

CONVERSATION GUIDE

Advocating for Auracast™ in stadiums

The problem:

At home, fans enjoy engaging, personalized experiences, but in stadiums, teams miss marketing opportunities when fans turn to outside media. Stadiums also face audio issues like crowd noise and echo, making it hard for fans, especially the 1 in 6 globally with hearing loss (WHO), to hear announcements. Over 70% of fans report difficulty hearing PA messages (Event Acoustics Study, Stadium UX). With rising accessibility standards, personal and inclusive audio solutions are essential.

The solution:

With direct-to-ear audio solutions, fans can stream high-quality sound to hearing aids, earbuds, or headphones, transforming the stadium experience. Whether it's live commentary, assistive listening, or alternate feeds like radio broadcasts and behind-the-scenes insights, [Auracast™ broadcast audio](#) delivers uninterrupted, immersive audio. No more straining to hear over crowd noise, just clear, personalized sound that keeps you connected to the action, wherever you are in the stadium.

Benefits to the fans:

Personalized audio streaming:

Auracast™ delivers a seamless, personalized experience for all attendees. Fans can listen to live commentary or alternate audio streams on their Auracast™ earbuds, headphones, or hearing aids—there is no need for venue-provided headsets.

Language and content choices:

Auracast™ lets fans select audio in their preferred language or choose extra content like player interviews, coach communications, or descriptive audio, enriching engagement across diverse audiences.

Freedom to roam with consistent audio:

With Auracast™, fans stay connected to live event audio without dropouts, whether seated, at concessions, or moving around the concourse. This ensures a true fan experience without missing a play throughout the stadium.

Benefits to the stadium:

Inclusive accessibility made easy:

Auracast™ helps stadiums meet and exceed accessibility standards by providing a scalable, next-generation assistive listening system that works seamlessly with modern hearing aids and consumer devices—removing participation barriers.

Enhanced fan engagement:

By offering multi-language commentary and exclusive content streams, stadiums deliver unique experiences that boost fan satisfaction and create new opportunities for sponsorship and deeper engagement.

Flexible, scalable deployment:

Auracast™ integrates with existing AV systems and can start with small pilot programs, expanding to full coverage over time. This approach allows stadiums to upgrade at their own pace while future-proofing their audio infrastructure.

Next steps:

If stadium stakeholders express interest in deploying Auracast™, encourage them to start with a pilot deployment for select events or sections. Collaboration with AV integrators can help explore integration options. For more details, visit the [Auracast™ product page](#) to learn how to get started and connect with providers who offer tailored solutions.

