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Going public easier than dealing with private equity, says Stingray Digital CEO



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The transition from private to public life has been a relief for the chief executive officer of Stingray Digital. Eric Boyko tells BNN the decision to become a publicly traded company has resulted in less time spent on “tiresome” disclosure and investor communication than when the company was dealing with private equity backers.

“It’s funny to say, you know, but being public is [easier] than having private equity,” said Boyko in an interview. “[With] private equity, we had monthly reports and we had to talk to [investors] every 30 days. Now at least we get to do quarterly reports.”

“It’s been interesting so far and (we’re) very excited to continue and to grow globally.”

Stingray Digital debuted on the Toronto Stock Exchange in June. While the stock has managed to stay above its initial public offering price of \$6.25 per share, it remains slightly below the cost of its first trade.

