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StreamGuys Advances Podcast Ecosystem Message at Podcast Movement

Company will host faith-based podcast panel, unveil a new on-demand media player for single episode content, and demonstrate monetization initiatives for podcasting through dynamic advertising insertions

BAYSIDE, CALIFORNIA, August 14, 2017 – Pioneering content delivery network and streaming media provider [StreamGuys](#) will bring its targeted advertising innovations and thought leadership for podcasting to the upcoming Podcast Movement (August 23-25, Anaheim Marriott), with a focus on how to monetize, scale and deliver on-demand content.

At StreamGuys' initial presence at Podcast Movement last year, the company outlined how its evolving SaaS (Software-as-a-Service) toolset helped businesses effectively create podcasts and manage on-demand content. This year, StreamGuys will demonstrate how broadcasters can maximize the scope and effectiveness of their monetization efforts through dynamic ad insertion, and optimize relevance and effectiveness for both new and evergreen content.

StreamGuys will this year unveil and demonstrate its full-service Podcast CMS, which includes the trend-setting [SGrecast](#) system for podcast and side channel creation; and SGmetadata, which now features an enhanced metadata trigger feature set for server-side ad insertion. StreamGuys will showcase these solutions in the Pro Networking Lounge, which the company will sponsor this year.

As part of the SGrecast demonstration, StreamGuys will unveil a new on-demand media player that allows users to select a podcast, and choose a specific episode for which to build a player. That player can easily be shared on social media platforms or embedded on a website, with a user-friendly GUI that includes customizable options such as background color, icon color and font. The new on-demand player also integrates subscription buttons for RSS, iTunes and Google Play among other options.

Furthermore, StreamGuys Global Sales Executive Matt Kellogg will serve as a panelist for "If Jesus Had a Podcast," the event's first-ever worship-focused podcast panel. Matt and his co-presenters will discuss the specific challenges of faith-based podcasting, including how to effectively monetize and attract attention to podcasts as options quickly escalate. More information on the "If Jesus Had a Podcast" can be found at <http://tinyurl.com/yauernqt>.

“Last year at Podcast Movement it was very clear that there was a significant hunger for podcasting coming from enterprise companies, including large radio station groups, but many questions and concerns around how to effectively build a podcasting strategy,” said Kellogg. “Our philosophy at StreamGuys has always been to provide high intelligence in the solution, an ability to monetize the solution, and white glove support and scalability for our partners. The pain points that content providers feel are the same pain points we deal with every day, and Podcast Movement presents a unique opportunity to communicate that we are here to help move their strategies forward.”

More information on StreamGuys’ toolset for dynamic advertising insertion can be found in the company’s IBC2017 announcement at <http://tinyurl.com/ycwayem4>.

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, Alexa skills, mobile streaming and detailed business and data analytics.

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