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StreamGuys to Accentuate Monetization in New Webinar Series

October and November events cover ad sales and subscription models for audio and video streams

BAYSIDE, CALIFORNIA, October 24, 2024 – StreamGuys will shine a light on business models for audio and video streams in a new webinar series beginning next week, emphasizing how broadcasters and content producers can generate revenue for live and on-demand media. The new *Level Up with StreamGuys* series will send the message that proven strategies to monetize streams exist today, the opportunities are flexible and vast, and that help for ensuring success is easily accessible.

The series kicks off next Wednesday, October 30 with [Level Up Your Audio Revenue](#) and runs through February, with host Tim Labelle welcoming a rotating roster of subject matter experts from StreamGuys. Labelle, Head of Sales at StreamGuys, will prompt guests to educate and share success stories on monetization initiatives for streaming content. Each webinar concludes with a live Q&A session.

“Our latest webinar series will feature the recurrent theme of how businesses can make money with streaming media,” said Labelle. “Whether for broadcasts or podcasts, audio or video, or event-based offerings, there are sophisticated paths that businesses can take to monetize new and existing streams. It’s a big house once you step inside, and our goal is to both breed familiarity and help attendees discover and ensure their best paths for success.”

Level Up Your Audio Revenue puts the focus on advertising sales and the diverse strategies that radio and audio streaming services can enact for revenue generation, including direct local sales, programmatic sales, and audience extension through a partner ecosystem. Along with insight into these three monetization models for audio streams, Labelle and guest StreamGuys Director of Advertising Tyler Huggins will provide examples of success in each area. Examples include longtime customer Dick Broadcasting’s success with StreamGuys’ advertising marketplace for programmatic ad insertions. Attendees can register [here](#) for the October 30 webinar, which begins at 1pm EDT.

The series continues Wednesday, November 20 with *Capturing Subscription Revenue*, shedding light on how broadcasters and live event producers can build revenue through premium content. Labelle and guests will share subscription pricing trends, premium content models, and what audiences are willing to pay for – and more likely to overlook. The discussion will also present use case example of how StreamGuys’ RevenueStream service can help media and entertainment businesses succeed through

powerful subscription management, branding and payment features, as well as flexible monetization options. Attendees can register [here](#) for the November 20 webinar, which also begins at 1pm EDT.

StreamGuys will announce its January and February webinars in the coming weeks on the company's social media channels and its newsletters [here](#).

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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