

NBC Sports partners with Yahoo for content deal

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(AP)—NBC Sports Group and Yahoo announced a content and promotional deal that combines the website's sports reporting, college recruitment content and fantasy sports material with its partner's digital assets and television access.

Yahoo [Sports](#) and the NBC Sports Group said Sunday they will maintain separate websites and newsrooms, but will work together on news and events coverage online and on the air.

"The complementary nature of this partnership is unmatched in digital sports media," said Mark Lazarus, chairman of the NBC Sports Group. "Through our growing television and digital platforms, the Yahoo Sports partnership dramatically expands the digital reach of NBC Sports around the biggest sporting events. We are committed to continually growing this alliance for the benefit of both parties, our sports-property partners, and, most importantly, sports fans."

The agreement gives NBC Sports access to Yahoo Sports' top reporters and extensive [fantasy sports](#) offerings, while the website raises its profile as it vies with [ESPN.com](#) and other locations for online sports supremacy.

Here are some of the key features of the deal:

—Yahoo Sports will link to and promote NBC Sports Live Extra video player, giving fans access to live streams of the network's NFL game on

Sunday night and the NHL game of the week, when the league resolves its labor dispute.

—Yahoo's fantasy sports platform will become the exclusive partner of NBC Sports' Rotoworld, a fantasy sports news and information site.

—Yahoo Sports and the NBC Sports Group will develop online video programs that will appear on both websites and include notable names such as NBC broadcaster Bob Costas and former NFL coach Tony Dungy.

—Rivals.com, which focuses on college recruiting, will play a key role in coverage of college sports for NBCSports.com and the NBC Sports Regional Networks.

Ken Fuchs, vice president of Yahoo Global Media and head of Yahoo Sports and Games, thinks fans are going to love the agreement.

"Passionate fans need news and analysis about their favorite teams in real time, and they want access to that information no matter where they are," he said in a release. "We're thrilled to combine [Yahoo!](#)'s fantasy offerings, product innovation and editorial authority with NBC's broadcast coverage of live sports events and award-winning on-air talent. We think our users will love the result."

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