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StreamGuys, Inc. Supports Chicago Public Radio for Enterprise-Level Podcasting & Streaming of *This American Life* and Other Productions

ARCATA, CALIFORNIA, April 7, 2008 — StreamGuys, Inc., a streaming media and content delivery provider based in northern California, is partnering with Chicago Public Radio to provide enterprise-level web audio services for Chicago Public Radio productions, from local content to national programs such as *This American Life* and *Sound Opinions*. StreamGuys works alongside Chicago Public Radio to offer both live and on-demand services — defining, troubleshooting, and scaling them as necessary and advising on emerging technologies, while allowing the station to grow at its own pace.

Chicago Public Radio is nationally recognized as home to some of radio's most innovative programming and personalities. Its syndicated programs include *This American Life*, a groundbreaking show that has won nearly every major broadcasting honor — including the Peabody, DuPont-Columbia, and Edward R. Murrow Awards. *TAL* debuted locally in 1995 and is now heard by more than 1.7 million listeners a week on more than 500 public radio stations. Its free podcast, hosted by StreamGuys, is also one of the most popular in America.

According to Shioh-Jiau Yung, who works on Chicago Public Radio's national initiatives, the station began working with StreamGuys after a well-known content delivery network (CDN) was unable to help Chicago Public Radio transition its web audio services from RealAudio to mp3.

"Our previous CDN had set up our services in a way that was not very helpful to us or our audience," said Yung. "Instead of helping us improve and diversify our services, they told us that what we wanted to do wasn't possible — despite widespread evidence to the contrary. The equation just didn't balance. It was

extremely frustrating, especially for an organization like Chicago Public Radio, where we need to use our resources wisely.”

StreamGuys initially set up a Windows server to house two new live streams and on-demand mp3s as well as archival RealAudio. Due to the popularity of the program, it soon became clear that on-demand streaming for *This American Life* required a dedicated server, and StreamGuys worked with Chicago Public Radio to perform the migration. Additional traffic from the *TAL* podcast necessitated further expansion, and *TAL* web audio is now delivered by a cluster of load-balanced, Linux servers.

Concurrent with these developments, StreamGuys supported other Chicago Public Radio productions — from local content to the national program *Sound Opinions*, from launching other podcasts to hosting entire websites. Moving forward, priorities include the implementation of Flash streaming and ad insertion technology, and the partnership continues to flourish.

“When we’re trying to understand or resolve a technical issue, I love being able to pick up the phone and talk with a real, live person — whether one of their technical services crew or the CTO of the company,” said Yung. “And we’re not billed separately for tech support, so working with StreamGuys is like having a team of web media experts in house.”

For more information about *This American Life* or Chicago Public Radio, please visit www.thisamericanlife.org or www.chicagopublicradio.org.

About Chicago Public Radio

Chicago Public Radio offers nearly 500,000 weekly listeners a variety of programs — from news and public affairs to music and arts — that reflect the distinct and diverse community it serves. The station brings its stories and talent to a wider audience with nationally-distributed programs *This American Life*, *Wait Wait...Don't Tell Me!*, and *Sound Opinions* as well as the Third Coast International Audio Festival and *Chicago Matters* series.

About StreamGuys, Inc.

In business since 2000, StreamGuys, Inc. offers a variety of streaming media solutions and tools enabling superior quality delivery and monetization of digital media. Through devout dedication to improving the customer experience, StreamGuys has enjoyed continued success across all sectors of Internet broadcasting. Headquartered in Northern California, they currently serve a base of over 500 clients worldwide, including such companies as Cisco, CIA, NBC Universal, NASA, New Balance and broadcasters such as WNYC, KQED and Chicago Public Radio. Visit www.streamguys.com for more information on their products and services.

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