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Press Contact:
Brian Galante
Dimension PR
207-494-8428
brian@dimensionpronline.com



StreamGuys Expands Integration Possibilities for Enterprise-Class Streaming and Podcasting Solutions with New APIs

New developer interfaces for live stream and podcast management platform, along with insight-enabling analytics tools, enable seamless incorporation into customers' existing systems and workflows

BAYSIDE, CALIFORNIA, July 31, 2019 –SaaS-based podcast and streaming solutions innovator [StreamGuys](#) today announced a comprehensive new Application Programming Interface (API) for the company's [SGrecast](#) live stream repurposing and podcast management system. The new API gives developers programmatic access to SGrecast's extensive stream recording, content publishing, media player creation and rebroadcasting functionality, thus enabling broadcasters and content providers to seamlessly integrate StreamGuys' services into their existing enterprise systems.

StreamGuys will highlight the integration possibilities enabled by the new API at the upcoming IBC2019 exhibition, taking place September 13-17 in Amsterdam. StreamGuys will co-exhibit with technology partner ENCO in stand 8.A59 at the event.

"While our SaaS solutions provide very powerful functionality on their own, large media enterprises such as radio station groups often have an established fabric of workflows spanning their production and publishing operations," said Kiriki Delany, president, StreamGuys. "By offering APIs for SGrecast and other StreamGuys solutions, we are making it easier to tie our offerings into those customers' current systems and bringing our services into their ecosystems. This creates more opportunities for automation, while enabling users to access our robust capabilities from within their current tools without needing to separately open our standard user interfaces."

The comprehensive, cloud-based SGrecast platform lets broadcasters record, repurpose, replay and rewind their live streams to improve audience experiences and effortlessly create revenue-expanding side channels and podcasts. The new API enables clients to programmatically manage recordings; create new content in the system via uploads; edit content and metadata; list and view all content in the system; generate embeddable content players; request content-related information such as metadata and delivery URLs; and much more.

"As media enterprises' software workflows have matured, the sophistication with which they are using APIs has also evolved," continued Delany. "We used to see customers simply wanting front-end

interfaces for accessing functionality. We are now seeing them use APIs for tightly weaving together their on-premise studios and production processes with cloud and streaming services to form complete workflows for publishing content to social media, internal departments and third-parties such as affiliates, as well as automated provisioning of new services and channels. For StreamGuys, our APIs are not simply a layer on top of our products, but are actually core to the products themselves. We use our own APIs in building our solutions, which helps us ensure they will meet customers' needs."

As a RESTful API with OAuth 2.0 authentication, the SGrecast API is standards-based and aligns perfectly with enterprise customers' development expectations. StreamGuys will also introduce new APIs for its analytics and monitoring tools in the coming months, including the [SGmon](#) real-time listener and bandwidth metrics service and the [SGreports](#) logging and analysis service. Longer-term, APIs for additional solutions in StreamGuys' end-to-end SaaS suite for producing, managing, monetizing, and delivering live and on-demand streaming media will be introduced based on customer demand.

"The new APIs are part of our broader integration initiatives, which encompass other touchpoints such as callback responses and interoperability with third-party technologies for automatic content recognition, intelligent content analysis, Quality of Experience (QoE) measurement and more," concluded Delany. "Our goal is to ensure we remain on the cutting edge of integration capabilities, so we can further enhance the operational efficiency of our enterprise-level clients."

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, Alexa skills, mobile streaming and detailed business and data analytics.

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StreamGuys, Inc - info@streamguys.com - www.streamguys.com - 707.667.9479
P.O. Box 828 Arcata, California 95518 - fax 707.516.0009