



NFL on Seven – and Super Bowl – is back on Seven and live-streaming

The Seven Network – Australia’s most-watched broadcast television platform - today confirmed live and free coverage of the new season of National Football League, the biggest sport in the United States.

The new NFL season kicks off on 9 September with the Panthers and Broncos in a not-to-be-missed Super Bowl 50 rematch live on 7mate from 10:30am AEST. In addition to live coverage on television, all of Seven’s NFL broadcasts this season will also be streamed “live and free” across all Seven owned and operated digital products, including PLUS7.

Seven’s multi-year agreement with the National Football League delivers free broadcast television and live streaming rights. Under the agreement, Seven will broadcast three consecutive games on Sunday, ending with the blockbuster NFL *Sunday Night Football*, all coming in live into Australia on 7mate on Monday. Seven will also broadcast and stream live the NFL Playoffs and Super Bowl. The agreement also includes marquee NFL games such as the traditional Kick-off game and Thanksgiving NFL matches.

The partnership between Seven and the NFL expands beyond television to Seven’s digital platforms, including online for select NFL programming and video highlights on Seven’s digital properties. In addition, Seven is the digital advertising representative for NFL.com in Australia which ranks in the top 5 for the NFL globally. Seven also has an agreement with ESPN to sell all Australian advertising content across ESPN’s channels in Australia.

Seven’s Head of Sport, Saul Shtein, said: “We are delighted to be partners with the NFL in Australia across the upcoming season and beyond. We are looking forward to working with the NFL and its other media partners to deliver all-encompassing coverage across a number of our broadcast platforms across the upcoming season.”

Kurt Burnette, Chief Revenue Officer for Seven said: “NFL is the perfect fit for 7mate and continues to offer opportunities in broadcast and live streaming for our audiences and our advertising partners. Last year’s NFL season – coupled with what we have seen and learnt from the Olympic Games - has shown without doubt that traditionally hard to reach audiences can be delivered with world class sports across television and connected devices. The NFL has proven to be a case in point, with only one place to invest in NFL across Seven and ESPN, via Seven’s sales team.”