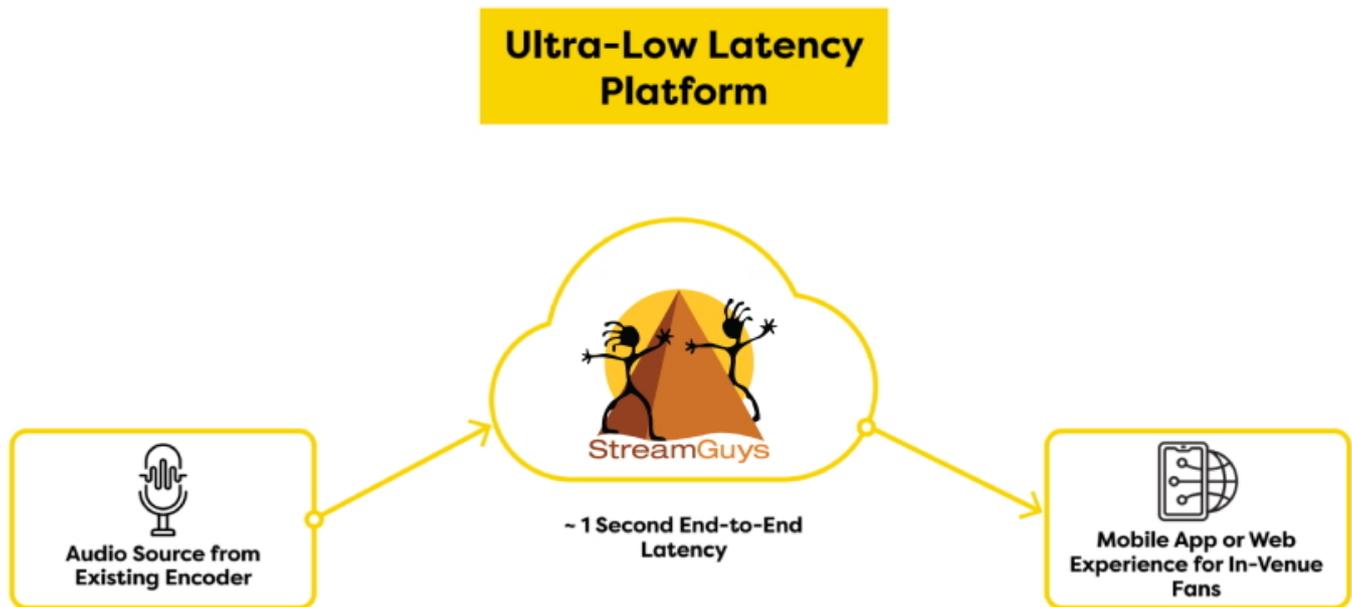


StreamGuys Ultra-Low Latency Streaming



StreamGuys will unveil significant enhancements to its Ultra-Low Latency Streaming (ULLS) technology at NAB Show 2026 (April 19–22, Las Vegas Convention Center), expanding the in-venue simulcast experience for sports fans while opening new revenue opportunities for clubs and broadcasters. Originally introduced in 2024, StreamGuys' ULLS service eliminates traditional streaming delays to perfectly synchronize live game action with radio broadcasts and video streams. Designed to recreate the classic in-stadium AM/FM radio simulcast experience on modern mobile devices, ULLS enables fans attending a game to listen to live play-by-play commentary in real time through a team or broadcaster mobile app - now with support for both Android and iOS devices.

Also new for 2026, StreamGuys has introduced dynamic pre-roll ad insertion to the ULLS experience. Before the live simulcast begins, teams and broadcasters can deliver sponsor-supported audio pre-roll messages aligned with in-venue promotions, broadcast advertising and digital sponsorship packages. The approach ensures monetization without disrupting live game action, as ads run only at stream initiation.

Organizations may prioritize their own direct-sold sponsorships in the pre-roll position, creating a new in-stadium inventory opportunity for sales teams. If no sponsorship is booked, publishers can opt into the StreamGuys Ad Network Marketplace, enabling StreamGuys to fill the slot and share revenue. This effectively turns the service into a new direct revenue channel.

ULLS adoption continues to gain momentum across the sports and broadcast landscape. StreamGuys now supports deployments with professional sports clubs, minor league clubs, and international sports broadcasters, reflecting growing

demand for synchronized in-venue streaming experiences. The expansion to native iOS support significantly broadens audience reach and simplifies deployment, allowing sports organizations and broadcasters to integrate synchronized streaming into their mobile apps with less development lift and greater device compatibility.

Beyond recreating the beloved radio simulcast tradition, ULLS supports a broader digital strategy for teams and leagues. By delivering the experience inside official mobile apps, organizations drive app downloads, increase user engagement and establish direct relationships with fans. Benefits for the sports franchise include live push notifications, merchandise promotions, concession offers and other targeted communications throughout the season.

“Our strategy is simple,” said Eduardo Martinez, Executive Vice President of Technology at StreamGuys. “We are replacing the legacy AM/FM radio experience inside stadiums with a modern mobile solution that is perfectly synchronized to live game action. At the same time, we’re giving sponsorship teams new inventory they can monetize, providing a built-in revenue opportunity through our Ad Network Marketplace, and helping organizations strengthen direct relationships with their fans through their own apps. It’s about preserving tradition while enabling smarter digital growth.”

The StreamGuys ULLS workflow first ingests streams into its Contribution Network, an enterprise-level media ecosystem designed to transport self-produced, locally originated and third-party content onto the public internet for end-user consumption. Within that workflow, StreamGuys employs widely supported low-latency streaming protocols that remove the delay at the output, where its HTML5-based SGplayer presents a perfectly synchronized live audio or video stream. The system has been validated with market-leading, standards-based audio-over-IP encoders commonly used throughout the broadcast industry.

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