SportsBug Welcomes Sterling Select Group as Strategic Equity and Operating Partner

Strategic equity and operating partnership connects SportsBug with Sterling Select, the venture development firm associated with Sterling Equities.

FORT WORTH, TX, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- SportsBug LLC, the sports media technology company delivering real-time play-by-play audio to fans at live sporting events, today announced that Sterling Select Group LLC, has taken an equity interest in the company. Sterling Select will serve as a strategic equity and operating partner as SportsBug expands its platform across professional and collegiate sports. Terms were not disclosed.

SportsBug delivers the existing radio broadcast directly to fans' smartphones in real-time over standard wireless networks, with no new venue infrastructure required. That same technology allows for "at-home" enjoyment of play-by-play audio, giving more choices for the fans' consumption of the visual broadcast of the game.

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>
> *Christopher J. Steele, Managing Partner of Sterling Select Group.*

SportsBug has already moved from technology development to deployment with nationally recognized sports organizations. Through its strategic alliance with Learfield, SportsBug launched real-time play-by-play for University of Oregon fans beginning with the 2025 football season. In March 2026, the New York Mets, Audacy and SportsBug introduced Mets radio coverage in realtime for fans attending games at Citi Field. For the 2026 football season SportsBug added Syracuse University and the

University of Georgia.



Sterling Select

"Sterling Select's decision to join the SportsBug team and take an equity position is a powerful validation of both the problem we are solving and the platform we have built. Sterling Select brings far more than an impressive network. Its team understands professional sports, media, venues, emerging technology and the work of turning a new capability into a significant business. Live sports remains one of the few experiences that must be consumed in the moment. Together, we intend to make real-time audio choice an expected part of attending or otherwise enjoying a live sporting event," said Patrick Seaman, CEO of SportsBug.

"Fans of live sporting events crave a more immersive experience. There is significant segment of attendees who, if given the choice, would welcome the opportunity to listen to their favorite radio broadcast. Other well-known streaming platforms are currently offering consumers with audio choices but none at zero latency especially for in home consumption. SportsBug's current deployments are proving this theory and we believe SportsBug can become an important part of the technology infrastructure surrounding live sports, including unlocking new revenue streams for the sports properties and opening up another advertising channel for brands," said Christopher J. Steele, Managing Partner of Sterling Select Group.

The equity relationship places Sterling Select's network, venture development capabilities and operating experience behind SportsBug's effort to make real-time digital audio an essential part of the live sports experience. As SportsBug's partner, we expect to leverage our relevant strategic partners to accelerate adoption of its technology across professional and collegiate teams leagues, broadcasters, media companies, venues, sponsors and other strategic organizations," said Steele.

About SportsBug
SportsBug is a sports media technology company creating the real-time audio layer for live sports. Its platform delivers radio play-by-play and other authorized audio to fans' smartphones in real time, so spectators hear the broadcast as the action unfolds in front of them. SportsBug works with teams, leagues, rightsholders, broadcasters and venues to enhance the fan experience, expand accessibility and create new opportunities for engagement and monetization. SportsBug technology has been deployed with the University of Oregon, Syracuse University and the University of Georgia, and at Citi Field through the New York Mets and Audacy. For more information, visit SportsBug.com.

About Sterling Select Group
Sterling Select Group is a venture development firm that unlocks value by combining the respective resources of larger, established strategic partners with attractive solutions emerging

from the entrepreneurial ecosystem. Sterling Select then supports its early-stage and growth companies and partners with corporate development expertise and access to an extensive network spanning sports, media and entertainment, real estate, technology, financial services and other industries. For more information, visit sterlingequities.com/ventures or www.SterlingSelect.com.

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