Peacock’s next exclusive NFL stream is in September

The NFL will hold its first regular-season game in São Paulo, Brazil, later this year — but you’ll need a Peacock subscription to tune in. Peacock will exclusively air the game on Friday, September 6th, featuring the Philadelphia Eagles and a not-yet-named opponent.

This marks the third football game to stream only on Peacock, as the streaming service previously aired an NFL playoff match last January. It also aired an AFC Wild Card game last year that it says was the “most-streamed event ever in the US.”

Peacock has other big games lined up, too, but it will stream them alongside NBC. There’s the NFL kickoff game on September 5th, a Big Ten Saturday Night game on September 7th, and the season’s first NFL Sunday Night Football game on September 8th.

“As media consumption habits evolve, the NFL continues to work with our partners to put our games on digital platforms where our fans are increasingly spending their time,” Hans Schroeder, the NFL’s executive vice president of media distribution, says in a statement.

https://www.theverge.com/2024/3/26/24112670/peacock-exclusive-nfl-stream-brazil-september