



# StreamGuys Brings Online Radio to Life for Boston Baroque

SGplayer increases audience for Boston Baroque Radio through multiplatform content delivery.

## History

### BOSTON BAROQUE

Boston Baroque was the first permanent Baroque orchestra in North America upon its establishment in 1973. Renowned for lively, emotionally charged performances that reflect the eras in which the music was composed (1610-1820), the orchestra enjoys an international following that appreciates its recorded output as much as its concerts.

Founded 41 years ago, America's longest continuously running period instrument orchestra is as well known for its recordings as it is for its live concerts. With 24 records in its catalogue - not to mention three Grammy nominations - Boston Baroque was eager to explore how digital media could potentially expand its audience, particularly among younger generations.

"We have come to understand that listeners get their music in many different ways today, and the internet and electronic media have become very powerful tools for getting the music out to wider audiences..." said Miguel Rodriguez, executive director of Boston Baroque. "It's also an effective way to maintain connections with our global fans across Europe, Canada, Russia, South Africa and Asia-Pacific. It's a way of reaching our fans outside the conference hall and traditional recording methods."

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## Situation

With Global fan Interest in the Orchestra's recordings at an all-time high, Boston Baroque started reaching CDNs to develop a streaming media footprint. With concepts for a 24/7 online station in mind, the organization had a series of conversations with terrestrial radio broadcasters to determine which companies truly specialized in broadcast-quality, online content delivery. That search led Boston Baroque to StreamGuys - and the birth of Boston Baroque Radio.

Rodriguez and his team quickly got to work with StreamGuys, developing a program strategy for a Pure Play stream that would mimic a professional FM station. Each piece is introduced and followed with a spoken outro to keep listeners engaged and informed of music they are hearing.

"StreamGuys' experience with professional radio broadcasters was instrumental in our decision. With great care given to the programming element, we needed to deliver that content with the same reliability of an over-the-air station. Our conversations with broadcast engineers confirmed that StreamGuys struck the right balance of reliable service and exceptional audio quality."  
- Miguel Rodriguez, executive director, Boston Baroque.

Of course, simply launching an online radio station wasn't going to fully achieve Boston Baroque's goals of audience expansion. The initiative required a multiplatform solution that would enable both fixed and mobile listeners to tune in with regularity.

## Solution

StreamGuys' cloud-based CDN architecture integrates several technologies to ensure a reliable, one-to-many service that can scale to support any number of listeners. Its most recent innovation is SGplayer, an HTML5 multimedia player that allows users to enjoy the live streams from their platform of choice. Nomadic listeners can now tune in from Android and iOS devices while on the move an enormous benefit for connecting with younger classical music fans. Additionally, SGplayer's built-in social media links give listeners the ability to share the stream.

The HTML5 player delivers plenty of additional benefits, from a customized station skin to livelinks for music purchasing. The player, embedded within the Boston Baroque website, connects listeners to Amazon and other sales outlets for on-the-spot purchasing. The reciprocal benefit for Boston Baroque is an increase in sales of its recorded output.

StreamGuys is additionally driving new listeners to Boston Baroque Radio through listings on iHeartRadio and TuneIn, two streaming aggregation services that expand online visibility. StreamGuys remains one of the few CDNs whose clients hosted streams are recognized and supported on the iHeartRadio platform. Additionally, Rodriguez is leveraging a business software suite from StreamGuys - SGreports, SGalerts and SGmon - to deliver everything from real-time stream analytics to long-term, detailed audience metrics.

"These services help us make informed decisions about when to scale streams based on concurrent user limits, as well as offering a deeper dive into audience comprehension covering hits, visitors, streaming platforms, play duration and more," said Rodriguez.

**"SGalerts cover the operations side, triggering email alerts and immediate notifications in the event of a service interruption or hardware failure. It's a value-added service that supplements StreamGuys' exceptional technical support."** - Miguel Rodriguez, executive director, Boston Baroque.



## Benefits

The StreamGuys architecture was designed to support tens of thousands of concurrent listeners upon its October launch. With a reliable and high-quality service now online - and a comprehensive business software package to understand its audience's listening habits - Rodriguez is looking to the future.

By the end of 2014, Boston Baroque Radio added concert performances into the rotation, striking a balance between live and recorded content to further engage audiences. The station is evaluating StreamGuys' revenue stream and SGpasskey solutions as potential conditional access platforms. Rodriguez began incorporating video into the streams early 2015.

Meanwhile SGplayer itself supports server-side ad insertions that Rodriguez is considering as a potential revenue-generation source in the future.

"Bringing dynamic ad insertion into Boston Baroque Radio would allow our sponsors to become part of our online presence, and potentially be a strong revenue source for our organization..." said Rodriguez. "It's an ideal marketing and promotional tool that we will consider. With Boston Baroque Radio online, we feel as though we are on the leading edge of streaming media as a classical music organization. The world of electronic media is changing, and I think that more and more orchestras will realize that streaming radio is the way to go."