

Econet signs NFL content deal for Sub-Saharan Africa

Econet Media and the National Football League (NFL) have reached an agreement that will see Econet Media's Kwesé Sports become the exclusive linear TV broadcaster of NFL content in a number of markets in sub-Saharan Africa as part of a five year deal. The deal - brokered by ESPN Media Distribution - includes live games and will kick-off at the beginning of the 2016- 2017 season.



Image by 123RF

The agreement is part of a multi-year deal that includes, at a minimum, five live games per week during the regular season including *Thursday Night Football*, three games each Sunday, *Monday Night Football*, as well as every game of the NFL playoffs and the annual Super Bowl. As part of the agreement, Econet Media will be making select games available free-to-air.

Econet Media will also be the broadcast flagship for ESPN NFL studio content– such as *NFL Live* and *Sunday NFL Countdown* – and archive programming from NFL Films on [Kwesé Sports](#), giving African fans comprehensive coverage throughout each season.

As part of the deal, Econet Media will also be involved in actively promoting and growing the sport in Sub-Saharan Africa, as the NFL looks to develop its fan base across the continent.

The agreement will give Econet Media broadcast rights in Botswana, Democratic Republic of Congo, Eritrea, Ethiopia,

Ghana, Kenya, Lesotho, Liberia, Malawi, Namibia, Nigeria, Rwanda, Swaziland, South Sudan, Sierra Leone, Tanzania (including Zanzibar), Uganda, Zambia and Zimbabwe.

Joseph Hundah, CEO of Econet Media, said, "The NFL is a premium sports brand which has fans all over the continent. The growing interest in signature events like the Super Bowl is indicative of the fact that African sports fans are looking for greater access to the NFL.

"In line with our strategy to make Kwesé Sports the home of premium American sports content in Africa, we will continue to pursue the best content for our audiences across the continent. We look forward to building on this exciting partnership going forward."

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