

TURNING POINT

In Pictures: How Stingray Digital became a content powerhouse

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The Montreal company, less than a decade old, has leveraged two unwanted TV properties to become one of the world's leading multi-platform music providers, with a goal to reach 400 million households worldwide in the next two years. In the age of Netflix, traditional TV might no longer be top of mind, but Stingray has used TV technology to take advantage of the most natural of human behaviours: laziness.





The company was founded in 2007 when Mr. Boyko and his partners scooped up the Karaoke Channel from a North Carolina company in dire financial straits.
(Christinne Muschi/The Globe and Mail)



With their extensive reach, Stingray Digital's team of programmers are quickly becoming the world's musical tastemakers. The executives are pictured
(Christinne Muschi/The Globe and Mail)



A former dot-com millionaire, Mr. Boyko has travelled around the world securing acquisitions for the multi-platform music provider.
(Christinne Muschi/The Globe and Mail)



Dozens of programmers across the world work on Stingray Digital's hundreds of television and streaming music stations like Galaxie that are currently in more than 20 million households across the world.
(Christinne Muschi/The Globe and Mail)



Eric Boyko (C), president and CEO of Stingray Digital Group, poses with key executives (L-R :Eric Albert, Executive VP, Jean Pierre Trahan, CFO, Eric Boyko, Gary Pelletier, VP Marketing, Mario Dubois, VP Technology. "We're not just a traditional TV service," says Mr. Pelletier. Stingray's apps, both on television and on mobile devices, have "much more rich information," he adds.



The company offers apps for a growing number of Internet protocol television (IPTV) providers that make it just as easy to flick on and listen to a pre-programmed channel, while also letting listeners skip tracks and browse other stations within the Galaxie ecosystem. (Christinne Muschi/The Globe and Mail)



Developers at work on the fourth floor of Stingray Digital Group in Montreal, March 19, 2013.
(Christinne Muschi/The Globe and Mail)



Stingray's vast expansion is largely thanks to nine TV acquisitions in the past seven years, and they say they've got another six in the pipeline.
(Christinne Muschi/Christinne Muschi/The Globe and)