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StreamGuys Integrates HTML5 Player with Nielsen for Digital Audience Measurement

SGplayer delivers detailed online audience metrics to Nielsen, enabling a single-source platform to collate terrestrial and digital demographic data for broadcasters and advertisers

BAYSIDE, CALIFORNIA, December 7, 2015 — StreamGuys, a pioneering content delivery network and streaming media provider, has integrated SGplayer, its HTML5 multimedia player, with Nielsen to enhance online audience measurement for radio broadcasters. Nielsen’s certification of the technology as a “Nielsen SDK-enabled player” confirms that SGplayer will send pertinent end-user events to Nielsen to help provide detailed insights into listener demographics.

The client-side analytics delivered through SGplayer provide a unique perspective on the user experience, which is invaluable to the content provider. This integration of Nielsen’s SDK means that Nielsen subscribers can unify analytics across multiple vendors and platforms.

“Nielsen’s integration with SGplayer and other innovative broadcast technologies delivers the authenticity in digital media reporting that has long been a challenge for broadcasters,” said Jason Osburn, executive vice president, StreamGuys. “As delivered through the trusted voice of Nielsen, advertisers are assured a thorough measurement platform that delivers reliable demographics.”

SGplayer is a cloud-based HTML5 player with rollback Flash capability that delivers rich metadata (album art, artist, song and more), dynamic ad insertion, and multiple streams over a single SaaS platform, ensuring a high-quality audience experience across all web browsers and mobile devices. SGplayer’s compatibility across all consumer devices assures that Nielsen receives metrics from the widest online audience possible.

Cox Media Group is among the first StreamGuys customers to implement the Nielsen SDK service within SGPlayer.

“Consumers are listening to our radio stations on a wide variety of devices from traditional car radios to mobile phones and computers,” said Tim Clarke, senior director of digital audience, Cox Media Group. “Since Nielsen is the currency on which a large percentage of radio advertising is bought it is very important that all listening, no matter what the device, is accurately measured. The Nielsen SDK integration within SGplayer, which StreamGuys was very open and helpful about implementing, will move these measurement efforts forward to help support and grow our streaming business.”

About StreamGuys, Inc.

In business since 2000, StreamGuys is an industry-leading service provider of live and on-demand streaming, podcasting delivery, and software-as-a-service (SaaS) toolsets for enterprise-level broadcast media organizations. The company brings together the industry’s best price-to-performance ratio, a robust and reliable network, and an infinitely scalable cloud-based platform for clients of any size to process, deliver, monetize and playout professional streaming content. StreamGuys supports many of the world’s largest Podcasts, global TV and radio broadcasters, video and audio production companies, houses of worship, retail and hospitality businesses, government organizations, medical and healthcare services, and live venues for sports and entertainment. The company excels in developing and deploying technologies for business growth and revenue generation, including dynamic ad insertion, mobile streaming and detailed business and data analytics.

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