

Monday, 17 January 2022

Seven strikes NFL rights deal until 2024

The Seven Network today announced it has secured the rights as the exclusive Australian free-to-air television broadcaster of the National Football League (NFL) for another three years.

Seven's highly successful partnership with the NFL started in 2014. Under the new deal, the network's live and free coverage will continue across the 2022, 2023 and 2024 seasons.

Seven's broadcast of the NFL on Channel 7, 7mate and [7plus](#) will deliver 50 live NFL games each season including weekly Sunday afternoon games in season (broadcast Monday mornings in Australia), plus all the action from the Playoff and Pro Bowl games and one of the biggest sporting events in the world – the Super Bowl.

Australian fans will also have access to exclusive on-demand shows, replays, highlights and bonus content on 7plus, including the weekly live post-match analysis show, **NFL Armchair Experts**, hosted by Ben Graham, the first Australian to play in a Super Bowl.

Seven's coverage of the NFL continues to win fans, with the 2021 NFL Super Bowl capital city television audience up 21% in people 25 to 54 and up 5% in total people on 2020. On 7plus, Seven's Super Bowl broadcast surged even higher year-on-year, up 40% in total people in 2021 verses 2020.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "We're thrilled that Seven will continue as the free-to-air home of the NFL, which is the biggest sport in the US and loved and followed by many Australians.

"Seven's live and free comprehensive coverage takes viewers inside the action of the current and past seasons, along with exclusive digital content that brings the very best of this incredible sport to fans across Australia."

Director of International Media at the NFL, Faisal Alsabah, said: "As the NFL continues to grow in popularity in Australia, the NFL is thrilled to continue our existing partnership with Seven, extending our long-term relationship to nearly a decade. NFL fans in Australia will continue to enjoy free access to some of the best NFL content, including the Super Bowl."

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs 7NEWS and Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away, The Chase Australia and Better Homes and Gardens, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.