**Twitter Gets Streaming Rights for NFL Games**

Twitter has edged out online rivals, including Facebook and Amazon, and gained the right to stream Thursday night NFL games. The league sees the deal as a way of reaching young users who don't have cable subscriptions and chose Twitter over others willing to pay more because of the social network's reach.

***The New York Times 4/5/16***

<http://www.nytimes.com/2016/04/06/sports/football/nfl-will-stream-thursday-games-on-twitter.html?WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click&ad-keywords=smartbriefsnl&_r=0>