

How an Independent Publisher Streams 1080p Live Podcasts on a Dedicated Server

An independent publisher streams 1080p live podcasts and serves up to 7M monthly visitors on a CC-2000 dedicated server. 14 years, zero failures under load.

Introduction

When unpredictable traffic spikes can mean the difference between reaching an audience and disappearing from view, the underlying infrastructure has to deliver. One long-time InMotion Hosting customer, an independent publisher whose content network draws between **five and seven million monthly visitors**, broadcasts full 1080p live podcasts directly from their own server. After **14 years** on InMotion Hosting's [dedicated server platform](#), Geoffrey Grider has settled the question of where [his digital home](#) belongs.

Grider's website runs on an InMotion Hosting CC-2000 high-capacity dedicated server with substantial memory headroom, scalable network capacity, and fully owned underlying hardware.

The Challenge

The site faces scale-related demands that very few independent publishers encounter. Traffic spikes come without warning. During the pandemic, monthly visitors jumped from **one million to 2.5 million** in the span of weeks, with server load climbing into the double digits during peak events. Grider live streams in full 1080p three times a week to live audiences that sometimes reach **2,000 concurrent listeners**, and he hosts those broadcasts on his own infrastructure rather than offloading them to YouTube or another third-party platform.

That setup demands constant readiness. There is no schedule for when demand will spike; only the certainty that it will. Before InMotion Hosting, Grider had cycled through several providers that could not keep pace. Repeated server crashes and dead-end technical support left him looking for something different: a real dedicated server and a team that would pick up the phone when something broke.

A more recent test came when he migrated his content delivery network from Cloudflare to Fastly. Fastly's proprietary VCL snippets created a difficult cache-clearing problem, and the failure had a compounding downstream effect. His Jetpack newsletter, which delivers every new post to roughly **17,000 subscribers** and runs three to five times per day, stopped going out. Articles were publishing, the cache was not invalidating, and the email pipeline that drove much of his traffic broke down.

“People are getting away from articles. They want to see podcasting live. If you want to be a live podcaster on your own site, InMotion's the place to do it.” – Geoffrey Grider

The Solution

The CC-2000 [high-capacity dedicated server](#) gave Grider's environment the memory headroom and bare metal performance required to handle his traffic profile. Because the hardware sits inside InMotion Hosting's privately owned infrastructure rather than a hyperscale public cloud, capacity behaves predictably under load. The platform has accommodated his network's growth across multiple hardware refresh cycles, with Grider upgrading to a new server roughly every three years.

Resolving the CDN cache issue required something hyperscalers do not offer: hours of phone time with engineers who treat troubleshooting as a conversation. Working with the [InMotion Solutions](#) team, including Samuel and Dakota under the leadership of manager Parag, Grider walked through the problem across multiple calls totaling several hours. The breakthrough came when one of the technicians made a comment that prompted Grider to check a setting on a specific WordPress plugin. That setting was the root cause. Once corrected, the cache cleared properly, and the newsletter resumed delivery to all 17,000 subscribers.

Grider has worked with InMotion Solutions across years of issues, building relationships with multiple generations of the team. Today, Samuel, Dakota, Muhammad, and Parag are among those he relies on. The preference for phone support over chat, in particular, shapes how he handles outages.

“Your tech support is not transactional. It’s conversational. By the time you’re done talking it through, you come to a much faster conclusion because everybody’s talking, everybody’s engaged and it’s just a very different type of tech support. I brag about it to people all the time.”

– Geoffrey Grider, 14-year partnership

The Results

Grider has run his content network on InMotion Hosting for 14 years without a single failure under load, including pandemic-era traffic spikes that pushed the site from **one million to 2.5 million monthly visitors** in a single month.

Live podcasts stream in 1080p directly from the CC-2000 to live audiences of thousands, with Grider describing the broadcasts as “crisp and clear” three times a week. The newsletter pipeline that pushes articles to 17,000 subscribers works reliably in the background. For a publisher that cannot predict when demand will hit, the server stays ready 24 hours a day for the moments that matter.

“The server has never choked. It’s fantastic.” – Geoffrey Grider

The decision to host on owned hardware rather than public cloud is something Grider rates as “an 11 on a scale of 1 to 10.” The grounding effect of knowing where his data lives, and knowing that the people running the box are accessible by phone, has shaped how he thinks about infrastructure. After 14 years, he describes the relationship as one of “a thousand reasons” to stay, with no reason to leave.

When asked what InMotion Hosting could be doing better, Grider offered something closer to a recommendation than a critique. He believes InMotion Hosting should position itself as the premier home for independent live podcasters who want to broadcast from their own websites rather than rent visibility on YouTube. From his vantage point, after 17 years of watching publishing trends shift toward video and live audio, the company already has the hardware, the network capacity, and the support model to claim that ground.

“Support is the shining jewel of your company. It’s not the hardware. It’s not the packages. You shine when the problem starts and the countdown clock begins, something is broken, and I have 1,200 people waiting for my site to come back up and I know that if I get on the phone with you, it’s going to be time well spent.”

– Geoffrey Grider

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