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NFL Media Launches New Series *NFL Game Day All-Access*, Exclusively on YouTube

New 22 Episode Series Gives a Look Inside the Game Day Experience for Players and Coaches

This fall, NFL Media and YouTube will bring viewers closer to the game day experience than ever before. [NFL Game Day All-Access](#), a weekly show streaming exclusively on the [NFL YouTube channel](#) starting Wednesday, September 11, gives fans an intimate look at the full game day experience, straight from the players and coaches that go through it.

Episode 1 will feature wired sound from Seattle Seahawks QB **Russell Wilson**, Arizona head coach **Kliff Kingsbury**, Browns head coach **Freddie Kitchens**, Buccaneers head coach **Bruce Arians** and Jaguars DE **Calais Campbell**. In addition, NFL Films captured sideline sounds from five additional games, including Giants versus Cowboys and Steelers versus Patriots on *Sunday Night Football*.

Produced by NFL Films, the original series will combine a variety of production elements including game footage, wired sound, mobile video and more to tell the complete story from players and coaches' perspective of an NFL game day. Each 20-minute episode will be made up of key moments throughout the day unfolding in order, from the trip to the stadium, to warm-ups and game moments, to postgame activity and the departure home.

"We are excited to give fans an up-close view of the full game day experience through this new YouTube series" said Ross Ketover, Senior Executive at NFL Films. "Our game's most exciting and memorable moments take place on the field, but for players, each game starts well before kickoff and continues after the final whistle. This series will deliver our fans the best of these moments each week throughout the season."

With the spotlight on a different player or coach in each episode, viewers will get a diverse look into game day – from the experience on the road versus playing at home, as well as the interaction with family and friends before and after the game. In addition to the hearing directly from the player or coach through first-person videos, *NFL Game Day All-Access* will also include sound from a wide range of individuals, including teammates, coaches and broadcast talent to tell the complete story from the day.

"*NFL Game Day All-Access* is the perfect complement to the already robust highlights offering available on the NFL's YouTube channel and sports content on the platform broadly," said Jon Cruz, Head of Sports, Americas. "Never before have fans had this level of access throughout the entire season as each week delivers gameday action from a truly unique vantage point. This YouTube exclusive series is the perfect complement to the already robust highlights offering available on the NFL's YouTube channel."

Since its launch in 2015, the [NFL YouTube channel](#) has served as a key content platform to reach both avid and casual fans. Currently the channel boasts more than 5 million subscribers and includes content including NFL original series, game previews, in-game highlights, post-game recaps and expert analysis from various NFL Media programming.

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