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StreamGuys Upgrades Multimedia Player with Full-Page Experience to Enhance Listener Engagement for Podcasts and Streams

New full-page layout in SGplayer version 3.2 adds social sharing, enhanced search, and consumer purchasing options within redesigned user interface

BAYSIDE, CALIFORNIA, October 19, 2021 – Pioneering streaming and podcast solutions provider [StreamGuys](#) has unveiled a major upgrade to its HTML5-based [SGplayer](#) multimedia player. Complementing SGplayer’s existing embeddable configuration, version 3.2 offers a new full-page layout mode that provides additional ways for radio broadcasters and content producers to connect with their audiences and monetize their live streams and podcasts.

Hosted and managed by StreamGuys, SGplayer offers content providers a full-featured, multi-format media player that they can easily incorporate into their websites to present live streams and on-demand content. SGplayer 3.2’s newly-redesigned, responsive user interface delivers attractive, customizable listening experiences on desktop and mobile devices while making it even easier for consumers to find and access relevant content. Tight integration with StreamGuys’ [SGrewind](#) time-shifting technology allows listeners to pause, resume, and rewind live streams or jump back to the beginning of a recently-streamed show through a scrollable and searchable program guide.

New engagement buttons in SGplayer 3.2’s full-page layout allow radio stations and podcasters to establish ongoing connections with their audiences. Listeners can quickly subscribe to podcasts through RSS feeds or third-party platforms such as Spotify® and Apple Podcasts®, while a new Share button lets listeners easily propagate player links for their favorite live streams and on-demand content on popular social media networks and community forums. Enhanced search functionality allows consumers to find podcast episodes of interest by matching keywords to descriptions. The new full-page podcast presentation design can also showcase other podcast series from the same producer alongside the current episode list, encouraging listeners to discover and engage with more of the producer’s content.

Two new monetization features in SGplayer 3.2 supplement its existing support for dynamic advertising insertion. Content providers with existing e-commerce destinations can add a “Buy” button or link to the iTunes Store® to allow listeners to immediately purchase products such as individual songs or albums. Customizable, clickable links can be added to live stream and podcast descriptions to take listeners to sponsors’ websites, event ticket sales portals, or any other online destination the content provider wishes.

“Broadcasters and podcast publishers are constantly striving to deepen their relationships with their listeners and expand the monetization of their content beyond traditional advertising,” said Eduardo Martinez, director of technology, StreamGuys. “SGplayer 3.2’s new full-page layout is the result of extensive research we conducted with our customers to optimize how we help them achieve those goals. Its new interface design and features enable audio enterprises to deliver differentiated, engaging audience experiences that will keep their listeners coming back for more.”

Radio Free Entertainment Network, Ltd. (RFEN) was one of the beta testers for SGplayer 3.2, and agrees that the new version represents a significant step forward. “The new SGplayer enables scalable new opportunities for our marketing sales consultants and our clients,” said Christavus Dominic, CEO and founder of RFEN. “It will help them increase their productivity and profits through features like customizable text and clickable links for sponsorships and promotional events.”

SGplayer 3.2 is available immediately.

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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