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StreamGuys Launches Next-Gen RevenueStream Subscription Service

To be introduced at NAB Show 2024, RevenueStream adds powerful subscription management, monetization and branding features

BAYSIDE, CALIFORNIA, March 12, 2024 – Pioneering streaming and podcast solutions provider [StreamGuys](#) returns to NAB Show 2024 with a modernized version of RevenueStream, among the first solutions of its kind to help broadcasters and live events companies tap into the potential of audience subscription revenue. StreamGuys will demonstrate the new version of the groundbreaking service on the ENCO booth (W1743), where StreamGuys will have a branded presence and dedicated station.

RevenueStream was brought to market in 2008 to help radio and television broadcasters look outside the traditional advertising model for revenue generation. It also struck a chord with content creators, musical performers and sports teams that wanted a professional, secure and controlled service to help them monetize their live streams and on-demand media. RevenueStream proved to be a successful access control service that offered secure, password-protected subscription offerings, helping early internet radio services defray bandwidth costs through audience-supported revenue. Over the years, RevenueStream has helped users of all sizes increase revenue and grow their aggregate audiences.

StreamGuys has now unleashed its second-generation RevenueStream platform with powerful new subscription management, branding and payment features, along with more flexible monetization options for all customers. The latter includes metered paywalls, freemium access, membership plans, and donation support, making RevenueStream an attractive option for live worship and private corporate events to private podcasters, public media, and commercial broadcasters. It also supports everything from one-time events to recurring subscriptions that support ongoing revenue models.

RevenueStream's new features will also prove highly attractive to the sports and live events market, especially for larger sports leagues and concert streaming services that want the benefits of a powerful subscriber management platform and customizable integration opportunities. StreamGuys has natively integrated [SGplayer](#) media player with RevenueStream to support these new features, although third-party players can also be integrated behind the paywall.

The new subscriber management platform, powered by Pigeon.io, will help users manage their subscriber

lists, membership plans and account renewals, while new customizable integration options will help organizations easily visualize their branding elements within SGplayer. Customers also have the option of adding StreamGuys' [SGcontrol](#) tokenization service to fully lockdown and secure content from being stolen as streams occur. Additionally, RevenueStream has expanded its transactional options, providing consumers with more payment choices while ensuring secure transactions that protect subscriber data.

"RevenueStream was built to help broadcasters and content creators discover new ways to generate revenue while also igniting new creative avenues for their live productions," said Eduardo Martinez, Vice President of Technology, StreamGuys. "We are already seeing strong interest from both commercial and public broadcasters, the latter of which can now offer donors alternate content during their pledge drives. We are excited to bring customers in all verticals a modernized service to market that helps them offer more adaptable subscription models, drive audience loyalty and retention, and maintain a steady revenue flow. Furthermore, integration with our other tokenization and payout ensure our customers can enjoy a proven and reliable streaming ecosystem along with our exceptional customer support."

NAB Show 2024 takes place April 14-17 at the Las Vegas Convention Center.

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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