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StreamGuys Partners with Agile Broadcast to Bring Innovative Streaming and Podcasting Solutions to Australia and New Zealand

Respected integrator will provide local sales and support for StreamGuys' technologies and managed services to radio broadcasters in the region

BAYSIDE, CALIFORNIA and MELBOURNE, AUSTRALIA, January 23, 2020 – Pioneering SaaS-based streaming and podcast solutions provider [StreamGuys](#) has forged a new partnership with respected Australian systems integrator [Agile Broadcast](#). Effective immediately, Agile will serve as StreamGuys' exclusive representative in Australia and New Zealand, giving radio broadcasters in the region a trusted, local sales and support resource for StreamGuys' innovative, efficient and revenue-enhancing offerings.

Agile Broadcast was founded in 2008 and is focused on providing specialist technical solutions to the radio broadcast industry. With extensive industry experience, deep technical knowledge of station operations and a passion for their field, Agile goes beyond just product sales by serving their clients in all areas of radio broadcast engineering – from consultancy and installations to ongoing operational support, maintenance and continual improvement.

Agile will offer its clients StreamGuys' comprehensive suite of cloud-based services and solutions for producing, managing and delivering live and on-demand streaming media and podcasts. Ian Thomson, director of sales and business development at Agile Broadcast, noted that in addition to StreamGuys' high-availability streaming services and robust delivery network, the company's simple yet powerful tools offer highly-desirable functionality for radio enterprises.

"SGrecast is a fantastic SaaS solution that creates new revenue opportunities, allowing clients to not only easily rebroadcast content that has already been streamed and transform it into podcasts, but also providing extensive tools to publicize existing media," said Thomson. "Meanwhile, monitoring and analytics tools such as SGalerts and SGreports enable our clients to gain much-needed information about their streaming operations and content usage that can be difficult to get from other providers."

StreamGuys' portfolio complements audio encoding and processing product lines represented by Agile Broadcast from manufacturers including Digigram, Sound4 and Wheatstone, enabling the integrator to offer one-stop shopping for end-to-end radio streaming workflows from production through delivery. Thomson also notes that Agile was just as impressed with StreamGuys' personnel and commitment to

customer service as they were with the technology. “We have been extremely impressed with our professional dealings with StreamGuys’ commercial teams to date, and we are confident that they are 100% aligned with Agile Broadcast’s service values,” he praised.

For StreamGuys, the new partnership strengthens the company’s presence in this key region by offering existing and prospective customers local expertise with a keen insight into their unique business requirements. “Agile Broadcast has a tremendous reputation and very strong relationships with radio organizations in Australia and New Zealand,” said Jason Osburn, executive vice president, StreamGuys. “Broadcasters in the region can now have in-depth discussions about streaming with the same people they talk to about encoders, consoles and playout systems, making it easy for them to unify their traditional and forward-looking operations. Agile sees the future of radio being cloud and service-based, which obviously aligns with our vision, and we look forward to working closely with them to bring our benefits to their customers.”

About Agile Broadcast

Agile Broadcast provides market leading products and specialist technical solutions to the radio broadcast industry. Agile Broadcast staff are both experienced and passionate about all aspects of radio broadcast engineering. Agile has a long-standing reputation of providing clients advanced, hi-reliability solutions with services which include consultancy, design, installation, maintenance and on-going support.

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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