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StreamGuys SGrecast Platform Automates Side Channels for Broadcast Streams

New multi-user software simplifies conversion of live, linear radio streams into side channels, including Podcasts and rebroadcasts

BAYSIDE, CALIFORNIA, March 26, 2015 — Content delivery network and streaming media provider StreamGuys introduces a new software-as-a-service (SaaS) platform to accelerate the turnaround of online side channels for radio broadcasters, including Podcasts, linear streams, and dynamic on-demand content. Broadcasters and content producers can quickly create and publish any number of side channels from existing broadcast streams, including linear radio channels, of any length. In addition to the limitless custom stream possibilities, users are freed from the expensive hardware and intricate technology workflows previously required to achieve the same tasks.

While the concept of creating Podcasts and on-demand content for download is not new, SGrecast is innovative because of how it simplifies and enhances the process. Leveraging StreamGuys' years of Podcasting expertise, including several Top 10 Podcasts as rated by iTunes, SGrecast integrates all the tools and features necessary for multi-user, multi-publisher podcasting into a web-based SaaS platform that can be activated anywhere.

Since SGrecast is multi-seat software, many users can work simultaneously, making SGrecast ideal for single stations up to the largest broadcast networks. Customers are given a login and password to access SGrecast from any networked location, and can immediately record and schedule content to expedite the creation and playout of side channels. Larger networks have no limit to the number of simultaneous users, and networks can establish users and content in groups to simplify overall management.

"Broadcasters and content producers have long been hampered by the costs, complexity and channel limitations of the hardware-centric architecture for side channel creation," said Kiriki Delany, president, StreamGuys. "SGrecast eliminates the need for networks to invest in a stack of hardware and software tools at every production studio for local creation and playout. SGrecast lives on our robust and reliable

content delivery network, empowering users with an intuitive, easy-to-use and always-available program to effortlessly manage streams, and quickly generate new content.”

While SGrecast is perfect for Podcasts on-demand side channels, its flexibility supports creation and delivery of new linear streams as well. SGrecast’s compatibility with Icecast servers allows broadcasters to efficiently syndicate linear streams and reach larger audiences. Audience reach is also amplified through automatic content transcoding ensures support for multiple formats, which enables reliable payout across all leading desktops, laptops, mobile devices and OTT players. In addition, SGrecast seamlessly integrates with RSS streams, ensuring a clean handoff to popular third-party Podcast and streaming services such as Feedburner, Stitcher and TuneIn.

The inclusion of an automated toolset further empowers users to schedule recording and payout tasks, including in-stream metadata compatibility to trigger recordings, ad insertions and other events; and continuous, automatic content updates to existing side channels. For broadcast networks, precise, targeted scheduling tools enable stations to override national content with local streams—especially useful for stations that do not have the rights to broadcast certain national feeds, such as a regional sports event.

About StreamGuys, Inc.

In business since 2000, StreamGuys is a provider of audio and video streaming toolsets and services. The company has a reputation for outstanding customer service, a robust and reliable network, and competitive rates. More than 600 clients worldwide, across many industries, depend on their mission-critical service. Projects include serving as the technology backbone for live streaming/podcasting for top broadcasters such as Cox Media Group (CMG), New York Public Radio, WAMU Washington D.C., KQED San Francisco and WXPB Philadelphia; live video events for major auto racing circuits and the British Royal Wedding; audio streaming for government entities such as D.C. Court of Appeals, U.S. Army, and the National Science Foundation; mobile video content for Cisco Systems; and IPTV content for international broadcaster ABS-CBN.

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