



NFL SIGNS DAZN TO LONG-TERM AGREEMENT TO DELIVER GAME PASS INTERNATIONAL TO FANS AROUND THE WORLD BEGINNING WITH THE 2023 SEASON

- *NFL Game Pass International provides fans outside the United States live viewing of every NFL game – regular season, postseason, and Super Bowl*
- *NFL Game Pass International will be available as a standalone subscription or add-on package within DAZN’s app*
- *Utilizing DAZN’s technology, extensive distribution network, and powerful marketing capabilities, the NFL will be able to grow new audiences for Game Pass International*

Feb. 7, 2023. New York / London – The National Football League and DAZN Group have agreed to a 10-year partnership to deliver NFL Game Pass International (NFL GPI) to sports fans around the world beginning with the 2023 season.

NFL GPI enables fans outside the USA to watch every NFL matchup throughout the regular season and postseason, including the world’s largest annual sporting event, the Super Bowl.

The world’s leading digital sports streaming service, DAZN is available on most connected devices, including Smart TVs, smartphones, tablets, and game consoles. NFL GPI will be available through the DAZN app either as a standalone subscription or an add-on to an existing DAZN package to customers worldwide, excluding China.

With access to DAZN’s direct-to-consumer platform – including its powerful data-driven technology, global distribution network and marketing capabilities – the NFL will be able to grow and engage new audiences over the next decade, building on its growing international fan community.

“Growing the NFL globally is a key strategic priority for the League and our 32 Clubs. We are excited to partner with DAZN to help us accelerate this effort,” said **NFL Commissioner Roger Goodell**. “Our goal has always been to make our games available to as many fans as possible, and we are confident that DAZN’s innovative viewing experience technology will best serve millions of viewers around the world while also engaging a new generation of international NFL fans.”

“The NFL is the premier sports media property, and DAZN is incredibly excited that they have chosen us as their international partner,” **DAZN CEO Shay Segev** said. “DAZN is the only company that is single-mindedly focused on delivering the very best digital experience for sports fans worldwide and I am confident that we will deliver a superb experience for NFL fans, while helping the league engage new markets and demographics in the sporting phenomenon that is NFL. We can’t wait to bring all the drama, passion and excitement that the NFL is renowned for to our customers as we continue to build the ultimate global destination for sports fans.”

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Notes to Editors

NFL GPI offers fans access to live games, events, NFL Network, NFL RedZone, and an extensive library of NFL Films and NFL Media programming, with everything available on-demand to ensure the NFL is connecting with fans in all time zones through its video content.

The NFL and DAZN will work together to drive international distribution through third-party services and offerings.

This deal expands on a long-standing partnership between the NFL and DAZN, with DAZN distributing NFL Game Pass in Canada since 2017 and as a broadcast partner in Germany, Italy and Japan – since 2016, 2018 and 2016, respectively.

About DAZN

DAZN is a leading digital sports platform in Italy, Spain, Germany, Belgium, Portugal, Japan, Canada, US and the UK. Its wide range of exclusive content includes top-flight football from the world's most popular competitions – Bundesliga, English Premier League, J.League, LaLiga, Serie A, and the UEFA Champions League, in addition to the biggest sports from around the world - Formula 1, NFL, NBA, MotoGP and the UFC. DAZN is a global home for boxing and combat sports through its partnerships with Matchroom Boxing the Professional Fighters League, and a global home for Women's Football with UEFA Women's Champions League and Finetwork Liga F. DAZN is adding more and more sport to its platform to create a destination for sports fans.

DAZN is reimagining the way people enjoy sport. With a single, frictionless platform, sports fans can watch, bet, play, share, socialise, and buy tickets, NFTs and merchandise. Live and on-demand sports content, anywhere, in any language, on any device – only on DAZN.

DAZN is a global, privately-owned company with employees in over 25 countries. For more information on DAZN, our products, people, and performance, visit www.dazngroup.com.

DAZN is available on most connected devices including smart TVs, set-top boxes, streaming sticks, smartphones, tablets, PCs and game consoles, ensuring that fans have access to ground-breaking rights catalogue and slate of incredible content. DAZN can be accessed on Samsung, LG, Sony and Panasonic Smart TVs and on Games Consoles including Playstation and Xbox. Subscribers also have access to DAZN on their Amazon Fire TV, Amazon Fire TV Stick, Google Chromecast and Apple TV and can find the app on their iPhone, iPad, android and mobile devices.

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