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StreamGuys Re-envisions User Media Experiences with SGplayer 3.0

Major new version of managed, embeddable multimedia player sports redesigned user interface, targeted advertising enhancements and more

BAYSIDE, CALIFORNIA, December 12, 2019 – Pioneering SaaS-based streaming and podcast solutions provider StreamGuys today announced a significant new version of its SGplayer HTML5-based multimedia player. Enhancements in SGplayer 3.0 include a fully redesigned user interface; greater continuity between desktop and mobile experiences; and additional GDPR and CCPA compliance tools for media enterprises leveraging targeted advertising.

Hosted and managed by StreamGuys, SGplayer offers content providers such as broadcasters and podcast publishers an attractive, full-featured, multi-format media player that they can easily embed into their websites to present live streams and on-demand content to their audiences.

The most immediately noticeable improvement in version 3.0 of SGplayer is its dramatically overhauled look and feel. SGplayer 3.0's new interface puts the visual focus more heavily on the branding and artwork of the broadcast station or podcast while more cleanly integrating additional elements such as song metadata and advertising. Supplemental functionality such as stream or episode selection – always visible on-screen in earlier versions – has been moved into collapsible menus to minimize distractions and streamline the user experience.

"Version 3.0 is a re-envisioning and modernizing of how people see and interact with SGplayer," said Jason Osburn, executive vice president, StreamGuys. "The expectations of content providers and their audiences continue to evolve, with our customers wanting their website and media experiences to be even smoother and more usable for their visitors. SGplayer 3.0 packs its feature-richness and flexibility into a sleeker, more elegant design that is easier for audiences to navigate."

The navigational improvements make it simpler for visitors to switch between multiple live streams offered by a station, or to find particular podcasts offered by a media publisher. Rather than scrolling through lists of available content, users can now search amongst stream sources and podcast episodes to find the content they are interested in. SGplayer 3.0 also unifies the user experience across desktop browsers and mobile devices into a single, fully responsive interface design. Previously offered as separate but similar desktop and mobile versions, the SGplayer 3.0 features a single player URL for customers to embed within their websites that automatically adapts to each audience member's device.

SGplayer 3.0 includes improved privacy controls for users. Of particular interest to media companies serving European and Californian listeners, new tools for GDPR and CCPA compliance allow SGplayer's targeted advertising to be disabled based on user preferences. Users who accept the use of cookies will receive relevant ads based on their location and demographics, while those who deny permission will receive general ads. As with previous releases, the new SGplayer synchronizes on-screen banner ads with audio spots and also integrates with both server-side and client-side ad insertion ecosystems.

The new enhancements augment existing, advanced SGplayer features including:

- Support for both HLS and ICY protocols for HTTP-based delivery
- Automatic fallback from AAC to MP3 live audio streams for compatibility with older devices
- Authentication of tokenized streams to ensure user entitlement
- Nielsen SDK integration for enhanced online audience measurement
- Google Analytics tracking
- A customer-hosted persistent player option for enterprise clients wishing to combine SGplayer even more closely with their own custom development

SGplayer 3.0 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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