

# YouTube TV snags coveted NFL Sunday Ticket

Article

**The news:** The **NFL** is about to finalize a deal with **Google's YouTube TV** for the rights to its subscription-only **Sunday Ticket** package of games, CNBC reports.

- According to insiders, the transaction excludes an interest in **NFL Media**, the league's other media asset that was on the table that includes the linear cable channels **NFL Network** and **RedZone**.

- After **DirectTV** held the Sunday Ticket rights for so long, the league had been seeking a relationship with a streaming provider.

**The price tag:** The deal's specifics were still being worked out as of Tuesday, but The New York Times reports the final deal could cost Google **about \$2.5 billion**. The number of YouTube TV subscribers that Google is able to recruit as a result of the deal, as well as other performance standards, will affect the final value.

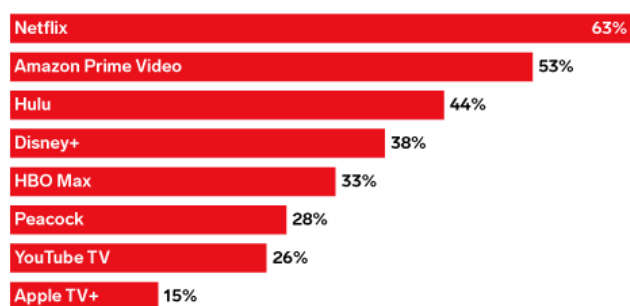
- For comparison, DirecTV has paid \$1.5 billion annually since 2015.
- The NFL has been looking for a buyer prepared to spend between \$2 billion and \$3 billion for Sunday Ticket. It had been in contact with several media companies, including **Amazon**, **Apple**, and **ESPN**. Apple looked likely to be the winner, but talks stalled recently.

**Why it matters:** YouTube TV winning Sunday Ticket over Apple is a major coup for Google.

- The service, which surpassed five million users in July, could see a rapid increase in demand.
- Apple has recently spent handsomely to build up its sports streaming bona fides, securing rights to Major League Soccer and Major League Baseball, and this is one that undoubtedly would have fit in nicely with its sports strategy.

### Leading Streaming Video Platforms Used by US Adults, Aug 2022

% of respondents



Note: ages 18-70 who currently consume content on each platform listed (regardless if they pay for it)

Source: quantilope, "US Streaming and Social Platforms Study 2022," Sep 22, 2022

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