NFL partner with Perform Group

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Global sports media company Perform has entered into a partnership with the NFL to commercialise its digital assets across desktop, mobile and video for the coming 2016 season in Australia.

Wade Maris, VP media sales at Perform, says:

"*This is an exciting opportunity for us to be involved with the NFL, at a time when their brand continues to evolve and grow in the Australian market.*

"Whilst Jarryd Hayne's journey has assisted in building interest, it's only a part of the story. The NFL's market-leading website, app & live-streaming Game Pass product has made it easier than ever before for Australian sports fans to engage with and consume content from the USA's most popular sport, wherever and however they want, and the NFL's impressive online growth reflects this.

"We're a nation that embraces the biggest and best sports from around the world, and technology and the internet are powering the globalisation of Sport. The NFL is now a global game with its centre piece, Superbowl, one of biggest world events."

This strategic partnership further enhances Perform's already leading digital USA Sports offering, which encompasses the NBA, MLB & now the NFL.

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