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StreamGuys Adds Audience-Empowering Live Stream Rewind Capabilities to Revenue-Expanding Repurposing Platform

SGreecast's new SGrewind feature gives listeners greater control with nDVR-like functionality to rewind, pause, resume and restart live streaming broadcasts

BAYSIDE, CALIFORNIA, February 11, 2019 – The upcoming 2019 NAB Show will mark the North American debut of [SGrewind](#), the latest powerful module in the enterprise-class [SGreecast](#) live stream repurposing and workflow management system from [StreamGuys](#). Automatically retaining a rolling window of replayable content, SGrewind lets radio broadcasters give their listeners network DVR-like abilities to rewind, pause, or restart a live stream from the beginning of a program. StreamGuys will demonstrate the new feature in booth N2524 at the show, where the pioneering SaaS-based streaming solutions provider will co-exhibit with technology partner ENCO from April 8 to 11.

The comprehensive, cloud-based SGreecast platform lets broadcasters record, repurpose, replay and rewind their live streams to improve audience experiences and effortlessly create revenue-expanding side channels and podcasts. SGrewind gives listeners greater control of their live-streamed audio, letting them pause and resume streams without missing any content; rewind to hear something they missed; or start the stream at a specific earlier segment, similar to a television electronic program guide (EPG). For example, mobile consumers can pause a live radio stream while passing through areas with poor connectivity; a listener joining a talk show late could restart from the beginning of the program; or a commuter about to leave home could jump back to the station's most recent traffic segment.

SGrewind-enabled live stream control is available in StreamGuys' managed, embeddable [SGplayer](#), while SGrewind-generated URL parameters enable developers to integrate SGrewind support into their own custom players and mobile apps. SGrewind's live audio DVR capabilities are processed at the server rather than client-side, enabling broadcasters to integrate multiple players and apps with the same rewindable stream while avoiding the need to use precious storage on listeners' devices.

SGrewind integrates seamlessly with StreamGuys' [SGreports](#) logging and analytics service to provide details of rewind content within in-depth listener metrics. SGrewind can leverage SGreecast's blackout capabilities to prohibit rewinding during rights-restricted content, while upcoming functionality will allow users to selectively purge previously-recorded snippets to prevent replaying of unexpected offensive or legally-sensitive content.

“We continue to add new SGrecast features that help broadcasters easily, efficiently and inexpensively repurpose their content, improve audience engagement and deliver more value to their advertisers or sponsors,” said Jason Osburn, executive vice president, StreamGuys. “Enabling listeners to rewind live streams means they can hear more of the station’s content that they might have otherwise missed, benefiting the broadcaster and its advertisers, while giving consumers the convenience of not having to wait until the end of the current program for an archived recording to be published.”

The SGrewind feature of SGrecast is available immediately. SGrecast and SGrewind are just two of many powerful tools in StreamGuys’ end-to-end SaaS suite for producing, managing, monetizing, and delivering live and on-demand streaming media.

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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