

NFL teams up with Newcastle tech firm to stream games in Poland

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One of the world's most valuable sports leagues has teamed up with a Newcastle technology company to broadcast its games in a European country.

The American football NFL has reached agreement with the Screach streaming platform to broadcast its 2021 season via a smart TV app to thousands of commercial venues across Poland.

The Screach platform, which was developed by the Newcastle tech firm Screenreach, is designed to help commercial premises generate more footfall and revenue via their TVs and social media.

Poland has an estimated 43,000 commercial venues – 19,000 of them pubs and bars – and a strong culture of friends socialising together over a drink. The initial agreement will see Screach stream nearly 80 NFL games to Poland, including the play-offs and Super Bowl LVI live from Los Angeles in February 2022.

Robert Rawlinson, CEO of Screenreach, said: "Streaming is already integral to the NFL's global success, enabling it to build enduring connections with new and existing fans.

“By partnering with Screenreach, it is raising the digital bar once again – giving thousands of commercial venues across Poland flexible access to NFL content and showcasing the sport to a huge audience of potential new fans.”

Sameer Pabari, NFL’s managing director of international media, said: “Increasing the popularity of the NFL and the size of our global fanbase is a core strategic goal for us. Reaching new audiences in new markets is central to that – and this is exactly what our agreement with Screenreach enables us to do.

“Screenreach will allow us to showcase the excitement and drama of live NFL action to thousands of Polish sports fans.”