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Blubrry Partners with StreamGuys to Expand Audiences for Podcasters through Internet Radio Streaming

New Podcast2Radio functionality automatically turns podcasts into live Internet Radio stations and provides detailed analytics on growing listenership

BAYSIDE, CALIFORNIA, July 5, 2016 — Podcasting pioneer [Blubrry](#) has partnered with [StreamGuys](#) to enable podcasters to expand their audience and reach through internet radio streaming. Leveraging powerful tools from StreamGuys' comprehensive software-as-a-service (SaaS) toolset, the new Podcast2Radio option lets Blubrry customers effortlessly convert podcasts into linear internet radio streams delivered to new audiences through StreamGuys' robust, cloud-based content delivery network. This increased distribution is complemented by rich analytics and statistics from StreamGuys that enhance the ability for Blubrry users to measure and track their growing listener base.

The new Podcast2Radio service provides a powerful new medium for distribution of podcasters' already-produced content, expanding their reach to internet radio listeners across an even broader range of consumer devices and platforms. StreamGuys' alliances with internet radio aggregation directories such as TuneIn and SHOUTcast further the field of prospective listeners and increase the opportunities for the podcasters' content to be found.

"As more content producers adopt on-demand podcast distribution, it becomes harder for podcasters to be discovered and grow their audiences," said Jonathan Speaker, COO of StreamGuys. "With the Podcast2Radio service, podcasters can massively increase their distribution and multiply their exposure without any additional effort. We're excited to be partnering with Blubrry to help their customers reach a whole new set of listeners."

"Our partnership with StreamGuys makes it exceptionally easy for customers to instantly extend their reach through internet streaming," said Todd Cochran, CEO of Blubrry parent company RawVoice. "StreamGuys' robust, cloud-based infrastructure meets the high standards for reliability and scalability that our customers demand, while its extensive analytics capabilities bring additional value to our customers. As pioneers and innovators ourselves, we're thrilled to be working with the like-minded experts at StreamGuys."

Taking advantage of the new Podcast2Radio offering will be straightforward and simple for Blubrry

customers. Once users sign up for the service through their Blubrry portal, it will automatically turn their latest podcasts into a looping, continuous, linear stream through a specialized configuration of StreamGuys' [Remote Encoder Lite](#) high-quality, multi-format encoding software. As new podcasts are added to customers' RSS feeds, Podcast2Radio automatically adds them to the internet radio stream in place of older content, all without playlist editing or other manual user intervention.

StreamGuys' powerful analytics and statistical toolset also provides Podcast2Radio users with deep insights on audience growth. Access to StreamGuys' [SGmon](#) live monitoring service gives podcasters granular metrics about concurrent listeners, while weekly [SGreports](#) emails provide detailed use statistics including unique listeners, geographic location, listening duration and more. Such data is invaluable to podcasters, particularly those looking to monetize their content by directly offering advertising opportunities to potential sponsors.

The new Podcast2Radio capabilities will be available to Blubrry users beginning this summer.

About Blubrry

Blubrry is a podcasting community and directory that gives creators the power to make money, get detailed audience measurements and host their audio and video. Whether you are a media creator, advertiser or media consumer, Blubrry is your digital media interface.

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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