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StreamGuys and Nueva Network Combine Technology and Audio Content to Launch SGcreative

New for NAB, SGcreative turns real-time data into scalable, geo-targeted audio advertising for formats like Nueva Network's "Que Onnda Today"

BAYSIDE, CALIFORNIA, March 31, 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 Villafaña, 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."

About StreamGuys, Inc.

Founded in 2000, StreamGuys is an industry-leading service provider of live and on-demand streaming, podcasting delivery and software-as-a-service (SaaS) toolsets for enterprise-level broadcast media organizations. The company brings together the industry's best price-to-performance ratio, a robust and reliable network, and an infinitely scalable cloud-based platform for clients of any size to process, deliver, monetize and playout professional streaming content. StreamGuys supports many of the world's largest podcasts, global TV and radio broadcasters, video and audio production companies, houses of worship, retail and hospitality businesses, government organizations, medical and healthcare services and live venues for sports and entertainment. The company excels in developing and deploying technologies for business growth and revenue generation, including dynamic ad insertion, Alexa skills, mobile streaming and detailed business and data analytics.

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