

# USA Swimming Deploys Audazzio During TYR Pro Swim Series Engaging Venue AND Home Audiences

# AUDAZZIO®

Timing is Everything!

## At a glance

Audazzio is an innovative tech that transforms how audio streams—whether broadcasts or live events—interact with second screen devices. Experience seamless control and enhanced engagement like never before, making every moment more dynamic and enjoyable.

## Key metrics

Far exceeding the industry standard of 20%, the microphone opt-in rate was over 50% to activate Audazzio. Additionally, fans showed to have an appetite for more content, indicated by the app download rate after the Audazzio promo ran.



**+50%**  
mic opt-in avg



**+200%**  
app downloads

## CHALLENGES

As the preeminent organization for the sport of swimming, USA Swimming has the opportunity to influence and architect the development of the sport for all swimmers while growing its fan base. As a result, USA Swimming embraces the responsibility to grow the sport through exploration of new engagement technologies.

## SOLUTIONS

The 4-day event successfully launched Audazzio engagements, connecting USA Swimming with home audiences nationwide and attendees at the venue. It featured a variety of real-time interactive campaigns, athlete profiles, trivia, and up-to-date records, all fully synchronized with the USA Network stream for both remote viewers and in-person attendees. By harnessing the power of dynamic content, USA Swimming achieved its goal of sparking interest, igniting passion, and driving action among its audiences.



Informative



Interactive



Key Insights

## BENEFITS

### Real-time Synchronization

1

Audazzio connects your content with audiences in real-time fully synchronized with the broadcast and venue audiences.

2

### Truly Frictionless

The unique Audazzio technology provides truly frictionless audience engagement that QR codes and calls to action cannot.

3

### Unencumbered Viewer Experience

Simple implementation and activation eliminates the connection struggle for all parties delivering content in less than 1 second.

  
**AUDAZZIO®**  
IT COMES IN WAVES™



Entertainment



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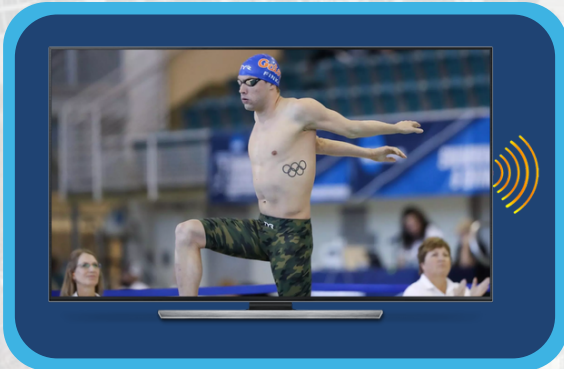


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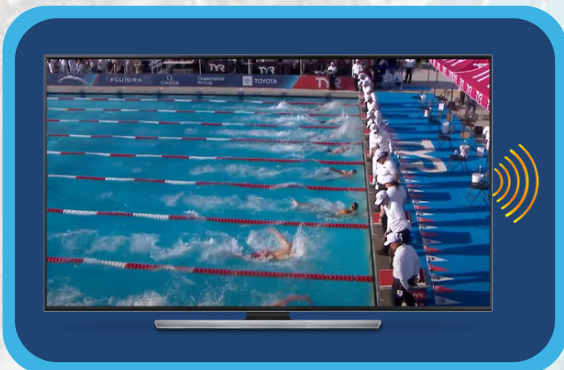
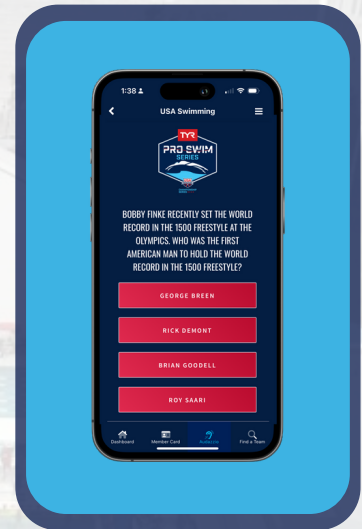
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## USA SWIMMING EXAMPLES



Interactive



Informative



Key Insights for Each Audience

