
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

SPT102

How the NFL is innovating with AWS and Amazon Prime Video

Cynthia Frelund
Moderator
Predictive Analytics Expert
NFL

Jennifer Langton
Senior Vice President, Player Health and Innovation
NFL

Eric Orme
Director of Live Events, Prime Video
Amazon

Larry Fitzgerald
NFL Ambassador

Justin Burks
GM, Sports
AWS

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

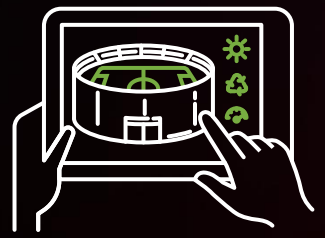
Welcome

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Sports solution areas



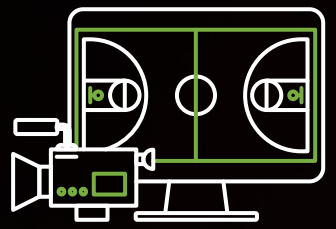
Fan engagement



Smart venues



IT transformation



Next-gen broadcast

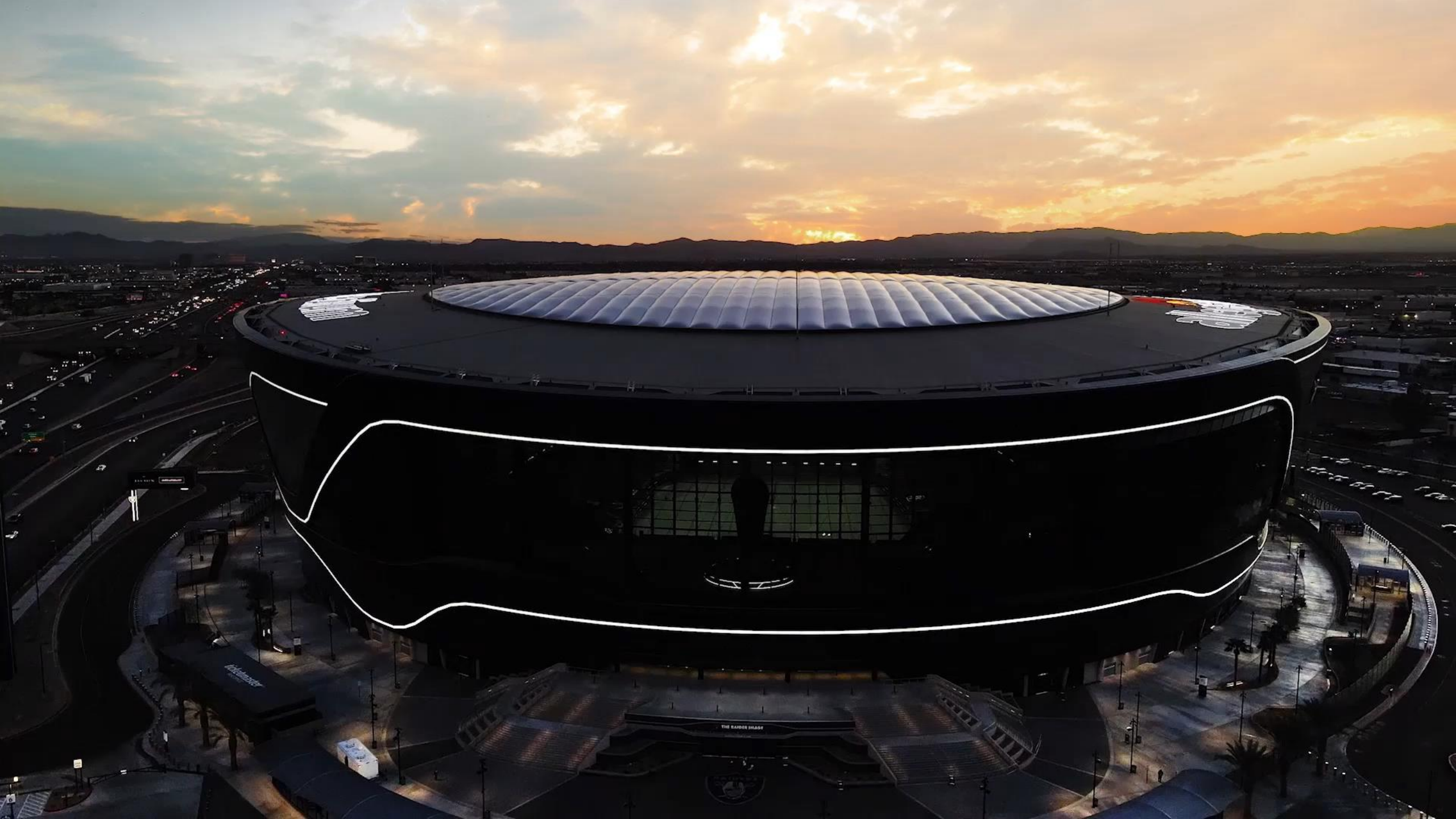


Performance analytics

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Digital Athlete

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.


THE RAIDER IMAGE

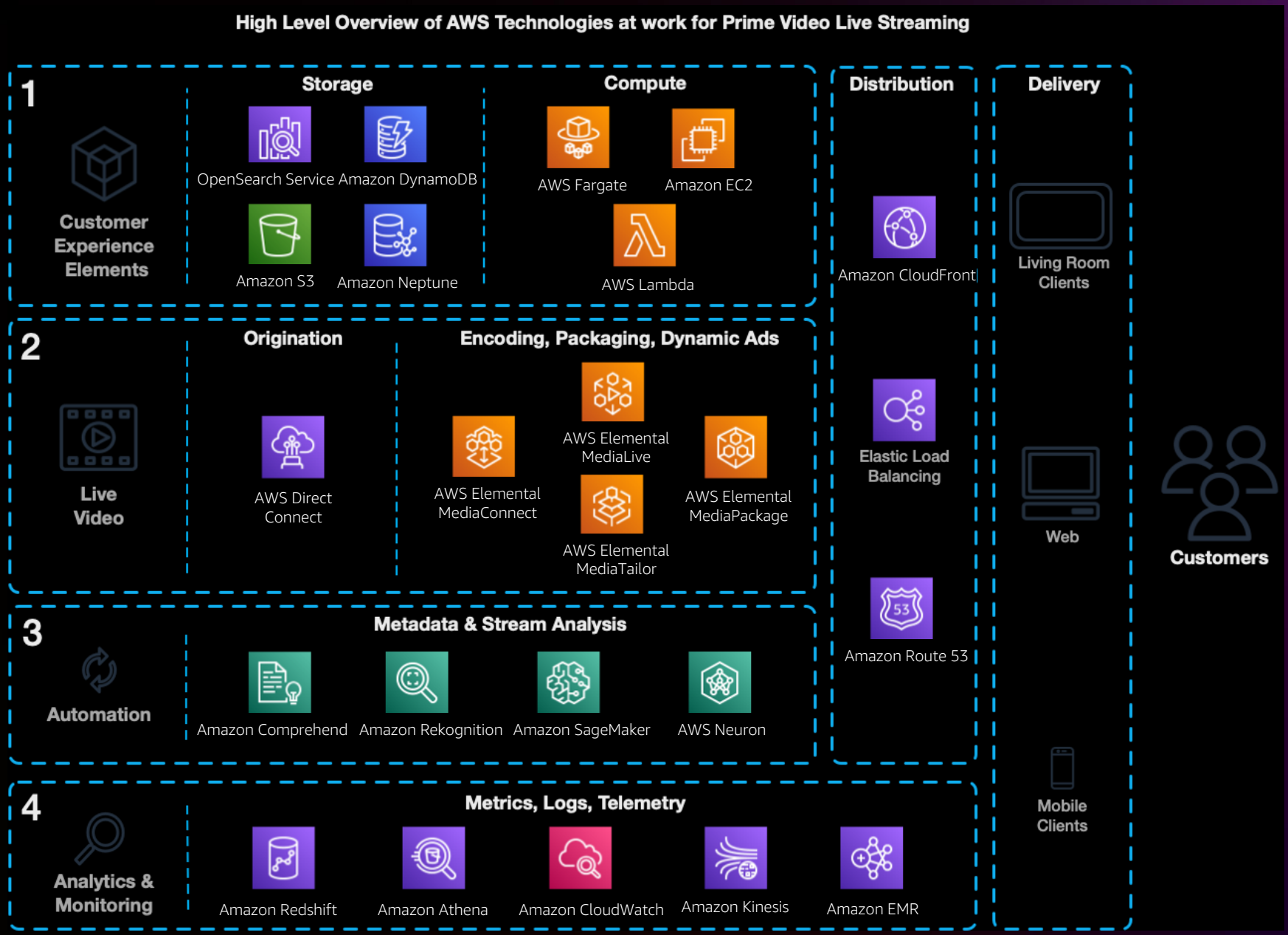
Next Gen Stats

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Amazon Prime Video

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.


BRONCOS
COUNTRY
EMPOWER
FIELD
AT MILE HIGH



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Wrap up

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Thank you!



Please complete the session survey in the **mobile app**

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.