New York Public Radio Scales with StreamGuys

Service-oriented architecture emphasizes advanced services and exceptional consumer experience across multiple online streams.

History

New York Public Radio is home to three of the country's leading public radio stations—WNYC-FM, WNYC-AM and WQXR-FM—as well as New Jersey Public Radio and The Jerome L. Greene Performance Space. As a major content producer for public radio nationwide—and operator of New York City's only all-classical radio station—the world-renowned broadcaster has an array of engaging content at its fingertips.

It's partially for this reason that the organization started working with StreamGuys eight years ago. In the ensuing years, StreamGuys has helped New York Public Radio develop and evolve its online footprint thanks to a scalable and flexible, cloud-based architecture; and a valuable array of complementary tool sets that keep the broadcaster on the leading edge of internet broadcasting trends.

Today, New York Public Radio delivers seven live online streams, mixing terrestrial simulcasts with unique music, talk and news programs. The scalable StreamGuys architecture also helps New York Public Radio support the world's most popular Podcasts. According to Sarah Van Mosel, director of digital underwriting strategy and ad operations, one example of this streaming scalability is for Radiolab, a highly popular program that blurs the boundaries between science, philosophy, and human experience.

> **"A large majority of Radiolab's six million listeners hear it by downloading episodes to consume at their leisure...The StreamGuys architecture enables a high-quality streaming experience even during peak demand periods."** *Sarah Van Mosel, director of digital underwriting strategy and ad* **operations.**

Situation

Online and mobile audiences for New York Public Radio continue to grow year by year, thanks to engaging programs such as Radiolab and Freakonomics Radio, a unique podcast that uses the tools of economics to explore real-world behavior. StreamGuys ensures their growing content library is quickly replicated to digital aggregation platforms like TuneIn and iHeartRadio to further assist with audience growth.

Despite these successes, new challenges almost always come with growth. For New York Public Radio, the challenges today represent a balance of intelligently scaling services and integrating dynamic new applications into the delivery architecture.

Most recently, StreamGuys transitioned New York Public Radio from a traditional infrastructure plan to a service oriented architecture (SOA). This eliminates the costs of scaling to support temporary events, ensuring that the broadcaster is not weighed down with infrastructure meant to support occasional audience influxes.

Furthermore, the transition to an SOA model establishes a framework to easily add new services, ultimately providing a template to help New York Public Radio grow its online footprint well into the future.

> **"StreamGuys has always been very flexible about establishing an infrastructure that is built for growth without the cost hindrances common with streaming"**
> *Steve Shultis, CTO, New York Public Radio.*

Solution

The open and flexible nature of the StreamGuys architecture has long enabled simple integration of emerging technologies. For many years, New York Public Radio has enjoyed the audio quality benefits of integrating Orban encoding and processing technologies within the streaming workflow. As an over-the-air radio veteran, Shultis stresses that the Orban/StreamGuys integration requires only a single generation of compression, preserving optimum signal quality for online audiences.

More recently, StreamGuys has integrated cutting-edge software into its architecture that covers everything from audience analytics to dynamic content insertions. The latter has proved an especially compelling service for New York Public Radio, which is successfully rolling out the service in increments.

"We are doing pre-rolls for all of our live streams, and pre- and mid-rolls for our on-demand products, including Podcasts..." said Shultis. "Our next milestone is to integrate mid-roll insertions within the live stream. We are starting to see the advantages of using this software for our digital properties."

Benefits

"StreamGuys has always helped us to better understand the business of streaming..."

Operationally, Shultis believes that the StreamGuys approach to dynamic content insertion represents how the company makes life easier for broadcasters. StreamGuys relies on server-side technologies for live insertions, a centralized, multiplatform approach that eliminates the complexity associated with manual, client-side integration across many platforms and players.

"The insertion integration is representative of how the New York Public Radio and StreamGuys relationship has evolved over the years," said Shultis. "The server-side structure essentially makes it a managed service. And in the bigger picture, this technology represents how our relationship has evolved into a true service-based streaming model. That SOA-based relationship enables StreamGuys to continually add new services that are both affordable and designed to help us grow."

Moving forward, New York Public Radio will further explore using StreamGuys' analytics software to better understand audiences and potential growth opportunities. The broadcaster currently relies on StreamGuys' software to help manage resources for various streams, including reallocation of bandwidth to support popular or unique events.