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StreamGuys Revives Simulcast Fan Experience with Ultra Low Latency Streaming Service

To be unveiled at IBC, ULLS service removes streaming delays to synchronize live game action with radio broadcasts and video streams

BAYSIDE, CALIFORNIA, August 20, 2024 – StreamGuys will introduce a new ultra-low-latency streaming service at IBC that brings synchronicity to the “second screen” experience of a live sports event, removing the delay that takes live game action and audio/video streams out of alignment. The company’s new ULLS service provides broadcasters with the tools to synchronize the two experiences, returning control to fans that want to listen to alternative commentary – and providing stadium management with a way to make live streaming a part of the in-venue experience.

The StreamGuys workflow first ingests streams into its Contribution Network, an enterprise-level streaming media ecosystem to move self-produced, locally originated, and/or third-party media content onto the public internet for end user consumption. StreamGuys employs low-latency streaming protocols inside the Contribution Network workflow that erase the delay at the output, where its HTML5-based [SGplayer](#) presents the live video or audio-only stream to the audience.

“This returns the live broadcast to the spectator who enjoys listening to the local team announcers as they watch the game from the stands or in their homes,” said Eduardo Martinez, Vice President of Technology, StreamGuys. “That experience hasn’t been possible with streaming technology that typically adds 18 to 30 seconds of latency. We’re introducing widely supported low-latency protocols into our solution that produce a harmonious experience.”

StreamGuys has also built a bridge between ULLS and its [SGrewind](#) service, which gives listeners the power to return to a previous moment in the game. StreamGuys achieves this by simultaneously recording the ULLS stream to an SGrewind buffer, essentially providing the audience with the audio equivalent of a live DVR. StreamGuys has also engineered the ULLS service to support standards-based CEA-608 captions from broadcasters, with SGplayer presenting real-time captions for the deaf and hard of hearing in sync with audio streams.

Martinez adds that the streams will ideally be consumed within an app related to a sports league or club where fans can engage with other services, such as purchasing tickets, merch or food and drink from

concessions. The protocols employed will also deliver high-quality streams without consuming much bandwidth, producing a seamless consumption experience even when the stadium capacity is full.

At IBC, StreamGuys will present a live demo with a low-latency and high-latency stream side by side that will allow visitors to compete the difference. “We will present a clock in the playout system so that people can see the real-time outputs from each stream and compare them to what they are watching,” said Martinez. “On the input side, our technology works with any audio or video streaming encoder that plugs into our ingest system. It’s all standards-based, with no specialized components required. As long as we can get it onto our Contribution Network, we can provide that experience fans have been missing for years.”

StreamGuys is an official co-exhibitor with ENCO at IBC this year at Stand 8.C76. IBC takes place September 13-16 at RAI Amsterdam.

About StreamGuys, Inc.

Founded in 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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