

Basketball for everyone

Feel the Game in Real Time.

A unique initiative by Na Laga'at enabling blind and visually impaired individuals to experience live sports events - just like any other fan



A Proven Model, a New Application

After proving successful at football matches, the model is now being implemented in basketball for the first time.



The solution

A unique model for accessible live sports, using real-time professional audio commentary streamed directly to fans' headsets, with full support from arrival to the end of the game.



The Challenge

Around 53,000 people who are blind or visually impaired in Israel cannot experience live basketball games in real time, like other fans can.

The Impact



An equal fan experience
in real time



A deeper connection between
the club and the community



Creating an innovative model
for accessible sports in Israel

What The Project Includes



Live audio commentary
for every home game



Full personal support for blind
and visually impaired fans



Full coordination with arena
staff and accessibility teams



Building a blind and visually
impaired fan community



Field experience

Participants in the football project described the experience as a "discovery of a new and exciting world" — evidence that the model works and can be expanded to other sports.



Partnership opportunity

A high-impact social initiative with exposure through the center's activities, digital platforms, and .media



Timeline

**Basketball season
2026/27**

September 2026 –
April 2027