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StreamGuys Unifies Management of Stream and Content Access Controls with New SGcontrol Service

Managed service flexibly combines geo-targeting, geo-restriction and tokenized authorization to simplify complex business and content licensing requirements while bolstering content monetization

BAYSIDE, CALIFORNIA, April 6, 2022 – Pioneering streaming and podcast solutions provider [StreamGuys](#) today announced [SGcontrol](#), a powerful new managed service that makes it easier for media enterprises to control how audiences access their content. Providing flexible, centralized management of stream access mechanisms including geo-targeting, geo-restriction, and tokenized authorization in a single, unified service, SGcontrol enables broadcasters and content providers to improve their market-based monetization initiatives and ensure compliance with rights restrictions.

StreamGuys will showcase SGcontrol alongside other innovations at the upcoming 2022 NAB Show (April 24-27 in Las Vegas), where they will co-exhibit with technology partner ENCO in booth N5625.

“In today’s complex media distribution and licensing landscape, enterprise customers increasingly need more than just a single access control mechanism,” said Robert Minnix, product manager, StreamGuys. “SGcontrol lets them flexibly combine multiple control models to ensure their business requirements are fully met and that the right audience members get the right content. Plus, as a managed service backed by StreamGuys’ renowned operational support, SGcontrol frees customers from the time-consuming effort, implementation complexity, and steep learning curve they would face if managing these access control capabilities themselves.”

SGcontrol’s geography-based features can improve accuracy beyond IP address lookups with player-provided latitude and longitude. They flexibly support decision models including country, state, city, DMA, zip code, or radius distance from specified coordinates. The latter is ideal for distance-based content licensing arrangements commonly seen with sports that may not align with traditional broadcast boundaries. SGcontrol’s **geo-targeting** uses audience location to deliver appropriate regionalized stream variants or in- and out-of-market advertising, while **geo-restriction** blocks audience members outside the defined region from accessing the content for licensing compliance or audience pruning.

Leveraging the latest advances in StreamGuys’ SGpasskey technology, SGcontrol’s **tokenization** controls lock content behind incredibly flexible protections baked into a simple token delivered alongside

the stream. Tokenization is the industry-standard way that pay-per-view and subscription-based streaming is offered to consumers, requiring content to first be authenticated before it is allowed to be delivered to the consumer. Ideal for premium content enablement and secure third-party distribution, SGcontrol supports token validation rules including long- or short-term timed expiry, username lists, valid referrers, and IP lockdown.

“Due to licensing, we only stream our stations in specific countries. StreamGuys’ geo-restriction capabilities keep us from getting into any legal issues with the royalty companies by preventing our streams from being accessed in unauthorized regions,” said John Whiteside, Technical Director at Houston-based RFC Media. “StreamGuys’ geo-restriction service has given us and our clients peace of mind that our streams will only be accessible in the countries where we have legal rights to allow access. And as a managed service, it is easy for us to set up geo-restriction for new stations and StreamGuys always implements our requests in a timely fashion.”

Available immediately, SGcontrol is the latest extension to StreamGuys’ comprehensive suite of SaaS solutions for producing, managing, monetizing, delivering, and measuring live and on-demand streaming media. StreamGuys bolsters its innovations with highly acclaimed, ‘white-glove’ customer service and can support enterprise customers’ unique needs with complete custom workflow development.

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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