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StreamGuys Rolls Out Contribution Network Service for NAB Show 2023

New service brings together proven StreamGuys toolsets to simplify enterprise-level contribution workflows from origination to publishing

BAYSIDE, CALIFORNIA, April 11, 2023 – Pioneering streaming and podcast solutions provider [StreamGuys](#) will bring its latest contribution to the media and entertainment industry to NAB Show 2023 – this time, with a focus on simplifying live contribution and production workflows. Visitors to the StreamGuys section of the ENCO booth (W1743) will see the new StreamGuys Contribution Network in action. The service applies to enterprise-level media organizations that need to efficiently move self-produced, locally originated, and/or third-party media content onto the public internet for end user consumption.

The StreamGuys Contribution Network is billed a “one-stop streaming media ecosystem,” and in fact brings together a multitude of proven StreamGuys streaming and SaaS toolsets. That includes StreamGuys’ recently announced workflow conversion tools for converting video streams to audio and vice versa, also new for NAB. This brings a monetization element to content contribution that helps users preserve SCTE-35 video ad insertion markers to ID3 metadata markers for downstream ad insertions, and support cross-conversions through StreamGuys’ ad-trigger translation service.

However, StreamGuys’ latest creation spans far wider, providing customers with an efficient on-ramp to reliably move content onto CDN streaming services or social media platforms, manage bitrates and protocols, protect access to streams, and republish or rebroadcast content in new places and new forms. These and other elements in the new ecosystem, including rewindable streaming, automated archiving, and captioning passthrough, are all proven strengths in the existing StreamGuys universe.

“We developed this service to take weight off the heavy lift of ingesting, aggregating, managing and publishing large volumes of media content from origination points to consumers, which is especially valuable to sports and entertainment entities,” said Timothy LaBelle, Broadcast Streaming Specialist, StreamGuys. “Certainly, our core CDN streaming services can be used, which will be valuable for media organizations moving content to owned and operated platforms that consumers subscribe to for access to content. The real takeaway is that customers can acquire and contribute multiple streams in one place without requiring different hardware for each feed or protocol, and use most of our SaaS management

toolsets made available to them upon adding content to the network.”

The StreamGuys Contribution Network can accept a wide range of video and audio sources including RTMP, SRT, HLS and RIST, and can seamlessly transcode, transmux and push content to the CDN or social media platforms. StreamGuys is also keeping the ecosystem open for customers that use other CDN service providers for streaming, enabling seamless handoffs to third-party CDNs based on customer preferences. Customers that use StreamGuys CDN streaming services can also leverage SGcontrol, which offers various tokenization, geo-targeting, and geo-blocking options for access control.

The StreamGuys Contribution Network is available as a fully self-service platform, or a hybrid self-service and managed services platform that leverages StreamGuys 24/7 NOC and technical support team to manage and support certain workflow tasks.

“We are working with one very-well known media publisher that used to do the same thing manually, and moved to our new service upon closing their network operations center,” said LaBelle. “In this case, we manage all their video content that is moving straight to social media platforms. On the opposite side, a large North American sports league is taking the self-service approach, aggregating a large number of their own streams and third-party content, and managing that all the way through to protected publishing points. We see a lot of enterprise-level opportunity ahead with this service.”

NAB Show 2023 begins takes place this coming Sunday to Wednesday at the Las Vegas Convention Center.

About StreamGuys, Inc.

For over 20 years, StreamGuys has been a passionate and trusted advisor for companies. We’re recognized as experts in converting streaming media complexity into success. Today, we support our customers with Managed Streaming Services, Consulting, Operations, Managed Data Center Services, and Business Continuity Solutions. The company 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. 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, Alexa skills, mobile streaming and detailed business and data analytics.

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