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## **StreamGuys Sets WAY Media on Path Toward Digital Streaming Growth and Monetization**

*Christian radio network simplifies in-stream advertising workflow across 17 stations with robust live, cloud-based streaming architecture and SaaS toolset from StreamGuys*

**BAYSIDE, CALIFORNIA, August 30, 2016** – [StreamGuys](#), a pioneering content delivery network and streaming media provider, is helping Christian radio network WAY Media simplify its in-stream advertising workflow across all 17 stations with a rich SaaS toolset of dynamic ad insertion, audience measurement and statistical reporting software to support its live broadcast streams.

WAY-FM transitioned to StreamGuys from its previous longtime streaming provider with the goal of streamlining the management process for local and national ad insertions, including audio pre-rolls and mid-rolls. In addition to minimizing labor, WAY Media Chief Content Officer Faron Dice found that StreamGuys' diverse customer base was an ideal fit for WAY Media's core vision and future goals.

"We have a small digital team that wants to do very big things," said Dice. "We needed a simple yet feature-rich advertising toolset to support a fairly complicated streaming network, which includes flexible scheduling for national spots and local ads sold by local staff – as well as the ability to seamlessly switch and rotate many ads over the life of a campaign. StreamGuys makes it easy for any of our staff, regardless of technical expertise, to manage what amounts to a complex advertising strategy. The fact that StreamGuys is doing this with much larger commercial broadcasters than WAY Media, yet still have an innate understanding of how to work with Christian broadcasters, is unusual and very impressive."

StreamGuys also integrated a rich set of its SGsuite reporting and monitoring software tools, with in-depth statistics and analytics. This includes SGreports, a log processing service that provides detailed metrics, including hits, visitors, geographic location and play duration over any period time; and SGmon, an audience measurement tool that provides insight into peak audience levels and other trends to support educated decisions on when and how to effectively scale streaming services.

While the technology has proven highly effective and easy to use since migrating to StreamGuys in June,

Dice notes that he is perhaps most impressed by StreamGuys' proactive technical support – a component that he says is remarkably improved since the transition from his previous provider. Internally, StreamGuys partially leverages its SGalerts software to inform technical support of performance issues.

“We’re extremely happy with the proactive approach we get from the StreamGuys technical team, which has been a pleasant surprise,” said Dice. “We are getting calls and emails about minor glitches that we would have only noticed in the past if listening in real time. Based on the full complement of technology and services we are getting from StreamGuys, we have positioned ourselves for the kind of digital streaming growth and monetization we have wanted to do for years. We’re very excited about our streaming future.”

### **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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