



Press Release

Betclic initiative transforms stadium sounds into a sound experience designed to let fans watch matches without disturbing those who are asleep

Red Noise helps fans follow World Cup matches during the night

Lisbon, 11 June 2026 – On the opening day of the FIFA World Cup, Betclic announces the launch of **Red Noise**: an audio experience inspired by the atmosphere of football stadiums and designed to help fans follow the 2026 FIFA World Cup matches played during the night without waking those around them. The project combines authentic stadium recordings with audio processing technology and artificial intelligence, and is available through a limited-edition device as well as on platforms including Spotify and YouTube.

Spotify Link: <https://open.spotify.com/intl-pt/track/7DfJgFUhn6r9PBdpQUIUk2>

Youtube Link: <https://www.youtube.com/watch?v=fTQIOsh-pMU>

Inspired by the well-known concept of **white noise**, Red Noise transforms the distinctive atmosphere of football stadiums into a continuous and relaxing sound experience, creating a more comfortable environment for anyone trying to rest while matches are being played.

"With the FIFA World Cup taking place in North America, many fans will be watching matches at two, three or even four o'clock in the morning. We wanted to find a way for people to enjoy those moments without worrying about waking their neighbours or the person sleeping next to them. That's how Red Noise was born: a project inspired by the energy of football stadiums, but designed for the comfort of everyone sharing those football nights," says Miguel Domingues, Brand Manager at Betclic.

The launch of Red Noise comes at a particularly significant moment for Betclic, following the recent announcement of its partnership with Portugal's Men's and Women's Senior National Football Teams. As part of the brand's wider programme of initiatives for the 2026 FIFA World Cup, the project further strengthens Betclic's connection to football and its commitment to creating experiences that bring fans even closer to the game.