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StreamS and StreamGuys Partner for Next-Generation High-Performance Live Audio Streaming

StreamS and StreamGuys announce an alliance for providing next-generation, high-performance live audio streaming using fully compliant standards-based CMAF HLS for low-latency, adaptive-bitrate HTTP Live Streaming (HLS). Together, both provide a complete end-to-end streaming solution that is reliable, scales to rapidly growing large audiences, and reaches more modern devices with stunning audio quality.

CMAF HLS is the same successful technology that is fueling the "cord-cutting" that video content providers currently enjoy for OTT and other Direct-To-Consumer (DTC) services. By leveraging the standardized container of the Common Media Application Format (CMAF), content providers can reach a broader diversity of devices with a single file set, which results in more efficient content delivery, reduced streaming costs, and increased audience.

StreamS and StreamGuys will partner to bring these same benefits to audio content providers, including DTC services and radio broadcasters looking to expand their streaming presence. Using CMAF HLS, these customers can scale with greater strength and cost-efficiency than with older-generation streaming protocols, and leverage the latest high-efficiency codecs, such as xHE-AAC and the broader AAC family, to cover everything from high-quality voice to high-quality 7.1 surround. The ability to stream real-time extensible metadata alongside pristine audio adds greater value for content providers and audiences.

"HLS is getting a whole lot better with CMAF. We are excited to support ultra-low latency and simplify deploying HLS," said Kiriki Delany, President, StreamGuys. "HLS provided efficient ways to switch networks while maintaining a stream, as well as savings on power consumption for mobile devices. It also introduced much higher latency than traditional true-streaming systems. CMAF changes that by allowing encoding to happen much faster, which greatly reduces file-based buffers. Meanwhile, xHE-AAC, once adopted by all major browsers and mobile platforms, will simplify what codecs are needed on the decoder side. It will support very low bitrates, like 12kbps for speech, to very high bitrates, such as lossless ALAC/FLAC compression formats. This simplification will mean larger reach, and lower barriers to cross platform compatibility."

StreamS provides encoder software, systems, and professional audio processing, while StreamGuys provides the robust server infrastructure for reliable content delivery. StreamGuys will additionally provide detailed business analytics and reporting software for logging, compliance and audience measurement among other tasks, along with future ad insertion options to support revenue generation.

"Live audio streaming has become a big part of today's revenue picture," said Greg Ogonowski, President, StreamS-Modulation Index. "Revenue demands reliability, and the competitive nature of the live streaming and IP audio market demands the best possible audio. We provide both."

About StreamS-Modulation Index, LLC

Based in the Los Angeles area, Modulation Index, LLC is headed by a 45 year broadcast technology veteran, Greg Ogonowski, founder of Gregg Laboratories, and former VP Product Development at

Orban. He was responsible for the creation of the Orban PC Products division and first in the world to license the HE-AAC (formerly aacPlus) and now the new xHE-AAC audio codecs for streaming.

StreamS is the Modulation Index line of streaming encoders and Internet audio related products that were created after Orban was sold and spun off their PC products along with their sales and development resources. Modulation Index is committed to improving performance and quality of the Internet streaming experience using modern technologies. Modulation Index is also the sole source and support for Orban Optimod-PCn audio processing for digital broadcast and netcast from RORB, Inc., co-developed by Bob Orban and Greg Ogonowski.

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About StreamGuys

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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