Amazon plans to stream a Black Friday NFL game starting in 2023



Airing the game on Prime Video on Black Friday isn’t a coincidence, either. Hans Schroeder, the chief operating officer for NFL Media, says “Amazon’s uniquely positioned” to partner with the NFL on Black Friday because it’s “one of the most important days of the year for their business.”

https://www.theverge.com/2022/10/19/23412466/amazon-black-friday-nfl-game-stream-football-2023