

## **October 08, 2019: This Week in NFL 100: Week 6**

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**Section:** ANNOUNCEMENTS

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SECTION 1 NFL NETWORK SERVICES LLC PROFILE

1.1 ACTIVITIES

NFL Network Services LLC owns and operates a sports cable network company named NFL Network. The company was founded in 2003 and is based in Culver City, California. NFL Network Services LLC operates as a subsidiary of National Football League, Inc.

1.2 SUMMARY

Website: <http://www.nfl.com/nflnetwork>

Industry: Media

SECTION 2 PRESS RELEASES: 2019

October 07: The National Football League and OverTier Expand Partnership

The National Football League (NFL) and OverTier, a Bruin Sports Capital (Bruin) company, today announced an expansion of their partnership for OverTier to operate NFL Game Pass, the league's premium subscription OTT service. Since 2017, OverTier held the rights to operate NFL Game Pass in Europe. The new agreement now brings the service to a combined 181 countries and territories worldwide including Australia, Brazil, Hong Kong, India, Israel, Japan, Mexico, and South Korea.

NFL Game Pass offers all live NFL Games, NFL Red Zone, NFL Network and a deep catalog of original programming, documentaries, series and specials from the award-winning NFL Films. It is available across 11 platforms through connected TV, games consoles, web and mobile.

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"We are excited to expand our partnership with OverTier to bring the NFL directly to fans around the world on their favorite viewing platforms with NFL Game Pass," said Chris Halpin, NFL Chief Strategy & Growth Officer. "OverTier has a proven track record of innovation in Europe, and we look forward to unlocking significant potential across other markets."

"We are delighted with the progress we've made with our NFL partners. Together we have built a detailed understanding of how to cultivate and super serve fans throughout Europe and have turned that into meaningful business gain with great long-term potential," said Sam Jones, OverTier CEO. "We look forward to applying our unique model to these expanded global markets and with the league develop more fans and opportunities worldwide."

Over the past two seasons, a suite of user-led product innovations delivered a more personalized viewing experience to more fans across more platforms and services in Europe than ever. There has been a meaningful growth in subscriptions to NFL Game Pass in Europe, total NFL GPE regular-season viewership was up 46% year-on-year ('17-'18), with average minutes per viewer increasing by 20% to 62 hours.

#### September 19: NFL Partners with Cigna to Host Miami Youth Mental Health Forum

As part of the NFL's Total Wellness platform, the league teamed up with Cigna to host the Youth Mental Health Forum on Wednesday, September 18, 2019. Held at Florida International University, the Forum presented to an audience of more than 200 student-athletes, parents and coaches from Miami Dade County Public Schools (M-DCPS). In recognition of Suicide Prevention Month, the program focused on utilizing the platform of sports to increase awareness and decrease stigma around mental health, particularly as it relates to suicide prevention, recognizing signs and symptoms of mental health concerns, and seeking support to enhance youth emotional well-being.

The Forum, which included a powerful welcome from both M-DCPS Superintendent ALBERTO CARVALHO and PETE GARCIA, Executive Director of Sports and Entertainment for Florida International University, also included a keynote address from MARTHA and CHRIS THOMAS (parents of San Francisco 49ers defensive end SOLOMON THOMAS). Consistent throughout the day were messages about the influence that athletes hold, the many pressures society is faced with, and the ability that everyone possesses to promote a culture where all people, including student-athletes, are encouraged to engage in difficult discussions and seek the assistance and support they need to achieve overall wellness.

Panelists and guest speakers included NFL Legend and current psychology graduate student JULIUS THOMAS, Miami Dolphins Youth Programs Ambassador TWAN RUSSELL, Cigna Senior Medical Director ROBERT HAMILTON, M.D., Miami Dolphins Team Clinician DR. ROB SEIFER, Miami Dolphins Director of Player Engagement KALEB THORNHILL, Atlanta Falcons Team Clinician DR. KENSA GUNTER, University of North Carolina Senior Athletic Director of Student-Athlete Health, Well-Being & Program Outreach and NFL Legend) DWIGHT HOLLIER as well as representatives from Mental Health America of Southeast Florida, Florida International University, and the American Foundation for Suicide Prevention.

#### September 18: NFL, Hispanic Heritage Foundation and Nationwide, Team for Ninth Annual NFL Hispanic Heritage Leadership Awards

The National Football League and its teams will celebrate Hispanic Heritage Month with a series of special events during Hispanic Heritage Month.

The NFL, Hispanic Heritage Foundation (HHF) and Nationwide, official sponsor of the NFL, have partnered for the ninth annual NFL Hispanic Heritage Leadership Awards. The awards recognize the contributions of Hispanic leaders in each NFL market.

Each award recipient will be recognized at a game or event hosted by their local NFL team. With support from Nationwide, each recipient will select an organization of their choice that serves the local Hispanic community to receive a \$2,000 donation.

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Now in its third year, Nationwide's support of the Hispanic Heritage Leadership Awards continues to demonstrate the company's commitment to the Hispanic community. In addition to Nationwide's partnership with the Hispanic Heritage Foundation, the Columbus-based insurance and financial services company also has partnerships with Latina Style, Unidos US, the United States Hispanic Chamber of Commerce, the Association of Latino Professionals For America, the Hispanic Scholarship Fund, Hispanic Association on Corporate Responsibility and Prospanica. The sponsorship of the Hispanic Heritage Leadership Awards aligns with Nationwide's goal of partnering with organizations that share the company's values of improving the lives of others and giving back to the community.

"By partnering with the Hispanic Heritage Foundation and Nationwide, we are given an amazing opportunity to shine a bright light on individuals who are wholeheartedly impacting their local communities," said Marissa Fernandez, NFL Vice President of Marketing Strategy & Fan Development. "Our goal is to continually support and acknowledge the positive efforts of each leader, while also empowering others to spread kindness and generosity in their own community."

"We are thrilled to partner with the NFL and Nationwide to honor Hispanic leaders who are making an impact on communities all over America," said Jose Antonio Tijerino, President and CEO of Hispanic Heritage Foundation.

#### September 12: NFL ENHANCES PARTNERSHIP WITH EAST-WEST SHRINE BOWL

The NFL today announced several enhancements to its partnership with Shriners Hospitals for Children in preparation for the 2020 East-West Shrine Bowl All-Star Game. The strengthened initiatives are designed to continue growing the game through the development of personnel and increasing engagement with players through all levels of their athletic life cycle.

NFL clubs will continue to select deserving assistant coaches for the annual East-West Shrine Bowl for the opportunity to showcase their skills. At the end of the regular season, clubs nominate active assistant coaches to be reviewed by a panel of NFL Football Operations staff, East-West Shrine Bowl leadership and two members of the NFL's General Managers Advisory Committee. The final two to be chosen as head coaches then select their 12-person staffs from among the other NFL assistant coaches nominated.

To further aid in the development of future coordinators and head coaches, these representatives will have the opportunity to participate in a panel session and learn from former NFL head coaches and general managers while in St. Petersburg, Florida.

Additionally, the NFL and East-West Shrine Bowl will partner on highlighting innovative concepts to further evolve the game.

"The NFL is pleased to enhance the East-West Shrine Bowl partnership because it is more than just about the game," said TROY VINCENT, NFL Executive Vice President of Football Operations and 2019 East-West Shrine Bowl Hall of Fame Inductee. "The entire experience reflects football's range of values from developing players, coaches, officials, and football staff to serving the children and honoring the caregivers of Shriners Hospital."

The East-West Shrine Bowl, formerly known as East-West Shrine Game, is the nation's oldest all-star game for college seniors aspiring to play in the NFL.

#### September 12: NFL LAUNCHES \$3 MILLION CHALLENGE TO CREATE NEW, TOP-PERFORMING FOOTBALL HELMET

The National Football League (NFL) today announced the NFL Helmet Challenge, an innovation challenge that aims to stimulate the development by experts, innovators and helmet manufacturers of a new helmet for NFL players that outperforms, based on laboratory testing, all helmet models currently worn by NFL players. Up to \$3 million will be available in the challenge, including \$2 million in grant funding to support the development of a helmet prototype and a \$1 million award.

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A symposium will be held November 13-15 in Youngstown, Ohio, to kick off the challenge. Over three days, the symposium will bring together experts from different industries to share information and work collaboratively on innovative helmet ideas.

The challenge will culminate in May 2021 with the applicants submitting helmet prototypes for testing in laboratory conditions that represent potentially concussive impacts in the NFL. Applicants will compete for up to a \$1 million award.

"Helmet technology is advancing at an impressive rate. Yet, we believe that even more is possible. The NFL Helmet Challenge represents an unprecedented combination of financing, research, data and engineering expertise in an effort to create a more protective helmet," said Jeff Miller, the NFL's Executive Vice President for Health and Safety Innovation. "Innovation can be catalyzed if we engage with creative and talented people from across disciplines to attack this challenge together. In collaboration with the NFL Players Association, we are making changes on and off the field in an effort to improve protection for every player. Trying to ensure that players wear the best possible helmet is a substantial part of that commitment."

This challenge is the next phase in the league's Engineering Roadmap, which aims to improve the understanding of football biomechanics and to create incentives for businesses, entrepreneurs, innovators and helmet manufacturers to develop new protective equipment.

#### September 12: NFL EXTENDS PARTNERSHIP WITH FACEBOOK

The National Football League (NFL) and Facebook today announced a multi-year partnership extension that will deliver more diversified NFL video content to fans worldwide through Facebook Watch, expanding a relationship that kicked off in 2017.

As part of the partnership, the NFL will continue distributing recaps from all 256 regular season games, as well as playoff matchups, and the Super Bowl, plus video highlights from postseason tentpole events like the Pro Bowl, NFL Scouting Combine and NFL Draft. Over 22 million people watched at least a minute of an NFL recap on Facebook in 2017 and 2018, with 28% of these views coming from outside the U.S. Unique viewers of these recaps grew by 32% in 2018 from 2017.

"Facebook continues to be an important partner in accessing millions of highly engaged fans around the world," said Blake Stuchin, NFL Vice President of Digital Media Business Development. "As we celebrate our 100th season, we look forward to providing even more exciting ways for NFL fans on Facebook to watch, share, and talk about their favorite NFL moments."

In addition to game recaps, the NFL will also utilize Facebook Watch for distribution of an array of unique content including:

NFL news and analysis: Video clips featuring NFL Media analysts, reporters and on-air personalities from NFL Network signature studio shows  
Video versions of NFL-produced podcasts: Weekly video versions of popular NFL Media podcasts including "Around the NFL" with Gregg Rosenthal, Dan Hanzus, Marc Sessler and Chris Wesseling  
Classic content: Archived content from the NFL Films vault featured across NFL Throwback Special  
NFL 100 content: A series of NFL 100 content that celebrates the best teams, players and moments of the league's first 100 seasons.

The league will also create Facebook Groups around content themes and work to share relevant video in those groups to foster conversation and connection.

#### September 11: NFL Media Launches New Series 'NFL Game Day All-Access,' Exclusively on YouTube

This fall, NFL Media and YouTube will bring viewers closer to the game day experience than ever before. NFL Game Day All-Access, a weekly show streaming exclusively on the NFL YouTube channel starting Wednesday, September 11, gives fans an intimate look at the full game day experience, straight from the players and coaches that go through it.

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Episode 1 will feature wired sound from Seattle Seahawks QB Russell Wilson, Arizona head coach Kliff Kingsbury, Browns head coach Freddie Kitchens, Buccaneers head coach Bruce Arians and Jaguars DE Calais Campbell. In addition, NFL Films captured sideline sounds from five additional games, including Giants versus Cowboys and Steelers versus Patriots on Sunday Night Football.

Produced by NFL Films, the original series will combine a variety of production elements including game footage, wired sound, mobile video and more to tell the complete story from players and coaches' perspective of an NFL game day. Each 20-minute episode will be made up of key moments throughout the day unfolding in order, from the trip to the stadium, to warm-ups and game moments, to postgame activity and the departure home.

"We are excited to give fans an up-close view of the full game day experience through this new YouTube series" said Ross Ketover, Senior Executive at NFL Films. "Our game's most exciting and memorable moments take place on the field, but for players, each game starts well before kickoff and continues after the final whistle. This series will deliver our fans the best of these moments each week throughout the season."

With the spotlight on a different player or coach in each episode, viewers will get a diverse look into game day - from the experience on the road versus playing at home, as well as the interaction with family and friends before and after the game.

#### September 05: NFL Strikes New Content and Advertising Partnership with Reddit

The National Football League (NFL) and Reddit today announced a new partnership that will connect Reddit's more than 330 million monthly active users directly with the NFL's diverse network of talent and personalities for a season of unique "Ask Me Anythings" (AMA's) and a video content series with first-to-market advertising opportunities for brands.

The AMAs will feature members of the NFL community - from active players and NFL Legends, to league and club representatives, behind-the-scenes playmakers and even fans - who will engage directly with redditors to build community around the NFL and provide a more in-depth look at areas within the NFL ecosystem that have played a key role in its growth through the past 100 seasons.

The traditional Reddit text AMAs will provide content for a video series produced by the NFL, which will be distributed broadly across both Reddit and the NFL's media channels including digital and social platforms of the league and its clubs. Advertisers will have the opportunity to sponsor these unique NFL "AMA videos," unlocking a new pre-roll advertising opportunity for third party brands.

"There are millions of passionate NFL fans engaging deeply within Reddit communities every day," said Blake Stuchin, NFL Vice President of Digital Media Business Development. "We are excited to partner with Reddit on this first-of-its-kind 'Ask Me Anything' content series to reach and engage our fans in a new way that we hope further enhances the NFL community and conversation on Reddit."

Since establishing its official Reddit profile, u/NFL, earlier this year, the NFL has been actively connecting with Reddit communities through AMAs with a variety of groups including Chicago Bears legend Devin Hester, NFL Network Insiders and researchers; who share first-person perspectives on their roles within the NFL with redditors.

"We're thrilled to work with the NFL as our first partner to test a brand-new type of content and advertising relationship," said Alexandra Riccomini, Senior Director of Business Development & Media Partnerships at Reddit.

#### September 05: NFL, HUDL EXPAND PARTNERSHIP TO GROW THE GAME OF FOOTBALL

In their ongoing efforts to improve high school football, the NFL and Hudl have expanded their partnership to include providing one NFL Game Pass subscription, free of charge, to every varsity high school football program using their services.

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NFL Game Pass brings fans in the United States of America replays of every NFL game of the season as soon as they end, as well as live, gameday audio. A Game Pass subscription also includes access to archives of every NFL game from 2009 through 2019, previous seasons of NFL shows such as Hard Knocks and A Football Life, the "All-22" coaches' film, in addition to the Game Pass exclusive show, NFL Game Pass Film Session, which highlights successful concepts, techniques and first-hand tips by players and coaches. NFL Game Pass can be accessed online and any smartphone, tablet or connected TV device.

With a dominant market share of the American high school football market, a rate that accounts for more than 16,000 high school teams using Hudl's services, the partnership provides the opportunity for two of the most distinguished brands in football to grow the sport towards a brighter future.

"We are thrilled to be partnering with the NFL in making a better future for football at all levels. Football remains the heartbeat of our customer base," said GREG NELSON, Vice President of Competitive Sports at Hudl. "This is our way of saying thank you to the thousands of communities across the country that make Friday nights so special."

Additionally, the partnership will assist with extending the Way to Play initiative to the high school football level, which will help highlight proper playing technique to protect players from unnecessary risk and foster culture change across all levels of the sport.

The NFL Way to Play High School Award will honor one high school football player weekly for demonstrating exceptional in-game playing technique.

September 03: NFL and TikTok Announce Multi-Year Partnership to Bring NFL Content to Fans Around the World

The National Football League (NFL) and TikTok, the leading destination for short-form mobile video, announced today a new multi-year partnership to bring the excitement of the NFL experience to TikTok's global community, combining the passion surrounding NFL football with the fast-growing digital platform.

As part of the partnership, the NFL is launching its official TikTok account, delivering content to fans across the platform's global markets. NFL content will include uniquely packaged highlights, sideline moments, and behind-the-scenes footage. Additionally, the NFL and TikTok will partner together around a series of NFL-themed hashtag challenges, inviting members of the TikTok community to express their passion for their favorite NFL clubs and players on TikTok. The NFL and TikTok will also be partnering together on unique marketing opportunities for brands to activate around NFL content on TikTok.

#WeReady Kick Off Campaign The NFL and TikTok are rallying fans to join in the excitement of kickoff with the #WeReady hashtag challenge campaign. From September 3rd - September 5th, fans are encouraged to show their pride for their favorite team by creating their own unique TikTok videos with the #WeReady hashtag. Popular TikTok creators and NFL clubs will join fans in showing their team spirit and excitement to get "back to football" ahead of the NFL's 100th season.

TikTok will also be celebrating the NFL's 100th season kickoff live in Chicago on September 5. Attendees can experience TikTok in real life at Soldier Field and create their own unique TikTok videos that show their love for their favorite teams and players in an NFL-themed experience.

"Partnering with TikTok is a natural extension of our media strategy," said Blake Stuchin, Vice President, Digital Media Business Development for the NFL.

September 03: Events Calendar: Broadcast Teams for NFL Network's Coverage of Conference USA Games Announced

Today, NFL Network announced the broadcast teams for the network's coverage of Conference USA football games this season.

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Throughout NFL Network's 10-game schedule, play-by-play duties will be handled by Rhett Lewis, Dan Hellie and Dave Ryan on a rotating basis, along with analysts Max Starks, Ben Leber and Michael Robinson. On the sidelines, Molly Sullivan, Ashley Stroehlein and John Schriffen will share duties.

The 10-game schedule of games kicks off Saturday, September 7 at 3:30 PM ET with Grambling State at Louisiana Tech, with Rhett Lewis, Max Starks and Molly Sullivan calling the action.

Provided below are the broadcast teams for NFL Network's schedule of C-USA games:

Grambling State vs. Louisiana Tech - Saturday, September 7

- Play-by-Play: Rhett Lewis
- Analyst: Max Starks
- Sideline: Molly Sullivan

Army vs. UTSA - Saturday, September 14

- Play-by-Play: Rhett Lewis
- Analyst: Max Starks
- Sideline: Molly Sullivan

South Alabama vs. UAB - Saturday, September 21

- Play-by-Play: Rhett Lewis
- Analyst: Max Starks
- Sideline: Molly Sullivan

Florida Atlantic vs. Charlotte - Saturday, September 28

- Play-by-Play: Dan Hellie
- Analyst: Max Starks
- Sideline: Molly Sullivan

Southern Miss. vs. Louisiana Tech - Saturday, October 19

- Play-by-Play: Rhett Lewis
- Analyst: Ben Leber
- Sideline: John Schriffen

Source: Company Website

August 30: NFL to Launch Inspire Change Apparel and Songs of the Season Through Its Social Justice Platform Inspire Change

Today, the NFL and Roc Nation announced the launch of Inspire Change apparel and Songs of the Season as part of their new partnership. Inspire Change apparel, a new social enterprise model, will fund and support Inspire Change programs across the country.

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Proceeds from this venture will support organizations committed to the key priorities of Inspire Change: education and economic empowerment, police and community relations, and criminal justice reform. The Inspire Change apparel line, designed by artists, will be available later in the 2019 season.

Songs of the Season is a multi-tier, season-long initiative that will highlight superstars and emerging artists of all genres. Songs of the Season will showcase musicians that will create and deliver a song to be integrated in all NFL promotions each month during the season. The songs will debut during an in-game broadcast and will be simultaneously released to all digital streaming platforms (DSPs) worldwide. All proceeds from the songs will go toward Inspire Change.

Meek Mill, Meghan Trainor and Rapsody will be the first Inspire Change advocates of the 2019 NFL Season and will perform a free concert at the NFL Kickoff Experience presented by EA SPORTS MADDEN NFL 20 in Chicago's Grant Park on Thursday, September 5. Also performing will be Chicago-based DJ Pharris. A portion of both Meek Mill's and Meghan Trainor's performances will be featured in simulcast coverage of the 40-minute pregame show from Chicago from 7:30 - 8:10 PM ET on NBC and NFL Network.

Following Meek Mill's performance, fans are encouraged to stay at Grant Park for the NFL KICKOFF WATCH PARTY as the Green Bay Packers take on the Chicago Bears.

Source: Company Website

August 30: 2019 NFL KICKOFF PRESENTED BY EA SPORTS MADDEN NFL 20 TO CELEBRATE START OF THE NFL'S 100TH SEASON THURSDAY, SEPTEMBER 5

The NFL kicks off its 100th season with "2019 NFL KICKOFF PRESENTED BY EA SPORTS MADDEN NFL 20" - 7:30 PM ET Thursday, September 5. Artists and Inspire Change advocates MEEK MILL, MEGHAN TRAINOR and RAPSODY will perform live before the Green Bay - Chicago game at GRANT PARK in Chicago.

To further the celebration of both the NFL and the Bears 100th season, 2019 KICKOFF EXPERIENCE PRESENTED BY EA SPORTS MADDEN NFL 20 will take place on Thursday, September 5 and will be open to fans from 12:00 PM CT to 10:30 PM CT at Grant Park. Kickoff Experience is free and open to the public and brings fans closer to the NFL through sponsors' interactive experiences and dynamic promotions. Additionally, Bears' Legends will be onsite to sign autographs throughout the afternoon: JIM MCMAHON, MATT FORTE and CHARLES TILLMAN.

Fans are also encouraged to stop by the Madden NFL 20 Experience at Grant Park for a chance to watch NFL Legends MICHAEL VICK, CHAD JOHNSON, music artists, Twitch streamers and fans compete in the first ever EA SPORTS Madden NFL Twitch Prime Crown Cup.

At approximately 6:30 PM CT Meek Mill will headline the musical acts of the day on the Kickoff Main Stage. Preceding his performance will be the musical acts from Inspire Change advocates Meghan Trainor and Rapsody.

Following Meek Mill's performance, fans are encouraged to stay and make history together as the Green Bay - Chicago game is shown live on massive screens throughout Grant Park. This will be a first-of-its-kind NFL KICKOFF WATCH PARTY for fans onsite. Throughout the game, Bears' and Packers' Legends will be on stage along with the integration of Bears' fan rituals and a free-to-play game for interactive fan experience.

A portion of both Meek Mill's and Meghan Trainor's performances will be featured in simulcast coverage of the 40-minute pregame show from Chicago from 7:30 - 8:10 PM ET on NBC and NFL Network.

The show leads into the opener of the NFL's 100th season between Green Bay - Chicago.

August 20: NFL AND PLUTO TV KICK OFF ALL-NEW CHANNEL CELEBRATING SEASONS PAST WITH AN ICONIC LINEUP OF AWARD-WINNING CONTENT, SEASON RECAPS, CLASSIC GAMES AND MORE



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The National Football League (NFL) and Pluto TV, the leading free streaming television service in America, today announced the launch of a new channel celebrating the NFL's iconic and classic moments spanning over a decade of past seasons. The NFL Channel is now available on Pluto TV (Ch. 465).

The NFL Channel provided by Pluto TV is a specially curated feed of iconic library content devoted to providing NFL fans the best productions that NFL Films and NFL Media has to offer. Complementing the NFL's 100th season celebration, the new launch will include programming such as previous seasons of the award-winning Hard Knocks series, team-specific season recaps dating back over a decade, and replays of classic NFL matchups.

"As a new football season is about to debut, we are incredibly excited to celebrate it with an all-new destination for those looking to relive unforgettable moments and programming from years past," states Amy Kuessner, SVP of Content Partnerships for Pluto TV. "The addition of The NFL Channel on Pluto TV is a gift to our growing audience, a perfect addition to our burgeoning channel lineup and a testament to our love of the game."

The channel will be refreshed with new content including NFL Top 100 Players of 2018 and digitally-produced recaps, previews, press conferences, moments and more.

"We're very excited to open up our library of classic games and memorable NFL programming to football fans through our dedicated NFL Channel on Pluto TV," said Ross Ketover, Senior Executive of NFL Films. "As we celebrate the NFL's 100th season, we know fans will enjoy discovering shows they may have missed, or reliving those unforgettable games and moments that make the NFL special."

The all new NFL Channel will join Pluto TV's 150+ live, linear, curated channels and thousands of movies and TV shows on demand from an expansive library of licensed content from over 150 major media companies, film studios, television networks, news organizations, publishers and digital first outfits.

#### August 19: NFL NETWORK AND NFL REDZONE RENEW DISTRIBUTION AGREEMENT WITH PLAYSTATION(TradeMark) VUE

NFL Network today announced it has renewed its agreement with Sony Interactive Entertainment for national distribution of NFL Network and NFL RedZone programming services on PlayStation(TradeMark)VUE, the pioneering live streaming TV service. Available on popular TV-connected and mobile devices, PS Vue will offer its customers continued access to NFL Network and NFL RedZone for the 2019 season, the historic 100th season of the NFL.

PlayStation Vue subscribers receiving NFL Network and NFL RedZone will also continue to have access to the services through NFL.com and the NFL and NFL Network apps across multiple devices. To get these channels, NFL Network will be included in the Core plan for \$54.99/month on PS Vue. NFL RedZone will be included in the Sports Pack, which goes for \$10.00/month (requires Core or higher package).

In addition to airing all 65 preseason games, for the upcoming season NFL Network will feature Thursday Night Football (including 7 exclusive live games); popular shows such as Good Morning Football, and NFL GameDay Morning, and a suite of programming and content in celebration of the NFL's 100th season including two series - The NFL's All-Time Team and The NFL 100 Greatest - that pay tribute to the people, players, coaches, memories and moments that have, and continue to contribute to, the NFL's legacy.

Every Sunday afternoon of the NFL's regular season, the NFL RedZone channel brings fans every touchdown and all the big moments from every game across the League. Produced by NFL Network, NFL RedZone cuts from stadium to stadium and delivers fans the most exciting plays as they happen, live and in high definition.

PS Vue offers over 80 top live news, sports, kids, and lifestyle channels. All monthly plans include live streaming HD Channels, a powerful Cloud DVR, five simultaneous streams, thousands of On Demand Shows, and 10 viewing profiles each with a personalized DVR.

#### August 16: NFL CELEBRATES YOUTH AND HIGH SCHOOL COMMUNITY DURING PLAY FOOTBALL MONTH

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The NFL will celebrate youth athletes, coaches, families and communities with special festivities throughout PLAY FOOTBALL MONTH. A culmination of the league's year-round recognition of youth and high school football athletes, Play Football Month celebrations include clinics, camps, grant opportunities and other unique football activities. During the preseason, the NFL, the 32 clubs and partners are recognizing the talent, character, values and achievements of youth football players across the country.

The return of football follows an exciting summer camp season, in which more than 80,000 kids had the opportunity to play football with NFL players and coaches, learning the values associated with playing the game. This summer, the NFL Foundation awarded more than \$1 million in grants to support more than 450 current players, NFL Legends and coaches' free, non-contact youth football camps across the country.

On Thursday, August 29, the football community - current players, NFL Legends, coaches, parents and fans - will join the #PlayFootball Throwback Thursday conversation by posting throwback photos and videos, wishing their high school football team the best of luck this season and tagging #PlayFootball on social.

Source: Company Website

#### August 14: Roc Nation Enters into Long-Term Partnership with NFL as League's Official Live Music Entertainment Strategists

Today, Roc Nation announced it has entered into a long-term partnership with the National Football League as the league's official Live Music Entertainment Strategists. The partnership will begin as the NFL's 100th season kicks off and will serve as a commitment from Roc Nation and the NFL to nurture and strengthen community through music and the NFL's Inspire Change initiative.

Roc Nation will spearhead and advise on the selection of artists for NFL tentpole performances, including the Super Bowl, and will assist in the production and promotion of new music as well as culture- and cause-focused initiatives.

A core component of the partnership will be to amplify the Inspire Change platform priority areas identified by NFL Players, including Education and Economic Advancement, Improving Police-Community Relations, and Criminal Justice Reform.

"With its global reach, the National Football League has the platform and opportunity to inspire change across the country," said Shawn "JAY-Z" Carter. "Roc Nation has shown that entertainment and enacting change are not mutually exclusive ideas - instead, we unify them. This partnership is an opportunity to strengthen the fabric of communities across America."

Roc Nation and the NFL will work together to create and distribute music content across multiple music streaming services for a variety of initiatives. Roc Nation will work alongside the league with artists to curate the richness of football culture nationwide. Content initiatives may include a Live Visual Album, "Songs of the Season" original music, archived and current content from live NFL music events and artist podcasts.

"Roc Nation is one of the most globally influential and impactful organizations in entertainment," said NFL Commissioner Roger Goodell. "The NFL and Roc Nation share a vision of inspiring meaningful social change across our country."

#### August 12: NATIONAL FOOTBALL LEAGUE AND SPORTRADAR BROADEN PARTNERSHIP

The National Football League (NFL) and Sportradar, the world's leading provider of sports data and content, today announced an expansion of their existing partnership, which will license the distribution of NFL official league data and content to more fans around the world. &#8203;

Since 2015, Sportradar has been the NFL's exclusive distributor of official play- by-play statistics, as well as the NFL's proprietary Next Gen Stats (NGS) player tracking data to media outlets. The original partnership included the creation of Sportradar's cutting-edge research platform, Radar360, which is used by the NFL, its member clubs, and media outlets. These aspects of the partnership will continue in the new agreement.

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The renewal significantly expands upon the existing partnership, including exclusive distribution of real-time official play-by-play data and NGS data to sports betting operators in the U.S. and internationally where sports betting is legal and regulated. Official licensed data will improve the speed and accuracy of NFL data and enhance protections for consumers. In addition, Sportradar will now have the right to distribute live audio-visual (AV) game feeds to sportsbooks in select international markets.

The NFL will also use Sportradar's comprehensive and award-winning integrity services to monitor betting across all NFL games (preseason, regular season, and postseason). The NFL and its clubs will also have access to Sportradar's integrity education workshops and products to ensure the continuation of the NFL's high standard for integrity.

"Sportradar has been an excellent partner the last four years and has provided the league, our teams, and media marketplace with innovative data products," said Hans Schroeder, Executive Vice President and Chief Operating Officer, NFL Media.

#### August 02: NFL ANNOUNCES PLANS TO CELEBRATE 100TH SEASON

A journey of 100 seasons began with a single step.

For the National Football League, that step was made by RALPH HAY, owner of the Canton Bulldogs. Hay's simple initiative was to invite owners of three other Ohio teams - the Dayton Triangles, Cleveland Indians and Akron Pros - to a meeting at his Canton auto showroom to discuss forming a league. Three issues prompted the meeting: Dramatically rising salaries, players jumping from one team to another following the highest offers, and teams illegally using players still in college. That initial meeting conceived the foundation of the league, originally called the American Professional Football Association, on August 20, 1920.

A second step was to schedule another meeting. This time, Hay flexed his vision, writing to invite several other pro teams. Perhaps the most significant letter was to future Pro Football Hall of Famer GEORGE HALAS, the player-coach of the Decatur Staleys and eventual Chicago Bears. At that second meeting in Hay's showroom, held on September 17, 1920, Halas sat on the running board of a brand-new Hupmobile and, for the first of many important instances, modeled a league-above-team perspective that critically shaped the genesis and longevity of the new organization.

Countless steps, strides and leaps later, the NFL embarks on its 100th season when the Atlanta Falcons meet the Denver Broncos in Canton's Tom Benson Stadium for this year's Hall of Fame Game. The 100th regular season will kick off on Thursday, September 5, when the Chicago Bears host the Green Bay Packers at Soldier Field. Perhaps fittingly, Chicago is the only team that will mark its 100th season in 2019.

"Our goal is to make this the most meaningful and memorable season in league history," said Executive Vice President, Club Business & League Events PETER O'REILLY.

#### June 26: NFL Network Services LLC: Emmy Award-Winning Amazon Original Series 'All or Nothing' to Feature the Carolina Panthers for Season Four

Season four of the Emmy Award-winning sports documentary series All or Nothing, an Amazon Original series produced by NFL Films, will premiere on Friday, July 19, exclusively on Amazon Prime Video in more than 200 countries and territories worldwide. All or Nothing: The Carolina Panthers tells the story of a talented team striving to compete for a championship in the face of inevitable change.

Emmy Award-winning actor Jon Hamm (Good Omens, Mad Men) returns as narrator of the eight-episode season, all of which will be available for Prime members to stream on July 19. In this season, just three years removed from his MVP season and a Super Bowl appearance, quarterback Cam Newton remains the charismatic star around whom the Panthers revolve. His cast of teammates includes dynamic running back Christian McCaffrey and perennial All-Pro linebacker Luke Kuechly, along with a mix of talented rookies hungry to prove themselves and several veteran stalwarts who know this season might be their last. As the season unfolds, Carolina's players, staff,

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head coach Ron Rivera and the team's new owner David Tepper are all forced to navigate a difficult yet compelling path.&#8203;

Please see the embeddable trailer here Images and key art can be found here

All or Nothing is the first series to take viewers inside the locker room, on the sidelines and off the field for an unprecedented look inside an NFL franchise's complete season. The series was recently nominated once again in the Outstanding Serialized Sports Documentary category at the 2019 Sports Emmys.

Here's what customers are saying:

"All or Nothing is the best football documentary out there." "Never stop making these. I almost hate to start watching these, because once I start I can't stop." "Amazon deserves an A++ for this."

Source: Company Website

#### June 18: NFL-NCAA JOINT STATEMENT ON FOOTBALL SAFETY MEETING

The NFL and NCAA hosted a joint meeting that brought together medical staff from schools in the SEC, ACC, Big Ten, Big 12, and Pac-12; the NCAA Sport Science Institute; and NFL Player Health & Safety to share information across levels of football, and best practices for keeping players and student-athletes safe.

The two-day session focused on a range of health and safety topics including concussion prevention and treatment; injury reduction plans; mental health and wellness; equipment innovation; and opportunities for further collaboration.

"We are proud to meet with the NCAA as we both work to progress the health and well-being of players and student-athletes. Through sharing the changes we've made on and off the field to enhance player safety, we find continued opportunity to advance health and safety at all levels of the game," said Dr. Allen Sills, NFL Chief Medical Officer.

"It is important to share best practices, research and innovative strategies that address the safety of our football athletes. This collaborative meeting with the NFL is an important step forward for all football stakeholders," noted Brian Hainline, MD, NCAA Chief Medical Officer.

Source: Company Website

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