

Peacock and The NFL Playoffs



By Jorden Hampton May 15, 2023

Fans cheering, plays being made and teams fighting to keep their seasons alive. Playoff football is the best time for the NFL.

Peacock will stream the first-ever exclusive live-streamed playoff game on January 13, 2024.

Peacock will broadcast the NFL Wild Card game according to NBC Universal and the NFL. The news regarding Peacock's streaming opportunity was announced Monday.

Peacock will show the late wild card game at 4:30 p.m. Eastern time. Additional playoff games will air on Peacock during wild card weekend. Peacock costs \$4.99 a month plus tax

Peacock aims to capitalize on the NFL's popularity. According to NBC Chairman of Sports Pete Bevacqua, "As Peacock continues to grow, nothing says 'must-have' programming more than live NFL games. With the regular-season schedule revealed last week and today's announcement, we can't wait for the 2023 season to kick off."

NBC Sports and Peacock act as another outlet for NFL fans. Sportswriter Mike Florio hosts Pro Football Talk with former NFL quarterback Chris Simms. Florio and Simms discuss current NFL topics, provide their opinions on the game and break news.

Streaming Services In The NFL

The NFL provides multiple streaming services for consumers. Last season the NFL partnered with Amazon Prime Video. Amazon Prime Video aired Thursday Night Football games.

Customers pay \$14.99 plus tax for Amazon Prime Video.

NFL Plus was launched in 2022. Customers were able to stream NFL games for \$4.99 a month.

NFL Plus provided a premium plus option for \$9.99 a month. The premium option comes with more perks like the all-22 coach's film.

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