

Yahoo to host first global live stream of NFL game

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The National Football League said Wednesday that Yahoo will be the exclusive online stage for the first-ever free live stream of a game to a global audience.

An International Series game in London pitting the Buffalo Bills against

the Jacksonville Jaguars on October 25 will be shown at Yahoo online venues including Sports, Screen, and Tumblr.

"We're thrilled that the NFL has chosen Yahoo for this historic opportunity," Yahoo chief executive Marissa Mayer said in a release.

"It marks a significant change in the way users can access this amazing content."

California-based Internet search pioneer Yahoo has been re-defining itself as an online platform for premier digital content.

"The NFL has always been committed to being at the forefront of media innovation," NFL commissioner Roger Goodell said while touting the Yahoo partnership.

"We are taking another important step in that direction as we continue to closely monitor the rapidly evolving digital media landscape."

Yahoo in April moved to expand its online offerings, unveiling 18 new video series with which it hopes to attract a larger audience and advertisers.

Of these, 14 will be featured in Yahoo's digital magazines, which focus on beauty, show business and finance.

Music was targeted as a big focus for the company, which said that it will be extending a deal with Live Nation to broadcast music festivals, and will join iHeartMedia to broadcast other music events.

Mayer is trying to get Yahoo back on the growth track.

"Yahoo is amidst a multi-year transformation to return an iconic

company to greatness," she said in the most recent quarterly earnings release.

Mayer spent more than \$1 billion to acquire the blogging platform Tumblr to reach a younger market segment, and has made a push to focus more on mobile content and search.

But Yahoo remains far behind search market leader Google, based on market surveys.

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