

StreamGuys • Case Study



SITUATION

As radio audiences increasingly turn to the web and mobile platforms for content, broadcasters continue to seek innovative new ways to grow their online services. While live and on-demand content delivery is at the core of this service, broadcasters are now aggressively working to monetize these services and measure audiences.

Cox Media Group is an ideal example of how larger broadcasters are expanding tool-sets to address these challenges. With 60 radio stations in 11 markets, Cox Media Group needed an efficient SaaS platform that could roll out as a turnkey service across every station.

The company's end goal was "boundary-less listening" supported through a streaming architecture that offered agility, flexibility and rapid scalability of services.

SOLUTION

StreamGuys' SaaS approach cleanly and cost-efficiently integrates an array of software-defined products and services to meet any customer need. Cox Media Group handpicked tools that would enrich streaming player data, accelerate podcast creation, enhance royalty reporting, and monetize streams.

For live and on-demand content delivery, StreamGuys' HTML5-based SGplayer assures playout across all web and mobile platforms. Listeners enjoy a rich multimedia experience with music, advertising and rich metadata (song/artist, album art, social media links). As an approved Nielsen SDK player, client-side analytics offers detailed insight into online listener demographics.

Elsewhere, StreamGuys' SGrecast software

empowers operators network-wide to quickly turn linear broadcasters into podcasts and side channels. Cox Media uses SGrecast for near-immediate turnaround of news, traffic and weather; and rebroadcasts of high-profile shows. For monetization, StreamGuys' advertising services from partner company, Adswizz, allow Cox Media to intelligently strategize campaigns, with targeted video and audio insertions; and connectivity to the Adswizz Adwave ad marketplace warehouse to serve out-of-market listeners.

BENEFITS

StreamGuys has established a centralized streaming network with easy-to-use tool-sets. Operators can create and deliver a richer array of live and on-demand content that is easily consumable through Cox Media Group apps and websites. Advanced, targeted ad insertion software ensures that advertisers have meaningful opportunities to reach listeners. Finally, StreamGuys business software automates delivery of royalty information to the RIAA and SoundExchange – eliminating time-intensive manual data entry – as well as in-depth analytics to understand listener habits and trends, helping Cox Media Group strategize future growth.

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"In StreamGuys, we have found an ideal technology partner that understands the same opportunities we see to evolve our radio products," said Tim Clarke, senior director of digital audience, Cox Media Group. "Their infrastructure and technology, along with competitive pricing and expertise in broadcasting, gives us incredible flexibility in the management and delivery of our network-wide streaming initiatives."

