Fun Roads Media is the first national TV programming network focused on the allure of hitting the open road by car, RV, motorcycle, bike, or boat. Whether the destination is a beach, national park, campground, mountain, lake, or just sightseeing, Fun Roads takes its cameras to thousands of tourist attractions to show viewers why they’ll love it there.

In just the first year since its 2019 launch, Fun Roads has signed deals with numerous TV stations, cable carriers, and internet streaming sites. The TV stations run the network fare on their free, 24-hour secondary DTV channels including:

- Chicago WJRK-TV Channel 22.9
- Philadelphia WACP-TV Channel 4.7
- San Francisco KOFY-TV CH. 20.8 & KAAP-TV Channel 24.4
- Orlando WHDO-TV Channel 38.4 & WSWF-TV Channel 10.7
- Las Vegas KVPM-TV Channel 25.4
- Wichita KGPT-TV Channel 26.9
- Boise KRID-TV Channel 22.11

Fun Roads Media Founder Ashley Gracile pins the success of his ad-supported media operation on delivering engrossing TV shows that motivate viewers to seek out the advertisers’ products and services. To verify that this TV network is airing reliably, each broadcaster is contractually obligated to send Fun Roads a RTMP video stream that can be remotely monitored from the network’s master control operations at its Agoura Hills, CA studio.
During his initial set-up, Gracile and his team couldn’t figure out how to configure Wirecast Studio to allow him to display multiple station feeds on a single monitor. Then, he says, “a funny thing happened”. He got an unexpected call from Telestream Desktop Product Manager Lynn Elliot who was reaching out to Wirecast customers to ask how things were going with their Wirecast systems.

“When I explained to her what we were trying to do, she said, ‘You know, you could do a multiviewer display’. She then told me what to do, and boom, boom, boom, in just four clicks, everything was perfect. We set it up so that Wirecast Studio could tap into four separate URLs to grab the RTMP streams and display them on a quad-split screen. It was really a game changer for us.”

- Ashley Gracile, President/CEO, Fun Roads Media, Inc., in Agoura Hills, CA

Additionally, when Fun Roads’ staff engineers are off-site, Wirecast Studio can be quickly set-up to stream one or more problematic live TV signals to their company’s private YouTube channel (or to any other social media site). In this way, the remote monitoring and troubleshooting can continue without interruption simply by accessing the YouTube stream(s) from any smartphone, iPad, or computer.
THE WORKFLOW
Fun Roads Media has amassed a media library of 45 full TV series—with 5,600 shows in all—many of which Gracile has produced as an independent producer. Sensing the time was right for a television network on road tripping, Gracile decided to launch Fun Roads in 2019.

Today, Fun Roads has three licenses for Wirecast Studio, which feed live signals for nine different TV stations to multiviewer-displays in their edit suites and lobby. The workflow is pretty simple, including these steps:

• Fun Roads schedules the network programming from Los Angeles
• This schedule and the programming are downloaded onto servers in the playout company’s data center
• The playout service pushes the programs out to the various stations
• The stations air the programming
• The stations send Fun Roads a RTMP feed (one of many formats that Wirecast natively handles)
• The feed is dropped into Wirecast for monitoring and streaming

“In seconds, the video pops up on quad-split multiviewers around our facility. And Wirecast can also send select streams to our private YouTube channel. This is the best solution we could have devised for this application. It’s a no brainer.”

--Ashley Gracile, President/CEO, Fun Roads Media, Inc., in Agoura Hills, CA

Even though Fun Roads has contracted a broadcast playout service to handle the signal distribution workload, they still want to stay in the loop to maintain strong ties with the advertisers and partners. They also have a vested interest in showing their advertisers that Fun Roads programming is generating new business for them. For example, a large RV/Camper dealer saw first-hand that a Fun Roads show about Class B Motor Homes drew a lot of prospective buyers to their lot, resulting in a few sales of that expensive vehicle. Having a reliable broadcast operation in place is the cornerstone of Fun Roads Media’s value proposition.

THE RESULTS

“Whenever our partners or advertisers call to tell us there’s a problem with our programming in their local market, it boosts their confidence in us when we can say we already know about it, and that our teams are already working to straighten it out. They feel even better if we call them first to let them know we’re seeing glitches. That’s what Wirecast Studio does for us.”

“With our inventive quality control solution, we’ve got our eyes on the over-the-air TV signals in all our markets. Wirecast Studio is a user-friendly, reliable, and cost-effective answer to our remote monitoring needs at this milestone in our company’s growth.”

--Ashley Gracile, President/CEO, Fun Roads Media, Inc., in Agoura Hills, CA

For More Information:
Check-out Fun Roads Media at: http://www.funroads.tv/
Learn more about the extensive features and toolbox integrated within Wirecast Pro Software here:
https://www.telestream.net/wirecast/

Fun Roads Affiliates:
• Los Angeles KNLA-TV Channel 20.4 (pending)
• Chicago WJRK-TV Channel 22.9
• Philadelphia WACP-TV Channel 4.7
• San Francisco KOFY-TV CH. 20.8 & KAAP-TV Channel 24.4
• Detroit WHNE-TV Channel 3.11
• Orlando WHDO-TV Channel 38.4 & WSWF-TV Channel 10.7
• Salt Lake City KPDR-TV Channel 19.5
• Oakland KOFY-TV Channel 20.8 & KAAP-TV Channel 24.4
• San Jose KOFY-TV Channel 20.8 & KAAP-TV Channel 24.4
• Las Vegas KVPM-TV Channel 25.4
• Wichita KGPT-TV Channel 26.9
• Boise KRID-TV Channel 22.11
• RTC Channel 297 (cable in North Dakota)
• Wilson Cable (cable in Raleigh NC area)
• FiberXStream Channel 247 (cable in Portland OR area)
• Select TV (Connected Television)
• Glewed TV (Connected Television)