



**For Immediate Release:**  
Feb. 18, 2026

## **The AFLE partners with Hudl as official performance analysis supplier**

The American Football League of Europe (AFLE) is proud to announce a partnership with Hudl, one of the world's leading sports technology platforms for video analysis and performance insights.

Through this collaboration, Hudl will support AFLE teams, coaches, players, and officials with advanced video and analysis tools designed to improve preparation, communication, and development across the league.

### **Strengthening coaching, scouting, and officiating development**

Hudl provides an integrated platform that allows teams to upload, share, and analyze training and game footage while combining video with performance data. The system helps coaches review plays, deliver feedback, and support player development through detailed visual analysis and communication tools.

Coaches and league staff can compile customized playlists and share them with specific groups both inside and outside their organization, enabling targeted teaching and scouting workflows. The platform also allows participation tracking, giving staff insights into how much time individuals invest in reviewing assigned material. In addition, comments, teaching points, and feedback can be added directly to video sequences and distributed instantly. Teams and the league can create multiple subgroups to deliver content precisely to the intended audience.

Within AFLE, the platform will be used not only for team scouting and tactical preparation, but also to support referee education and evaluation. By using shared video analysis tools, the league aims to create consistent teaching standards and improve decision-making processes on the field.

### **A global platform for performance and development**

Hudl empowers more than 300K teams globally to reach their potential. A complete suite of video and data products ensures coaches and teams at every level of sport have the information and insights they need to be their best. Our smart cameras capture every second of the action, and our software makes video easy to access, analyze, share and learn from. That video also enables athletes to get recruited and teams at every level to find their next star. That's why more than 8M users across 40+ sports trust Hudl for every moment that matters to them.

### **Supporting AFLE's professional infrastructure**

By partnering with Hudl, AFLE continues to build a strong technological foundation for its inaugural seasons. The cooperation supports the league's focus on professional standards, structured development, and modern football operations across all franchises.

The partnership will help ensure that teams and officials across the league have access to the same high-quality analysis tools, strengthening preparation, education, and competitive performance from day one.



## About The AFLE

The AFLE (American Football League of Europe) is a newly established professional football league dedicated to building a sustainable, team-driven competition across Europe. Headquartered in Hamburg, Germany, the league operates as an association owned and governed by its participating teams.

Founded on principles of transparency, collaboration and long-term development, The AFLE was created to provide stability and professional structures for European football after years of uncertainty across the landscape.

The league's inaugural season will take place in summer 2026, featuring teams from multiple countries across Europe. The AFLE aims to connect fans across borders and establish a truly international competition platform.

Backed by long-term private investment, The AFLE focuses on responsible growth, modern governance and strong media engagement. The league works closely with clubs, players, officials and partners to develop football sustainably for the next generation.

The AFLE's mission is to create a trusted home for European football, built on stability, professionalism and community.

## Digital Presence

Website	<a href="http://www.aflepro.com">www.aflepro.com</a>
Instagram	<a href="https://www.instagram.com/theleagueeurope">@theleagueeurope</a>
X	<a href="https://www.x.com/theleagueeurope">@theleagueeurope</a>
Press Contact	<a href="mailto:press@aflepro.com">press@aflepro.com</a>
Media Kit	<a href="#">Link</a>