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## Ryz Sports Network Streams the Future: **Rewrites Rules of Sports Broadcasting**



Ryz logo

Members of the editorial and news staff of the USA TODAY Network were not involved in the creation of this content.

Live sports should be accessible, engaging, and relevant. Geographical location and time zones don't matter. Audiences deserve more than reruns

motto: "Prime Time All The Time."

**Matthew Kayse** Contributor

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platforms.

that matters, is live, and speaks to the shifting rhythm media is consumed. This philosophy shapes the mission of Ryz Sports Network. Ryz is a 24/7 free ad-supported streaming television (FAST) channel that offers a new kind of sports experience. It prioritizes accessibility, equity, and non-stop live action. Currently available on Samsung TV Plus, Xumo,

Google Play TV, Amazon Prime, Amazon Firestick, Amazon Live on

Linear, Comcast, and Xfinity, Ryz aims to solidify its presence in the

competitive streaming space. The network stands out for its content strategy. It's intentionally broad, covering various sporting events globally and across multiple divisions and leagues. Ryz's slate includes men's and women's sports. It delivers consistent streams of live events, whether Division I football, basketball, softball, international baseball, ultimate frisbee, or MMA, from different

time zones. This capability demonstrates the truth behind Ryz's signature

Two veterans of the entertainment and sports industries, Hammad Zaidi and Neil Brubaker, shape the company's guiding principle. With six decades of combined expertise in content distribution, media finance, production, and global sales, the founders propel Ryz Sports Network to greater heights.

Zaidi, a producer, entrepreneur, and content acquisition specialist, is

known for his work with The Lonely Seal Company Group, a portfolio of

entertainment businesses he founded, including a streaming service, film

festival, and international sales operation. Holding an MFA from the UCLA School of Film, he has always been passionate about storytelling in film and sports. Brubaker complements Zaidi with his extensive career in sports syndication and content distribution. As a former senior executive at ESPN for over 16 years, he has built a network of relationships and

industry specialization that proved essential to placing Ryz on major FAST

Their partnership was born from an accidental introduction at a content conference in Miami. They realized they shared a vision, and that became the seed for Ryz. The industry experts found common ground in their love for sports and a mutual desire to challenge traditional broadcast models despite vastly different backgrounds.

Ryz is more than a venture for both, but especially for Zaidi. After all, it's the realization of his childhood dream. An unfortunate incident limited Zaidi from using his left side. Nonetheless, he grew up aspiring to become a professional athlete. Later, realizing that becoming one wasn't physically possible for him, he pivoted.

Zaidi promised himself that he would one day own a sports franchise. That

childhood passion found expression in Ryz decades later. "Sports is one of

the biggest forces in television," he says. "Cable is collapsing, streaming is

taking over, and sports is still some of the most highly valued content worldwide. So I thought, 'Why not build a platform that meets audiences where they are while also celebrating the sports I love?" Now, Ryz is known as a modern network for the modern viewer. If traditional networks rely on fixed schedules and geographic constraints, Ryz leverages its international programming to ensure live content is

always possible. "It's free, it's mobile, and it's everywhere," Zaidi explains.

"That's what people want: live content without the paywall. And we're

delivering it." "It's amazing how something that starts with a simple conversation can turn into a platform that people are actually tuning into around the world. To wake up every day knowing we're building something we love, it's rewarding," says Brubaker.

channels to accommodate the growing slate of live programming. More initiatives are on the roster, like establishing collaborations with major social media influencers, such as Nino Brown, podcasters, and moving into over-the-air (OTA) television. Zaidi states: "We don't see Ryz as just a FAST channel. We see it as a FAST entity. Meaning it's not just the broadcast; we're creating an ecosystem."

The founders have ambitious plans for Ryz. They plan to launch sub-

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