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## **NFL AND SKY ANNOUNCE NEW FOUR-YEAR PARTNERSHIP**

The **National Football League** has awarded **Sky** the UK and Irish rights to the NFL under a new four-year deal, up until the completion of the 2010-2011 season.

The new arrangement will bring an increase in the number of games shown live in the UK with:

- More than 100 live matches each season; double the current commitment.
- Extra live games through the Sky digital interactive service.
- All 10 Playoff games in January.
- Super Bowl live at the conclusion of each season.
- Live and recorded pre-season and NFL Europe League games.

The NFL will also have a year-round presence with additional support programming from the NFL Network, the NFL's own television channel in the United States. Sky will also have content for broadband and mobile services.

"This is wonderful news for our fans in the UK and Ireland," said NFL Senior Vice President **Mark Waller**, "and represents another example of the NFL's continuing growth internationally. Coming on the heels of last season's first international regular season game in Mexico City and extended support for our NFL Europe League, this agreement provides very positive momentum for our international business."

**Alistair Kirkwood**, Managing Director of NFL UK, said: "We are delighted to be continuing our relationship with Sky for a further four years. Sky has been an outstanding partner over the past decade and we are very excited about the opportunities presented by the new deal, which will give us a significant increase in the NFL programming and a presence throughout the year.

"We are very excited that Sky shares our vision about the potential for the sport here and sees us as one of its major properties, as demonstrated by their substantial investment in the sport. This deal establishes us as one of the NFL's most buoyant international markets and gives us the ability to significantly grow the sport here through player development programmes, marketing activities and the possible introduction of regular season games in the UK."

**Vic Wakeling**, BSkyB's Managing Director of Sport, added: "Viewers can look forward to more live games, a regular choice of simultaneous games and more NFL support shows. NFL has been a feature on Sky for more than a decade and from next season we will show more than ever. We are delighted that the NFL has chosen to not only continue but expand its commitment with us."

The NFL is currently engaged in negotiations for terrestrial television coverage over the same 2007-2011 period.