

ESPN's 'Year of the Super Bowl' will make the game a year-round experience

BY JOE REEDY

ASSOCIATED PRESS

ESPN is planning on making the Super Bowl a year-around experience instead of just one day.

The network — which will carry the Super Bowl for the first time — on Wednesday unveiled its plans leading up to next year's NFL title game in Los Angeles.

At the forefront of the promotion is "Year of the Super Bowl," which will see extensive promotion and programming across ESPN, ABC and Disney stations.

"I never thought I'd have the opportunity to work on an ESPN Super Bowl, and I know so many of my colleagues who have been here as long as I have or even longer would say the same thing," said Andy Ten-

nant, ESPN's vice president of Super Bowl planning. "We're the first 24/7 sports network to ever be a rights holder to broadcast the Super Bowl. We see that not only as an opportunity, but we see it as a responsibility."

The cross-company initiatives throughout ESPN and the Walt Disney Company began Sunday night with "The Handoff," as Chris Berman anchored the coverage from Super Bowl 60 in Santa Clara, California, before going to Scott Van Pelt, who did a 90-minute Super Bowl wrap-up from SoFi Stadium, which will host its second Super Bowl on Feb. 14, 2027.

ESPN, ABC and other

Disney networks also have aired "We're Going," a 60-second spot featuring Disney characters along with personalities from ESPN and ABC.

Other content includes "I Scored a Touchdown," which will spotlight 61 players who have scored in the biggest game of the year. The series kicked off Sun-

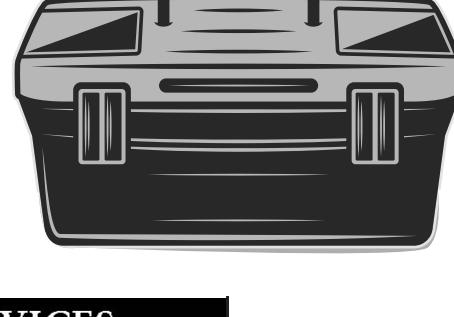
day and featured New York Giants wide receiver David Tyree.

"The Biggest Game" podcast hosted by Jeremy Schaap also premiered this

week. The first episode featured Berman, who has covered 44 consecutive Super Bowls. New episodes will air weekly closer to the NFL draft in April.

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