

## **Verizon, NFL Expand and Extend Mobile Agreement**

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The National Football League (NFL) and Verizon have announced a renewed and expanded contract to eventually bring all NFL games to Verizon Wireless customers' mobile devices. Until now, a limited number of games were available through the Verizon Wireless' package.

According to a [report](#) [1] from the Wall Street Journal, the NFL and Verizon Wireless have extended their current deal for another four years in an agreement that is valued at \$1 billion. The Journal notes that's 39 percent increase over the previous four-year deal, which was valued at \$720 million.

For the 2013 season, the NFL and Verizon will launch an updated version of their app. NFL Mobile from Verizon will continue to offer exclusive access on phones to Thursday, Sunday and Monday Night Football game coverage, as well as those carried on the NFL Network and NFL RedZone. Beginning with the 2014 season, NFL Mobile from Verizon will expand to include access to live CBS and Fox Sunday afternoon games within their home markets, as well as all postseason playoff games, including the Super Bowl.

"This is about leveraging technology to try to make the fan experience better and to try to make the game better," said Brian Rolapp, chief operating officer for NFL Media.

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<http://www.wirelessweek.com/news/2013/06/verizon-nfl-expand-and-extend-mobile-agreement>

**Links:**

[1] [http://online.wsj.com/article/SB10001424127887324563004578525060861520512.html?source=email\\_rt\\_mc\\_body](http://online.wsj.com/article/SB10001424127887324563004578525060861520512.html?source=email_rt_mc_body)