

SportsBug Renews Agreement with Learfield and the University of Oregon

Duck Fans Will Continue to Enjoy Real-Time, No-Delay Play-by-Play Streaming

FORT WORTH, TX, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- SportsBug has renewed its agreement with [Learfield](#) and the University of Oregon to continue providing [real-time, ultra-low latency radio play-by-play streaming](#) for fans attending Ducks athletic events.

Unlike traditional streaming services that can lag behind live action by 30 seconds to two minutes or more, SportsBug's proprietary technology leverages advanced 4G and 5G network capabilities to deliver audio nearly instantly, with less than one second of delay. Fans can follow every play as it happens while watching the game live, eliminating the frustration of delayed commentary.

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Chuck Bortnick, Chief Operating Officer, SportsBug

“SportsBug is very pleased with the relationship we have established with Learfield and Oregon. The success of this past year reinforces the value of delivering synchronized live audio to fans, and we look forward to building on that success throughout the coming season,” said Chuck Bortnick, Chief Operating Officer of SportsBug.

Since launching last August, Oregon football fans at both home and away games have been able to stream Learfield's radio broadcasts in real time. The technology has also enhanced the fan experience for Men's and Women's Basketball and Baseball.

“Giving fans the chance to listen in real time has been a great addition to our operation. We've brought the transistor radio back to our venues,” said Joey McMurry, Director of Broadcasting for



LEARFIELD



Learfield and SportsBug

the Oregon Sports Network.

The service is available to fans at no cost. To access the live broadcasts, download the Oregon Sports Network app or visit the official Oregon Athletics website, goducks.com, and enjoy home games with live commentary perfectly synchronized with the action on the field or court.

About SportsBug

SportsBug's mission is to revolutionize the live sports experience by providing real-time, in-venue audio broadcasts that seamlessly connect fans to the action. SportsBug's innovative technology leverages cutting-edge 4G and 5G networks to deliver instant, lag-free, no-delay play-by-play commentary directly to fans' smartphones, utilizing the existing play-by-play broadcasts and ensuring they never miss a moment of the game. Traditional live audio play-by-play broadcasts often reach fans in stadiums and arenas with significant delays, sometimes exceeding two minutes. SportsBug technology delivers these same broadcasts to fans with virtually no delay, transmitting the action in under one second.

About Learfield

Learfield is the leading media and technology company powering college athletics. Through its digital and physical platforms, Learfield owns and leverages a deep data set and relationships in the industry to drive revenue, growth, brand awareness, and fan engagement for brands, sports, and entertainment properties. With ties to over 1,200 collegiate institutions and over 12,000 local and national brand partners, Learfield's presence in college sports and live events delivers influence and maximizes reach to target audiences. With solutions for a 365-day, 24/7 fan experience, Learfield enables schools and brands to connect with fans through licensed merchandise, game ticketing, donor identification for athletic programs, exclusive custom content, innovative marketing initiatives, NIL solutions, and advanced digital platforms. Since 2008, it has served as title sponsor for the acclaimed Learfield Directors' Cup, supporting athletic departments across all divisions.

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