SportsBug Launches Real-Time, No-Delay Radio Play-by-Play with the University of Georgia

Bulldog Fans Can Now Stream Georgia Broadcasts in Real Time



University of Georgia Logo

FORT WORTH, TX, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- SportsBug has launched its no-delay play-by-play radio streaming in-stadium/in-arena solution with the University of Georgia and Georgia Bulldog Sports Marketing.

Beginning on September 5, Georgia football fans attending home games will now be able to stream their hometown radio broadcasts in real time — with less than one second of delay. In addition to football, this real-time experience will extend to Georgia broadcasts of Men's Basketball, Women's Basketball and Baseball throughout the school year.

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.

"Adding the University of Georgia represents another important step in SportsBug's growth across college athletics. Georgia has an extraordinary game-day tradition, and we are excited to give Bulldogs fans the ability to hear the radio broadcast in real time while watching the action live. We believe this simple, high-value enhancement can become an important part of the live fan experience at Georgia and at college venues across the country," said Chuck Bortnick, Chief

Operating Officer of SportsBug.

"This has been a key initiative of Georgia Athletics. To provide fans at the game, the ability to listen to our broadcast team in real time with no delay, adds another level to the experience. We are excited about the opportunity to partner with SportsBug to make this happen" - Ryan Gribble, CRO Georgia Bulldogs Sports Marketing



SportsBug

The service will be available to fans at no cost. To access the live no-delay broadcasts, download the Geogia Bulldogs App or visit the official Georgia Athletics website, https://georgiadogs.com, and enjoy home games with live commentary in the venues synchronized with the action on the field or court. This expands our partnership schools, which already includes the University of Oregon and Syracuse University.

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> *Ryan Gribble, CRO Georgia Bulldogs Sports Marketing*

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.

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