# NFL Partners with Netflix for Exclusive Christmas Day Games



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Netflix has secured a significant deal with the NFL to livestream two NFL games worldwide on Christmas Day 2023. This partnership marks Netflix's entry into live sports broadcasting. The games will air on December 25 and will be part of a three-year agreement that includes at least one game on Christmas Day each year through 2026. This year's matchups and broadcast team details will be unveiled on the NFL Network and website on Wednesday night.

The financial terms of the deal were not disclosed, but reports indicate that each Christmas game will cost Netflix $75 million. Last year's Christmas Day game between the Kansas City Chiefs and the Las Vegas Raiders drew an average of 29.6 million viewers, highlighting the potential viewership and financial incentive for such a deal.

Netflix's Chief Content Officer, Bela Bajaria, expressed excitement over the partnership, emphasizing the large audiences that NFL games typically attract. NFL’s Executive VP of Media Distribution, Hans Schroeder, echoed this, noting that the combination of NFL’s Christmas Day games and Netflix's global reach could grow the event's popularity.

This move aligns with the NFL’s strategy to broaden its audience through various streaming platforms. Previously, the NFL has partnered with major US networks and streaming services, including a Thursday Night Football package with Amazon and Sunday Ticket on YouTube TV.

The introduction of NFL games on Netflix adds to its growing portfolio of live sports content, which includes upcoming WWE broadcasts and live boxing matches. However, this shift has not been universally welcomed by fans due to the increase in the number of services needed to watch all NFL games, potentially raising the cost for viewers.

In conclusion, Netflix's new deal with the NFL represents a significant step in the streaming giant's expansion into live sports, promising to bring NFL action to a global audience while potentially increasing the viewing costs for fans.