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StreamGuys Strengthens Advertising Services with Google DFP Integration

StreamGuys' HTML5-enabled media player simplifies insertion of dynamic banners, video pre-rolls to monetize web and mobile streams

BAYSIDE, CALIFORNIA, March 24, 2016 — StreamGuys is broadening its advertising support for online content delivery with the integration of Google DFP software for live, dynamic advertising. Available in SGplayer, its HTML5 and Flash media player for web and mobile playout, Google DFP integration gives broadcasters, podcasters and content publishers a simpler approach to stream monetization.

Google DFP, short for Double Click for Publishers, is an ad management solution that helps content providers and publishers sell, schedule, deliver and measure digital ad inventory. With Google-powered ad delivery at its core, users are assured a fast and responsive service for seamless display of banners and video pre-rolls. Leveraging SGplayer's HTML5 capability, users also have compatibility across all desktop and mobile devices to maximize ad impressions and audience reach.

The integration of Google DFP extends StreamGuys' revenue-generating SaaS services for customers, giving customers a lighter weight option alongside its server-side service for dynamic, targeted audio/video pre-rolls and mid-rolls. The DFP service also provides flexible ad targeting and audience segmentation, allowing users to schedule ads by channel and time of day.

As with its server-side ad insertion software, StreamGuys further simplifies the process by handling player configuration and DFP integration. This leave only initial DFP account setup to customers—removing the systems management onus from the user.

"As more broadcasters and content publishers confidently expand their streaming and online media footprint, the desire to effectively monetize that content grows," said Jonathan Speaker, COO, StreamGuys. "We continue to invest in and innovate for our advertising software portfolio—one important aspect of our umbrella SaaS toolset for content delivery—to help our customers maximize the revenue they can attain as their online audiences expand."

The interoperability between SGplayer and Google DFP integration ultimately delivers a smooth experience for consumers. For video pre-rolls, video overlays appear as the player loads and seamlessly

fade upon the ad's conclusion. SGplayer intuitively requests the video ad from Google's and/or the user's ad inventory as the player loads, which is then displayed in the overlay element. Banner ads follow as part of the visually appealing SGplayer layout, with all consumer-facing player and content metadata, following the video pre-roll.

SGplayer is the innovative multimedia player at the end point of StreamGuys' [SG suite](#) of SaaS tools, which gives customers a large range of products and services to use across StreamGuys' cloud-based content delivery network. In addition to HTML5/Flash support and varied advertising options, SGplayer provides rich metadata (album art, song/artist information, live purchase links), social media integration for stream sharing, multichannel playout, and closed-captioning support. SGplayer is also Nielsen SDK-enabled for detailed online audience measurement, giving broadcasters a powerful tool for establishing ad rates and understanding audience habits and trends.

StreamGuys will be on hand at the 2016 NAB Show (April 18-21, Las Vegas Convention Center) to discuss StreamGuys' CDN services, stream monetization and other industry trends, with a presence at the Orban booth (N5006).

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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