ESPN, The Walt Disney Company, the NFL and IMAX to Bring the Super Bowl to IMAX for the First Time

November 23, 2026

- **Super Bowl LXI to be presented across hundreds of IMAX theaters in the United States and select international markets — the largest live event in IMAX history**
- **Four-hour presentation will feature ESPN's main Super Bowl LXI game telecast, plus the Apple Music Super Bowl LXI Halftime Show headlined by 25-time GRAMMY Award winner JAŸ-Z, and pregame and postgame coverage**

NEW YORK--(BUSINESS WIRE)--Nov. 23, 2026-- ESPN, The Walt Disney Company, the National Football League (NFL) and IMAX have reached a partnership to bring the Super Bowl to IMAX theaters for the first time ever — giving fans a new, larger-than-life way to experience America's biggest sporting event and the first Super Bowl in ESPN's 47-year history.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20261123817746/en/

On Sunday, Feb. 14, 2027, ESPN's telecast of Super Bowl LXI will be presented across hundreds of IMAX locations in the United States and select international markets, including Australia, New Zealand and Brazil. A milestone in cinema, it will mark the largest live event in IMAX history.

"Watching the Super Bowl with your fellow fans is one of the great shared experiences in sports, and this first-of-its-kind collaboration with the NFL and IMAX takes it to a historic new scale," said **Ken Potrock**, President, Major Event Integration for The Walt Disney Company. "With ESPN's first Super Bowl, we're reaching fans across an unprecedented range of platforms and meeting them wherever they want to be, with unique moments that only Disney and ESPN can deliver."

"The Super Bowl is a one-of-a-kind global cultural event imbued with spectacle, sound, drama, and heroes — all the makings of a great IMAX experience," said **Rich Gelfond**, CEO of IMAX. "This is a milestone for IMAX that further elevates our standing as a premier global platform for entertainment and events, and we're excited to work in partnership with Disney, ESPN and the NFL to give football fans an unforgettable night."

Expanding into IMAX, in addition to ESPN, ABC, Disney+ and Univision, extends the reach of the Super Bowl across more platforms than ever, while creating an entirely new opportunity for fans to come together and experience the NFL's premier game in a communal setting. The one-day only event will begin at 6 p.m. ET and feature ESPN's main Super Bowl LXI game telecast, as well as the Apple Music Super Bowl LXI Halftime Show headlined by 25-time GRAMMY Award winner JAŸ-Z, and pregame and postgame coverage, delivering a more than four-hour comprehensive presentation of the Super Bowl experience in a premium theatrical environment. ESPN's *Monday Night Football* broadcast team of Joe Buck, Troy Aikman, Lisa Salters and Laura Rutledge will call the game.

The first-ever broadcast of the Super Bowl in IMAX theaters complements ESPN's already robust presentation plans for the game. Previously announced viewing options include *Super Bowl LXI with Peyton and Eli* (ESPN2), *Super Bowl LXI Field Pass with The Pat McAfee Show* (ESPNU), *Super Bowl LXI Playbook with Next Gen Stats* (NFL Network), and the first-ever *Star Wars Funday Football* animated telecast (Disney+, ESPN App, Disney Channel and Disney XD).

IMAX theater tickets for Super Bowl LXI are expected to go on sale in January 2027. For information, visit IMAX.COM or local theaters where IMAX tickets are sold.

A promotional spot and materials supporting the theatrical event are expected to begin appearing in theaters during Thanksgiving week.

Additional details, including a list of participating theater locations and ticketing information, will be announced in the coming weeks.

All of ESPN. All in one place.

ESPN offers its full suite of networks and services directly to fans on the ESPN App with an ESPN Unlimited plan, providing more choice, flexibility and access to all of ESPN, including more than 47,000 live events per year, on-demand replays, industry-leading studio shows and original programming, and more. The ESPN App gives fans a unique viewing experience that includes multiview and synchronized two-screen viewing options, swipe-able shortform vertical video and a personalized SportsCenter For You, as well as integrated game stats, ESPN Fantasy sports, betting odds and information from DraftKings, sports merchandise and more. These features are available to all fans who watch on the ESPN App on mobile and connected TV devices, whether they subscribe directly or through a pay TV package from certain providers. Bundling options available for fans include a Disney+, Hulu, and ESPN offering that provides a one-of-a-kind streaming package combining sports with branded and general

entertainment. For more, visit stream.espn.com.

About IMAX

IMAX (NYSE: IMAX) is a global leader in entertainment technology, delivering immersive cinematic experiences through proprietary software, architecture, and projection systems. Filmmakers, studios, and artists worldwide use IMAX to connect with audiences at scale, making its network one of the most powerful platforms for blockbuster events and entertainment.

Headquartered in New York, Toronto, and Los Angeles, IMAX operates 1,887 systems across 91 countries and territories as of September 30, 2026. IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trades on the Hong Kong Stock Exchange under stock code “1970.” IMAX and related marks are trademarks of IMAX Corporation. For more information, visit **www.imax.com**.

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