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## **StreamGuys Helps Broadcasters Bring Tailored Radio Experiences to More Smart Devices with New Google Actions**

*Custom voice integration development lets stations bring live and on-demand content to listeners on Google smart home and mobile devices through intuitive verbal commands*

**BAYSIDE, CALIFORNIA, September 7, 2021** – Expanding the range of smart home devices through which radio broadcasters can engage their audiences, pioneering streaming and podcast solutions provider [StreamGuys](#) is now offering custom development of Google Actions. Paralleling the popular Alexa Skills that StreamGuys has been providing for many years, Google Actions enable listeners to access stations' live and on-demand content on Google smart speakers and other Google-enabled devices through intuitive voice commands.

StreamGuys' Google Actions creation service allows broadcasters who don't have their own in-house development capabilities to take advantage of the growing ecosystem of Google smart devices for engaging their audience. Once enabled on a smart device, the custom Actions allow listeners to verbally access not only live streams and podcast episodes, but also additional on-demand content offered by the station. Broadcasters can choose the unique words that users speak to launch their programming, as well as tailoring the interactive experience surrounding their content with customizations such as using their own DJs' voices for device messages and prompts.

"In today's media-saturated world, it is important for broadcasters' brand voice to be presented consistently to their audiences across all listening platforms," said Eduardo Martinez, director of technology, StreamGuys. "The ability to create tailored experiences also helps them forge deeper relationships with their listeners than the typical 'cookie cutter' approach available through third-party aggregators. Our customers have enjoyed using Alexa Skills to better engage their audiences, and our new Google Actions offering lets them extend these benefits onto Google-enabled devices while providing consistent, cross-platform listener experiences."

One of the first stations to take advantage of Google Actions developed by StreamGuys is The House FM, a listener-supported, Oklahoma-based Christian radio broadcaster. Listeners can access the station's voice-prompted menu by saying "OK Google, ask The House FM to play the live stream" or "OK Google, talk to The House FM", or go directly to desired content with commands such as "OK Google, play The House of Praise". For broadcasters using StreamGuys' CDN and SaaS-based solutions, tight

integration between the Google Actions and StreamGuys' [SGmetadata](#) metadata delivery system also allows live stream listeners to ask questions such as "what's playing?" or "what song is this?", with the device then speaking out the current song details.

"The House FM prioritizes being where listeners are, and the smart speaker world continues to grow as a great place for at-home listening to stations like ours," said Tony Weir, CEO, The House FM. We are very excited to add Google Actions to our menu of places to hear The House FM."

StreamGuys-created Google Actions can be used on all Google Assistant-compatible devices. This includes native Google devices (Google Nest Audio, Google Nest Hub Max, Google Nest Mini) and third-part smart devices from JBL and Sonos. In addition to dedicated smart home devices, Google Actions are also supported natively on Android smartphones.

"Many consumers use voice-activated commands to quickly and easily access functionality on their mobile devices," added Martinez. "The new Google Actions give broadcasters access to this important part of the market without requiring a dedicated app."

#### **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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