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StreamGuys and Ensemble Video Amplify Video Content Management for Multiplatform Streaming

StreamGuys integrates Ensemble Video's content management capability into its cloud-based streaming architecture to enhance end user flexibility with media assets

BAYSIDE, CALIFORNIA, March 26, 2013 — StreamGuys and Ensemble Video have joined forces to bring broadcasters, businesses, universities, and other organizations the best in multi-platform video content delivery and management. The relationship incorporates the Ensemble Video platform into StreamGuys' cloud-based streaming architecture, giving end users a robust and user-friendly streaming platform that fully integrates the professional video content management and publishing experience.

StreamGuys is known for its resilient, reliable streaming architecture, enabling high-quality, bandwidth-efficient video and audio delivery to multiple devices (web, mobile, OTT) — and in multiple formats. The Ensemble Video integration gives customers a video content management system to more effectively manage, coordinate, and syndicate their video content within the StreamGuys platform, along with toolsets to publish and distribute content across many platforms.

Content producers and distributors, for example, can easily access multiple libraries to search and manage content, from editing and copying video content to adding metadata. Similarly, large organizations (universities, corporations) can easily share content among multiple departments, and manage various web publishing options to maximize enterprise-wise impact. Elsewhere, broadcasters and media companies can more easily customize, or “skin” media players to better represent their brands.

“This strengthens the connection between content distribution and management in the StreamGuys architecture,” said Jonathan Speaker, COO, StreamGuys. “Digital asset management is a significant piece of any media-based workflow today, and the integration of this functionality into our content delivery platform empowers our customers to work with greater flexibility and efficiency across their media libraries.”

Like StreamGuys, Ensemble Video utilizes the Wowza Media Platform to support multiple devices, formats, and bitrates — providing a common connection between the two systems to simplify integration.

Ultimately, the combined solution ensures that customers no longer have to marry separate content delivery and content management platforms to build their own integrated solutions.

“Ensemble Video is a leading online video platform that simplifies management and publishing of video for any organization,” said Andy Covell, CEO, Ensemble Video. “We are very impressed with the StreamGuys streaming capabilities and infrastructure, and this integration is a great option for any organization that needs top-notch streaming services together with the flexible management capabilities of Ensemble Video.”

The integrated solution is available and “shipping” today, with early customers including video production companies in the broadcast and corporate communications verticals.

About Ensemble Video

Ensemble Video is a flexible online video platform that simplifies video management and delivers content to any device, any time, over a variety of networks. Ensemble Video enables hundreds of progressive organizations across the globe to accelerate learning, increase viewer engagement, improve knowledge sharing, and reduce the cost of doing business. Ensemble Video offers self-hosted, cloud-hosted, and multi-tenant deployments, and works in concert with a wide range of complementary video and web technologies to streamline video management and publishing. Learn more about our platform by visiting our website and find out how our customers use our software on our blog. For a free trial or demo, contact us and begin orchestrating your online video today!

About StreamGuys, Inc.

In business since 2000, StreamGuys is a provider of audio and video streaming toolsets and services. The company has a reputation for outstanding customer service, a robust and reliable network, and competitive rates. More than 600 clients worldwide, across many industries, depend on their mission-critical service. Projects include serving as the technology backbone for live streaming/podcasting for top public broadcasters such as New York Public Radio, WAMU Washington D.C., KQED San Francisco and WXPB Philadelphia; live video events for major auto racing circuits and the British Royal Wedding; audio streaming for government entities such as D.C. Court of Appeals, U.S. Army, and the National Science Foundation; mobile video content for Cisco Systems; and IPTV content for international broadcaster ABS-CBN.

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