

**FOR IMMEDIATE RELEASE**

Press Contact:  
Brian Galante  
Dimension PR  
(570) 425-2315  
brian@dimensionpronline.com



**StreamGuys Explores Digital Media Impact for Public Broadcasters at iMA Conference**

**BAYSIDE, CALIFORNIA, February 25, 2013** – The public media, interactive and music industries are preparing to converge on the city of Austin, Texas for the Integrated Media Association (iMA) and SXSW Interactive conferences beginning next week. Perennial iMA gold sponsor StreamGuys returns this year in support of the public media space, with new content delivery models to help public broadcasters grow audiences and generate revenue in the digital media landscape.

The iMA Conference, taking place March 6-7 at the Austin Omni Downtown Hotel, will showcase how the industry can advance its public service mission with emerging technology. StreamGuys' mission for the conference, in alignment with the iMA, is to demonstrate those possibilities given the financial challenges that public media face. StreamGuys will discuss new advancements in multi-platform delivery and targeted advertising for streaming media with attendees.

“Public broadcasters can rest assured that there are alternatives in the current marketplace not only for streaming content to many consumer devices, but for measuring, targeting and monetizing that content, as well” said Jason Osburn, executive vice president, StreamGuys, Inc. “We invite interested parties both inside and outside the public media space to attend this year’s iMA conference, and remain for the expansive emerging technology sessions, digital media experiences and live entertainment of the SXSW Interactive Festival.”

“iMA generates a great deal of inspiration and enthusiasm to embrace the changing technology landscape in public media,” said Jeannie Ericson, executive director, Integrated Media Association. “Anything we can do to generate discussion on advancing digital media and adopting new technologies to further the impact of public media is a boost to our industry. StreamGuys has been a long-time partner to public media and supporter of iMA, and it's a natural fit to involve them in this unique event.”

A complete iMA Conference schedule can be found at <http://tinyurl.com/bz3eahz>. The 2013 SXSW Interactive Festival takes place March 8-12 at the Austin Convention Center, immediately following the

conclusion of the iMA Conference. A full list of conferences and performers can be found at <http://schedule.sxsw.com/>.

**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 public broadcasters such as 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.

###

StreamGuys, Inc - [info@streamguys.com](mailto:info@streamguys.com) - [www.streamguys.com](http://www.streamguys.com) - 707.667.9479  
P.O. Box 828 Arcata, California 95518 - fax 707.516.0009