

# Social Audio Engagement Startup HearMeCheer Lands Full Season Package with Premier League's Wolverhampton Wanderers

Beginning This Saturday, Full Integration in Wolverhampton Wanderers Website Enables Best Possible Social Audio Experience for Fans Worldwide



The graphic features the text "HEAR ME CHEER" in a large, bold, sans-serif font. "HEAR" and "CHEER" are in dark grey, while "ME" is in yellow. To the right of the text is a collage of seven yellow-tinted photographs of fans cheering and celebrating. At the bottom left is the Wolverhampton Wanderers logo (a black and yellow hexagon with a white wolf head). To its right is the HearMeCheer logo, which consists of three stylized human figures in pink and purple, with the text "HEARMECHEER" below them.

Ontario, Toronto, Sep 9, 2021 ([Issuewire.com](https://www.issuewire.com)) - **HearMeCheer**, the social audio engagement tech startup used successfully in professional and college sports, entertainment, and live events since

launching in the spring of 2020, today announced a full-season commitment from the **Wolverhampton Wanderers** of the **Premier League**, which will feature the integration of the HearMeCheer tech into the team's website for fans of Wolves around the world.

'We're delighted to become the first Premier League club to partner with Hear Me Cheer following a successful trial last season,' said Richard Pepper, Head of Digital for the Wolves. 'We're always on the lookout for innovative ways to engage with supporters and this ticked all the boxes for us. We've made a bigger commitment to the audio content in recent months and Hear Me Cheer provides us with a great way to involve supporters on that journey.'

The HearMeCheer integration "kicks off" this Saturday, September 11, when Wolves travel to Watford, Hertfordshire for a Premier League match with Watford F.C. at Vicarage Road.

"We've learned from our earlier engagement that the Wolverhampton Wanderers organization is all about building the best possible experience for their fans around the world," said **Elias Andersen**, the founder and Chief Executive Officer of **HearMeCheer**. "They are a leader in fan engagement, and our integration of the HearMeCheer social audio "widget" is prominently featured on their website, which has millions of unique visitors each month.

"Full integration of HearMeCheer's social audio technology into the Wolverhampton Wanderers website enables their fans to stay on the website, no need to go to an outside website, which will further increase fan engagement directly on the Wolves website," Andersen, the 21-year-old entrepreneur behind HearMeCheer, noted. "It's a more strategic approach for all 45 games this year with our increased capability and the ease of integration. We are very excited about this partnership for a full season and marks a big step forward in our expansion to European football and other top sports and entertainment properties over the next 12 to 18 months."

In its second full year of operations, **HearMeCheer** is an innovative social audio engineering technology that enables deeper emotional connections to people, places, and events from the comfort of home. The company continues to evolve, now providing an immersive social audio "add-on" for any platform, as well as a compelling "Private Suites" capability to bring groups of friends together from anywhere in the world for a shared experience.

**HearMeCheer** has also grown beyond the company's initial focus on live sports events to encompass all manner of live events, including concerts, comedy, and entertainment shows.

"The current digital media solutions, such as Clubhouse or Greenroom, are missing the emotional benefits typically experienced when attending an event, or even when performing at an event," Andersen noted. "We feel the need for a shared experience with the crowd, social interaction with our friends, as well as the crowd to performer engagement that has yet to be created with the tech solutions that have supplemented live events since the beginning of the pandemic.

"When we took a look at the existing audio solutions out there, most of it is about the event broadcasting to the fans, without the interactions that would naturally happen between those people at that event," said Andersen. "There's a lot of positive stuff around crowds like the enjoyment and the value of an event because other people are enjoying it like you are. That's what's currently missing when you use any kind of digital platform just to sort of watch an event."

**HearMeCheer** uses patent-pending technology to deliver audio processing on a scale never before seen in the audio industry. This allows **HearMeCheer** to provide an audio feed with up to thousands of

people contributing at the same time, with live microphone input, all with only one audio stream coming in and out of each client's computer. The server also sends back customized streams for each client, with feedback cancellation applied for each client. **HearMeCheer** does this with WebRTC and the company's patent-pending algorithms, running on extremely high-performance compiled code. Not just another JS or Java application, **HearMeCheer** can be used as an audio add-on for any platform.

**HearMeCheer** was created at the beginning of the COVID-19 lockdowns on March 13, 2020. Andersen was visiting Major League Baseball spring training camps in Arizona when the shutdown of sports and other events began. Before his four-hour return flight to Toronto landed, he'd formulated the rudiments of a business plan that was perfect during the most imperfect of times: **HearMeCheer**, an audio technology platform that let fans cheer during games from their cell phones, providing broadcasters and venues with authentic crowd noise for fan-less games.

### **About HearMeCheer:**

HearMeCheer is an innovative social audio engineering technology that enables deeper emotional connections to people, places, and events from the comfort of home. The Toronto-based company has created a patent-pending technology that can be embedded into other apps or platforms, allowing users at home to actively engage with their favorite performers, teams, or events in venues around the world. Additional information is available at <http://www.HearMeCheer.com>



### **Media Contact**

Jim DeLorenzo Public Relations

[jim@jhdenterprises.com](mailto:jim@jhdenterprises.com)

Source : HearMeCheer

[See on IssueWire](#)