

The 2026 NFL "Streaming Shift" Is Your Bar Ready?

Starting September 2026, DirecTV will no longer deliver NFL Sunday Ticket via satellite. To show out-of-market games, every commercial venue in the country must now transition to a streaming-only model through EverPass Media.

What This Means for Your Business

Some current TV or AV setups will not support the new delivery format .

- Bandwidth and distribution upgrades may be required.
- Multi TV environments are at higher risk for gameday blackouts-sync issues could result in lag times and clarity.



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