



## **PRESS RELEASE – FOR IMMEDIATE RELEASE**

### **Two Circles takes on NFL digital ad sales brief**

**NEW YORK:** Sports marketing and data technology company Two Circles has expanded its long-running partnership with the National Football League (NFL) to cover international advertising sales across NFL-owned digital platforms.

The two-year partnership will see Two Circles manage advertising sales across NFL.com, NFL App and NFL Fantasy in all markets outside the United States, China, UK, Ireland, and the DACH region (Germany, Austria, Switzerland).

By combining its digital ad sales expertise, data-driven insight into the commercial models of leading sports media businesses and experience selling sports' unique engaged audiences to brands, Two Circles will help the NFL better exploit its large and growing international audience, driving digital ad revenue growth as a result.

Two Circles and the NFL have worked together since 2017, the agency providing an end-to-end marketing and data solution to help the league grow subscribers and platform usage for NFL Game Pass International, its premium subscription OTT service.

Sam Yardley, Two Circles Executive Vice-President (North America), said: "We're hugely proud and excited to be expanding our relationship with the NFL, building on the work over the last four years taking NFL Game Pass to record numbers of fans internationally. In our experience even the leading sports media businesses can find significant growth across their digital ad inventory, and we believe we can help the NFL drive new commercial value from its sizeable and growing global audience."

Max Boigon, Senior Director & General Manager, Direct to Consumer at the NFL, added: "We're thrilled to expand our relationship with Two Circles and utilize their expertise to further our international advertising business. We've experienced tremendous growth across our international digital products, and look forward to partnering with Two Circles to capitalize on the opportunity."

This month two NFL regular-season games are being played in London at Tottenham Hotspur Stadium, with the Atlanta Falcons defeating the New York Jets 27-20 on October 10 and Miami Dolphins taking on Jacksonville Jaguars on October 17.

**-ENDS-**

**About the NFL**

The National Football League is America's most popular sports league, comprised of 32 franchises that compete each year to win the Super Bowl, the world's biggest annual sporting event. Founded in 1920, the NFL developed the model for the successful modern sports league, including national and international distribution, extensive revenue sharing, competitive excellence, and strong franchises across the board. The NFL is the industry leader on a wide range of fronts, including staging regular-season games outside of the US. October will see two games played in London at Tottenham Hotspur Stadium in 2021.

**About Two Circles**

From a global network of teams in London, New York, Los Angeles, Paris and Bern, Two Circles uses data to grow direct relationships between sports and fans, driving business growth for over 300 of the world's leading sports rights-owners including the NFL, Premier League, UEFA, F1 and Wimbledon. Two Circles' technology-enabled, service-led offering helps clients grow revenue across their gameday, sponsorship and media businesses.

**For further information**

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