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## **StreamGuys Launches *IsMyStreamUp* Automated Monitoring Service**

*New standalone offering brings powerful, 24/7 stream monitoring to more users in an affordable, self-serve, CDN-agnostic solution*

**BAYSIDE, CALIFORNIA, November 7, 2016** — [StreamGuys](#), a pioneering content delivery network and streaming media provider, has launched [IsMyStreamUp](#), a fully-automated, cloud-based service that enables users of any CDN or streaming platform to continually monitor the status of their Internet streams and critical content assets or production workflows.

Top-tier Internet Radio broadcasters using StreamGuys' robust delivery platform have long depended on its powerful and reliable SGalerts monitoring services to ensure stream continuity, which is crucial for protecting their brand image and advertising revenues. *IsMyStreamUp* leverages this pedigree to bring automated, 24/7 monitoring capabilities to streaming operators and users of **any** streaming host or CDN in a cost-effective, self-serve solution.

Designed with a focus on simplicity, *IsMyStreamUp* enables users to configure alerts for one or more streams or content assets through an intuitive, web-based dashboard. New customers simply create an account, enter the URL, and configure their contacts for receiving alerts. *IsMyStreamUp* alerts the specified contacts via email the moment it detects a monitored stream or page has gone offline, and notifies them again when the stream or page is back up. Users can make self-serve modifications or additions to their monitoring configuration at any time through the *IsMyStreamUp* portal, with the changes taking instant effect.

"Ensuring stream integrity and accessibility is important for audience retention and advertiser satisfaction for every Internet Radio outlet, but not every streaming operator needs our traditional hands-on, white-glove service," said Jonathan Speaker, COO, StreamGuys. "*IsMyStreamUp* makes automated, 24/7 stream monitoring easier and more accessible for users who previously thought such services were too much work to manage themselves, or too expensive for their business model. With the intuitive, immediate provisioning and affordable, month-to-month service of *IsMyStreamUp*, there's now no reason for anyone to let their streams go unmonitored."

*IsMyStreamUp* can monitor from multiple geographic regions, enabling faster and more reliable identification and diagnosis of issues that are isolated to specific local areas. Multiple contacts can be

defined to receive alerts, enabling quick awareness and resolution of issues even when individual staff members are unavailable.

Subscription-based pricing for *IsMyStreamUp* starts at \$10/month for monitoring one stream at standard settings, with options including premium frequency, multiple regions or contacts, and additional monitored properties available at affordable costs. *IsMyStreamUp*'s flexible, dynamic billing model lets customers add or remove service options at any time during the month, with charges automatically pro-rated accordingly.

The *IsMyStreamUp* monitoring service is available immediately. For more information or to subscribe, please visit [ismystreamup.streamguys.com](http://ismystreamup.streamguys.com).

### **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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