



## Season Three of Prime Video's Emmy-winning All or Nothing, Featuring the Dallas Cowboys, Premieres Friday 27 April

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*Emmy-winning actor Jon Hamm returns as narrator of the eight-episode season*

*Series one and two of All or Nothing are available for Prime members to stream on Prime Video*

**LONDON – 1 MARCH 2018** – Amazon today announced that season three of the Emmy-winning docuseries [All or Nothing](#), a Prime Original Series produced by NFL Films, will launch on Friday 27th April. *All or Nothing: The Dallas Cowboys*, once again narrated by Emmy-winning actor [Jon Hamm](#) (*Baby Driver*, *Mad Men*), follows the Cowboys through their tumultuous 2017 season, which they enter with Super Bowl aspirations and exit with disappointment, one game short of the playoffs after a rollercoaster of controversy and emotion. All eight episodes will be available for Prime members on 27th April.

*All or Nothing*, winner of the 2017 Sports Emmy for Outstanding Serialized Sports Documentary, is the first series to take viewers inside the locker room, on the side-lines and off the field for an unprecedented look inside an NFL franchise's complete season. Series three, *All or Nothing: The Dallas Cowboys*, begins with much reason for optimism. Owner Jerry Jones has been elected to the Pro Football Hall of Fame, the team is operating out of its glistening new headquarters in Frisco, Texas, and Head coach Jason Garrett is the reigning NFL Coach of the Year. But a cloud hangs over everything. After a yearlong investigation, running back Ezekiel Elliott has been suspended for six games by the NFL for conduct detrimental to the league. The team never quite find its footing, alternating between winning and losing streaks.

Being the Dallas Cowboys means being the centre of the NFL universe in good times and bad. The Elliott suspension, the team's response to the players' social justice protests during the national anthem, and even the fortunes of Jerry Jones's grandson – a star Texas high school quarterback – dominate national headlines. It all adds up to a wild season even by the lofty standards of America's Team, and NFL Films is there for it all, providing the immersive coverage that has made the Emmy-winning *All or Nothing* a new ground-breaking leader for all-access sports programming.

"We are excited to announce that the third series of *All or Nothing* will feature the Dallas Cowboys. One of the best known and most captivating teams in the NFL, the Cowboys have a rabid fan base," said Heather Schuster, Head of Unscripted, Amazon Originals. "This series will once again provide Prime members with incredible access, compelling drama and plenty of football action to entertain fans until next season."

"We are thrilled to have the Dallas Cowboys as the featured team in the third series of Amazon Prime Video's *All or Nothing*," said Maryann Turcke, President of NFL Media. "An enormous amount of thanks goes out to the Cowboys organisation for their cooperation in filming throughout the season. The team at NFL Films continuously delivers high-quality, engaging content for viewers, and through our collaboration with Amazon, the third series of *All or Nothing* will give football fans incredible access into one of the league's most iconic and celebrated clubs."

The 27th April launch of *All or Nothing* also coincides with the 2018 NFL Draft, which will take place Thursday 26th April through Saturday 28th April in Dallas, TX.

Here's what customers are saying:

- "One of the best series ever commissioned by Amazon, setting a new standard for how all NFL films ought to really be."
- "A fascinating documentary rollercoaster that is not just for non-American Football fans or even Americans. It demonstrates that sport is basically Fate with a hint of Hope."
- "Must watch for any sports fan, fascinating insight into a team starting a season brightly and then falling apart."
- "Epic!! Love it, just a great idea and brilliantly done. MORE PLEASE!!!"

Produced by [NFL Films](#), *All or Nothing: The Dallas Cowboys* is executive produced by Maryann Turcke, [Ross Ketover](#) (*Hard Knocks*, *Inside the NFL*), and [Pat Kelleher](#) (*Hard Knocks*, *30 for 30 – The Two Bills*). The showrunner is [Keith Cossrow](#) (*A Football Life*). Directors are [Shannon Furman](#), [Jay Jackson](#), [Steve Trout](#), and Terrell Riley. Supervising producer is [Bennett Viseltair](#) and senior producer is [Nick Mascolo](#).

Prime members will be able to stream the series via the Prime Video app for TVs, connected devices including Fire TV, mobile devices and online at [amazon.co.uk/allornothing](http://amazon.co.uk/allornothing). Members can also download the series to mobile devices for offline viewing at no additional cost to their membership.

Customers who are not already Prime members can sign up for a free trial at <http://www.amazon.co.uk/prime>. For a list of all Prime Video compatible devices, visit [www.amazon.com/howtostream](http://www.amazon.com/howtostream).

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### Media contacts

Amazon Prime Video UK Press Office  
[AmazonPrimeVideo@theacademypr.com](mailto:AmazonPrimeVideo@theacademypr.com)

## Notes to Editors

### About Amazon Video

Amazon Video is a premium on-demand entertainment service that offers customers the greatest choice in what to watch, and how to watch it. Amazon Video is the only service that provides all the following:

- **Prime Video:** Thousands of popular movies and TV episodes, to stream or download, including Prime Originals like Golden Globe winning *The Marvelous Mrs. Maisel* created by Amy Sherman-Palladino and starring Golden Globe winning Rachel Brosnahan; *Jean-Claude Van Johnson* starring world-renowned actor and martial artist, Jean-Claude Van Damme; Jeremy Clarkson, Richard Hammond and James May's *The Grand Tour*; *American Gods*, based on the award-winning novel by Neil Gaiman; *Sneaky Pete*, executive produced by Bryan Cranston; *Goliath*, starring Billy Bob Thornton; the multi-award-winning *Transparent*; Ridley Scott produced *The Man in the High Castle* and Sam Esmail's *MR. ROBOT* starring Rami Malek. Plus, must-see films like *Lion*, *Moonlight*, *Jackie* and more. Prime Video is also available to customers in more than 240 countries and territories around the globe.
- **Amazon Channels:** Allowing Prime members to add over 40 individual channel subscriptions including Discovery, Eurosport Player, hayu and others to their Prime Video viewing experience for an additional low monthly subscription fee, without the need to sign up for a bundle or enter a lengthy contract.
- **Rent or Own:** Thousands of titles, including new-release movies and current TV shows available for on-demand rental or purchase for all Amazon customers.
- **Watch Anywhere:** Instantly watch anytime, anywhere through the Amazon Video app on smart TVs or Apple TV, mobile devices and tablets, Amazon Fire TV, Fire TV Stick, and Fire tablets, on Xbox, PlayStation, Wii and Wii U, on the Amazon Prime Video app available on Google Play and through the web at [www.amazon.co.uk/primevideo](http://www.amazon.co.uk/primevideo).
- **Premium Features:** Top features like 4K Ultra HD, High Dynamic Range (HDR) and mobile downloads for offline viewing.

### About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [www.amazon.com/about](http://www.amazon.com/about).

### About NFL Films

NFL Films, the most honored filmmaker in sports television history with 126 Sports Emmy Awards – remains a groundbreaking leader in sports television, providing unprecedented access to and legendary storytelling about the sport of professional football. With more than 100 million feet of film in its library, NFL Films is the historical backbone of NFL Network and a key supplier of the network's programming, including the three-time Emmy-nominated series *A Football Life*, offering untold stories into the lives of some of the NFL's most recognisable icons, and *The Timeline*, chronicling seminal moments that formed the NFL's storied past, shape the present and, in some cases, set the stage for the future.

NFL Films is a part of NFL Media, the owned and operated media division of the National Football League which is comprised of NFL Network, NFL Films, NFL.com, NFL Now, NFL Mobile from Verizon and NFL RedZone.

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Amazon.com, Inc.  
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