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StreamGuys Programmatic Ad Services Help Dick Broadcasting Monetize Live Streams and Podcasts

Managed service assists mid-market broadcasters like Dick Broadcasting fill unsold ad inventory and generate profits with no client-side management

BAYSIDE, CALIFORNIA, June 20, 2024 – StreamGuys announces that Dick Broadcasting, which owns and operates 19 radio stations across three southeastern US states, has quintupled its monthly advertising revenue since transitioning to StreamGuys ad insertion services. Dick Broadcasting has amplified its revenue generation through StreamGuys’ programmatic ad services, which automatically fills unsold inventory in ad breaks for live streams and podcasts.

StreamGuys has also diversified Dick Broadcasting’s advertising strategy by adding midroll placements to the mix, which required a structural change to how ads were distributed.

“Nielsen had long required Dick Broadcasting to faithfully simulcast their over-the-air streams due to how they reported FM ratings in their markets,” said Tyler Huggins, director of advertising, StreamGuys. “That limited the customer to preroll ads, which while effective also limits revenue opportunities for stream monetization. We effectively split their streams into in-market and out-of-market streams, which allowed us to insert midrolls within the latter.”

Huggins says that StreamGuys offers a “waterfall system” that prioritizes direct sold campaigns first, then programmatic fulfillment from its network of advertisers. If neither has an impression to serve, StreamGuys returns the opportunity to Dick Broadcasting to place an unsold promo. StreamGuys manages the entire process, from server-side ad insertions to revenue payouts. “Dick Broadcasting communicates open inventory, and we manage all campaigns, advertisers and invoices,” he said. “We also work with their app developer and web team to pinpoint geographic data, which helps us precisely pinpoint where listeners are located. That finite data helps us make decisions on whether a listener is inside or outside the market, and which ads to serve.”

Dick Broadcasting also uses StreamGuys’ SGrecast service to create podcasts and side streams from live radio shows, which StreamGuys also automatically inserts ads within. StreamGuys also hosts and delivers all of Dick Broadcasting’s streaming content, using StreamGuys’ enterprise CDN to deliver live and on-demand content to websites, apps and smart speakers among other consumer receive points.

The result is a turnkey streaming service that has reduced costs, streamlined internal labor, and increased revenue.

“We are lucky to have very dedicated audiences for our streams, many of which live outside our geographic FM footprints,” said Taylor Dick, Vice President of Finance and Strategic Analysis, Dick Broadcasting Company. “We found that we were carrying substantial costs to operate our streaming infrastructure and serving ads that were meaningless to many of our listeners. StreamGuys reduced the costs of our streaming infrastructure while effectively creating zones that allow us to serve ads of interest to out-of-market listeners. We can now offer a better listening experience for our entire streaming audience while substantially increasing our revenue through a programmatic service that requires no heavy lifting from within. StreamGuys has helped us to a much better job of managing, monetizing and growing our streaming business.”

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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