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Mediaset España And The NFL Expand Their Partnership as Part of a Multi-Year Agreement

The partnership will strengthen the NFL's presence across television and digital platforms

More than 50 live free-to-air games and new weekly NFL shows across Spain from the 2026-2027 season

Mediaset España and the National Football League have reached **an agreement to extend their collaboration** across multiple years, **consolidating their strategic alliance** and **reinforcing their commitment to bringing the NFL closer to Spanish audiences** through **free-to-air and multiplatform coverage**, with an expanded offering of games and NFL-related content.

This renewal will significantly **increase the volume of broadcasts and content** linked to the NFL across both television and digital platforms, with a stronger presence on **Cuatro, Be Mad** and **Mediaset Infinity**.

Spanish fans will have more ways than ever to watch the NFL from the 2026-2027 season, with Mediaset España broadcasting a minimum of 50 games — roughly ten additional free-to-air games on the previous season — across primetime Sunday afternoon and evening windows (15:30, 19:00 and 22:00 CET).

*"We're thrilled to deepen our partnership with Mediaset España and bring even more NFL to fans across Spain", said **Laura Louisy**, Senior Director, International Business Development and Media at the NFL. "More free-to-air games in prime-time viewing windows, alongside expanded coverage across multiple platforms, means we can reach and grow our audience like never before — an exciting moment for the sport in one of our key international markets".*

For **Alberto Carullo**, General Director of Television at Mediaset España, *"The NFL is one of the world's leading sports and entertainment phenomena and a highly valuable strategic asset within our audiovisual offering, combining elite-level sport, spectacle and emotion in a unique way. This agreement will allow us to further expand its presence across free-to-air television and digital platforms with an increasingly broad, accessible and multiplatform offering for Spanish fans".*



In addition to last season's offering -including **regular-season games**, the **playoffs**, the **Super Bowl** and the 2026 NFL **Madrid Game**, which **will return this year to Bernabéu Stadium**- the agreement will also include **the other five 2026 European games** on the NFL calendar -three games in London plus the Paris and Munich matchups- as well as **expanded playoff coverage**, including **both Conference Championship Games**. In addition, during the final weeks of the regular season, **Be Mad will air key games** with playoff qualification implications.

Mediaset Infinity will further strengthen its offering through **the simulcast of all games broadcast on television**, alongside **additional regular-season matchups** and complementary NFL programming.

The expanded agreement will also reinforce the NFL's editorial presence across Mediaset España's sports and digital content, with **new weekly NFL-focused programming on Cuatro** and **enhanced news coverage**, analysis and audiovisual content across **EIDesmarque's** digital ecosystem and social media platforms, with regular NFL features within the EIDesmarque sports news programme on Telecinco and Cuatro.