

Changes to NFL Sunday Ticket Could Increase Costs for Restaurants and Bars

Restaurants and bars that rely on NFL Sunday Ticket may face new costs and technology requirements when the regular season begins in September.

Key date for operators

The 2026 NFL regular season kicks off **Wednesday, September 9.**

What is changing

Businesses that want to show out-of-market Sunday afternoon NFL games will need to access NFL Sunday Ticket through **EverPass, a streaming-based platform**, instead of DIRECTV.

What this could mean for operators

For many operators, this could mean added expenses for internet upgrades, streaming equipment, wiring, and other system changes. Industry estimates suggest upgrades could cost some businesses **\$15,000 to \$40,000 per location** before subscription fees.

Operators have also raised concerns about **streaming reliability, game delays, managing multiple TV platforms, and limited broadband access** in some communities.

The IRA is actively engaged on this issue. We have been working with the National Restaurant Association to advocate for a solution that protects restaurants and bars from unnecessary costs and disruptions. We have raised operator concerns with policymakers and will continue pushing for an outcome that gives businesses the time, support, and flexibility they need.

What operators can do

- 1 **Review** how this transition could affect your business and costs.
- 2 **Share concerns or projected expenses** with Ali DeGuide at adeguide@illinoisrestaurants.org.
- 3 **Contact your members of Congress** and ask them to support efforts to protect restaurants and bars from unnecessary costs and disruptions.
- 4 **Sign the petition** to keep NFL Sunday Ticket available to bars and restaurants through DIRECTV. [Click here to access the petition.](#)