

Microsoft Renews Surface Contract with NFL

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This is a bit of good news for Microsoft. They have just renewed their Surface contract with the NFL so we'll see Microsoft products for another year on the sidelines of the NFL. This is a huge boost for Microsoft as the NFL draws a huge audience and branding your product at such events can be very lucrative. The contract only lasts until the end of the 2018/2019 season, but they could extend once again at that point.

"We're excited to help the NFL change the game with Surface devices being used by players and coaches on the sidelines to make more informed decisions, referees using Surface for instant replay to enhance the speed of the game, and teams using Microsoft products in their business and football operations," says Yusuf Mehdi, Microsoft's corporate vice president.

Source: [TheVerge](#)