**Snapchat Extends NFL Partnership, Signs on With NBC**

Snapchat has extended its content partnership with the NFL for multiple years; the new deal includes an extra Sunday Publisher Story during the NFL season. The platform has also partnered with NBC Sports Group on "Premier League: Extra Time," an exclusive weekly original show that will be featured in Discover.

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***<https://variety.com/2018/digital/news/nfl-snapchat-content-renewal-sunday-games-1202889323/>***