StreamGuys Adds AI Magic to On-Demand Workflows

New for NAB Show 2025, first AI workflow integrations assist production staff by automating tagging requirements for ad insertions, power captions and translations for podcasts and on-demand media

BAYSIDE, CALIFORNIA, February 24, 2025 – StreamGuys officially enters the AI universe with the debut of new workflow integrations that simplify some of the most labor-intensive tasks associated with content production in live and on-demand streaming. The company's first AI service rollouts will address the manual tagging process for ad markers in podcasts and on-demand content, and expand StreamGuys' live stream captioning services to reduce timelines for captioning on-demand media.

To be introduced at NAB Show 2025 (Booth 1743), StreamGuys' first AI service removes the tedious responsibility of when, where and how to tag transition points in podcasts and on-demand audio streams where ads would appear. This is particularly useful for midrolls that appear through the course of stream and require carefully placed markers to insert and trigger ads specific times.

StreamGuys' application of AI for ad marker tagging is an extension of the company's workflow conversion tools for metadata related to ad insertions. In 2023, StreamGuys unveiled new conversion toolsets to automatically turn SCTE-35 video ad insertion markers into ID3 metadata markers commonly used in audio-only insertion toolsets. While those toolsets automated the conversion of metadata ad markers for midrolls and other ad insertions between video and audio, tagging those markers remained a manual process.

The addition of AI eliminates the monotony of manually inserting markers at the precise second where each ad break should be triggered. The AI application is trained to recognize the natural point of transition between the end of the segment and an ad break. The application is especially valuable for StreamGuys customers that use its SGrecast service to convert live broadcasts into podcasts with the intention of monetizing that content, allowing production staff to focus on what's important: creating content that is both compelling and monetizable.

"Our SGrecast customers can now very easily use our AI workflow integrations to automatically insert prerolls, midrolls and postrolls, and then redirect the content back into SGrecast for publishing," said Eduardo Martinez, Vice President of Technology, StreamGuys. "While applying AI for automated tagging

is a time-saver for even a single podcast, the incremental savings of time, money and effort adds up for publishers with hundreds to thousands of podcasts in their libraries."

Martinez adds that the same AI technology can provide automatic summaries and transcriptions of podcasts that is helpful to production staff as ad markers are added. Furthermore, StreamGuys will demonstrate how the same AI application can support fast, accurate captions and translations for on-demand content, removing the need for content producers to manually work through large libraries of new and existing podcasts.

"We're applying the power of automation speech recognition to pre-recorded content, and saving production teams seemingly endless hours of manual work bringing existing podcast and on-demand content into compliance," said Martinez. "With our new AI innovation, our customers can insert midroll markers, produce textual summaries, extrapolate keywords, improve searchability, and deliver complete, accurate captions and translations. Collectively, we are using AI as an augmentation to human-operated production workflows to both return time and labor to the staff and boost revenue sources through intelligent monetization strategies."

StreamGuys will exhibit on the ENCO booth in the West Hall of the Las Vegas Convention Center from April 6-9. This Wednesday (February 26) at 1pm ET, StreamGuys will host webinar exploring the use of AI for captioning and transcription. Learn more and register to attend here: https://us02web.zoom.us/webinar/register/9117389489851/WN_ioDS7dcxTCCkl_YuaB1f6A

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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