally, the acquisition of Locals and the move to go public were strategic steps in bolstering Rumble's infrastructure and expanding its reach in the creator economy.

2022: NASDAQ Listing and Financial Growth

2022 marked a significant financial milestone for Rumble as it completed a business combination with CF Acquisition Corp. VI, leading to its listing on the NASDAQ Stock Exchange under the symbol "RUM". This transition into a publicly traded company on September 19, 2022, was a testament to the platform's robust growth and market confidence.

The merger provided Rumble with approximately \$400 million in gross proceeds, enabling the company to attract new content creators, expand its teams, and finance future acquisitions. This development was a clear indicator of Rumble's solid financial foundation and its ambition to scale its business and mission to a greater height (Rumble).

2023: The Growth Continues

In 2023, Rumble's journey of expansion and innovation continued with several key developments. The company opened its new U.S. headquarters in Longboat Key, Florida, reflecting its commitment to reshaping the tech employee experience and investing in its workforce. The state-of-the-art office facilities on the sunny shores of Florida were designed to foster innovation and dedication to the company's mission of protecting a free and open internet (Rumble).

In May 2023, Rumble announced the acquisition of Callin, a San Francisco-based podcasting and live-streaming platform. This strategic move signified Rumble's entry into the realm of social podcasting, expanding its capabilities to include live streaming and post-production tools. With Callin's founders, David Sacks and Axel Ericsson, joining forces with Rumble, the platform aimed to enhance the experience for creators and fans, underscoring its commitment to the free flow of ideas and content creation (Rumble).

2024: The Rumble Takeover Year

Further bolstering its position as an independent platform for diverse monetization opportunities, the **Rumble Advertising Center (RAC)** provides one of the best economic toolkits for the parallel economy. The advanced platform-agnostic tools are self-serve and automated, allowing advertisers to diversify with targeted campaigns. Creators are also free to maximize profits with access to a fast-growing network of advertisers.

Launched in January 2024 as part of the Rumble ecosystem, Rumble Studio is another major milestone for Rumble's independence from Big Tech. Ramping up the creator economy, Rumble Studio makes it easy and accessible for creators to produce valuable content. The new all-in-one livestreaming tool features easy-to-use integrations with various platforms, allowing creators to maximize their reach. Revolutionizing live-streaming monetization, the one-of-a-kind software also allows advertisers to automate real-time bidding.

Adding to the pillars of the Rumble ecosystem and its mission to protect freedom in the digital age, the launch of **Rumble Cloud** in March 2024 provides unique opportunities for business growth and independence in the cloud marketplace. In contrast to the consumption-based model offered by Big Tech, Rumble Cloud is a trusted platform that supports business freedom and innovation with cost-effective pricing, predictability, and customizable cloud services.

Rumble's story is one of continuous innovation, growth, and commitment to empowering content creators. From its humble beginnings to becoming a significant player in the digital space, Rumble has remained steadfast in its mission to protect a free and open internet. As it continues to evolve, Rumble stands as a testament to the power of dedication, innovation, and the importance of providing a platform for diverse voices and opinions in the digital age.

Each year of Rumble's journey showcases its commitment to empowering content creators and fostering a diverse, open internet. From technological advancements to strategic expansions, Rumble's story is a testament to the power of innovation and perseverance in the digital age.



"With Cosmic, we are able to scale manpower easily while saving costs along the way. The teams also integrate well with our own, making it feel like we have one giant team, despite them not working from the same office. This synergy has accelerated our projects' timelines and enhanced their outcomes, thanks to Cosmic's delivery of top-tier talent who mesh seamlessly with our workflows and ethos. Their adaptability and keen understanding of our objectives have elevated Cosmic from a service provider to a pivotal extension of our core team, playing an essential role in our pursuit of innovation and industry leadership."

Wojciech Hlibowicki, CTO of Rumble.com

Cosmic Development's Role in Enhancing Rumble's Journey

Cosmic Development, through its dedicated team model, plays a pivotal role in streamlining Rumble's operational processes by managing all aspects of employee administration. The key advantage provided by Cosmic Development is that it allows Rumble to seamlessly expand its team according to their specific requirements without the burden of administrative tasks. This includes managing recruitment, onboarding, handling salaries, providing necessary equipment, and ensuring suitable office spaces for roles requiring a physical presence, thereby streamlining Rumble's operational efficiency and focus on growth.



Here's an overview of the comprehensive support Cosmic Development provides:

- **Recruitment:** Cosmic Development takes charge of the entire recruitment process for Rumble's dedicated teams, ensuring that Rumble attracts and secures top talent suited to their needs.
- **Complete Onboarding:** Cosmic Development manages the full onboarding process of their dedicated talent, making sure new hires are well-integrated and equipped to contribute effectively.
- **Full-Scale Administration:** Cosmic Development handles all administrative tasks, including salaries, taxes, pension contributions, health insurance, life insurance, and various other employee benefits across all operational units in Macedonia and Serbia.
- **Equipment Provision:** Cosmic Development provides all the necessary equipment, ensuring team members have the tools they need to succeed.
- **Office Space Management:** For roles where physical presence is essential, Cosmic Development offers top-notch office spaces, creating an optimal work environment for Rumble's teams.



This comprehensive support system allows Rumble to focus on key goals while maintaining an effective team. By handling recruitment, payroll, and office needs, Cosmic saves Rumble time and money, streamlining operations and letting them invest more in growth and innovation. This approach ensures Rumble's team is aligned with the company's main objectives.

Here's a brief summary of how Cosmic Development's support leads to cost savings for Rumble:

- **Recruitment and Onboarding:** By managing the entire recruitment and onboarding process, Cosmic Development reduces Rumble's need for separate HR services, leading to significant savings in HR-related costs.
- **Payroll Administration:** Handling salaries, taxes, pension contributions, and benefits, Cosmic streamlines Rumble's payroll processes, minimizing the risk of financial errors and associated costs.
- **Equipment and Office Space:** Cosmic's provision of necessary equipment and office space management eliminates the need for Rumble to invest in these resources, further reducing capital expenditure.
- **Operational Efficiency:** The overall effect of Cosmic's services is a more streamlined and cost-efficient operation for Rumble, allowing it to allocate resources more effectively and focus on core business growth.



Timeline of Cosmic Development's Support for Rumble: Five Years of Substantial Growth

Year*	No. of employees per year	No. of teams	Average costs saved (%)
2024	130 ↑	13 ↑	35% ↑
2023	129	13	34.86%
2022	112	9	26.64%
2021	88	8	20.80%
2020	41	8	20.66%

*Cosmic Development has been a fundamental partner to Rumble since its inception, providing essential support right from the start. As we examine the last five years in particular, we focus on the timeline of Cosmic Development's most significant contributions during Rumble's periods of rapid growth. This period highlights the strategic support that was crucial in scaling Rumble's operations, emphasizing our role in managing critical tasks that allowed Rumble to concentrate on expansive strategic goals. This selection is deliberate to underscore the transformative impact during Rumble's key growth phases, rather than overlooking the foundational early years.



As Rumble's CFO, I can confidently say that Cosmic Development's support has been integral to our operational efficiency. Their management of HR processes, including recruitment and payroll, has streamlined our operations and optimized our resource allocation, allowing us to focus on strategic growth and innovation. Cosmic is a key partner in our success.

Brandon Alexandroff, CFO of Rumble.com

Let's empower your business as well with our dedicated talent solution!

At Cosmic Development, we redefine collaboration with our tailored dedicated team model, purpose-built to align precisely with your business objectives. We don't rely on a bench of inactive talents; instead, we conduct a meticulous recruitment process, curating a team exclusively for you once we fully understand your needs.

Tailored Team Assembly: Precision in Every Hire

- **Singular Client Focus:** Dedicated teams provide undivided attention to a single client's needs, ensuring tailored solutions, while outsourcing involves employees working on multiple projects simultaneously, potentially diluting attention and resources.
- **Custom-Crafted Teams:** Each team is assembled from the ground up, with members handpicked to fit your project's unique requirements and your company's culture.
- **Strategic Alignment:** Understanding your vision is at the core of our approach, as we ensure that your dedicated team not only meets but surpasses your expectations in propelling your business forward.
- **Cost Efficiency in Recruitment:** Eliminate the financial burden of sourcing and securing top-tier talent. Our model is designed to provide you with the expertise you need without the usual hiring expenses.
- **Dedication to Your Vision:** Your objectives become ours. Your dedicated team is immersed in your world, guaranteeing a commitment to your goals as if they were their own.
- **Adaptive Resourcing:** As your business evolves, so does your team. We adapt the team composition to meet the changing demands of your business, ensuring agility and flexibility.
- **Direct Oversight:** Maintain control with direct management of your dedicated team, supported by our transparent communication practices and regular progress assessments.
- **Sustained Collaborations:** Our focus is cultivating long-term partnerships with our clients, ensuring we provide support and continuously add value after meeting initial goals.

We specialize in providing dedicated teams and dedicated employees tailored to your specific needs, ensuring you receive support in every area of your operations. From software development and IT support to Business Process Outsourcing (BPO) services and various digital specialists ready to elevate your brand's online presence, we've got every aspect covered.

Partner with us for a bespoke dedicated team experience that is as unique as your business. Let us build your ideal team together and turn your strategic vision into a competitive advantage.

Have a Unique Requirement or a Special Request?

Don't hesitate to reach out to us! We understand that every business has its own set of distinct challenges and needs. Our approach is to listen closely, understand your specific circumstances, and respond with tailored solutions that fit perfectly with your requirements.

What could a special request include?



Niche Expertise

Need experts in a rare programming language or a cutting-edge technology? We can source the right talent for you



Custom Teams

Looking for a team with a specific blend of skills? We can assemble a team tailored to your exact project needs



Unique Project Requirements

Have a long-term project with unusual or specific demands? We love challenges and are ready to tackle them head-on



Flexible Engagement Models

Require a different working model or time zone alignment? We'll adapt to your business rhythm

Why Us?

Because we build long-term partnerships:



Dedicated Teams

Scalable teams and experts on demand



Transparency

We are proud of our honesty and openness as we work



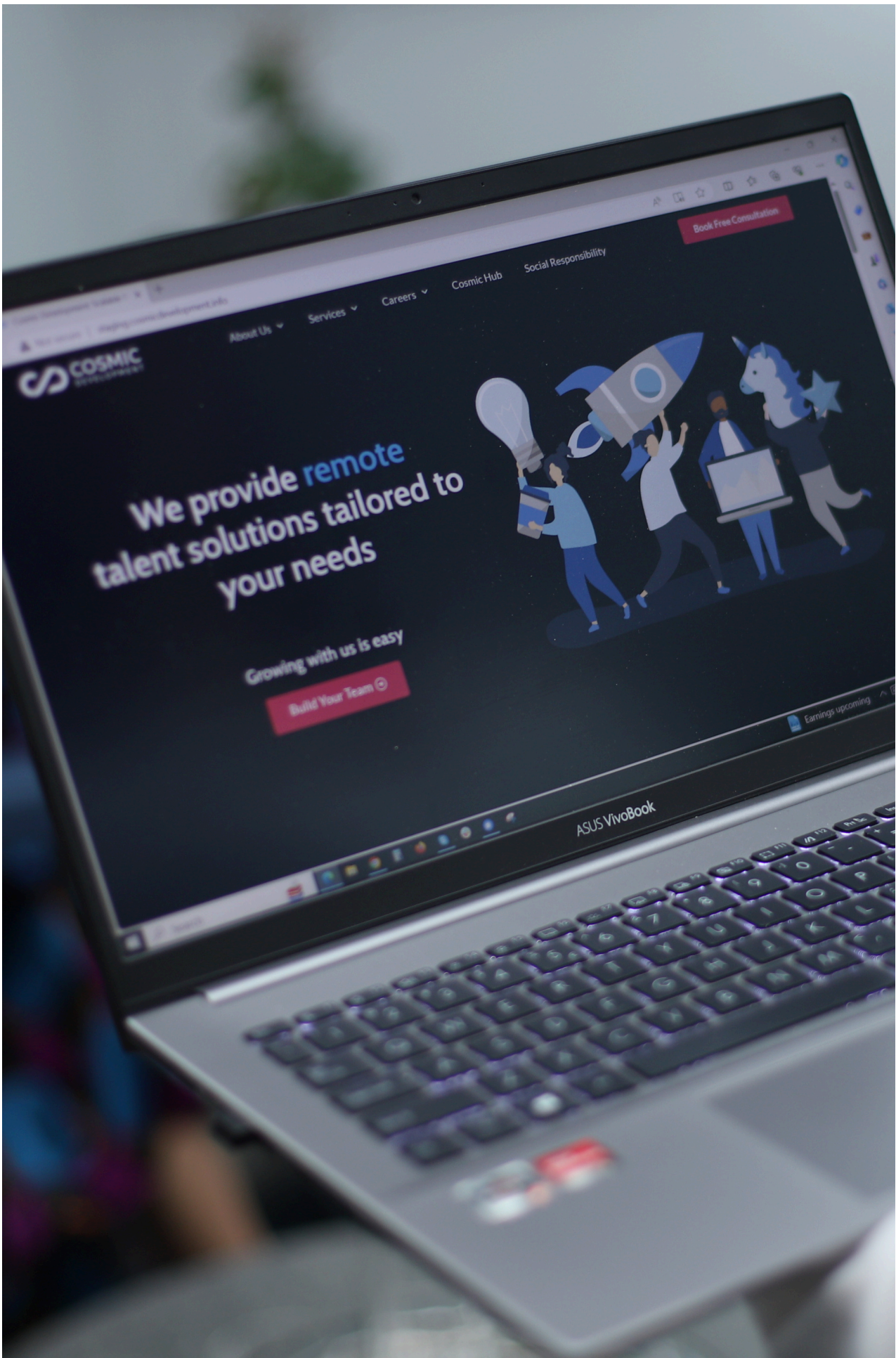
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A simple contract with monthly billing

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We provide remote talent solutions tailored to your needs



Growing with us is easy

Build Your Team

Earnings upcoming

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**Thank
You!**