



**VICE SPORTS TEAMS WITH PEYTON MANNING'S  
OMAHA PRODUCTIONS, IN ASSOCIATION WITH NFL FILMS,  
TO PRODUCE *THE NFL PLAYBACK* (WT)**

**New Series Revisits Classic NFL Games with Commentary  
From Star Players and Celebrity Guests**

**New Primetime Series Premieres on VICE TV This September**

**NEW YORK (April 23, 2025)** - VICE Sports is teaming with Peyton Manning's Omaha Productions, in association with NFL Films, to produce ***THE NFL PLAYBACK*** (working title). The new series will offer a fresh take on some of the NFL's most remarkable games of recent memory, with commentary from stars who played in them and devoted celebrity fans who watched the games live. The series will premiere on VICE TV this September, airing six one-hour episodes on consecutive Wednesday nights.

Each episode of ***THE NFL PLAYBACK*** will feature actual NFL game footage from a legendary matchup, with picture-in-picture commentary from players representing both teams and celebrity fans. Each episode will offer never-before-heard tales delving into legendary moments, allowing fans to learn the real stories behind the history they remember. With the players who lived these games providing their own memories, fans are in for a tell-all experience, usually reserved only for the locker room.

The series marks the second collaboration between VICE Sports and Omaha Productions, following **Calipari: Razor's Edge**, the critically acclaimed six-part documentary chronicling John Calipari's first season as head coach of the Arkansas Razorbacks men's basketball team.

"Everyone at VICE Sports is excited to work closely with Omaha Productions, with help from NFL Films, to bring ***THE NFL PLAYBACK*** to football fans next season," said VICE TV President Pete Gaffney. "Football games are usually absent on Wednesdays, so it's the perfect night to offer fans something fresh and fun, and, having recently worked with Omaha on **Razor's Edge**, we know that they will produce each episode of ***THE NFL PLAYBACK*** to the highest standards possible."

"We're thrilled to partner with VICE Sports to create ***THE NFL PLAYBACK***," said Peyton Manning. "This is a great way for fans to look back at unforgettable games and moments in NFL history."

## ABOUT VICE TV

VICE TV, available in 40 million U.S. cable and satellite homes and to multiple licensees worldwide, is the Emmy®-winning international television network from VICE Media Group in partnership with A+E. Since its inception in 2016, the channel has attracted new audiences with its compelling and provocative programming. Earlier this year, as demand for sports content continues to grow worldwide, VICE Media launched the VICE Sports brand, VICE TV's sports-first programming strategy. Recent VICE Sports premieres include [Brady vs Belichick: The Verdict](#), with host Christopher "Mad Dog" Russo; two original docuseries, [Pitino: Red Storm Rising](#) and [Calipari: Razor's Edge](#); [Dark Side of the Cage](#); [The Grudge](#); and [Dark Side of the Ring](#). In addition to taped programs, VICE Sports has also added live event programming led by [Arena Football One](#) and [BKB Bare Knuckle Boxing](#). Overall, the company will televise more than 150 hours of sports-themed docuseries, programs, events, and podcasts for global distributors across television and digital. For more information, log on to [www.VICETV.com](http://www.VICETV.com) and find VICE TV viewing and streaming options [here](#). Also, follow VICE TV on social media platforms, including [Facebook](#), [Instagram](#), [TikTok](#), and [X](#).

## ABOUT VICE MEDIA

VICE Media is a global media and entertainment company that produces authentic, high-quality content across television, digital, film, news, and branded advertising. The company has four main businesses in its portfolio: VICE Studios (award-winning television, documentary, film, and digital production company); Virtue (full-service advertising agency), VICE TV (40M plus subscriber sports and entertainment cable network in partnership with A+E); and Pulse (leading commercials and music video production company). Recent VICE Studios' content includes the hit UK series **Gangs of London**, MAX documentary **Bama Rush** and the newly launched VICE News podcast **Shane Smith Has Questions** (in partnership with Bill Maher's Club Random Studios). The company also has a joint venture with Savage Ventures to operate its VICE brand digital channels.

The company's owners (funds managed by affiliates of Fortress Investment Group, Soros Capital Management, and Monroe Capital) are committed to future growth, with potential M&A as part of the long-term strategic plan.

## ABOUT OMAHA PRODUCTIONS

Omaha Productions is a media company launched by Peyton Manning following his retirement from the NFL. Omaha focuses on developing content that uplifts and unifies. Omaha Productions executive produces ESPN's Emmy-award-winning Monday Night Football with Peyton and Eli, along with alternative telecasts for college football, NBA, golf, F1, and The UFC. The company executive produced Netflix's Quarterback, Receiver, & Starting 5, while producing Full Court Press, Razor's Edge, King of Collectibles: The Goldin Touch, HULU's It's All Country, and ESPN+'s PLACES franchise, among others. Omaha Productions scripted division develops projects across streaming and broadcast, and the Omaha Audio Network provides award-winning sports talk shows in partnership with ESPN. Omaha's Creative Agency has produced award-winning campaigns and content for a roster of over 30 brands. Omaha has also teamed up with the NFL to reimagine the Pro Bowl and launch the inaugural NFL FLAG Championships, a youth flag football tournament airing on ESPN.

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