

# NFL IN THE UK MEDIA

Fans have never had it so good

*THERE WAS A TIME when the only way UK NFL fans could watch live NFL football was to save up and fly to America or stay up one Sunday in February to catch the Super Bowl on TV. Those days are long gone - thanks to the efforts of the NFL, gridiron nuts can now get their football fix across a wide range of platforms.*

*Sky Sports shows six hours of live football every Sunday, as well as every Thursday and Saturday game throughout the season. The BBC broadcasts their third live Super Bowl this February and over on Five every Saturday morning. Trevor Nelson and Natalie Pinkham present magazine show NFL UK. From September, ESPN will screen the iconic Monday Night Football every week.*

*On radio, BBC Five Live Sports Extra brings the listening public live games every Sunday, including the playoffs and the Super Bowl.*

*Meanwhile, the NFL UK's three websites - NFLUK.com, nfl-360.com (a site designed to help fans decide which team to support) and Coachstilo.com (a groundbreaking interactive site to enhance fans' knowledge of the game) - drew 872,000 unique visitors last year.*



**ABOVE:** Sky Sports NFL Sunday  
**BELOW:** Trevor Nelson & Natalie Pinkham

