

CASE STUDY

StreamGuys Simplifies Multi-Station, In-Stream Advertising Workflows for WAY Media

HISTORY

WAY Media, best known to listeners as WAY-FM, is a non-profit Christian radio network with a mission to influence today's generation of followers by using media in a culturally relevant way.

While all of WAY Media's 17 radio stations across the United States broadcast and stream the same national announcers and network program music in real time, each station has an individual live stream with its own brand identity and a combination of local and national advertising.

"As a national group with so many separate streams, managing our in-stream advertising workflows had become fairly complicated," said Faron Dice, Chief Content Officer at WAY Media. "We have all of these stations and want to do very big things, despite having a small digital team."

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SITUATION

The ending of WAY Media's contract term with its previous, long-time streaming provider presented an ideal opportunity for the group to evaluate a new platform that could reliably and cost-effectively deliver its streams to a growing audience while simplifying the management process for its local and national ad insertions.



"We needed a simple yet feature-rich advertising toolset to support our current and future monetization goals," Dice explained. "That includes flexible scheduling for national spots and local ads, plus the ability to seamlessly switch out and rotate many ads over the life of a campaign. It wasn't just the functionality that was important, but also whether the tools were easy enough to be used by our small staff and less-technical personnel."

As a Christian radio network, WAY Media also wanted to partner with a service provider who understood the unique aspects of the religious broadcaster's core vision, goals and approach to connecting with its listeners. At the same time, Dice preferred the assurance of an established streaming provider with a diverse customer base and proven experience in working with larger organizations.

BENEFITS

WAY Media discovered StreamGuys at the National Religious Broadcasters convention, and were quickly impressed. In June 2016, following extensive research to confirm its first impressions, the broadcaster switched its live broadcast streams from its previous provider to StreamGuys' robust, cloud-based streaming architecture and rich SaaS toolset of dynamic ad insertion, audience measurement and statistical reporting software.



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“StreamGuys immediately showed us how they could make it easier for us to do everything we were already doing, plus enable us to do other things we couldn’t do before,” said Dice. “Their toolset significantly simplifies our workflow for the scheduling and insertion of our ads, including audio pre-rolls and mid-rolls, across all 17 of our stations. StreamGuys makes it easy for any of our staff, regardless of technical expertise, to manage what amounts to a complex advertising strategy. We can rotate between national and local ads, switch out spots, and schedule all of this with ease.”

WAY Media is also leveraging in-depth statistical and analytical tools from StreamGuys’ SGsuite of reporting and monitoring software. This includes SGRports, a log processing service that provides detailed metrics, including hits, visitors, geographic location and play duration over any period time; and SGmon, an audience measurement tool that provides insight into peak audience levels and other trends to support educated decisions on when and how to effectively scale streaming services.

The migration from WAY Media’s previous service provider to StreamGuys was pleasantly trouble-free. “Moving 17 streams and all of their related apps, there is always the risk of hiccups that cause downtime,” Dice commented. “But the transition went as smoothly as I could have imagined.”



SOLUTION

While StreamGuys’ technology has proven highly effective and easy to use, Dice notes that he is perhaps most impressed by StreamGuys’ proactive technical support – a key service element that he notes is remarkably improved since the transition from his previous provider. “We’re extremely happy with the proactive approach we get from the StreamGuys technical team, which has been a pleasant surprise. StreamGuys calls or emails us when they detect events or minor glitches that we would have only noticed in the past if listening ourselves in real time.” Behind the scenes, StreamGuys uses its SGalerts tool to detect issues anywhere in WAY Media’s streaming audio pipeline, enabling StreamGuys’ support team to proactively notify the broadcaster.

Beyond the technology and services, StreamGuys’ proven expertise, extensive roster of satisfied customers and dedication to understanding WAY Media’s brand give Dice confidence that StreamGuys is a great fit for his current and long-term needs. “The fact that StreamGuys is reliably delivering similar benefits to much larger commercial broadcasters than us, yet still have an innate understanding of how to work with Christian broadcasters, is unusual and very impressive,” he said.

In addition to the immediate benefits WAY Media has gained, Dice sees the power and ease of StreamGuys’ SaaS platform and tools as the foundation for realizing their live streaming vision. “Based on the full complement of technology and services we are getting from StreamGuys, we have positioned ourselves for the kind of digital streaming growth and monetization we have wanted to do for years. We’re very excited about our streaming future.”

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