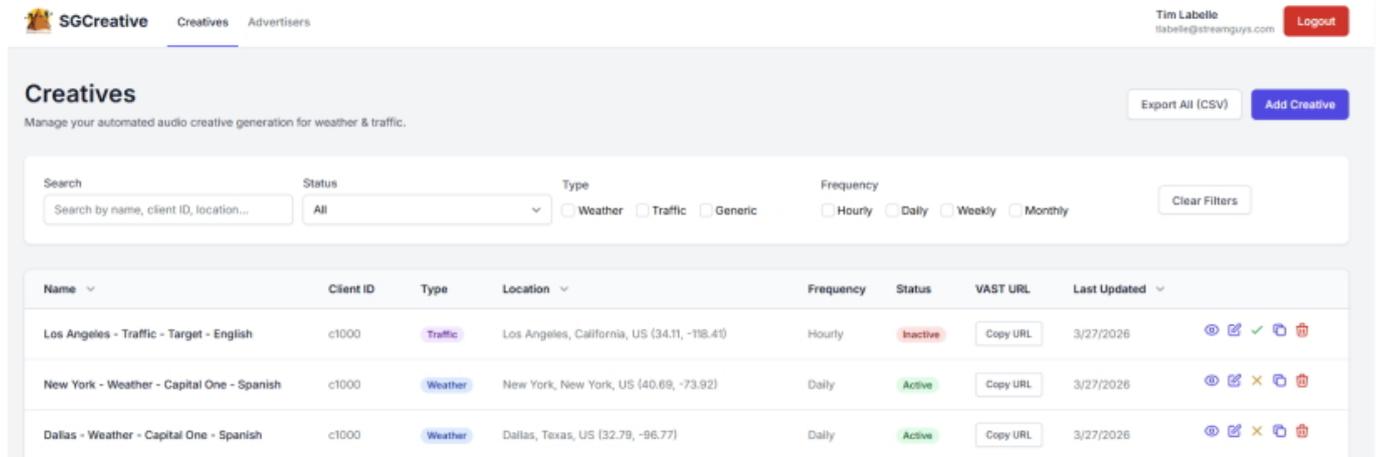


StreamGuys SGcreative



The screenshot shows the SGcreative web interface. At the top, there is a navigation bar with the SGcreative logo, 'Creatives', and 'Advertisers' tabs. On the right, the user 'Tim Labelle' is logged in with a 'Logout' button. Below the navigation, there is a 'Creatives' section with a sub-header 'Manage your automated audio creative generation for weather & traffic.' and buttons for 'Export All (CSV)' and 'Add Creative'. A search and filter section includes a search box, a status dropdown set to 'All', type checkboxes for 'Weather', 'Traffic', and 'Generic', and frequency checkboxes for 'Hourly', 'Daily', 'Weekly', and 'Monthly'. Below this is a table of creatives with columns for Name, Client ID, Type, Location, Frequency, Status, VAST URL, and Last Updated. The table contains three rows of data.

Name	Client ID	Type	Location	Frequency	Status	VAST URL	Last Updated
Los Angeles - Traffic - Target - English	c1000	Traffic	Los Angeles, California, US (34.11, -118.41)	Hourly	Inactive	Copy URL	3/27/2026
New York - Weather - Capital One - Spanish	c1000	Weather	New York, New York, US (40.68, -73.92)	Daily	Active	Copy URL	3/27/2026
Dallas - Weather - Capital One - Spanish	c1000	Weather	Dallas, Texas, US (32.79, -96.77)	Daily	Active	Copy URL	3/27/2026

StreamGuys has launched SGcreative, a new audio advertising service. SGcreative was launched with multi-platform audio company Nueva Network to establish a unique audio product combining national reach with local relevancy. It's the latest example of how StreamGuys brings together AI and ad-insertion technology to drive revenue for publishers. The company will demo the new technology at the upcoming NAB Show in Las Vegas (April 19-22). "We always aim to take a holistic approach with new technology, and SGcreative very much aligns with that ethos," said Dara Kalvort, VP of Digital Sales & Strategy at StreamGuys. "Nueva Network saw a gap in the market for audio advertising, and StreamGuys had a clear vision for the technology."

Nueva Network reaches the US Latino market through audio across terrestrial radio, digital streaming, podcasting, and social media with bi-lingual content and scalability. StreamGuys developed SGcreative to help Nueva Network do something unique in audio advertising: deliver real-time, location-specific sponsored content to Hispanic and multicultural audiences at scale. That listener-facing product is branded by Nueva Network as Que Onnda Today, which is a format built around time-sensitive, geo-targeted audio segments.

"Radio advertising has always been about connection, and resonating with audiences in a way that reflects their daily lives, language and culture," said José Villafañe, Founder and CEO of Nueva Network. "For Nueva Network, serving the Latino community means delivering content and advertising that feels authentic, timely and meaningful. Working with StreamGuys, we can elevate that experience

by pairing real-time relevance with creative storytelling, giving brands a more powerful way to engage our audiences at the local level, and creates a strategic and scalable revenue model.”

At its core, SGcreative turns real-time data into audio ads. It pulls in things like weather, traffic and local updates, then uses AI technology to quickly generate sponsored messages. Because SGcreative uses dynamic ad insertion, each listener hears ads tailored to their specific location. For example, listeners in Los Angeles might hear a sponsored message followed by the latest LA forecast or traffic update, while someone in Chicago hears the same type of message with details specific to Chicago. The ads are automatically updated in real-time, so they stay current and locally relevant. Campaigns run across the StreamGuys Ad-Network in top US markets in both English and Spanish, reaching large audiences while still feeling local.

This partnership helps publishers get access to national advertising campaigns that they otherwise might not participate in. “This ties into our broader approach of helping publishers get more value from their streams and podcasts by connecting them with premium sources of demand.” said Kalvort, “Publishers with relevant audiences can easily participate in the network and get access to new revenue.”

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