SportsBug Launches Real-Time, No-Delay Radio Play-by-Play with Syracuse University

Beginning September 5, Syracuse fans in the stands can hear Learfield's radio call in under one second, free, on the Cuse Athletics app and cuse.com.

FORT WORTH, TX, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- SportsBug will launch its no-delay, in-venue play-by-play radio streaming solution with Syracuse University through its partnership with Learfield, the leading media and technology company in college athletics. Beginning on September 5, Syracuse football fans attending home games will be able to stream Learfield's radio broadcasts in real time, with less than one second of delay. In addition to football, the real-time experience will extend to Syracuse's broadcasts of men's basketball and men's lacrosse throughout the school year.

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>
> *Tom Boman, Learfield's Vice President of Broadcast Operations*

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 the audio in under one second. Fans can follow every play as it happens while watching the game live, eliminating the frustration of delayed commentary.

"SportsBug is very excited about the expanded relationship we have established with Syracuse University, which builds on our ongoing success with the University of Oregon. Our growth with Learfield further showcases the value of delivering synchronized live audio to fans, and we look forward to building on this success," said Chuck Bortnick, Chief Operating Officer of SportsBug.

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The service will be available to fans at no cost. To access the live no-delay broadcasts, download the Syracuse Athletics mobile app or visit the official Syracuse Athletics website, cuse.com, and enjoy live commentary in the venue, perfectly synchronized with the action on the field or court.

About SportsBug

SportsBug's mission is to revolutionize the live, in-venue 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 no-delay play-by-play commentary directly to fans' smartphones, carrying the existing broadcast so fans 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.

Syracuse University

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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