StreamGuys Expands Podcast Publishing, Monetization and Statistical Toolset with Enhancements to SGrecast Software

New podcast editing features in SaaS-based platform streamline publishing workflows and enable deeper integration with targeted advertising ecosystem

BAYSIDE, CALIFORNIA, April 28, 2016 — StreamGuys will simplify podcast publishing, and enable advanced monetization opportunities for broadcasters, with the addition of new editing features and workflow enhancements in its SGrecast software. The new advances unify previously distinct podcast publishing steps in a cohesive interface, while integrating podcast distribution tightly with StreamGuys' targeted advertising software, statistics and services.

SGrecast, a key innovation in the company's larger SGsuite of SaaS tools, enables broadcasters to quickly and automatically turn linear programming into podcasts and side channels. Using SGrecast, new content is available for download, distribution or rebroadcast within minutes of the first airing. Scaling seamlessly from single stations up to large broadcast groups, SGrecast's multi-user support enables operators from multiple markets or stations to simultaneously manage their own podcasts from any networked location.

Foremost among the latest SGrecast enhancements are new features to monetize and track on-demand content through StreamGuys' dynamic, targeted advertising ecosystem. URL parameters specifying the publisher's ID, content genre and episode ID number can be appended to each podcast episode in an RSS feed. Enabling precise targeting of advertising campaigns, the publisher and genre parameters enable the selection and dynamic insertion of content-appropriate advertisements from StreamGuys' third-party ad marketplace.

The episode ID parameter facilitates audience measurement and detailed usage tracking through StreamGuys' powerful analytics and statistical toolset. Custom parameters can also be added by the broadcaster or publisher to support future ecosystem extensions and technologies.

Users only need to enter the parameters once for each feed. SGrecast automatically applies them to every future and past episode in the feed, minimizing turnaround time, manual effort and errors. Combined with SGrecast's newly-added ability to import existing RSS feeds from alternative sources, this efficiency enables broadcasters and publishers to apply parameters to entire podcast libraries – each containing anywhere from dozens to hundreds of episodes – with just a handful of clicks and keystrokes. For major broadcast networks with hundreds of podcast feeds such as Cox Media Group, a StreamGuys customer and SGrecast user, the savings in time and labor is immense.

Additional SGrecast enhancements include the integration of podcast file upload capabilities directly within the SGrecast interface, eliminating the need for separate software applications to transfer podcasts to the distribution server or service.

"On-demand podcasts provide broadcasters with a tremendous revenue generation opportunity, but the traditional, cumbersome processes for editing podcast feeds have prevented many organizations from being able to fully capitalize on it," said Andy Jones, Director of Sales Engineering, StreamGuys. "The new features in SGrecast deliver significant workflow improvements that make it easy for our customers to increase their advertising effectiveness through advanced targeting. These advances exemplify how we continually innovate across all aspects of our comprehensive SaaS architecture to simplify and improve content publishing, delivery and monetization for broadcasters and content producers."

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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