



HISTORY

WXPn-FM is the non-commercial public radio service of the University of Pennsylvania and the premier radio showcase for contemporary music spanning the progressive edges of rock, folk, rhythm and blues, and American roots.

WXPn can be heard in the greater Philadelphia/South Jersey area on 88.5 FM, the Lehigh Valley at 104.9 FM, in Worton, Baltimore at 90.5 FM, and in Harrisburg at 88.1 WXPn FM. WXPn-FM's programming is made available worldwide via StreamGuys' streaming services on www.xpn.org.

WXPn also produces programming for national syndication. It's signature series World Café with David Dye is distributed by Public Radio International and broadcasts daily on more than 160 public radio stations nationwide. WXPn produces the Peabody-Award winning Kids Corner, hosted by Kathy O'Connell, in addition to the annual Singer Songwriter Weekend two-day music festival.

WXPn is currently embarking on their largest capital campaign - The Campaign for WXPn. WXPn will be moving their offices and studios to a newly renovated facility in September 2004. Their new facilities will be housed side-by-side with an exciting new live music venue located on the Walnut Street Bridge, a few blocks from 30th Street Station, in Philadelphia. This new facility will make it possible for WXPn to produce and present even more quality programming, to stage and house events for its listeners, and to further its mission of promoting and nurturing contemporary music and the arts.

SITUATION

Prior to WXPn's relationship with StreamGuys, WXPn used a company called Vital Stream for their stream delivery. WXPn was paying close to \$60,000 annually for their service. WXPn started researching other Content Delivery Networks with the main goal of finding a new streaming media provider that could reduce their

delivery costs, yet maintain a high standard of dependable service quality for their end listeners. Since they expected their online audience to grow, WXPN needed a flexible streaming media company that could accommodate their expansion by providing a wide variety of formats and up to date technologies as their growth dictated.

SOLUTION

After researching the market, WXPN chose StreamGuys as their Content Delivery Network in February 2002. By signing on with StreamGuys, WXPN was able to lower their cost of stream delivery by 60% while still increasing their online listenership and maintaining their mission critical broadcast quality.

BENEFITS

WXPN has been very satisfied with StreamGuys' services since becoming their client. WXPN's audience has grown by over 25% since they started working with StreamGuys. Saving 60% on their delivery costs with StreamGuys has helped make it possible for WXPN to continue to be able to afford to broadcast online as they grow out their listener base.

StreamGuys' expert technical staff has always been able to diagnose and fix any client-side delivery problems WXPN has had. They have experienced 99.9% uptime and are very pleased with StreamGuys' 24/7 delivery.

"StreamGuys goes out of their way to please their customers and guarantee our customer satisfaction." – Jeanne Griffin – Internet Producer, XPN.org

For more information regarding our services, please contact StreamGuys: info@streamguys.com 1-877-287-2938

Jonathan Speaker

Director of Operations

